Children’s Budget Summit 2014

Bruce Lesley
President, First Focus

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Welcome to Children’s Budget Summit 2014

Twitter: #InvestInKids
Children’s Budget 2014

✓ 180+ investments in kids
✓ Traditional & nontraditional
✓ 5-year lookback
Children in the Federal Budget, 2014

- Children: 8%
- All Else: 92%
The children’s share of the federal budget has **declined by nearly 6%** since 2010. Kids are being disproportionately cut, although have regained some ground since low in 2012.
Funding has dropped by $13 billion, or 6%, since 2010.

However, adjusting for inflation, funding for children is down $33 billion, or 14% over the last five years.
Children’s Discretionary Spending (not adjusted for inflation)

Federal discretionary spending in 2014 is still below that in 2010 for children.

When adjusted for inflation, the level of funding today is 9.3% below 2010 levels.
Moderates and even Tea Party supporters oppose cuts that impact children.

Funding Reduction Disapproval by Tea Party Supporters and Moderates

<table>
<thead>
<tr>
<th>Funding</th>
<th>Tea Party</th>
<th></th>
<th>Moderates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Approve</td>
<td>Disapprove</td>
<td>Approve</td>
<td>Disapprove</td>
</tr>
<tr>
<td>Medical &amp; scientific research</td>
<td>52%</td>
<td>47%</td>
<td>36%</td>
<td>63%</td>
</tr>
<tr>
<td>Tax credits for working families with children</td>
<td>40%</td>
<td>56%</td>
<td>36%</td>
<td>63%</td>
</tr>
<tr>
<td>Programs to prevent child abuse &amp; neglect</td>
<td>35%</td>
<td>64%</td>
<td>31%</td>
<td>67%</td>
</tr>
<tr>
<td>The Children’s Health Insurance Program or CHIP</td>
<td>48%</td>
<td>48%</td>
<td>25%</td>
<td>71%</td>
</tr>
<tr>
<td>Medicaid</td>
<td>37%</td>
<td>62%</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>Education programs aimed at kindergarten to twelfth grade</td>
<td>42%</td>
<td>58%</td>
<td>23%</td>
<td>76%</td>
</tr>
<tr>
<td>Medicare, which provides healthcare to seniors</td>
<td>28%</td>
<td>72%</td>
<td>24%</td>
<td>75%</td>
</tr>
<tr>
<td>Social Security</td>
<td>29%</td>
<td>69%</td>
<td>24%</td>
<td>74%</td>
</tr>
</tbody>
</table>
Real Percent Change in Child Welfare vs. Overall Mandatory, 2010-2014

-14.00%  -11.00%  -8.00%  -5.00%  -2.00%  1.00%  4.00%  7.00%

$BILLIONS

Child Welfare Spending (Mandatory)

Total Mandatory Spending

Child Abuse: The Deadly Cost of Inattention and Inaction
Total Federal Spending on Education Programs (not adjusted for inflation)

Funding has dropped by over $3 billion, or 7.5%, since 2010.

However, adjusting for inflation, funding for children is down almost $7 billion, or 15.1% over the last five years.
U.S. Census Bureau: Cuts to Public Education for “First Time in Nearly Four Decades”

FOR IMMEDIATE RELEASE: TUESDAY, MAY 21, 2013

Per Student Public Education Spending Decreases in 2011 for First Time in Nearly Four Decades, Census Bureau Reports
Changes in Per-Student Funding Since 2007

By source, adjusted for inflation

- **Federal**
- **State**
- **Local**

SOURCE: U.S. CENSUS BUREAU
Cutting Early Childhood in States Too

NIEER: Drastic Budget Cuts to Early Childhood

PERCENT OF NATIONAL POPULATION ENROLLED

AVERAGE STATE SPENDING PER CHILD ENROLLED (2012 DOLLARS)

Source: National Institute for Early Education Research
Where is America Investing?

- **Children**
  - State & Local: $8,000
  - Federal: $3,822
  - Total: $11,822

- **Elderly**
  - State & Local: $901
  - Federal: $25,455
  - Total: $26,356

**7x**

Source: *Kids’ Share*, Urban Institute
Money Matters: Poverty Rates by Age (1968-2011)

Source: U.S. Census Bureau
Gridlock/Status Quo = Long-Term Disinvestment in Kids

- 24% Of GDP

Source: Kids’ Share, Urban Institute
Voters on Our Side: They Want the Nation to Invest in Kids

8% Kids’ Share
18% What Voters Think
31% What Voters Want
A majority say the last decade has not been beneficial to children.

“Compared to ten years ago, do you think the lives of American children have gotten better, gotten worse, or not changed?”

Gotten Worse 57%
Not Changed 27%
Gotten Better 13%
And do you feel confident or not confident that life for our children’s generation will be better than it has been for us?

Not only are voters pessimistic, but they don’t see a reason for hope around the corner as a majority are strongly not confident that the next generation will be better off. Typically, higher socio-economic voters are more optimistic, but even wealthier are voters are downbeat.
If we want to ensure that the next generation is healthier than this one, if we want to leave our children better off than our parents left us, we cannot wait any longer. We have to act now.
So, What Are We Doing About It?

- **Raising Awareness**: sharing knowledge, data
- **Developing Policy**: propose evidence-based change
- **Building Will**: improving communications/creating champions
- **Taking Action**: grassroots and direct advocacy
Raising Awareness
Developing Policy
## Create a Children’s Policy Agenda

<table>
<thead>
<tr>
<th>Issue</th>
<th>Result</th>
<th>Intensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cut Child Poverty In Half:</td>
<td>82-13%</td>
<td>68%</td>
</tr>
<tr>
<td>Extend Child Tax Credits:</td>
<td>81-12%</td>
<td>69%</td>
</tr>
<tr>
<td>Extend CHIP:</td>
<td>83-13%</td>
<td>61%</td>
</tr>
<tr>
<td>Adopt a Children’s Budget:</td>
<td>66-22%</td>
<td>51%</td>
</tr>
<tr>
<td>Pass the DREAM Act:</td>
<td>68-26%</td>
<td>56%</td>
</tr>
<tr>
<td>Adopt Bipartisan Children’s Commission:</td>
<td>78-15%</td>
<td>62%</td>
</tr>
</tbody>
</table>
Building Will
Westen: High Ground on Values

Core Values
✓ American leadership
✓ American Dream
✓ Personal responsibility
✓ Back to Basics
✓ Investment
✓ Security
✓ Character
✓ Opportunity
✓ Hard work
✓ Community
✓ Accountability
✓ Partnership
✓ Common sense

Connect w/ Aspiration

Describe problem – Concrete, Visual

End w/ a Solution that That Evokes Hope that Something Can Change

Return to Central Theme/Value
Building Will: Creating Champions for Children

• Building Will
  – Building, Rewarding, Thanking, and Recognizing Champions for Children
Taking Action
Taking Action on Behalf of Children

• **Take Action**
  – **Engage** Allies/Stakeholders
    • “Rule of Six”
    • Grassroots/Social Media
  – Identify/Create Windows of Opportunity
    • Listening/Injecting Self Into the Conversation
    • Opening Windows
    • Creating Accountability
  – Celebrate Wins
So, How Are Child Advocates Doing?

- **Awareness**: sharing knowledge, data
- **Policy**: propose evidence-based change
- **Will**: improving communications/creating champions
- **Action**: grassroots and direct advocacy

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Subject: Invest In Kids

On 1-10 scale – rate each area

- Awareness: ?
- Policy: ?
- Will: ?
- Action: ?

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“Children... have a unique place in American democracy. Their rights and political agency are not as absolute or direct as those of adults. Thus, children’s voices must be heard through the organizations of parents and professionals who negotiate children’s status in the courts and in the policy process.”

- Elizabeth Reid
Thank You

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