



[www.winningbeginningny.org](http://www.winningbeginningny.org)

*Winning Beginning NY* is a statewide coalition working toward the goal of high-quality, affordable and accessible early care and learning for all New York families. Its members include parents, employers, children's advocates, service providers, labor unions, educators, pediatricians, law enforcement, research and community groups.

### **Core Commitments**

- ❖ Increase investments to expand early care and learning opportunities for all children beginning at birth
- ❖ Ensure that early care and learning is affordable to families
- ❖ Support professional development and adequately compensate the work force in all settings
- ❖ Promote and support quality of services in all settings

Toward this end, the *Winning Beginning NY* agenda seeks to increase resources for programs, enhance quality, build and improve facilities, insure professional development and improve compensation. We support an expansion of services for children from birth to age 5 across all settings. That includes support for families, such as paid leave, home visiting and afterschool programs.

### **Our Advocacy**

- ❖ Online e-advocacy targets policymakers with letters, petitions, and other take action approaches to advocate for quality early care & education investments
- ❖ Offline approaches include press conferences, letters to the editor, published reports, meetings with officials, children's artwork, Advocacy Day events

