



Bringing Awareness to Early Care and Education During the 2019 Louisiana Elections

The Louisiana Policy Institute for Children (LPIC) is a 501(c)(3) nonpartisan, nonprofit organization that is a source of data, research and information for policymakers on issues concerning young children in Louisiana. During the 2019 Louisiana elections, LPIC ensured that **early care and education was a key issue for the media, partner organizations, and the candidates** for Governor, Legislature, and Board of Elementary and Secondary Education. The Governor made investing in early care and education his top priority and 38 candidates included it in their platforms. Please note that this was a **nonpartisan** strategy and the Louisiana Policy Institute did not endorse specific candidates.

6 months before the elections

Polling on Early Care and Education

LPIC worked with an independent polling firm to poll likely Louisiana voters on early care and education.

3 months before the elections

Candidate Platform Plank

LPIC developed a platform plank on early care and education for candidates.

Joint Statement of Support

LPIC led a coalition that resulted in 64 organizations across Louisiana signing a Joint Statement of Support asking candidates to add a plank on early care and education to their platforms.

Informational One-Pagers

LPIC created several one-pagers: a candidate request, a questionnaire for candidates about early care and education and a guide for what voters can do about early care and education this election.

Webinar for Candidates

LPIC hosted an informational webinar about the state of early care and education in Louisiana and invited all candidates to attend.

Elections Webpage

LPIC created a 2019 Elections page on our website and added links to key resources about early care and education for candidates and voters.

Throughout the elections

Candidate Forums & Debates

LPIC influenced early care and education mentioned in gubernatorial debates and co-hosted 4 forums with other local organizations.

News & Media Coverage

LPIC worked to have early care and education be a topic in articles about the elections resulting in 100 articles that mentioned early care and education and drafted 7 editorial pieces about the issue during the election period.

Emails to Candidates

LPIC sent weekly informational emails to candidates over 12 weeks which included news coverage of early care and education, infographics, fact sheets, and key research.

Grassroots Partnership

LPIC shared content about early care and education to support the grassroots organizing efforts of partner organizations to educate and engage Louisiana voters.

Following the elections

Contacting Elected Officials

LPIC contacted the Governor and all newly-elected legislators and state board of education members to build relationships with them and provide them with information about early care and education.