

# FIRST FOCUS: A LASTING LEGACY

## ABOUT FIRST FOCUS

First Focus is a bipartisan advocacy organization that is committed to making children and their families a priority in federal policy and budget decisions. Children's health, education, family economics, child welfare, and child safety are the five core issue areas around which First Focus is working to promote bipartisan policy solutions.



### A UNIQUE APPROACH

While not the only organization working to improve public policies that impact kids, First Focus approaches children's advocacy in a unique way. Key components include:

- ◆ **Bipartisanship.** First Focus bridges the partisan divide to make kids the policymaking focus. This commitment is reflected in First Focus' leadership team, research partners, and its drive to find bipartisan solutions that get things done for America's children.
- ◆ **New Partnerships.** First Focus is working to bring leaders in child advocacy together with groups not traditionally engaged in policy efforts relating to children and families – including prominent private-sector partners of the America's Promise Alliance.
- ◆ **Research for Results.** First Focus engages a new generation of academic experts to examine issues affecting children from multiple points of view in an effort to create innovative policy proposals.
- ◆ **Engaging State Leaders.** First Focus convenes cross-sector leaders in key states to influence federal policy and budget debates, and to advocate for federal policies that will ensure a brighter future for the next generation of America's leaders.

### CORE ISSUES

First Focus is working to promote bipartisan policy solutions in five core issue areas:

- ◆ **Children's Health.** First Focus is committed to making health care more accessible and reliable for America's children. Specifically, First Focus believes that strengthening critical federal programs like the State Children's Health Insurance Program (SCHIP) and Healthy Start, and advancing federal efforts addressing childhood obesity are critically important.
- ◆ **Education.** Declining high school graduation rates now threaten economic progress and compromise the viability of our workforce. First Focus will support efforts to raise graduation rates and restore the dream of progress through education.

- ◆ **Family Economics.** First Focus is working to strengthen two effective, bipartisan tax measures that have already lifted millions of children out of poverty - the Earned Income Tax Credit and the Child Tax Credit.

- ◆ **Child Welfare.** First Focus is committed to long-term goal of substantially reducing the number of children entering foster care, and working to ensure that our existing system of care protects children and adequately meets the needs of families in the child welfare system.

- ◆ **Child Safety.** First Focus is working to ensure that our children grow up in settings safe from physical and environmental hazards. In addition, First Focus advocates for increased investments in criminal prevention and intervention programs for at-risk youth.

### LEADERSHIP

Former Congressman John Porter, (R-IL) Chairman of the First Focus Advisory Board, served for 21 years in the U.S. House of Representatives, chairing the Appropriations Subcommittee on Labor, Health and Human Services, and Education. Bruce Lesley, President of First Focus, brings more than 20 years of public policy experience at all levels of government, most recently as Senior Health Policy Advisor to U.S. Senator Jeff Bingaman (D-NM).



## FIRST FOCUS

MAKING CHILDREN & FAMILIES THE PRIORITY