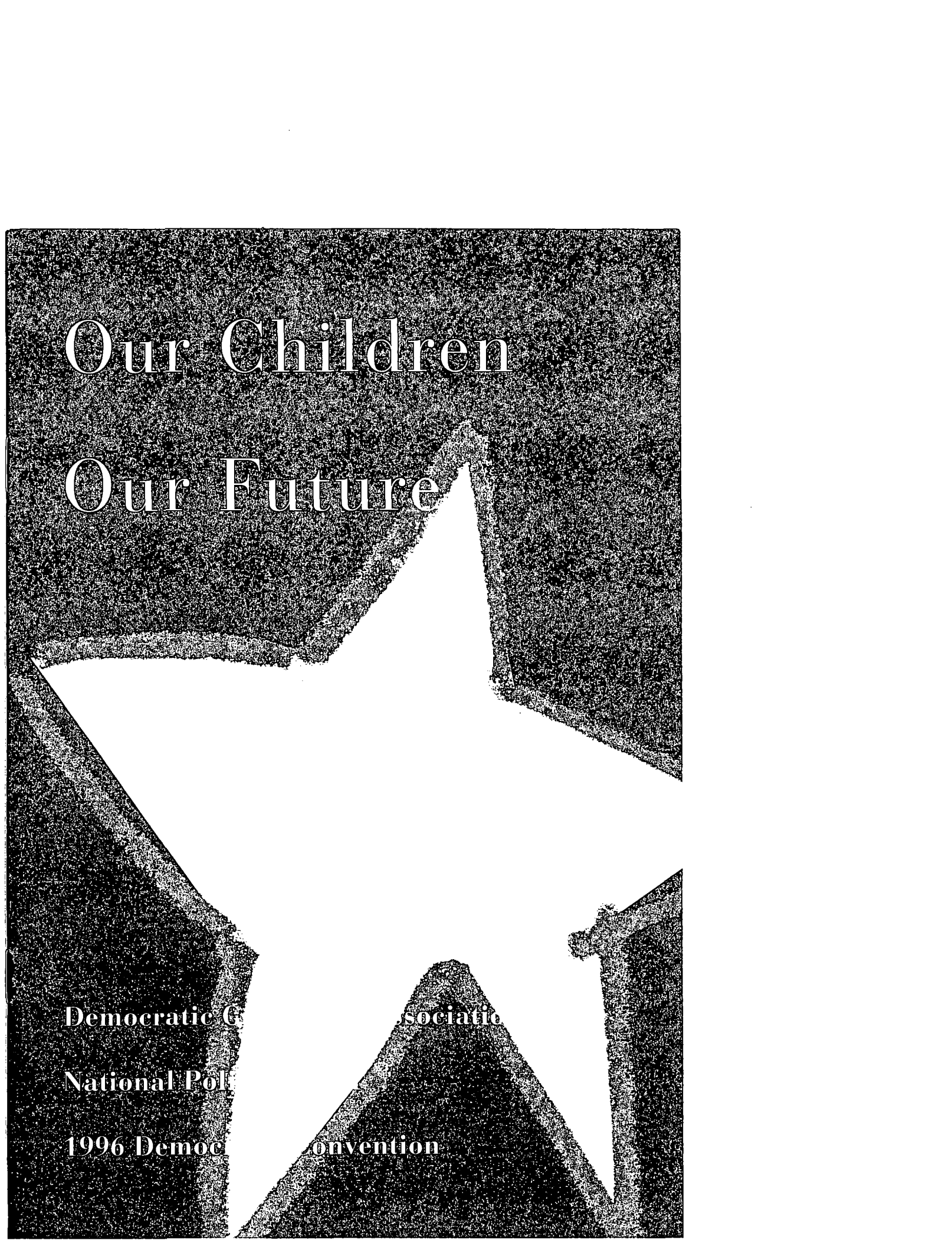

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Our Children Our Future

Democratic Caucus Association

National Political

1996 Democratic Convention

SPEAKERS BIOGRAPHIES

MARGARET BLOOD

Vice President, United Way of Massachusetts Bay for Success by 6

Margaret Blood has broken ground in her support for children and families, including a broad initiative to help ensure that young children enter school healthy and ready to succeed. She has served in the Department of Pediatrics at Boston City Hospital and Boston University School of Medicine. She directed an innovative national study entitled, "State Legislative Leaders: Keys to Effective Legislation for Children and Families," which examined attitudes, opinions, and perceptions of state legislative leaders about child and family issues and advocacy.

PHILIP E. CLAPP

Executive Director, Environmental Information Center

Philip E. Clapp has been at the center of some of the most important environmental debates in the United States of the past two years through his role with the Environmental Information Center, a non-profit environmental advocacy organization. His extensive background in U.S. environmental policy comes from serving for 15 years as a Congressional staff member on environmental issues, a chief lobbyist for an environmental organization, and an environmental consultant to major domestic and foreign corporations. Mr. Clapp also played a leading staff role in the Congressional debates on national energy policy.

KEITH GEIGER

President, National Education Association

Keith Geiger boasts a 30-year career in education that began in a one-room school house and has taken him to the head of the nation's largest professional organization and labor union. The high school mathematics and science teacher has distinguished himself in numerous professional, political, legislative and labor activities, and he is an active leader in the campaigns to restructure American education. He co-chairs the Martin Luther King Jr. National Education Committee, serves on the National Commission on Teaching and America's Future, and is a member of the American Bar Association's Commission on Domestic Violence.

SENATOR JOHN KERRY

Massachusetts

Currently in his second term as United States Senator from Massachusetts, John F. Kerry has articulated cutting edge policies to meet the new demands of international competition and guarantee Americans will always have access to secure, high-wage jobs. Senator Kerry is president of GLOBE-USA, a group of international legislators dedicated to forging an international environmental agenda.

CONGRESSMAN STENY HOYER

Maryland

From the 5th District of Maryland, Congressman Hoyer is a veteran Democrat and a leader of the Democratic Party in the House. Congressman Hoyer has long fought for equal opportunity and was the chief House sponsor of the Americans with Disabilities Act. Serving on the Appropriations Committee, he has played a key role for not only Prince George's County but for Maryland and the overall D.C. metropolitan area.

BRUCE DUNCAN PERRY, M.D., Ph.D.

*Vice-chairman for Research, Department of Psychiatry and Behavioral Sciences
Baylor College of Medicine*

Dr. Bruce Duncan Perry has conducted extensive and unparalleled neuroscience research involving traumatized children, adolescents and adults. By examining long-term cognitive behavioral, emotional, social and physiological effects, Dr. Perry's work has been instrumental in describing how traumatic events in childhood change the biology of the brain. He is the author of more than 150 journal articles, book chapters and scientific proceedings. Dr. Perry is the Thomas S. Trammell Research Professor of Child Psychiatry and the executive director of the CIVITAS Child Trauma Programs.

MATT L. RODRIGUEZ

Superintendent, Chicago Police Department

Matt L. Rodriguez has served as superintendent of the Chicago Police Department since April, 1992, when he was appointed to lead the 16,660-employee agency by Mayor Richard M. Daley. Mr. Rodriguez brought to the position 33 years of professional service with the department in areas including patrol, criminal investigation, organized crime, vice control, gambling, training and youth. He has lectured on criminal justice matters internationally, including the People's Republic of China, United Kingdom, Sicily, and Russia.

CHICAGO'S CHILDREN'S CHOIR

The Children's Choir, known as one of the nation's best young choral ensembles, is a multi-racial, multi-cultural group dedicated to making a difference in young people's lives through musical excellence. Founded in 1956, the choir is America's largest, most comprehensive organization devoted to the musical education of children and boasts a diverse repertoire of music, all performed in its original language. The 2,400 boys and girls who serve in the choir range in age from 4 to 18. Its performances cross the world, including South Africa, Japan, Canada, Mexico, Europe and Russia. The group has performed for such distinguished guests as First Lady Hillary Rodham Clinton and South African President Nelson Mandela.

Additions to the Program:

HONORABLE JOHN KERRY

United States Senate

Environment Panel

MATT L. RODRIGUEZ

Superintendent, Chicago Police Department

Crime Panel

BEVERLY AUSFAHL

Colorado Teacher

Education Panel

CELINDA LAKE

Lake Research

Economic Security

THE WHITE HOUSE
WASHINGTON

Sid Blumenthal

312/465-1772

(Chicago #)

PLENARY SESSION

Grand Ballroom-4th Floor

BREAKOUT ROOMS

Crime

PDR 18 Room-5th Floor

Economics

Monroe Room-6th Floor

Education

Adams Room-6th Floor

Environment

Empire Room-Lobby

Health

Red Lacquer Room-4th Floor

August 25, 1996

**“OUR CHILDREN, OUR FUTURE”
DEMOCRATIC GOVERNORS’ ASSOCIATION**

Location: Palmer House Hilton
Date: August 26, 1996
Time: 12:15 - 1:00 p.m.
From: Jennifer Klein

I. PURPOSE

The purpose of the Democratic Governor’s Association (DGA) Policy Forum is to discuss the importance of investing in children and to highlight what Democratic Governors are doing on behalf of children and families. Your keynote address will focus on how all sectors of the community affect the lives of children.

II. BACKGROUND

The title of the DGA Forum is “Our Children, Our Future,” and the theme the DGA hopes to emphasize is that all sectors of the community must take responsibility for children and measure themselves by how well their children are faring. DGA also wants to highlight the work and leadership of the Democratic Governors, particularly those that are running for re-election, on children’s issues.

The Forum begins with a plenary session. Governor Caperton will welcome the group and introduce Margaret Blood, the Vice President of Success by 6. Margaret Blood will speak about a report she directed called “State Legislative Leaders: Keys to Effective Legislation for Children and Families” that presents recommendations for influencing state legislative policy on behalf of children. She will share her views about how best to create the political will, particularly at the state level, to make good policy for children and families. Congressman Steny Hoyer will speak about the Democrats’ Families First Initiative, which includes economic programs (including pension reform, equal pay for women, and quality child care), anti-crime and drug programs, tax credits and scholarships for education, and health insurance coverage for children. Each Governor will be given the opportunity to speak briefly about the work they are doing in their states. Governor Dean will close the plenary session.

The participants in the Forum will then break into sessions on education, environment, economic security, crime and health care. Each of the sessions is lead by Governors who have focused on the importance of these issues for children and have been leaders in their states in working, often in partnership with the private sector, on improving the lives of children in these areas. Attached are descriptions of what each of these Governors have done.

The morning culminates with your keynote address. The DGA hopes that you will emphasize that everyone must take responsibility for our children and that the Democratic Governors have set a wonderful example in the work they have done for children in their states. They do not want you to single out particular Governors (beyond acknowledging Caperton and Dean).

The Chicago Children's Choir will be singing before you enter.

III. SCENARIO

- HRC arrives and proceeds to hold for lunch
- Governor Caperton greets HRC in hold after lunch
- HRC and Governor Caperton are introduced into room and HRC proceeds to seat
- Governor Caperton introduces HRC
- HRC speaks
- HRC works ropeline
- HRC does photo op with Sid Blumenthal's family
- HRC departs

Song by
Chicago
Children's
Choir

IV. PARTICIPANTS

Governors

Gaston Caperton, West Virginia, DGA Chair (confirmed)
Howard Dean, Vermont, DGA Vice Chair (confirmed)
Evan Bayh, Indiana
Tom Carper, Delaware (confirmed)
Mel Carnahan, Missouri (confirmed)
Benjamin Cayetano, Hawaii (confirmed)
Lawton Chiles, Florida (confirmed)
Parris Glendening, Maryland (confirmed)
Carl Guttierrez, Guam (confirmed)
James B. Hunt, Jr., North Carolina
John Kitzhaber, Oregon
Tony Knowles, Alaska
A.P. Lutali, American Samoa
Mike Lowry, Washington (confirmed)
Bob Miller, Nevada (confirmed)
Zell Miller, Georgia (confirmed)
Ben Nelson, Nebraska
Paul Patton, Kentucky (confirmed)
Roy Romer, Colorado (confirmed)
Pedro Rossello, Puerto Rico (confirmed)

Members of Congress

Congresswoman Steny Hoyer, Maryland (Plenary Session)
Senator Barbara Boxer, California (Environment)
Congresswoman Rosa DeLauro, Connecticut (Economic Security)
Senator John Kerry, Massachusetts (Environment)
Congressman Frank Pallone, New Jersey (Environment)
Congressman Charles Schumer, New York (Crime)

Cabinet Members Participating in Breakout Sessions

Secretary of Education Richard Riley (Education)
Dr. Laura D'Andrea Tyson, Assistant to the President for Economic Policy (Economic Security)
Secretary of the Interior Bruce Babbitt (Environment)
EPA Administrator Carol Browner (Environment)
Secretary of Health and Human Services Donna Shalala (Health Care)

Experts Participating in Breakout Sessions

Education

Keith Geiger, President, National Education Association
Don Stewart, President, College Board

Economic Security

Celinda Lake, Lake Research

Environment

Phil Clapp, Executive Director, Environmental Information Center

Crime

Dr. Bruce Perry, Baylor College of Medicine
Matt Rodriguez, Superintendent, Chicago Police Department

Health Care

Margaret Blood, Success by 6, United Way of Massachusetts Bay
State Senator Jeanne Shaheen, New Hampshire (probable gubernatorial nominee)
Judy Ressallat, National Association of School Nurses

Sid Blumenthal's Family

Jackie Blumenthal (wife)
Claire Blumenthal (mother)
Paul Blumenthal (son)
Marcia Fields (sister)
Leslie Fields (niece)

Audience

650-700 people, including contributors to the Democratic Governors Association, Democratic National Committee, Clinton-Gore and Emily's List. See attached VIP list.

V. PRESS

Open.

VI. REMARKS

Prepared by June Shih.

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Our Children, Our Future -
National Policy Forum Itinerary
and Reply Card

Our Children, Our Future

Governor Caston Caperton
West Virginia
Chairman
Democratic Governors' Association

Governor Howard Dean
Vermont
Vice-Chairman
Democratic Governors' Association

I. PLENARY SESSION

II. BREAK-OUT SESSIONS

CRIME

ECONOMIC PROGRESS & SECURITY

EDUCATION

ENVIRONMENT

HEALTH

III. CLOSING SESSION

The Democratic Governors' Association
invites you to participate in a

National Policy Forum

Our Children, Our Future

Monday, August 26, 1996
9:30 a.m. - 12:30 p.m.

We are pleased to announce that
First Lady Hillary Rodham Clinton
will deliver the keynote address.

The Palmer House Hilton
Grand Ballroom
17 East Monroe Street
Chicago, Illinois

Please mail or fax RSVP card enclosed.
Telefax 202.314.2278
Telephone 202.314.2279



Please Reply...



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DEMOCRATIC GOVERNORS' RECORDS OF ACHIEVEMENT

Democratic Governors' Association
1996

DESCRIPTION OF GOVERNORS' INITIATIVES

Governor Gaston Caperton, West Virginia (introducing HRC)

- Since taking office, Governor Caperton has lead a number of initiatives to support children and families in West Virginia. These include: expanded Medicaid eligibility, reduced infant mortality; increased immunization rates; established 14 school-based health centers; launched "Starting Points" under a grant from the Carnegie Foundation; funded after school child care; improved the quality of child care by investing in better licensing, monitoring and training of child care providers; increased participation in WIC significantly; streamlined and coordinated services for children and families; exceeded goals in installing computers in every elementary school classroom; linked schools through the internet; improved teacher salaries and made a significant investment in new school construction; lowered unemployment to the lowest rate in 17 years; expanded child care subsidies for low-income working families; launched program to replace the current welfare system with a more work-oriented approach; and replaced institutions with home and community-based options for children with disabilities.

INITIATIVES OF GOVERNORS LEADING BREAKOUT SESSIONS:

EDUCATION

Governor Roy Romer, Colorado

- Charter Schools. Under the leadership of Governor Romer, Colorado passed legislation creating charter schools. These schools provide more choices and flexibility in the public school system and give parents and teachers authority to make decisions about curriculum and budgets.
- Standards. Colorado has also developed rigorous academic content standards and assessments. The state works with local school districts to ensure that testing, textbooks, class content and teacher training support students in their efforts to reach these standards.

Governor Zell Miller, Georgia

- HOPE Scholarships. Governor Miller's "Helping Outstanding Pupils Educationally" (HOPE) is a scholarship program that provides financial assistance for college or trade schools to high school graduates with "B" averages or above. The President's HOPE Scholarships are modeled on this program.

- Prekindergarten Preparation. All four year olds in the state are eligible to participate in the Voluntary Prekindergarten Program. The program helps young children start school with the skills they need to learn.

ECONOMIC SECURITY

Governor Parris Glendening, Maryland

- Job Centers. Maryland's job centers promote self-sufficiency for welfare recipients by helping them get jobs. The job centers also divert some AFDC applicants from joining the welfare rolls at all and instead ease their entry into the workforce by helping them get child care, child support and transportation.
- Worker Training. Maryland also runs the Partnership for Workforce Quality, a public-private partnership that offers state matching grants to provide short-term worker training. The goal of the program is to upgrade the skills of the existing workforce in Maryland.

Governor Paul Patton, Kentucky

- School-to-Work. The Kentucky School-to-Work initiative helps students make a successful transition from school to the workplace through rigorous classroom instruction, training, mentoring and workplace experience.
- Job Creation. Kentucky also two programs to save jobs in the state. The Kentucky Industrial Revitalization Act gives manufacturing companies and their employees tax credits as an incentive to keep plants open. Under the Kentucky Rural Economic Development Act, the state gives tax incentives to companies that locate or expand manufacturing plants in counties where the unemployment rate has exceeded the state average for five years.

ENVIRONMENT

Governor Howard Dean, Vermont

- Though Governor Dean is co-chairing the session on the environment, he is best known for his work on health and children. He established a program called Success by Six (which is also the name of the program started by Margaret Blood). The program provides support services that prepare children for school, including health screenings, parenting classes, and family literacy programs. Vermont's Dr. Dynasaur program provides comprehensive health services for all pregnant women and children up to age 18 with incomes below 225% of the federal poverty level. Governor Dan has also made preventing child abuse and neglect a focus of his administration.

Governor Mike Lowry, Washington

- Single Industry Campaigns. Washington has had tremendous success in improving compliance with environmental regulations by targeting specific industries. The state works with companies in one industry at a time in a cooperative, rather than adversarial, manner and provides intensive compliance and pollution prevention information.
- Using Penalties to Protect the Environment. The Administrative Settlements Program allows companies to use penalties to fund environmental initiatives, including education, training and capital investment in pollution prevention.

CRIME

Governor Bob Miller, Nevada

- Governor Miller's 1995 Comprehensive Crime Bill provides tough new measures against juvenile crime. For example, it includes strong penalties against violent juvenile offenders; opens juvenile court proceedings to the public unless closed by the judge; and allows judges to require parents or guardians to make restitution to victims of juvenile offenders. Nevada also runs a Boot Camp program for juvenile offenders which is modeled after military boot camps and has reduced recidivism.

Governor Pedro Rossello, Puerto Rico

- In 1993, Puerto Rico began an all-out effort to address the illegal drug problem. This includes using federal agencies and the Puerto Rico National Guard to route out drugs in public housing. Since 1992, the incidence of serious felonies has declined each year, with violent crime dropping by 30 percent.

Governor Mel Carnahan, Missouri

- Governor Carnahan worked with state legislators to enact a tough new sentencing law that mandates that inmates serve more time in confinement and spend that time working on General Educational Development (GED) preparations or in court-ordered treatment programs. After January 1, 2001, a GED will be a precondition to parole. Inmates are also required to hold jobs at their prison facility.

HEALTH CARE

Governor Lawton Chiles, Florida

- Governor Chiles started the Community Health Purchasing Alliance (CHPA), a state-chartered, not-for-profit health coverage purchasing organization with 11 locations across the state. The CHPA gives small businesses greater purchasing power so that they can have access to high quality, affordable health plans that are available to large businesses.

Governor Tom Carper, Delaware

- The Diamond State Health Plan (DSHP) is designed to increase access to preventive and primary health care for Medicaid beneficiaries in Delaware and to reduce costs through the use of managed care. With the savings from DSHP, Delaware has expanded Medicaid coverage to approximately 9,000 uninsured adults.

Draft/js Sat 6 p.m.

FIRST LADY HILLARY RODHAM CLINTON
REMARKS FOR DEMOCRATIC GOVERNORS' ASSOCIATION
CHICAGO, ILLINOIS
AUGUST 27, 1996

Thank you Governor Caperton for your kind introduction, and thank you Governor Dean for leading this program. And let me thank you both for your leadership in strengthening the children and families of your home states.

I want to thank ~~you~~ the Democratic Governor's Association, for inviting me to join in this conversation about our children and our future. I know you've had an ~~interesting and~~ *stimulating* ~~exciting~~ discussion today and I am ~~proud~~ *please* that many members of my husband's cabinet could join you.

As some of you may know, I've just come from the dedication of a park to Jane Addams. It is an honor long overdue. More than one hundred years ago, Jane Addams saw the many and disturbing problems of the newly industrializing world she lived in -- soul-crushing poverty, ruthless discrimination against newly-arrived immigrants, elderly people left destitute on the streets.

Most of all she saw children -- young children working in unsafe factories; children neglected by parents struggling to make ends meet; undernourished, poorly-clothed children playing in rotting trash heaps because they had no place else to go; children and future citizens of this country whose opportunities were limited by the circumstances into which they were born. But Addams, who easily could have shrugged her shoulders and ignored all of these problems, did something about them. She created a village.

Through Hull House, thousands of families and children living in one of Chicago's poorest neighborhoods were given the chance to make something of their lives. A kindergarten and nursery were built to take care of children whose parents had to work in the factories. Hull House offered printing, metalwork and other trade instruction. Through the music school, art gallery, and theater, children and adults found rich worlds of creative expression. Addams led movements that resulted in the passage of child labor laws and juvenile justice system. But Hull House was by no means a one-woman operation -- people from all sectors of society and all stations of life came together to make a difference.

I believe the spirit of compassion, commitment, and civic cooperation that flourished and still flourishes at Hull House can guide us today. Though the obstacles are different, our fundamental challenge as we head toward a new millennium, remains the same: How do we as a community and a nation take responsibility for giving each and every single one of our children the opportunity to fulfill his or her God-given potential.

PHOTOCOPY
HRC HANDWRITING

Sometimes the challenges can seem overwhelming: All across America, children are exposed to crime in the streets and violence on the airwaves; they are tempted by the lure of tobacco, alcohol, and drugs; they are growing up with the burdens of poverty, illiteracy, and poor health; they are contending with the pressures of competing in a new and fast-paced global economy.

My husband often says that there's no problem in America that isn't being solved somewhere in this country. In my travels across the country these past four years, I have met people in cities large and small who have stopped wringing their hands, and are rolling up their sleeves to get the job done for our children.

Nobody is doing -- or can do -- it alone. Every sector of society -- schools, churches, businesses, private foundations, and government must work together to do right by children.

I have met parents, teachers, and community members working to create vibrant, first-class public schools in some of the poorest neighborhoods across America: In Philadelphia, in Corpus Christi, and in the San Fernando Valley.

Companies across America are beginning to recognize that family-friendly policies can actually help, not hurt, the bottom line. The Haggard Apparel Company in Dallas, for example, offers to pay 100 percent of employees' medical expenses during pregnancy if they seek prenatal care during the first trimester. Fel-Pro, an automotive product manufacturer based not far from here in Skokie, offers day care, emergency home care for their workers' sick dependents, tuition reimbursements, college scholarships, and subsidized tutoring for children.

In Kansas City, an entire community -- parents, schools, churches, city council, the media has banded together to create a safer, more nurturing environment for all of the city's children. There, city employees are allowed to take up to four hours of paid leave to participate in school activities, whether or not they have children of their own. Volunteers from all over the city staff programs that give young people productive alternatives to violence and gangs. The city's newspaper dedicated many pages of newsprint to exploring a whole variety of children's issues, from child care to child safety to child health to family values.

And throughout Kansas city, I saw billboards asking citizens the question: "Is it good for the children?" It's a question all Americans, as parents, business leaders, politicians, teachers, should ask themselves before making decisions for their families, their communities, and their country.

For too long, issues affecting children have been considered "soft" issues, issues that are marginal to the weighty political debates and deliberations of our country. But issues affecting children and families are the hardest issues we face as a nation. They are just as central to our future success and prosperity as national budgets, defense strategies, and trade agreements. We need to make it clear to every American that investing children, in their education, their health, their safety, and their well-being, is not a luxury. It is central to what our nation and people will be.

As governors and state officials, you have a direct impact in the lives of so many children and families. And, as the wife of a former member of the DGA, I know you take this responsibility to our children seriously. You have been leaders in embracing new ideas, in abandoning outdated programs, and forming alliances between government and all sectors of the community to secure opportunities for our children. Through your successes, you have shown all of us the crucial role state governments can play in making sure our children thrive.

All of us can learn from your hard work and insights. Recently, an idea that began at the Governor's Mansion in Georgia led to the President's new initiative to make two years of community college universally available to Americans willing to work hard. Governor Miller's HOPE scholarships, which guarantee tuition assistance to college and trade school students who maintain B-averages, inspired the President's scholarships of the same name.

Classroom computers
In the fields of education, economic security, the environment, health care, and crime -- topics so crucial to the well-being of our children -- each of you has brought important progress to your home states. From ~~child care~~ in West Virginia to pre-kindergarten in Georgia to charter schools and higher academic standards in Colorado to School-to-Work in Kentucky to strong juvenile crime laws in Nevada to rigorous environmental law enforcement in Washington to health care purchasing alliances in Florida, these are just a few of the initiatives you and your colleagues are developing to help children and their parents at all stages of life.

But these initiatives are just the tip of the iceberg. We can do more. We can do more by exchanging ideas and pooling information, just as all of you are doing today. This year, I had the privilege of participating in several conferences --one of them hosted by my good friend Governor Roy Romer -- that focused exclusively on the needs of children. These conferences were special because they weren't just gatherings of academic experts discussing the problems facing our children; they were meetings that brought together a wide variety of citizens -- including parents and children themselves -- to share ideas that work and that have made positive differences in the lives of children.

If we are going to put children first, then we all need to take responsibility. We need all Americans to understand that when it comes to children, we all have experience -- and we all can claim a kind of expertise. We have all been children. We all love our children. We all have visions and aspirations for what they can become.

which can Lady Bird Johnson once said that children are likely to live up to what you believe of them. Let us commit ourselves to making sure that every single child in this country, whether it's the son of a Wall Street stockbroker, the daughter of Ohio schoolteachers, or an orphaned child growing up in foster care in Chicago, knows ~~in his or her soul~~ *in his* that America believes ~~he can~~ *that* become anything he wants to be, and that we will help make ~~his~~ *those* dreams come true.

nshe
Thank you.

###

PHOTOCOPY
HRC HANDWRITING

Claire Blumenthal
Marcia Fields
Leslie Fields
Paul Blumenthal
Jade Blumenthal

United Way of Massachusetts Bay

SUCCESS**BY 6** 

Unlock the potential.



Facsimile Cover Sheet

245 Summer Street, Suite 1401
Boston, MA 02210-1121
FAX 617-624 9114
(617) 624-8000

Charles K. Gifford
Chairman, Success By 6
United Way of Massachusetts Bay
Chairman, CEO and President
Bank of Boston

Len R. Breitman
Chairman of the Board
United Way of Massachusetts Bay
Chairman and Chief Executive Officer
Fleet Bank of Massachusetts, N.A.

Marian L. Heard
President and
Chief Executive Officer
United Way of Massachusetts Bay

Margaret A. Blood
Vice President
Success By 6
United Way of Massachusetts Bay

To: Melanne Verveer

Office of First Lady
Hillary Rodham Clinton

Phone: 202-456-6266**Fax:** 202-456-6244**From: Margaret Blood****Phone:** 617-624-8150 or 617-524-1976**Fax:** 617-624-9123**Date:** August 23, 1996

**Pages including this
cover page: 13**

Hello Melanne,

Thanks very much for calling me on Wednesday. I truly appreciated your guidance and your suggestions regarding my presentation at the Democratic Governors' Association National Policy Forum. Melissa was also incredibly helpful when I met with her. She sends her very best to you!

Attached is the outline for my presentation. I am also sending you a copy of the summary of the Ad Council's Strategic Task Force research on children. This may be the piece that was featured on the "Nightline" show you mentioned to me.

I very much look forward to meeting you on Monday! In the meantime, if you need to reach me, please call me at the above numbers. The latter number is my home and I can be reached there until I leave for Chicago on Sunday at 11:00 a.m.

1

Presentation to
Democratic Governors' Association National Policy Forum
Monday, August 26, 1996
10:00 a.m. to 1:00 p.m.
Palmer House Hilton, Chicago, Illinois

- A. **THANKS** -- GOVERNOR CAPERTON, KATIE WHELAN, AND THE DEMOCRATIC GOVERNORS' ASSOCIATION FOR INVITING ME TO BE HERE WITH YOU TODAY. THANKS TO ALL OF YOU WHO ARE GATHERED HERE FOR CHILDREN.
- B. **CHARGE TODAY** -- MY TASK TODAY IS TO HELP SET THE STAGE FOR THIS FORUM ON CHILDREN BY TELLING YOU ABOUT SOME OF THE IMPORTANT THINGS WE LEARNED ABOUT HELPING CHILDREN FROM INTERVIEWING REPUBLICAN AND DEMOCRATIC STATE LEGISLATIVE LEADERS ACROSS THE COUNTRY.

AND TO SHARE WITH YOU A LITTLE BIT ABOUT HOW WE'RE USING THIS INFORMATION TO HELP CHILDREN IN MASSACHUSETTS

BUT I'D LIKE TO BEGIN BY ASKING YOU TO THINK ABOUT A COUPLE OF QUESTIONS:

1. WHEN IT COMES TO HELPING CHILDREN, CAN WE USE THE EXPERT KNOWLEDGE WE HAVE ABOUT CHILDREN AND FAMILIES TO CREATE PUBLIC POLICIES THAT WILL TRULY BENEFIT THEM?

EXAMPLES:

- **HEALTH CARE** Compared with children with health care coverage, uninsured children are less likely to receive preventive health care services, such as routine immunizations, and are more likely to require treatment in an emergency room. Yet today children are the fastest growing group of uninsured in the country - nearly one in 10 children under the age of 18 lacks health insurance.

- **VIOLENCE**

- **POVERTY**

- **EARLY CHILDHOOD ED.**

YOU WILL HEAR MORE -- EXPERTS HERE WITH US TODAY

2. CAN WE CREATE THE POLITICAL WILL NECESSARY TO MAKE GOOD POLICY FOR CHILDREN AND FAMILIES? ... MORE IMPORTANTLY, CAN WE SUSTAIN THAT POLITICAL WILL SO ESSENTIAL TO HELPING CHILDREN?

That's what I am here to talk about today.

C. BACKGROUND:**1. Directed 50-state study called "State Legislative Leaders: Keys to Effective Legislation for Children and Families" - Casey and Ford****2. PURPOSE:**

- to determine how the state legis. leadership (Speakers, Sen. Presidents, Majority and Minority Leaders, etc.) in both parties in all 50 states thinks about issues of children and families - how they define these issues
- what they know about the status of children and families in their states
- how they assess efforts of child and family advocates
- recommendations for influencing state legis. policy on behalf of children; to understand the tensions between state legislative policy-makers and those who champion children's causes

3. METHODOLOGY

- engaged bi-partisan team of pollsters
- interviewed 177 legislative leaders (in 1994 - most prior to elections)
- political landscape has shifted dramatically since conducting the interviews; Republican party
- surveyed (by mail) over 400 child and family groups as "advocates for children"

D. PROFILE OF THE LEADERS**NOT UNLIKE THE GOVERNORS HOSTING US TODAY :**

- MOSTLY MALE (87.6% men; only 12.4% of the leaders interviewed were women)
- MOSTLY WHITE (roughly 90% white- 8% black, 1% Latino and 1% N.A.)
- MOSTLY IN THEIR 50's (average age at the time of the interviews was 51 years)
- REACHED over half (54%) the sitting House Speakers and nearly half (45%) the sitting Senate Presidents in 1994
- the rest were majority and minority leaders, Pro Terns and key chairs

- **Slightly more than half (56.5%) were Democrats; 43.4% were Republicans; one independent**
- **most had served in their legislatures for at least 10 years; average time in leadership a little more than 3 and 1/2 years**
- **most were born and raised in the states they were currently serving**
- **many describe themselves as growing up poor or working class (although they did not think themselves as poor at the time)**

E. WHAT WE LEARNED:

1. **GOOD NEWS** - children are important - on their radar screens

BAD NEWS - not sure **what** the children's advocates want or **who** the children's advocates are; (all concerned about having enough revenue to meet the budget demands)

2. **HOW THEY DEFINE THE ISSUES:** #1 education, #2 child abuse and neglect; then issues associated with poverty and disadvantage; some defined in more legal terms, child abuse, trying juveniles as adults and child support enforcement - seldom identified issues like **HEALTH CARE** and housing as children's issues

SURVEYED ADVOCATES ABOUT THE ISSUES - NAME THE TOP THREE ISSUES FACING CHILDREN AND FAMILIES IN YOUR STATE - NAMED OVER 80

3. **THOSE WHO THOUGHT SOMETHING COULD BE DONE FOCUSED PRIMARILY ON PREVENTION AND PROGRAMS TO BENEFIT YOUNG CHILDREN**
4. **SOURCES OF INFORMATION:** depend more on verbal briefings than on reading - **don't have time** - need to master too many issues - some talked about the importance of seeing for themselves -
PEOPLE: other legislators, lobbyists (esp. former members), relatives, exec. branch staff, legis. staff
increased presence of women has helped raise their consciousness regarding child/family issues - mostly what influences them is own childhood experience - **do not have clear understanding of status of children**
5. **LEADERS: PROCESS ORIENTED - MAIN JOB TO MANAGE PROCESS AND GET A BUDGET PASSED** - few expressed interest in particular policy issues (most accomplishments were as Chairs of Committees)

**6. LEADERS' PERCEPTIONS ABOUT CHILD/FAMILY
ADVOCATES/ADVOCACY AND EFFORTS TO INFLUENCE POLICY :**

a) **FEEL THAT KIDS' PEOPLE MISS THE BOAT ON THE STATE BUDGET** - need to also work with EXECUTIVE BRANCH and be consistent

b) **LABELS MATTER** ADVOCATE/ADVOCACY not comfortable with these terms - conjure up images of "elitists" who are well-intentioned but lack understanding of how process works - more comfortable with the terms LOBBYIST and LOBBYING

c) **BARELY VISIBLE** - only a few could name child advocacy groups - more could identify an individual advocate

d) **LACK CLEAR LEGISLATIVE GOALS/AGENDAS - REALISTIC PRIORITIES** - Survey indicated only about half advocacy groups said they had a specific legis. agenda - perception that MANY GROUPS COMPETING AGAINST ONE ANOTHER

e) **NO GRASSROOTS CONSTITUENCY** - don't hear from folks back home

f) **DEARTH OF ACCURATE AND COMPELLING INFORMATION IN USABLE FORM**

g) **CHILD AND FAMILY ADVOCACY GROUPS PERCEIVED TO BE PARTISAN** - although 65% of the advocacy groups said they believe their organizations are perceived by legis. leaders to be non-partisan (only 29% thought leaders perceived them to be oriented toward Democrats)

h) **THESE ADVOCATES DON'T PLAY BY THE RULES - THEY DON'T UNDERSTAND OR APPRECIATE THE LEGISLATIVE AND POLITICAL PROCESSES**

LEADERS TAKE PRIDE IN THEIR ABILITY TO MANAGE CUMBERSOME LEGIS. PROCESS AND MOVE IT FORWARD - SUSPICIOUS OF THOSE WHO DON'T UNDERSTAND OR APPRECIATE THIS or who DON'T UNDERSTAND THAT COMPROMISE IS AN ESSENTIAL PART OF THE PROCESS

7. WHO IS EFFECTIVE? AARP, NRA, TEACHERS UNIONS - WHY?

a) **LOBBYISTS WORK REGULARLY THROUGHOUT THE SESSION** WHETHER VOLUNTEER OR PAID - WELL-TRAINED PROS

- b) REPRESENT LARGE, VISIBLE CONSTITUENCIES WITH WIDE GEOGRAPHIC DISPERSION THROUGHOUT THE STATE - WITH GRASSROOTS COMPONENT IN (ALMOST EVERY) LEGIS. DISTRICT
- c) HAVE WELL-DEFINED GOALS, CONVEYED EFFECTIVELY TO THEIR CONSTITUENCIES WHO ARE (IN TURN) IN TOUCH WITH THEIR LEGISLATORS
- d) MEMBERS ARE POLITICALLY ACTIVE AT LOCAL LEVEL. IN CONTACT WITH ELECTED OFFICIALS ON DEMAND (PHONE, MAIL, IN PERSON) - VOLUNTEER TO HELP IN CAMPAIGNS (Among advocates 78% reported they never work in political campaigns)
- e) THEY HAVE MONEY - PROVIDE FINANCIAL ASSISTANCE TO CAMPAIGNS - ORGS. ARE THEMSELVES WELL-FINANCED (Among advocates, 71% never make campaign contributions)

One particular comment made by one state legislative leader that stood out to me in this research underscores the very point about being effective:

"IS THERE A DISPROPORTIONATE AMOUNT OF MONEY BEING SPENT ON PEOPLE OVER THE AGE OF 65, VERSUS UNDER THE AGE OF THREE, OR UNDER THE AGE OF 18, OR WHEREVER YOU WANT TO DRAW THE LINE? YES, UNQUESTIONABLY. IS IT IN PART A FUNCTION OF THEIR LOBBYING EFFORTS? YES, UNQUESTIONABLY. IS IT LARGELY A FUNCTION OF THEIR NEED? NO, IT IS NOT."

F. WHERE TO WE GO FROM HERE:

LEADERS CLEARLY LAID OUT COMPONENTS OF EFFECTIVE LEGIS. STRATEGY THAT COULD HELP US HELP CHILDREN

- BY CREATING THE SUSTAINED POLITICAL WILL NECESSARY TO TRULY HELP CHILDREN

- AND BY USING THE EXPERT KNOWLEDGE AVAILABLE TO US TO ENACT POLICIES TO BENEFIT OUR CHILDREN AND FAMILIES

TO HELP OUR CHILDREN WE MUST:

1. **GET INVOLVED EARLY IN BUDGET PROCESS IN OUR STATES AND STAY INVOLVED THROUGHOUT - ESP. IMPORTANT OPPORTUNITY FOR YOU GOVERNORS - THE MOST IMPORTANT BILL FOR CHILDREN**
2. **CONSISTENTLY VISIBLE - DEVELOP ON-GOING RELATIONSHIPS WITH LL'S, STAFF, AND EXECUTIVE BRANCH**
3. **BUILD CONSENSUS AROUND REALISTIC AGENDA THAT RECOGNIZES ROLE OF COMPROMISE IN LEGIS. PROCESS**
4. **DEVELOP VISIBLE GRASS-ROOTS CONSTITUENCY**
5. **INVOLVE NEW VOICES AND LEADERS FROM OTHER SECTORS IN THE CAMPAIGN FOR CHILDREN - ESP. BUSINESS AND RELIGIOUS (WILL TALK MORE ABOUT THAT IN A MOMENT) - IDENTIFY AND NURTURE NEW LOBBYISTS FOR CHILDREN**
6. **EMPLOY BI-PARTISAN STRATEGIES - OBVIOUS, GIVEN THE POLITICAL LANDSCAPE - ESPECIALLY IMP. TO BUSINESS AND RELIGIOUS LEADERS**
7. **PROVIDE LL'S WITH FACTUAL/COMPELLING INFO. IN USABLE FORM**
8. **GET INVOLVED IN ELECTORAL CAMPAIGN PROCESS**

AS ONE SEASONED DEMOCRATIC HOUSE SPEAKER SUMMARIZED "AN AGENDA THAT INVOLVES CHILDREN'S ISSUES IS A SURE-FIRE VOTE WINNER. IT IS CURIOUS THAT SUCH AN INHERENTLY POSITIVELY-RECEIVED ISSUE IS NOT ON THE FRONT BURNER - THAT THE JETS AREN'T TURNED UP REAL HIGH ON CHILDREN'S ISSUES, BECAUSE ONCE THESE ISSUES ARE EXPLAINED [PAUSE] IT IS A CATEGORICAL TRUTH THAT PEOPLE WILL EMBRACE THEM AND TRY TO MOVE THEM AND IDENTIFY WITH CANDIDATES WHO ARE EXCITED ABOUT THEM."

G. HOW WE ARE "TURNING UP THE JETS" IN MASS. WITH SUCCESS BY 6:

- UNITED WAY heard my presentation
- SB6 initiatives across the country
- SB6 Leadership Council - impressive group of leaders - volunteers from every key sector in Boston area – business, government including police commissioner, academia, media, health care, human services, religion, organized labor
- Met with a number of different business leaders; meeting with Chad
- First LC meeting in Bank Board room
- Developed a legislative agenda: health care access and child care
- Made agenda real, first hand - kids, parents, child experts, elected officials
- Began taking CEO's to State House - Meeting with Baker, Kathy's comments
- Bink's comments
- Results: health care bill passed; license plate, bond bill
- Massachusetts we are finding that we can indeed chart a new course for children and families.
- We must use the expert knowledge that we have available to us to inform the policies we make
- Engage new and influential voices to help create the sustained political will necessary to make policies that work for our children.
- In closing I would like to quote a famous Massachusetts Democrat - former U.S. House Speaker John McCormack who said:

"YOU CAN MEASURE THE TRUE STATURE OF A MAN NOT BY HOW TALL HE IS – BUT BY HOW FAR HE BENDS TO HELP A CHILD."

• My hope is that we all leave here today ready to bend real far.
- Thank you.

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FROM ADVERTISING COUNCIL 212 9221676

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Summary of The Advertising Council's Strategic Task Force Research

THE PROBLEM

In July 1995, The Advertising Council convened a Strategic Task Force to investigate the question: *Why does the American public seem to ignore the plight of children?* The Council recognized that until we found the answers to the question, we could not determine how public service advertising could affect the crisis and how the Ad Council should accomplish its new mission.

As the Task Force members examined the data and research about children, they uncovered a troubling paradox: people do care about children, but they are unable or unwilling to act on their behalf. The members set out to understand why the public seems paralyzed, and to uncover concepts that would help break down the barriers to public action. They consulted many experts to determine why people are apathetic, but there was no research that directly addressed the issue.

THE RESEARCH PROCESS

The Task Force decided to conduct its own research. Two separate organizations, led by experts with different approaches, were engaged to investigate this paradox:

- Deborah Wadsworth, Executive Director of the Public Agenda Foundation, is an expert on public opinion research; and
- Jane Newman, the Executive Vice President of Merkle Newman Harty, is an expert on communications strategy research and development.

Research was conducted to identify barriers to action and test concepts that would inspire individuals to act on behalf of children. The researchers conducted a total of ten focus groups and tested more than 60 message ideas. Although Ms. Newman and Ms. Wadsworth worked independently, their conclusions were strikingly similar.

BARRIERS TO ACTION

The investigation revealed several key barriers to action. First, people see children's problems as symptomatic of the problems of their parents or of society as a whole; the problems are just a small part of a large, irreversible pattern of economic and moral decay.

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Those who view the country's current social problems as primarily economic in nature are deeply pessimistic about not only their own economic future but the nation's too. They are concerned that parents often need to work more than one job to support their families. This economic anxiety affects people of all ages and incomes -- from the 20 year old who can't find a job, to the 50 year old who is concerned about retirement.

Others believe that the problems children face are a result of corrupt moral values. In their view, parents are so intent on fulfilling their own material needs that they do not have time for their children. And families are not the only area of concern: moral decay has pervaded all levels of society, including business and the government.

In the end, the public understands the problems to be global in nature, and solutions seem unimaginable. People tolerate the status quo because they feel overwhelmed.

To further uncover these barriers to action on behalf of children, the focus group leaders showed the participants statistics about the disastrous circumstances of children today. When they were shown the details of children's miseries, the groups responded with shock, horror, and disbelief. Many participants learned that the problems affecting children are not unique to the inner-city, but affect every community in America.

Their initial response was to ask, "How could this happen to our most fragile citizens?" But almost immediately, the participants began to distance themselves from the problems and blame "irresponsible" parents for the terrible conditions of children. The more they talked, the more they tended to believe that the real explanation was the irresponsibility, low motivation, and lack of education of many parents. They blamed parents for not taking advantage of existing services.

The participants further distanced themselves by asking: "If the problem is so huge and complicated that the government can't make a difference, how can I?" Consequently, the public stereotypes at-risk parents and children primarily as inner-city residents who are uncaring, lacking in self-esteem, ignorant, and so on. In short, they think "those parents are not like me."

As the researchers explored further, they uncovered an important answer to why the public is not motivated to make a difference: People in positions to offer help do not believe they know families and children who need it; they do not interact on a regular basis with parents and children who need help. Many people deny that such problems could affect their middle-class neighborhoods.

As a result, people assume that the parents in need are not making an effort to help themselves — and thus are failing in their role as parents. In other words, the public blames parents who may need support, and stereotypes them as uncaring and

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irresponsible. They want to believe that if they were in the same difficult circumstances, they would do better for their children.

Ultimately, the public is unable to separate children from their "bad" parents. This creates a tragic situation for our children. The public views the parents as "undeserving" — so they don't help the children. In effect, they seem willing to sacrifice an entire generation of children.

The researchers also found that the public feels profoundly helpless, frustrated and hopeless about potential solutions. People believe that many proposed solutions such as government programs — especially welfare — actually make problems worse rather than better, and they are unwilling to support these seemingly inoperable solutions. People also think that sources of help are plentiful but not properly used, while available resources go to those who cheat the system.

It is important to understand, however, that the focus group participants were not indifferent to the plight of children; rather they resent and do not support a system that they feel rewards irresponsible people.

Through the focus group research, the participants, who would otherwise consider themselves decent and caring people, expressed many harsh and powerful opinions. In fact, most of the participants would be ashamed to hear this disturbing analysis of their views.

CONCEPT TESTING

How can we break through the barriers and release the public's desire to help children? The researchers tested more than 60 potentially motivating concepts, looking for ideas that could unlock people's desire to act on behalf of children.

Counterproductive Concepts

They discovered that a number of commonly used approaches were not effective. The following concepts did *not* make people more sympathetic or motivated — in fact, some of them actually increased the unwillingness to help:

- Appeals to self-interest, that is, stating that by helping children in need you are ultimately helping yourself, did not work.
- Appeals to altruism were also ineffective.
- Using shocking statistics about the current and future state of children discouraged interest.
- In particular, messages that tried to shock or humiliate people only deepened their sense of frustration and prevented them from acting.

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Motivating Concepts

However, several concepts did break down the barriers and tapped people's natural inclination to care and help.

1. The most dramatic breakthrough concept was one based on self-reliance and reciprocity. The public is motivated to help when it is pointed out that *many* (the vast majority) of the parents and children in need are often temporarily facing difficult circumstances and trying hard to care for their families in circumstances that would defeat the best of us.
2. Most people empathize and identify with these struggling parents because they have also experienced difficult times. The public is more likely to offer support when they see similarities between themselves and those who are challenged. Hence, changing the public's perception of families in need is a vital first step towards motivating action, because it inspires feelings of reciprocity and concern.
3. People also responded to the idea that some of these families and children may be temporarily in need of support. When they saw the problem as episodic rather than chronic in nature, they were willing to offer their help. Why? Because everyone has had tough times, and they understand that hardships can happen to anyone.
4. A second motivating concept involves perceptions of parenthood: It is tough being a good parent, but it is the most important job in America. Most people agree that parenting is a difficult job. The struggle to raise children is common ground for all parents and it often does not get recognition or thanks. This concept is universally recognized and represents an opportunity for people to connect on common ground.
5. People are also not aware that resources are needed, or that the rate of volunteering in America has decreased somewhat. It is motivating to promote the idea that volunteerism is a valuable activity and that the effort will not be wasted or unappreciated. This concept counters the perception that there are plenty of unused resources; individuals are more likely to believe their actions will make a difference.
6. Participants also responded well to the idea that each of us already plays a part in children's lives by serving as a role model. Thus, you are a role model and can choose to be a good one or a bad one.
7. Highlighting programs that work and focusing on success stories serves to increase the sense that solutions are possible. Using success stories contrasts the drumbeat of negative reporting about crime, corruption and economic disaster; it creates a sense of hopefulness and lets people know that small, but meaningful, actions can be taken on behalf of children.

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The Advertising Council's Strategic Task Force Members

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