



CHILD CARE PLANNING COUNCIL OF SONOMA COUNTY

Protocol

Developing an Advocacy Platform, Priorities and Plan of Action

Responsible Committee	Date Last Reviewed
Executive Committee	Revision September 2012

Protocol Description

1. The Advocacy Committee develops a DRAFT Advocacy Platform of positions and/or Priorities for the CCPC to consider.
 - A. The Advocacy Committee reviews these positions with other committees as appropriate for review and comment.
 - B. Advocacy Committee presents these potential positions at a CCPC Executive Committee meeting for review and comment.
 - C. Advocacy Committee incorporates comments from the Executive Committee and either brings it back for further review, or placed on the agenda for the next appropriate Council meeting.
2. Advocacy Committee presents potential platform of positions and/or priorities at a Council meeting for discussion and consideration.
3. Council may adopt the platform and/or priorities in total, in part, and/or request that the Advocacy Committee develop further revised language to be brought back to the Council for a final vote.
4. After the Council has adopted a platform and/or priorities, the Advocacy Committee develops its plan to promote these positions in the local community, and/or statewide as appropriate. This plan is integrated into the Council's activities for the next year.
5. CCPC Advocacy Principles:
 - A. Advocacy for early care and education is a valuable, important and appropriate function for CCPC.
 - B. Proactive advocacy is one of the most important mechanisms that CCPC

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should use.

- C. In the state of California, there are adequate resources to provide for high quality early care and education for all of our children if we make a commitment to place our children first.
- D. CCPC advocacy for any particular program does not mean that the CCPC advocates for reductions to any other child care program; CCPC should articulate that message in every advocacy effort.