

Faithful Citizenship Child Poverty Initiative



WISCONSIN COUNCIL ON
**children
& families**

Raising Voices to Make Every Kid Count



**CITIZEN
ACTION
OF WISCONSIN
EDUCATION
FUND**

In 2014



Starting at Marquette University

2 faith-based networks

*Wisconsin
Council of
Churches



*WISDOM



and 2 policy groups

- *Wisconsin Council on Children & Families
- *Citizen Action of Wisconsin Education Fund



*hosted a path breaking
2 year conversation on poverty*

- * 24 major forums at churches & other religious settings
- * **In every region of Wisconsin**
- * Over 1,200 participants



Frame Presbyterian Church, Stevens Point

we dug into the facts

- * who is poor
- * how prevalent is poverty
- * racial inequality
- * causes of poverty
- * history of efforts to reduce poverty



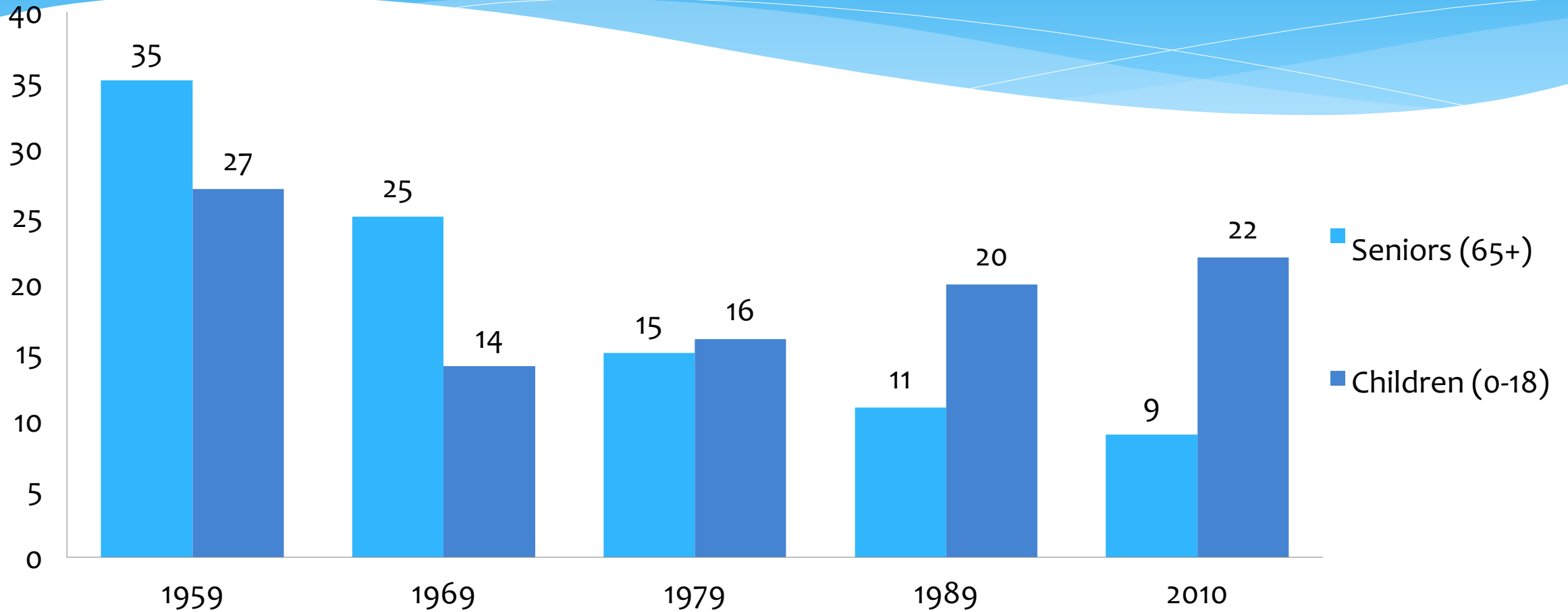
we discovered that children are now the poorest Americans

- * in the 1950s seniors were the poorest group
- * **children were the second poorest group**
- * poverty for both was cut dramatically by public investments
- * **investments in seniors continued to have impact....**
- * but the economy changed and the impacts of investments in children tapered off.... So...
- * **seniors now have the lowest rate of poverty**
- * but children are the poorest group in America today



% Poverty Over Time: 1959-2010

Children and Seniors



in discussions across the spectrum of faiths



Unitarian Universalist
Fellowship of Door County

we found that child poverty is expanding in every region of Wisconsin

Free or Reduced-Price School Meal Eligibility

2003-2004

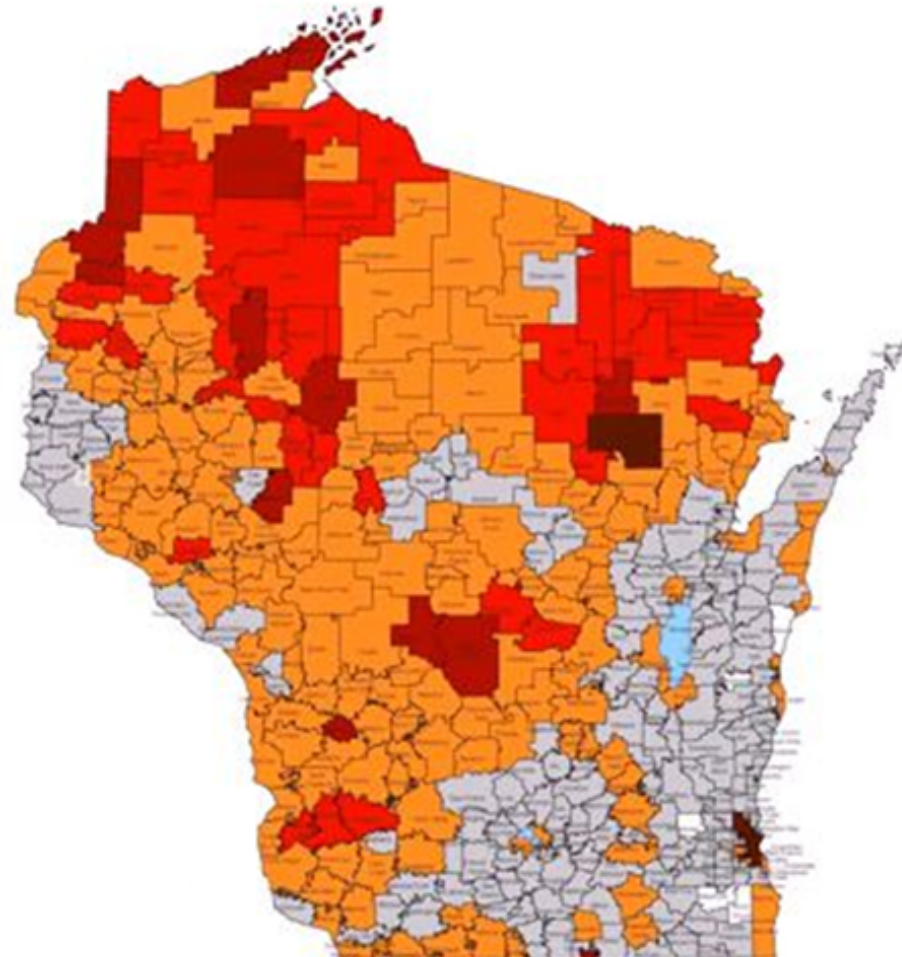


Image source: DPI

Free or Reduced-Price School Meal Eligibility

2013-2014

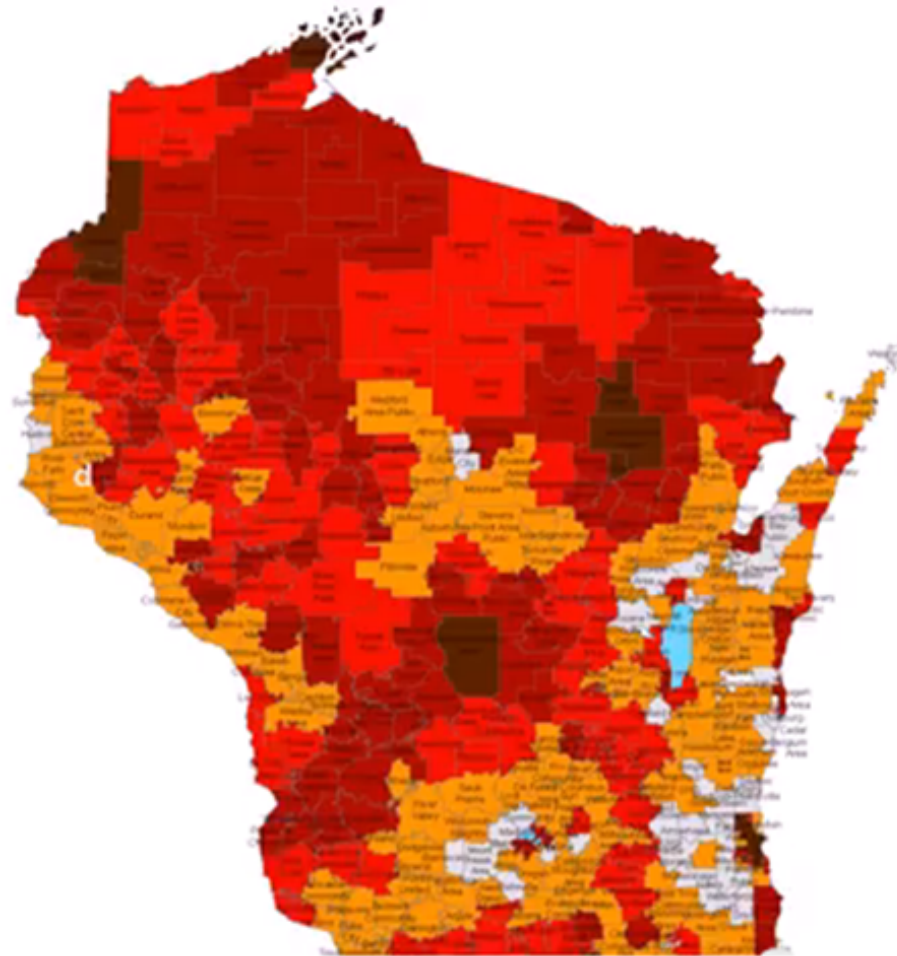


Image source: DPI

we found racial disparities are dramatic between our Wisconsin kids

In WISCONSIN... compared to white kids

- * African American kids are almost 5x more likely to be poor
- * Latino kids are 3x more likely to be poor
- * Native American kids are 4x more likely to be poor
- *and the poverty rate for our African American kids is 8% above the national average for black child poverty



In addition, we learned that:

- 1) children are the poorest segment of Wisconsin
- 2) Wisconsin has among the worst racial disparities
- 3) pulling children out of poverty makes the biggest difference in life prospects
- 4) to help children you must help their families

we reached agreement on causes



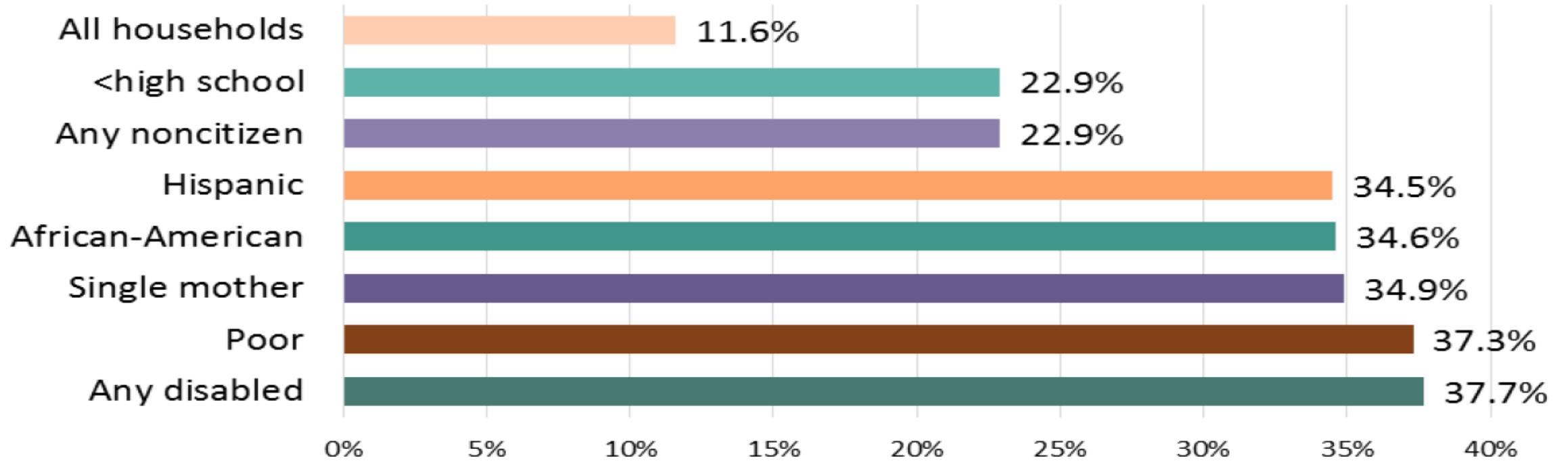
- * High rates of poverty are not a result of individual moral failings
- * kids are clearly not responsible for their own plight
- * Poverty is a result of human-made economic and social structures

“Poverty is not an accident. Like slavery and apartheid, it is man-made and can be removed by the actions of human beings.”

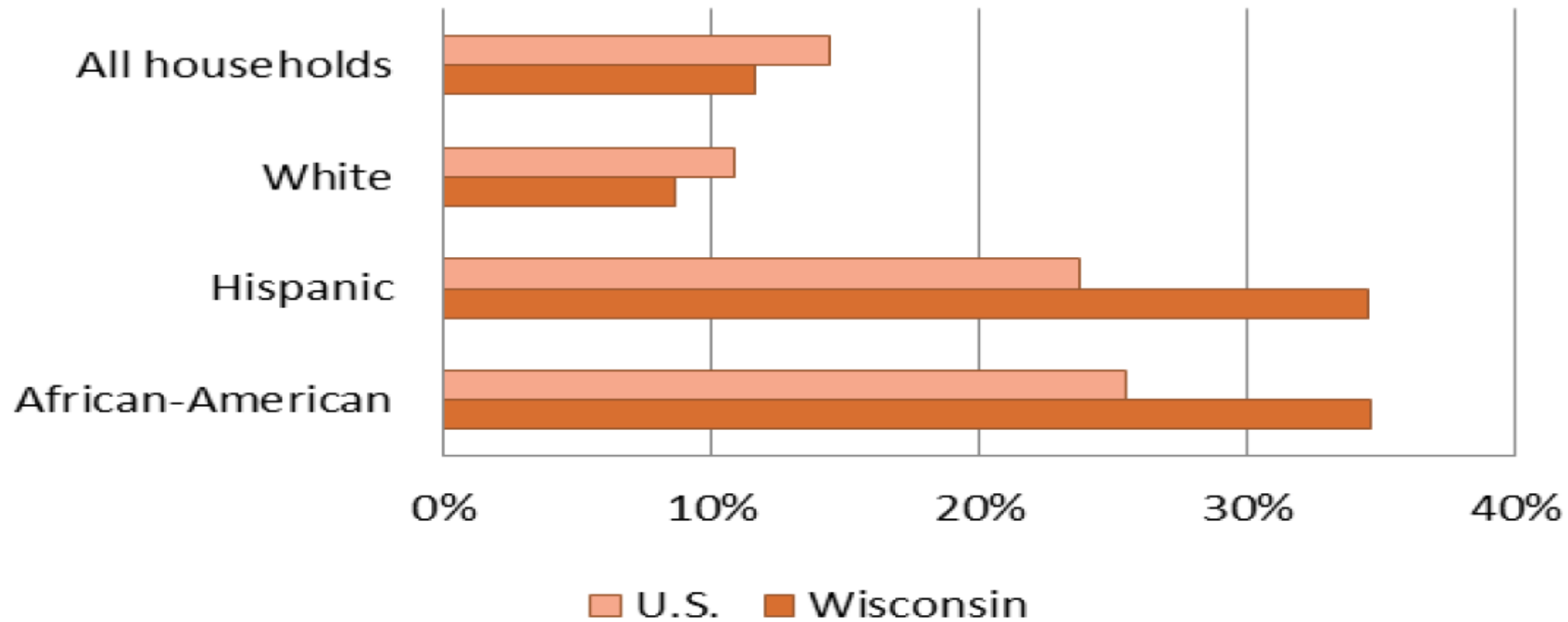
-- Nelson Mandela



Households at Highest Risk of Food Insecurity in Wisconsin, 2011-2014



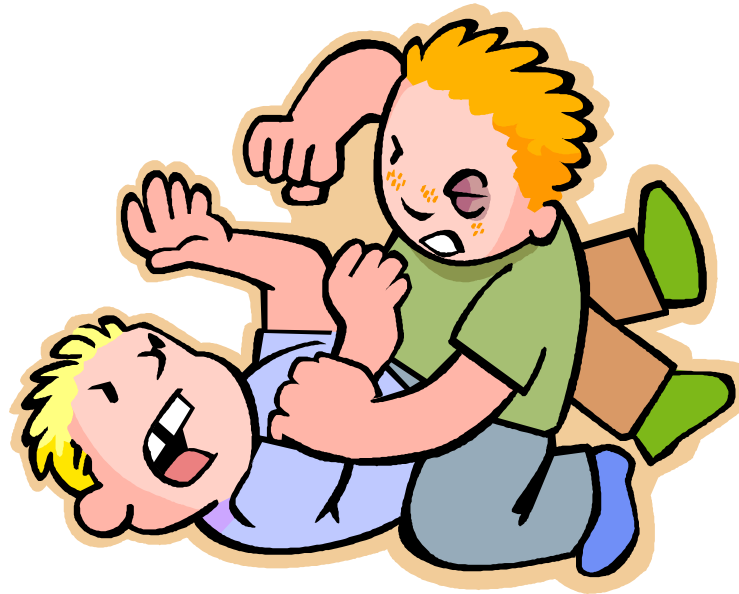
Food Insecurity in Wisconsin and the US, 2011-2014



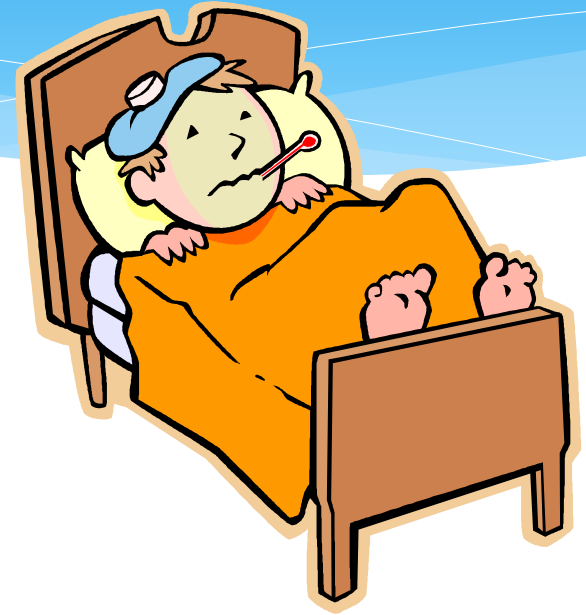
Consequences of Hunger For Children



Learning

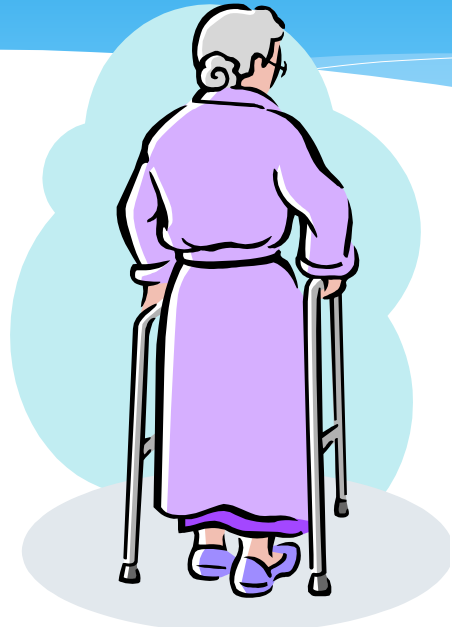


Behavior



Health

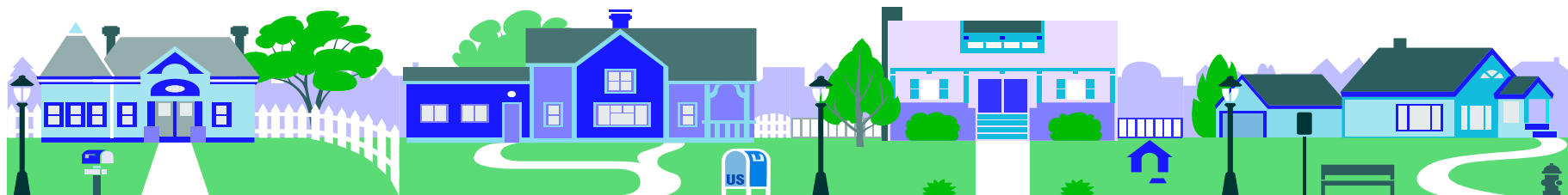
Consequences of Hunger For Others



Elderly

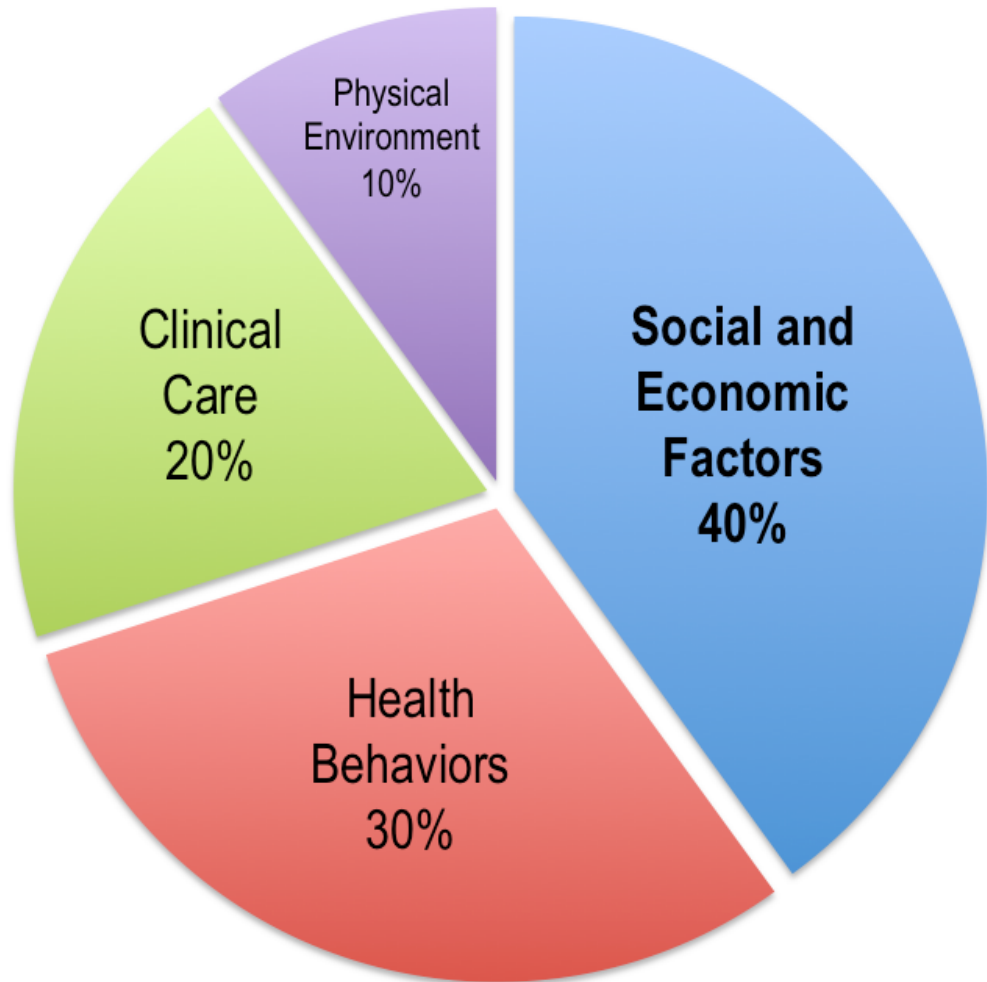


Obesity



Communities

What Impacts Health?



Social and Economic Factors

- Education
- Employment
- Income
- Family and Social Support
- Community Safety

Health and Income

- Access to health promoting goods and services
- Psychosocial effects linked with economic resources
- Cumulative effects over time and at critical periods.



HAVE A REGULAR DOCTOR⁸



BLOOD PRESSURE CHECK (IN THE PAST YEAR)

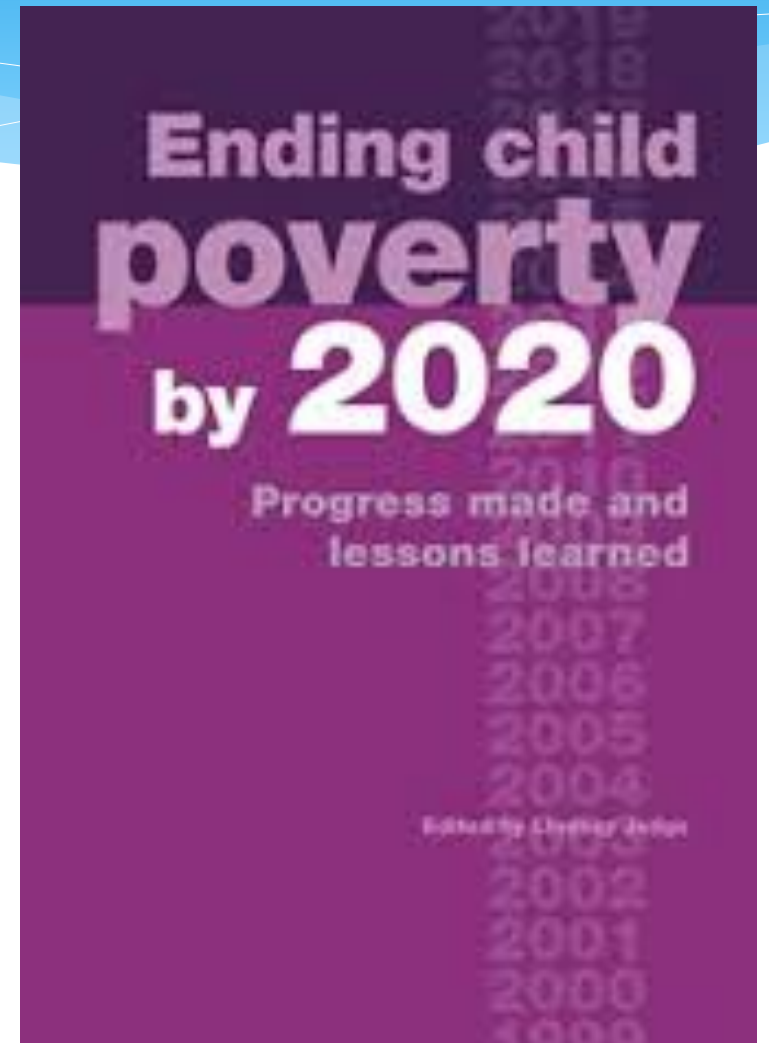


CHOLESTROL CHECK (IN THE PAST 5 YEARS)

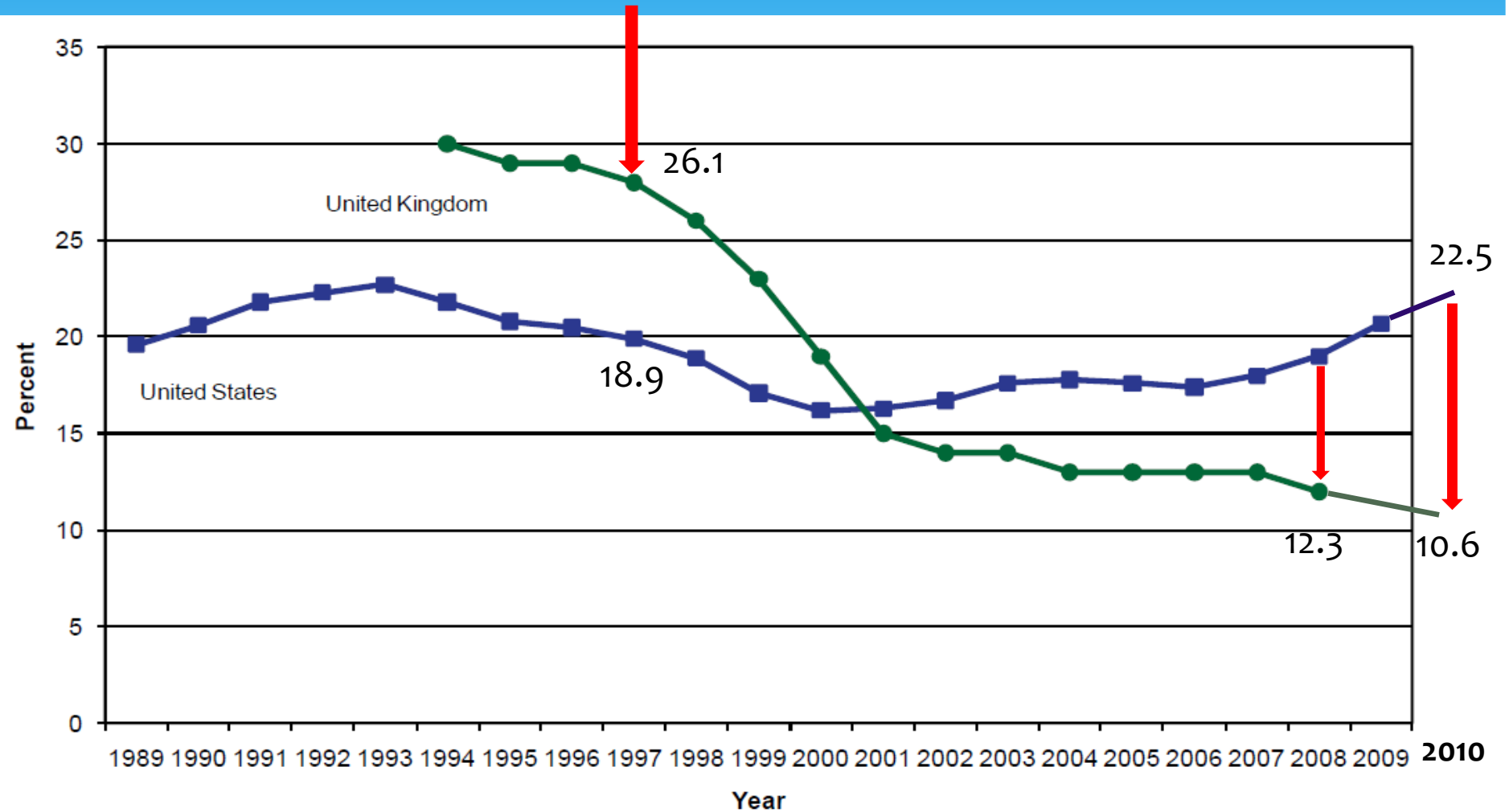


We were inspired by the promise of a goal oriented approach

- * Great Britain adopted the national goal of eliminating child poverty by the year 2020
- * evidence-based strategies were adopted up to the scale of the problem
- * a robust evaluation and tracking system was adopted to:
 - * evaluate progress in real time
 - * identify what is working
 - * ... and what is not
 - * ... and recommend policy shifts



What the British Experience Shows



Smeeding T, Waldfogel J. Fighting poverty in the US & UK: and update. 2010.

Cribb J, Joyce R, Phillip D. Living standards, poverty and inequality in the UK: 2012 . IFS commentary C124.

■ United States: Percent all persons under 18 years below official US Poverty Line, 1989-2009 (about 35 percent of median income in 2000)

● United Kingdom: Percent of U.K. children below the absolute poverty threshold, 1989-2008 (about 60 percent of median income in 1998-99)

at concluding forums across the state

- * First English Lutheran Church in Wausau
- * **St. Matthew CME Church in Milwaukee**
- * Lutheran Church of the Good Shepherd in Eau Claire
- * **St. Paul AME Church in Madison**
- * West Side Moravian Church in Green Bay



the final forums adopted the following goals:

- * The faith community believes that Wisconsin needs to set a goal of cutting childhood poverty in half in the next ten years
- * It needs to also ensure that racial disparities in childhood poverty are cut in half
- * These goals should be accompanied by a commitment to annual, evidence-based evaluation of progress

the path forward



1. make our goal of cutting child poverty and racial disparities in half prevalent
2. build a larger and larger group of believers in the faith community...
3. seek commitment from elected leaders and other community leaders...
4. use goal to force a choice, for or against....
5. Create a context where leaders cannot posture as advocates for children while taking no meaningful action to the scale of the problem. . .
6. our campaign must create a context for moral clarity and moral choice...

legislative outcome

Establish Wisconsin government policy which officially adopts the goal of cutting child poverty and racial disparities in half in 10 years

- I. put the goal in state statute
- II. adopt initial evidenced based policies at the necessary scale
- III. establish robust tracking and evaluation capacity to adjust policies and keep us on track



the obstacle is *the will* not *the way*

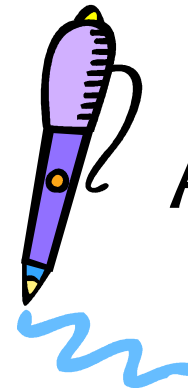
- * this is where the faith community comes in
 - * reducing child poverty in half is a moral objective
 - * we must extend the consensus to larger and larger circles
 - * ... to the point where it becomes a shared goal for Wisconsin



How can we build public will?



Direct
Service



Advocacy

ONE IN 20



One in 20 bags of food assistance comes from a charitable organization. Federal nutrition programs provide the rest.



breadfortheworld
INSTITUTE

What is Public Policy Advocacy?

Public Policy: How we govern our communities through laws and administrative rules

Public Policy Advocacy:

- Issue advocacy
- Lobbying
- Not partisan activity for political party or candidate



Who is an Advocate?

Someone who:

- * Cares about their community and its members
- * Is a citizen -- not a “wonk” or an “activist”
- * Is willing to speak to policymakers (local, state, federal)



Why Be an Advocate?

"No one listens to the cry of the poor or the sound of a wooden bell."

Haitian Proverb

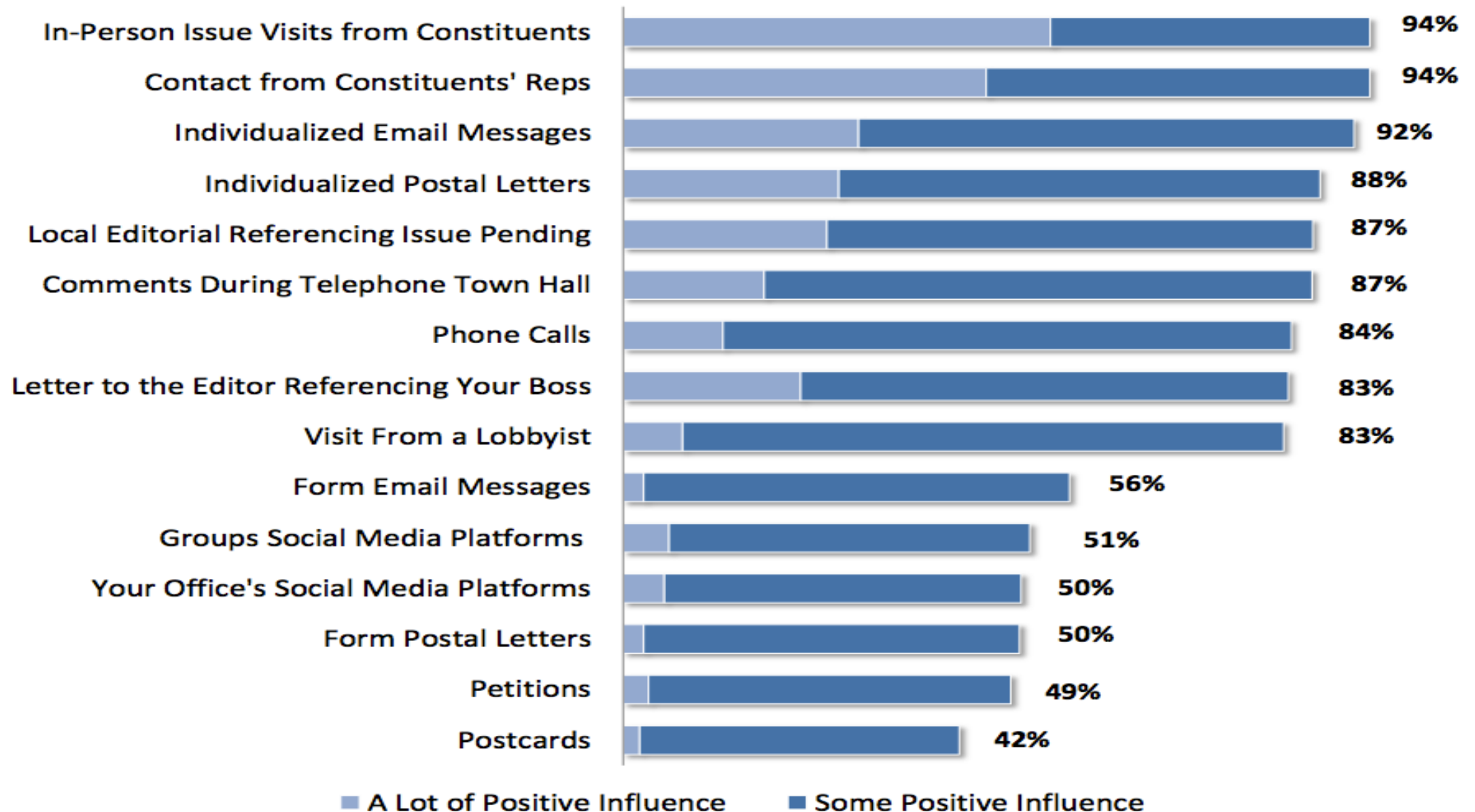
Your stories are important, powerful and memorable.



How Can I Be an Advocate?

- * Invite public official to your program
- * Letter/E-mail
- * Office Visit
- * Public Hearing
- * Op-Eds, Letters to Editor





Who Are My Legislators?

The screenshot shows the Wisconsin State Legislature website. At the top, the browser address bar displays 'legis.wisconsin.gov - Wisconsin State Legislature Home Page'. The website header features the Wisconsin State Capitol dome and the text 'WISCONSIN STATE LEGISLATURE'. A search bar is located on the right side of the header. Below the header is a navigation menu with links for HOME, SENATE, ASSEMBLY, COMMITTEES, SERVICE AGENCIES, and HELP. The main content area is divided into several sections:

- 2015-17 Executive Budget**: A yellow box containing links for Act 55 - Executive Budget with Partial Veto, Governor's Veto Message - Act 55, LFB Summaries, Earmark Transparency Report, Arena Proposal - Senate Bill 209, and LFB Memo Arena.
- Find a Proposal**: A search box containing 'AB 222' and a 'Find' button. Below it is a link for 'Advanced Search'.
- Find My Legislators**: A search box for 'Address' and a 'Find' button. Below it is a link for 'Use Location' and a map of Wisconsin with the text 'FIND BY MAP'.
- Law and Legislation**: A section with links for Current Session, Statutes, and RSS Feeds.
- Session Information**: A section with links for 2015-2016 Session Calendar and Session Statistics — Updated November 2, 2015.
- Senate**: A section with links for Senators, Committees, Senate Session, and Senate Daily Floor Calendars.
- Citizen's Information**: A section with links for Wisconsin Blue Book, Eye on Lobbying, and Citizen's Guide.
- Assembly**: A section with links for Representatives, Committees, Assembly Session, and Assembly Daily Floor Calendars.
- More Information**: A section with links for Maps and Geographic Data, Press Credentials, and Legislative Spotlight.

Who Are My Legislators?

Justice Ministries Urgent: Tell Kon Johnson we need this... - bakken@wicnuc... Wisconsin Legislative Districts Viewer

750 Windsor Street Sun Prairie WI



WISCONSIN STATE LEGISLATURE

Hide Legend
View All Districts
Assembly District
Senate District

Assembly District 46

Senate District 16

These results are intended to be used as a tool for contacting your State Senator or Representative. For more information [click here.](#)

	Senator Mark Miller (D - Monona) Senate District 16 (608) 266-9170 Sen.Miller@legis.wisconsin.gov
	Representative Gary Hebl (D - Sun Prairie) Assembly District 46 (608) 266-7678 Rep.Hebl@legis.wisconsin.gov

Visit with Legislator or Staff

- * Plan Ahead
 - * Define the purpose
 - * Know your legislator & the issue
 - * Who will make the visit
 - * Assign roles
 - * Talking points
 - * Notes, follow up
- * Make an Appointment
- * Be Prompt, Patient, and Flexible



Visit with Legislator or Staff

- * Be Prepared
 - * You are the expert – you know your clients, your program, and your community
 - * Have a vivid story that puts a human face on the facts
 - * Leave a concise fact sheet
- * Remember the “Ask”
- * Make Notes
- * Send a Thank-you
- * Develop a Relationship
 - * Be a resource



Visit with Legislator or Staff



WISCONSIN STATE LEGISLATURE

HOME SENATE ASSEMBLY COMMITTEES SERVICE AGENCIES

Search in Legislators Search

DOCS OPTIONS HELP



Representative Gary Hebl

Assembly District 46 (D - Sun Prairie)

[Representative Gary Hebl's Home Page](#)
[District map based on 2011 Wisconsin Act 43](#)
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[2015 author index](#)
[Historical information](#)

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State Capitol
P.O. Box 8952
Madison, WI 53708

Telephone: (608) 266-7678
Fax: (608) 282-3678

Email: Rep.Hebl@legis.wisconsin.gov
Voting Address: 515 Scheuerell Lane
Sun Prairie, WI 53590

Staff:
Traci Bussan Traci.Bussan@legis.wisconsin.gov
Jim Stoa Jim.Stoa@legis.wisconsin.gov

Current Committees

- Committee for Review of Administrative Rules
- Committee on Environment and Forestry
- Committee on Family Law
- Committee on Judiciary
- Committee on Rules
- Joint Committee for Review of Administration

Biography

Born Madison, May 15, 1951; married; 3 children, 1 grandson.
Graduate Sun Prairie H.S. 1969; B.A. Political Science UW-Madison

2015 Authored Proposals

(first or second author, first sponsor)

9/21/2015: **2015 Assembly Joint Resolution 63**
Relating to: requiring the legislature to enact laws requiring reasonable notice of and public access to meetings of governmental bodies, including legislative committees, and making members of the legislature subject to citations and civil penalties for violations of such laws (first consideration).

8/6/2015: **2015 Assembly Bill 300**
Relating to: creditable military service under the Wisconsin Retirement System. (FE)

6/22/2015: **2015 Assembly Bill 271**
Relating to: expanding the eligibility of a veteran and an eligible unremarried surviving spouse of a veteran to claim the veterans and surviving spouses property tax credit. (FE)

6/10/2015: **2015 Assembly Bill 265**
Relating to: public financing of campaigns for the office of justice of the supreme court, making appropriations, and providing penalties. (FE)

4/8/2015: **2015 Senate Joint Resolution 24**
Relating to: declaring April to be Health and Wellness Month.

3/20/2015: **2015 Assembly Bill 105**
Relating to: groundwater management, approval of high capacity wells, and granting rule-making authority. (FE)

3/12/2015: **2015 Assembly Bill 90**
Relating to: criminal procedure and providing penalties.

2/27/2015: **2015 Senate Bill 61**
surviving spouses property tax credit. (FE)

2/3/2015: **2015 Senate Joint Resolution 9**
Relating to: proclaiming May 15, 16, and 17, 2015, Syttende Mai Weekend.

MissPronouncer.com

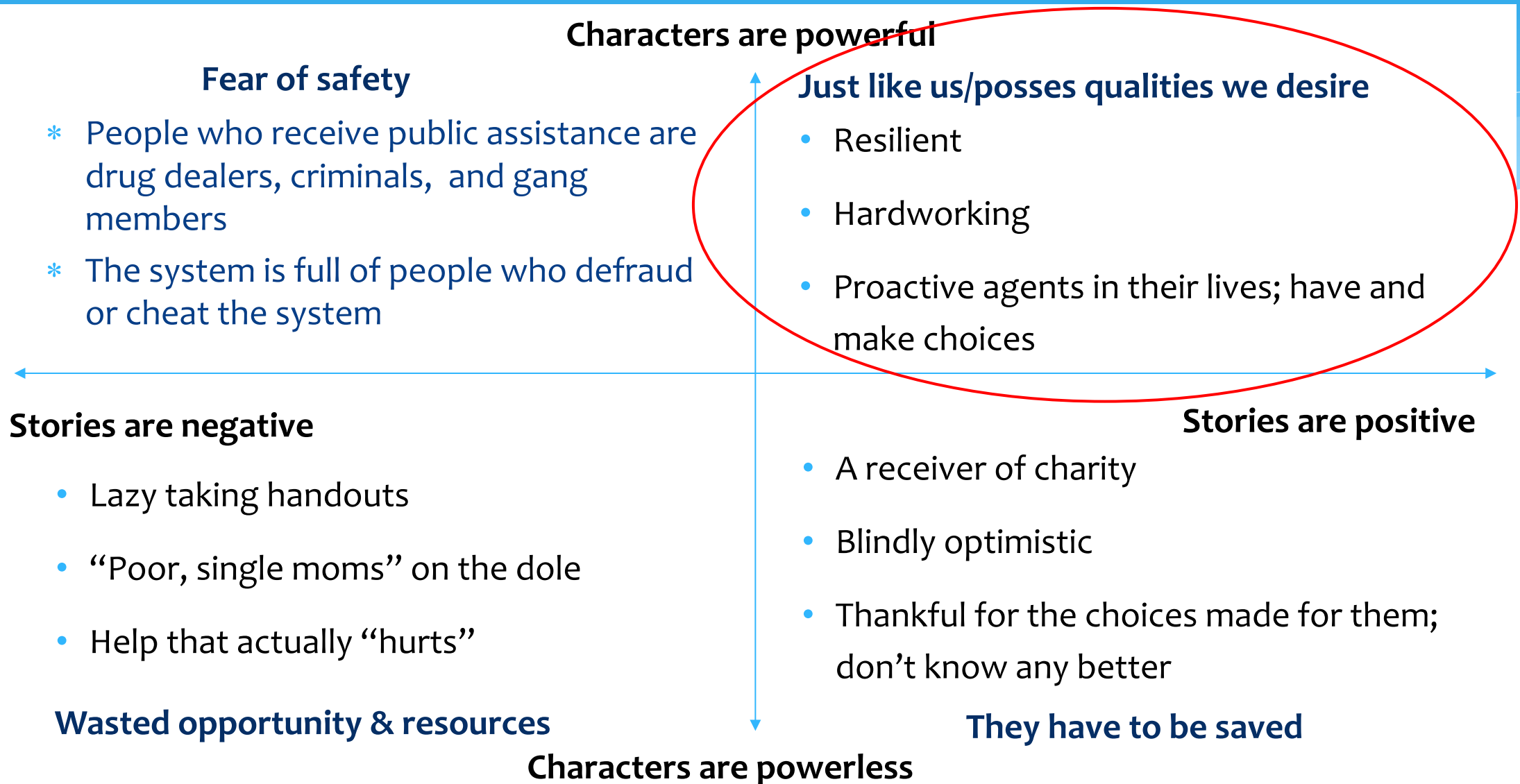
Connect to Shared Values

Our state budget can -- if we make the right choices -- help **our communities thrive**.

We can make **wise investments** that will help all Wisconsinites to be healthy and productive, so that they can support their families and contribute to the well-being and prosperity of their communities. . . .

When our neighbors are healthy, well-housed, free from hunger, and able to find good jobs, **we all benefit** by living in a better, stronger community.

The Hunger Frames



Messaging Do's

- Use universal themes that everybody agrees with
 - Working/striving toward a better life
 - People need food to live
- Needing help from time to time
 - Everybody has experienced needing help and when external help is framed as a temporary, last line of defense, respondents are more sympathetic
- Breathing room in your budget
 - Financial anxiety about the rising cost of living is shared by broad swaths of the population
- Childhood hunger
 - People sympathize with children

Audience Specific Messaging

- * Clients and potential clients
 - * Emphasize that everyone needs a little help sometimes, pivot to food stamps helping people get back on their feet
- * SNAP reformers
 - * Must embrace (right) reform, pivot to core purpose of the program
- * Budget cutters
 - * Affirm fears of spending, remind that hunger relief programs have already been cut, and then redirect to core purpose of your work

Audience Specific Messaging

- * Personal responsibility/dependency critics
 - * Address fears of “misuse” and “waste,” then focus on hunger relief programming as enabling people to make responsible choices like work and feed their families
- * Pro-food bank and anti-SNAP
 - * Engage their desire to solve hunger and frame SNAP has part of a comprehensive solution, along with churches and other community groups
- * Policymakers
 - * A general public message: hunger-relief programs strengthen communities by providing people with the food they need to work at turning their lives around

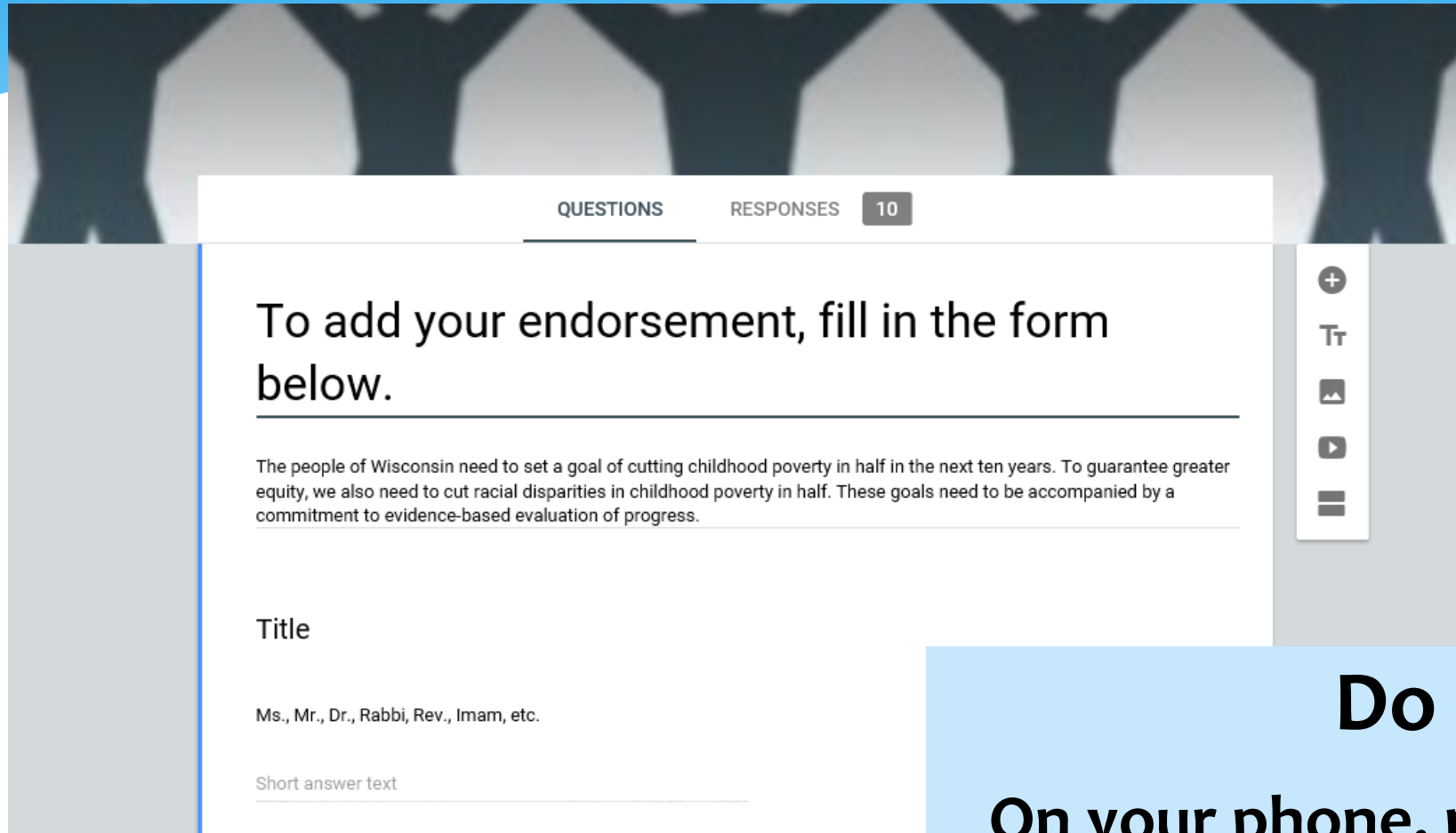
Messaging Don'ts

- Avoid the desire to normalize hunger
 - Stories about how hunger “is right next door” or “could happen to you” cause people to be fearful
 - Avoid adjectives that separate like, “low-income,” “struggling,” “and “vulnerable” which highlight “THEM”
 - Instead normalize the people who need food assistance as “just like me”
- Avoid open-ended stories and messaging
 - It creates a sense that addressing hunger will be a perpetual effort
 - Small, realistic success stories can help to show an end of a much longer battle
- Avoid massive numbers by themselves.
 - Bigness, conveys urgency, also suggests an impossibility to solve.
 - Facts, paired with real human stories, work better

Key Takeaways

- * Everybody agrees and understands that people need food to be healthy
- * Keep your messages positive and hopeful
- * Pivot away from individual decisions and reframe to focus to systemic causes
- * Point the way toward progress; nutrition programs must empower and enable people to better things.

Endorse the Child Poverty Goal!



The screenshot shows a survey interface with a header bar containing 'QUESTIONS' and 'RESPONSES 10'. The main content area contains the following text:

To add your endorsement, fill in the form below.

The people of Wisconsin need to set a goal of cutting childhood poverty in half in the next ten years. To guarantee greater equity, we also need to cut racial disparities in childhood poverty in half. These goals need to be accompanied by a commitment to evidence-based evaluation of progress.

Title

Ms., Mr., Dr., Rabbi, Rev., Imam, etc.

Short answer text

On the right side of the form, there is a vertical toolbar with icons for adding (+), text (Tt), image, video, and a list icon.

Do it now!

**On your phone, pad, or laptop, go to:
www.tinyurl.com/cutchildpoverty**