

Policy Messaging Framework

Describe the legislation or policy as simply as possible:

Many New Hampshire child care centers lack the resources to provide dedicated staff for children with additional developmental and behavioral needs. SB 596 would help child care centers better support high-need children and further address the state's child care availability crisis by safely maximizing enrollment in their classrooms.

What problem will the policy or legislation solve for Granite Staters?

Helps alleviate the child care availability crisis by opening more slots, alleviates the burden of expulsion for parents of children with extra needs, ensures early supports are given to children so that they can maximize learning now and later in life.

Audience	What do we need them to know? What message would resonate?	What action do we want them to take?	What tools will we use?
Lawmakers	<ul style="list-style-type: none"> Proactive, smart legislation The program is affordable and will benefit working families 	<ul style="list-style-type: none"> Pass the bill! 	<ul style="list-style-type: none"> Memos Testimony One Pager DONUTS
Child Care Center Directors	<ul style="list-style-type: none"> This program provides much-needed support 	<ul style="list-style-type: none"> Testify in person Share what you're seeing with lawmakers Describe the impact this bill will have 	<ul style="list-style-type: none"> Email One Pagers Direct outreach to child care director networks
Parents of Kids 5 and Under	<ul style="list-style-type: none"> This bill will help open more slots in classrooms The threat of expulsion of kids will lower 	<ul style="list-style-type: none"> Email their lawmakers Sign in in support Spread the word on social 	<ul style="list-style-type: none"> Social Media Emails Paid Advertising

Policy Messaging Framework - Defense

Describe the legislation or policy as simply as possible:

HB 1213 is an attempt to dismantle the public health system in New Hampshire by making it optional for child care centers to require immunizations.

What problem will the policy or legislation CAUSE for Granite Staters?

This legislation will affect the accessibility of child care for hardworking Granite Staters, increase the potential for outbreaks of preventable diseases in child care centers, and increase liability for centers.

Audience	What do we need them to know? What message would resonate?	What action do we want them to take?	What tools will we use?
Lawmakers	<ul style="list-style-type: none"> Facts and data about immunizations The bill has major consequences for federal funding 	Swiftly kill HB 1213	<ul style="list-style-type: none"> In person and written Testimony Issue Brief Advocate stories
Child Care Center Owners/Center Directors	<ul style="list-style-type: none"> This bill could affect any federal funding you get It puts your center at risk of disease outbreak and legal liability May affect hiring and retention of employees 	<ul style="list-style-type: none"> Sign in to OPPOSE Email/Call their Senators - include story about the impact to providing quality child care 	<ul style="list-style-type: none"> ACTION ALERT email Landing Page Issue Brief with CTA Sharing with industry-specific networks
Parents with children in child care	<ul style="list-style-type: none"> This is a risk to the safety of center-based child care (increase in preventable diseases) Could make center-based care less reliable, like during shut downs for sicknesses 	Sign in to OPPOSE Email Senator - include personal story	<ul style="list-style-type: none"> Social Media Landing page ACTION ALERT email Paid advertising