

Home Visiting is Essential Questions and Answers

Q: Our organization does not allow us to advocate on a political level. Any tips?

A: Advocacy is not considered “lobbying,” which many organizations are not allowed to do. Sharing information, education, data and success stories can be enormously powerful and is allowable.

Q: I have never used Twitter. Should we encourage our families and staff to use Twitter?

A: Lean in on your agency communication staff and the person responsible for social media at your agency. Download the toolkit and bring it to them. If you are at a small organization, ask your executive director or your advisory committee.

Q: How do we find new advocates for our programs?

A: Call a meeting with your advisory committee members to activate them. Ask them to target their personal members of the state legislature and ask them to participate in the letter writing campaign. Also reach out to your organization’s executive leader and ask if the board of directors can also be activated. Use the Home Visiting Is Essential Campaign toolkit, which is linked on the Rapid Response website.

State Advocacy Initiatives

California:

First 5 Center/All Together Now initiative — Social media campaign featuring the essential work of home visitors during COVID-19. Search #StrongFamiliesCA (Twitter and Facebook) to see quotes by home visitors across the state. Corresponding blog posts are at www.first5center.org/blog. Timed to run through June 15, the state budget deadline.

Washington D.C.

[Home Visiting Stories on YouTube \(less than 1 minute\)](#)

[Home Visiting is Essential! campaign materials](#) in this webinar’s resources

Illinois

[Illinois Home Visiting Taskforce](#)

Pennsylvania

Childhood Begins at Home hosted a Twitter Storm to encourage senators to support the HEROES (Health and Economic Recovery Omnibus Emergency Solutions) Act. Learn more at www.childhoodbeginsathome.org