



Why A Strong Public Sector is Important to Philanthropy



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Microsoft Office Live Meeting - livemeeting.com - Staff : Main Room

Voice & Video Q&A Meeting Feedback

To ask a question, enter your question here and click on "Ask". Questions will be addressed at the end of the conference.

Download Documents

Click here for a full screen view. Or hit F5 on your keyboard.

Full Screen to Page



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Why a Strong Public Sector is Important to Philanthropy

The Communications Collaborative
GIST - GCYF – GIH

June 5, 2012

Jann Jackson, Senior Associate
Policy Reform and Advocacy
The Annie E. Casey Foundation

We count on the public sector for what we cannot do ourselves:

Collect and disseminate data on the well being of our citizens

Support those in need due to denied opportunity or economic downturns

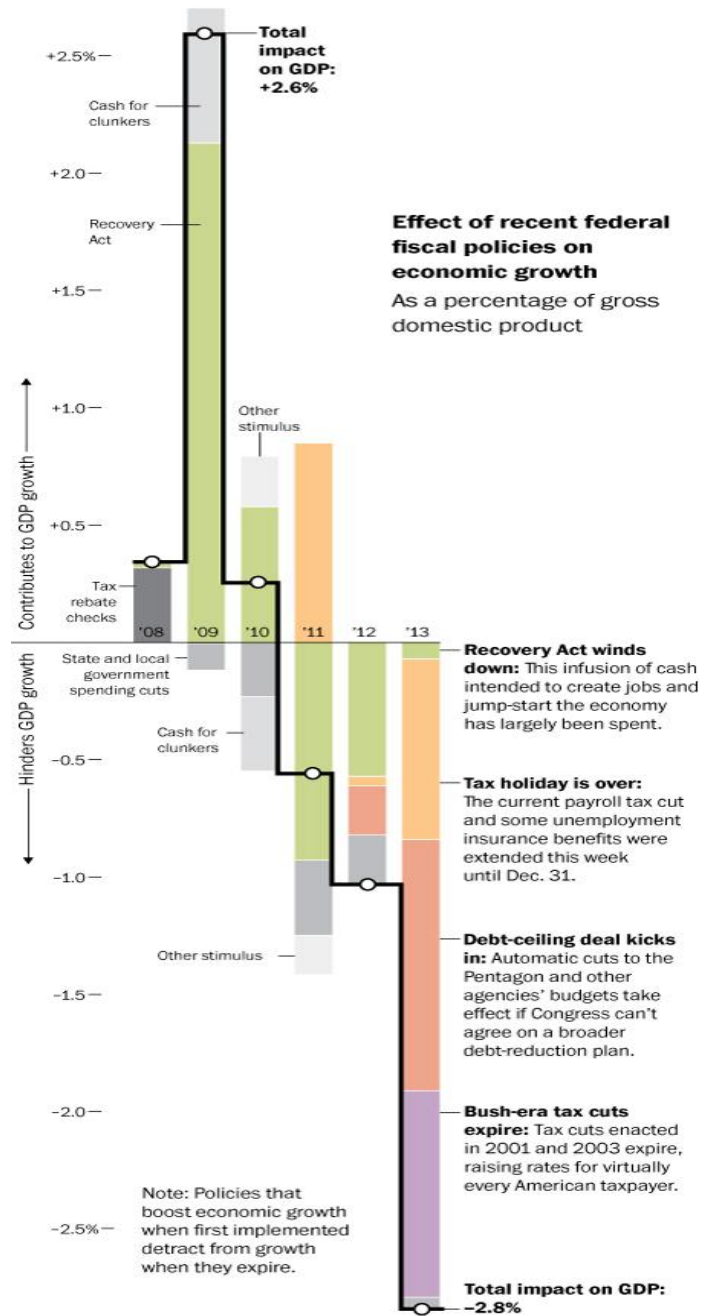
Take evidence-based approaches to social problems to scale

Support public infrastructure such as roads and public transportation

Protect the health and safety of citizens and the environment

Enforce the laws which are the foundation of a civil society

Potential Economic Impact of Upcoming Federal Fiscal Decisions to be Made between Nov 2012-Jan 2013



Taxmageddon Sparks Rising Anxiety, Washington Post May 15, 2012

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Patrick Bresette – pbresette@publicworks.org



www.publicworks.org



Public Works

Building public support for a government dedicated to the common good and empowered to address the challenges and opportunities of the 21st Century.



We need a new shared story . . .

One that:

- Reminds people of the unique mission and purpose of government and public programs in a functioning society
- Brings back into focus the myriad public systems and structures we use and depend on every day
- Engages people as civic stewards (not just consumers) of those public systems and services

The Work of Public Works

Research

- Government
- The Economy
- Budgets & Taxes

In the Field

- Policy Shops
- Advocates
- Organizers
- Coalitions
- Public Officials

What We are Trying to Understand

Polling:
Looking for Visible
Attitudes



Our Research:
Looking for Hidden
Reasoning



**So, what are our
stories about
government?**

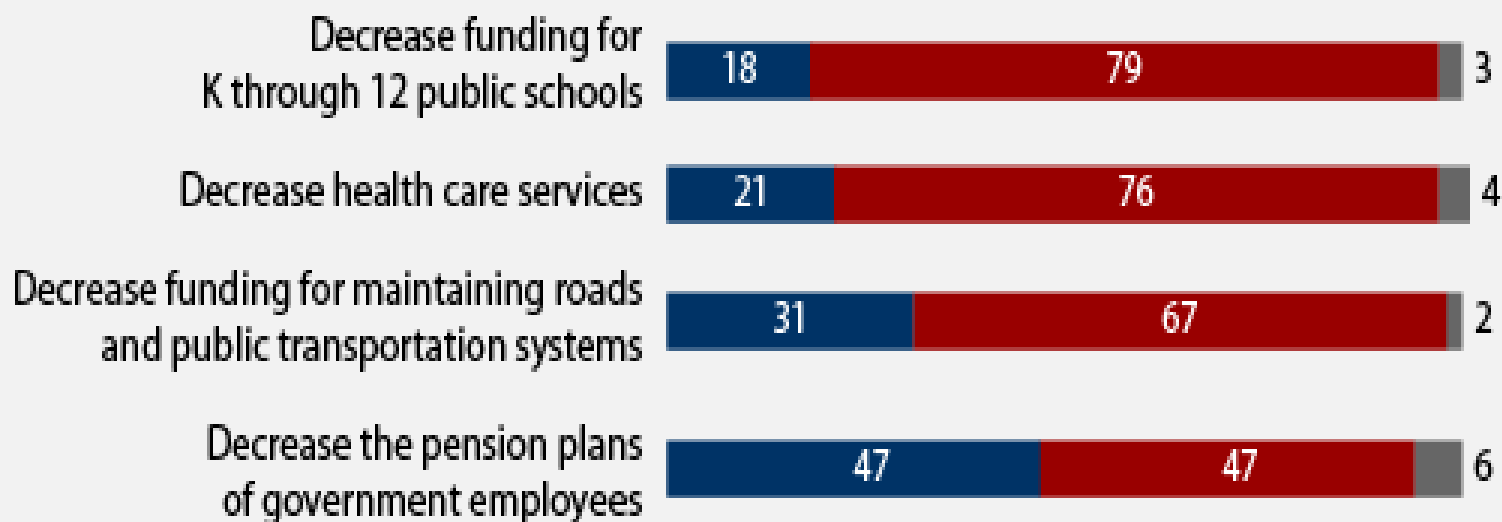
**IF GOVERNMENT IS
THE ANSWER, IT WAS
A STUPID QUESTION**

01/03/2010

But . . . no deep support for cutting services

If your state government needs to find ways to balance its budget this year, do you think your state should do the following or not?

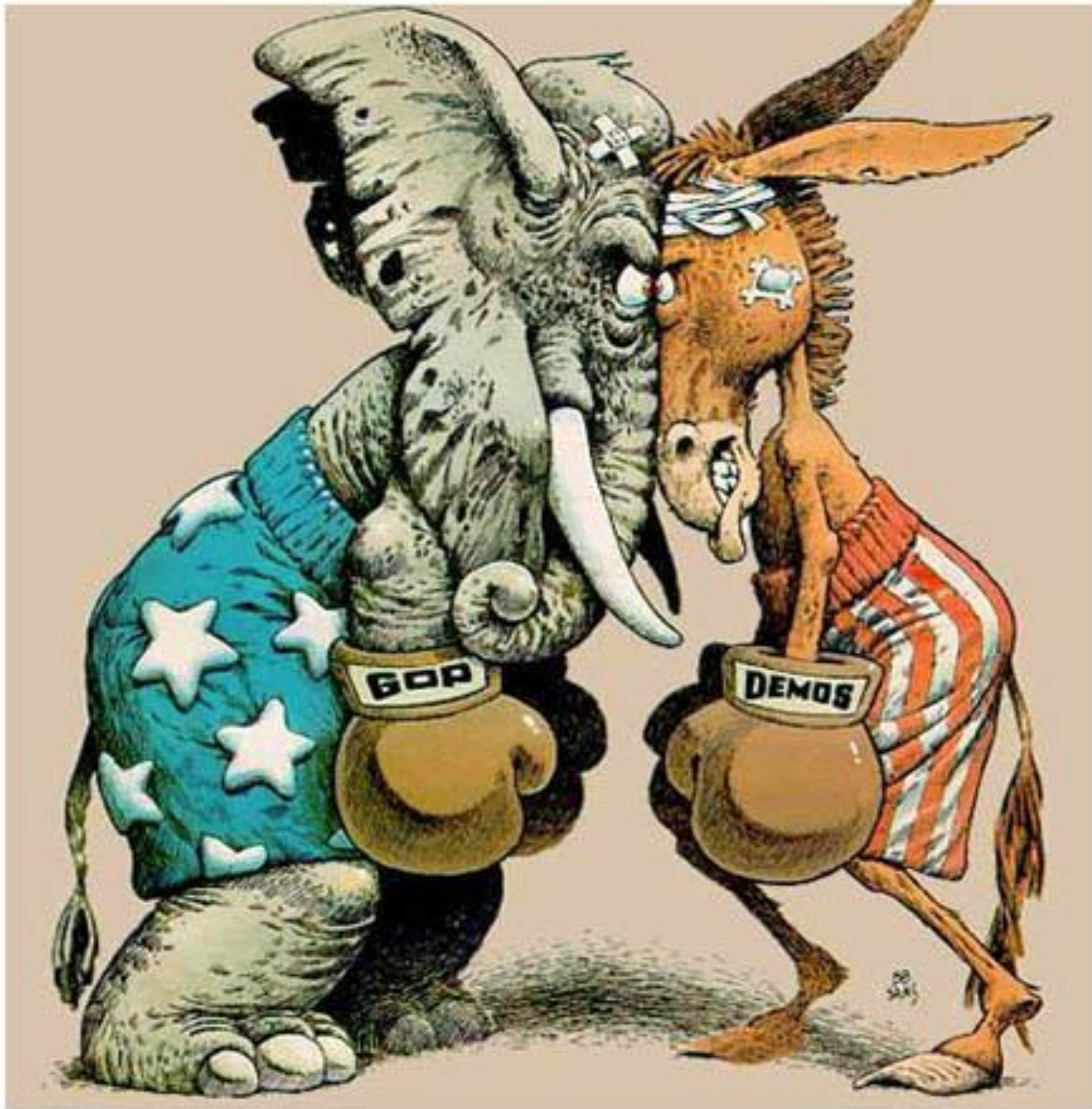
■ Yes, state should ■ No, state should not ■ Don't know/refused



Source: February 2-7, 2011 Pew Research Center for the People and the Press political survey.
N=1,385.



GOVERNMENT



**GOV
PORK
& WASTE**

HURRY UP
AND SIGN THE
CHECK I'M
getting
Hungry.

*FLYING
CALLER*

!

1040





The Good News

- The “idea” of government is not lost
- Responsible citizenship is still valued
- A desire for collective action, respecting consensus, and problem-solving
- Stewardship and planning for the future – roles for government

Just Politics



a partisan
blowhard
spectator
sport

"Bi-Partisan"
Steve Benezue

Just Politics



"Bi-Partisan"
Steve Benezue



Mission and Purpose

Mission & Purpose



VALUES

- Common Good
- Quality of Life
- Community Wellbeing
- Public Purpose

ROLE

- Protector
- Manager & Planner
- Steward
- Consensus-Builder



Speaking to Values Directs Thinking

Values Matter

- We reason first from deeply held values.
- Values help answer: “Why does this matter to me/us?”
- We need to start with **Values**, not with the policy and program details

Why does this matter?

“Every child should have access to immunizations but too many families in our community are not bringing their children in to our clinics. This is why we are proposing a new agency rule requiring more clinic hours . . .”

Speak to Values First

“The health of the whole community is **protected** when we ensure that our children are immunized. One of the ways we do this is through **our public health agencies** that provide free and low cost **immunizations for all children**. We need extended clinic hours to keep up with growing demands.”

Mindless Bureaucracy



**blurry and
undefined;
only dimly
understood**

Mindless Bureaucracy



Systems and Structures

Systems & Structures



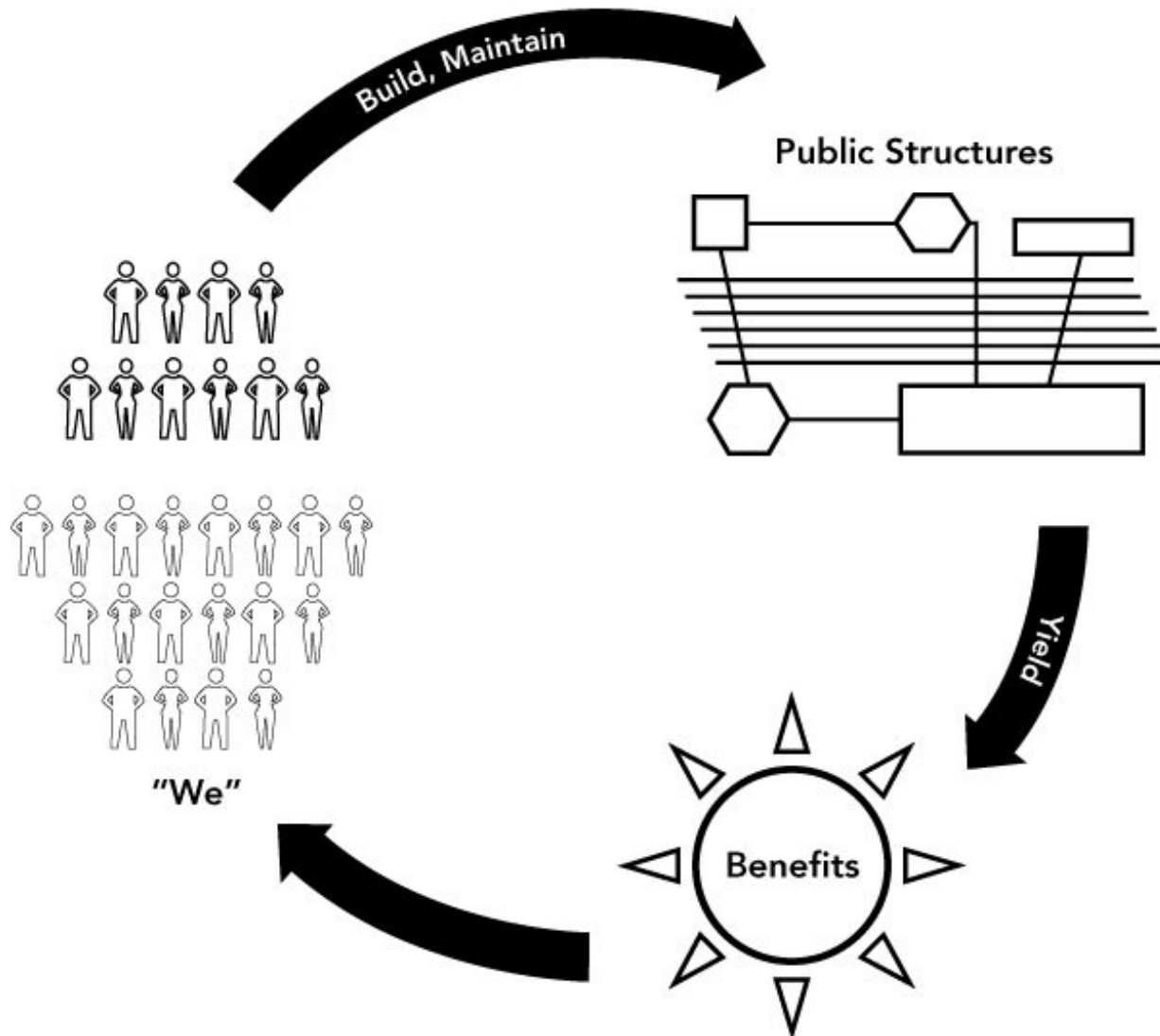
- Concrete and vivid images
- The public systems we have created
- How they work
- Why they are important

Core Narrative Ideas

Our wellbeing and prosperity rest largely on the public institutions and structures we have built together over many decades . . . and our future depends on how well we maintain these and build the new ones we need . . .

The systems, institutions and structures that we build and maintain together are critical foundations of our economy; they are essential to our prosperity, to opportunity, and to a thriving the middle-class . . .

Rounding Out the Story



Consumer Stance



Government
as Vending Machine

What's in it for
me, and what
is it going to
cost?

Consumer Stance



Government
as Vending Machine

Our Government



Citizen Stance

Citizen Thinking



- Interdependence
- Working together
- Problem-solving
- Everyone has a role to play
- “Our” Government
- The Common Interest

Dominant Stories



Just Politics



Bureaucracy



Vending Machine

...can't solve anything . . . not my responsibility

New Stories



Mission & Purpose



Systems & Structures



Citizen-Thinking

... our tool for solutions & the common good ...

Examples from the Field

Progress Index



What's New:

- *Economic Security:* [Senate Budget would Cut Vital Support for Struggling Families](#) (Feb.26, 2010)
- *Healthy People and the Environment:* [Proposed Budget Would Undermine Environmental Protection Efforts](#) (Feb.5,2010)
- *Education and Opportunity:* [Investing in Washington's Workforce](#) (Jan. 15, 2010)

Hope for the Future

The Progress Index is an innovative framework for analyzing the state budget based on four widely-shared values: Education and Opportunity, Healthy People and Environment, Thriving Communities, and Economic Security.

The report describes these values in detail and outlines goals for state investments to make long term progress toward a just and prosperous state. The Budget & Policy Center will use this framework to analyze ongoing state budget decisions.

A Shared Vision

SUBSCRIBE TO OUR EMAIL

FOLLOW US



HIGHLIGHTS

Watch us on TVW

Our Executive Director Remy Trupin recently appeared on TVW to discuss the 2012 Legislative Session, revenue options, and reform.



Legislative Testimony

Policy Analyst Andy Nicholas testified on tax policy and revenue trends before a work session of the Senate Ways and Means Committee. [Click below.](#)

WASHINGTON STATE
BUDGET
& POLICY
CENTER



- Quality of life in the state depends on **healthy people and environment**. Good health allows people to participate in the social, economic, and cultural opportunities of their community. A healthy environment ensures food, water, and recreation without fear of pollution or toxins. Efforts to promote a healthy state are part of our shared responsibility and benefit all of us.





TIME TO CARE:

How North Carolina Can Promote Health,
Support Workers, and Strengthen Families

.....
A Work-Family Policy Agenda

“ . . . A talent for speaking differently, rather than for arguing well, is the chief instrument of cultural change . . . ”

- Richard Rorty



Public Works

Building Public Will for the Common Good

www.publicworks.org

TEXAS WELL AND HEALTHY

A statewide, grassroots campaign to improve the health and wellbeing of Texans

Rethinking Real Texas Values



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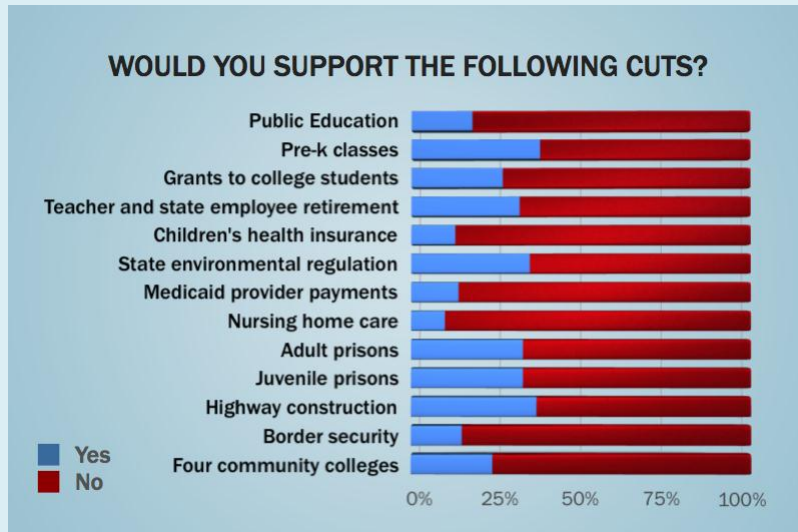
The Challenge

Move forward for Texans in a tough year:
2011

- ❖ \$27 billion budget shortfall
- ❖ Skepticism about government
- ❖ Opposition to the Affordable Care Act



Where Texans Really Stand



❖ Broad support for protecting public services

❖ 9 in 10 opposed proposed cuts

❖ Only 1 in 10 opposed all options to raise revenue

Source: Texas Tribune/University of Texas Poll
February 2011



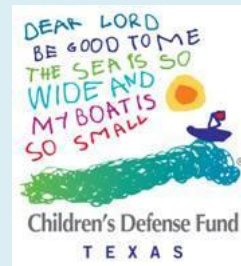
The Products



- ❖ Budget explainer
- ❖ Social media & web tools
- ❖ Interactive “sticker” book

TEXAS WELL AND HEALTHY

The Collaboration



A Branding Shift

KidsWell TEXAS
Building a Legacy of Healthy Children

Like 195 Send
Follow our tweets
Get Updates: email submit

WHY IT MATTERS
When kids can see a doctor, they stay healthier and miss less school. Their families are better off, and so are taxpayers.
That's because good preventative care up-front means fewer needless trips to the emergency room, equaling big health care savings for everyone.

TAKE ACTION NOW!
Tell Texas leaders health care matters to you
Healthy, thriving children are essential to Texas' future. I am writing to let you know I oppose actions in Texas and at the federal level that make it harder for children to see a doctor. Deep cuts to health care and vital services are not the best choice for Texas, Texan families, or the Texas economy.
I am asking you—Governor Perry, Lt. Gov. Dewhurst, and Speaker Straus—as our state leaders to join me in standing up for programs that help kids grow up healthy. Protecting health care and children is right for families and will strengthen Texas' tomorrow.

The latest tweets from Kids Well Texas
KidsWellTX RT @BusinessMatters: Public Citizen report claims that Texas med mal reform has hurt rather than helped health care
KidsWellTX RT @msabbic: If you haven't yet, please be sure to call a member of the Super Committee and remind them to #ProtectKids

TEXAS WELL AND HEALTHY Click to get updates!

an initiative of: KidsWell TEXAS, COVER TEXAS NOW, GETTING TO THE FINISH LINE

Home Events News The Texas Treatment Blog Resources

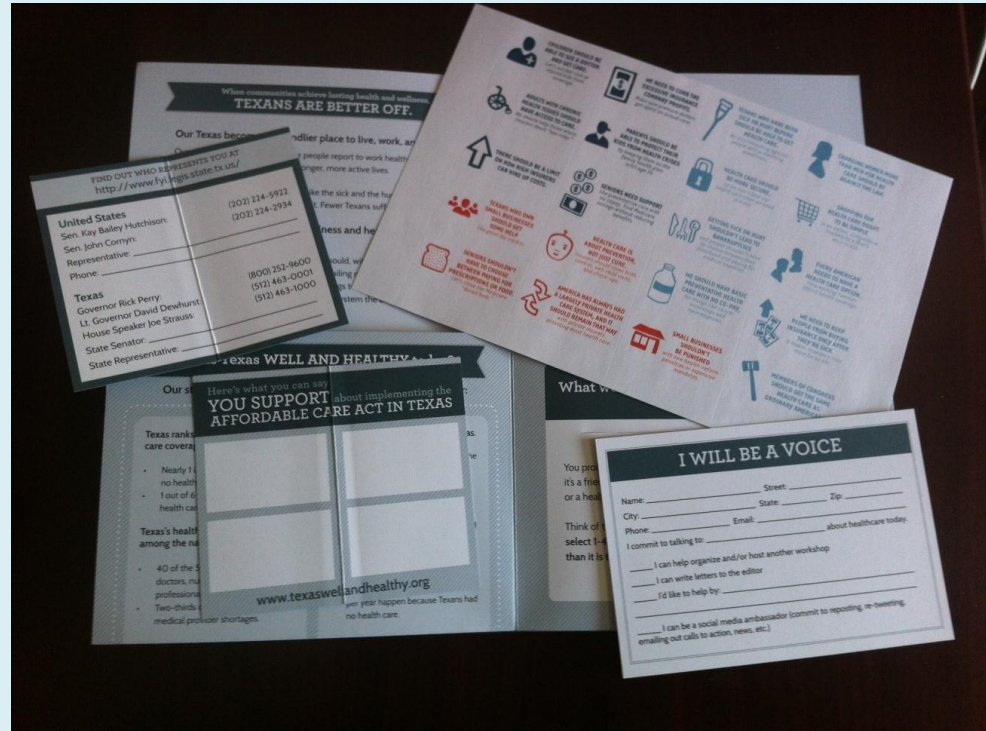
WHO WE ARE
Texas Well and Healthy is a statewide, grassroots campaign to improve the health and wellbeing of Texans. Our vision is for a Texas that thrives for years to come—and a day very soon when every Texan has access to quality, affordable health care.

TAKE ACTION NOW!
Get Involved with Texas Well and Healthy!

TEXAS WELL AND HEALTHY

Equipping Partners & Allies

- ❖ Train the Trainer
- ❖ Supporter Engagement
 - ❖ Social Media Ambassadors
 - ❖ Hosting workshops
 - ❖ Letters to the editor
- ❖ Tools and resources



Maintaining Dialogue

Multiple formats for connecting with Texans

- ❖ Social Media
- ❖ The Texas Treatment
- ❖ “Ask Cheasty” Column
- ❖ Texas Health Care Workshop



Results

- ❖ Worst-case budget scenario averted
- ❖ Several wins for health care campaign
- ❖ Increasing media coverage
- ❖ Stronger and more diverse allies
- ❖ Mobilization and growth:
 - + 2,600 on social media
 - + 5,100 on email list



Thank You!



www.texaswellandhealthy.org

TEXAS WELL AND HEALTHY

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Full Screen

Upcoming Events

Communications Collaborative Funders Call

June 8, 12:30-1:30 PM ET

Planning Our Shared Future: Investing in Immigrant Children, Youth, & Families

July 10, 2:00-3:00 PM ET

Quarterly Funders Call with the U.S. Dept. Of Housing and Urban Development

July 12, 2:00-3:00 PM ET

Parent Organizing and Community Engagement Training Institute for Grantmakers

July 24-26, Orlando, FL

Post-Election Philanthropy: Votes, Values, and Vision

December 17-18, Washington, DC

GCYF 2012 Annual Conference: *Investing in Promising Futures for All*

October 9-12, El Paso, Texas



Thank You!

To download handouts from this event click on the handouts icon in the top right corner of the screen or visit www.gcyf.org.

