



# RAISE YOUR HAND FOR KIDS

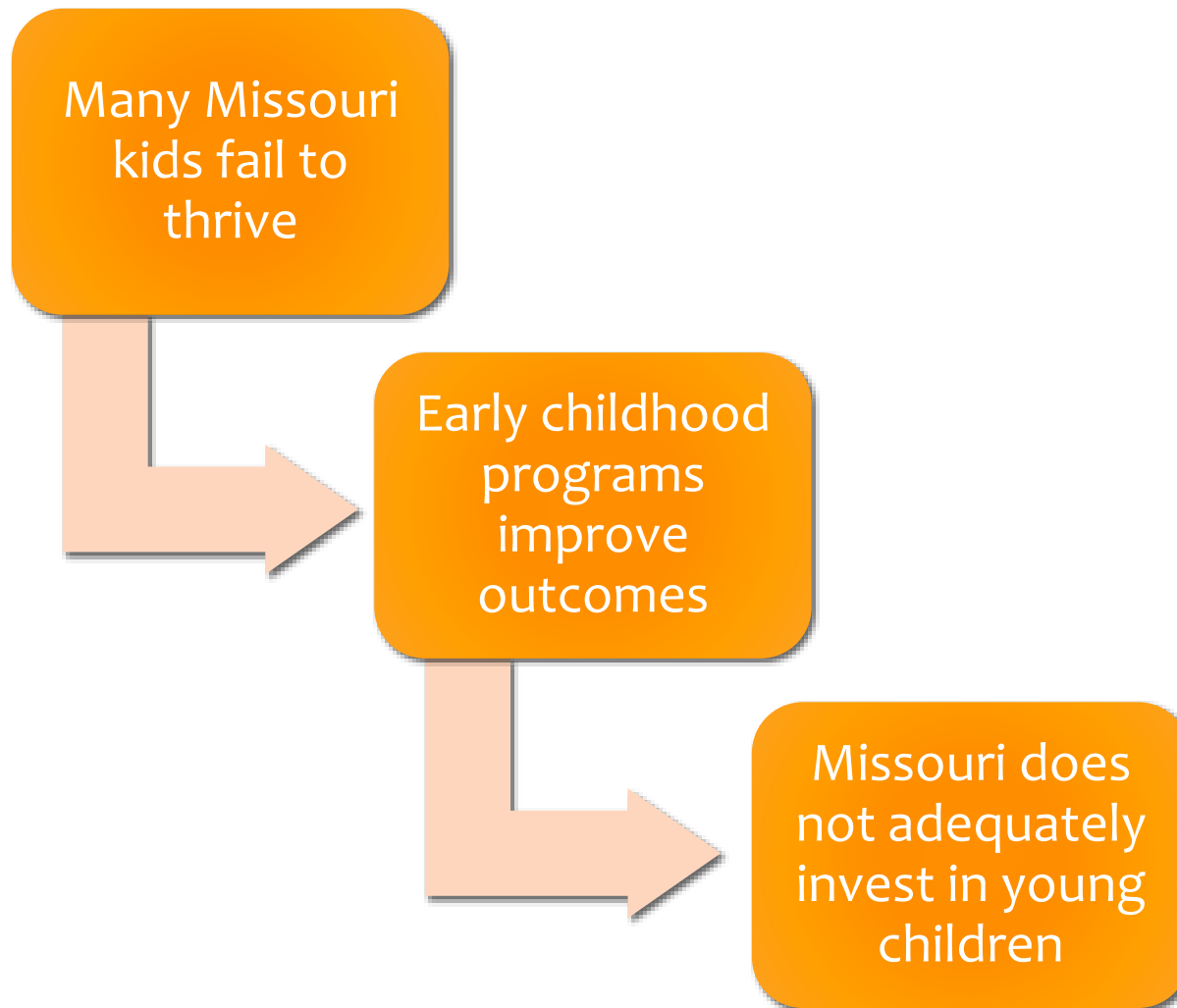
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Amendment 3

Early Childhood Health and Education for Missouri Kids

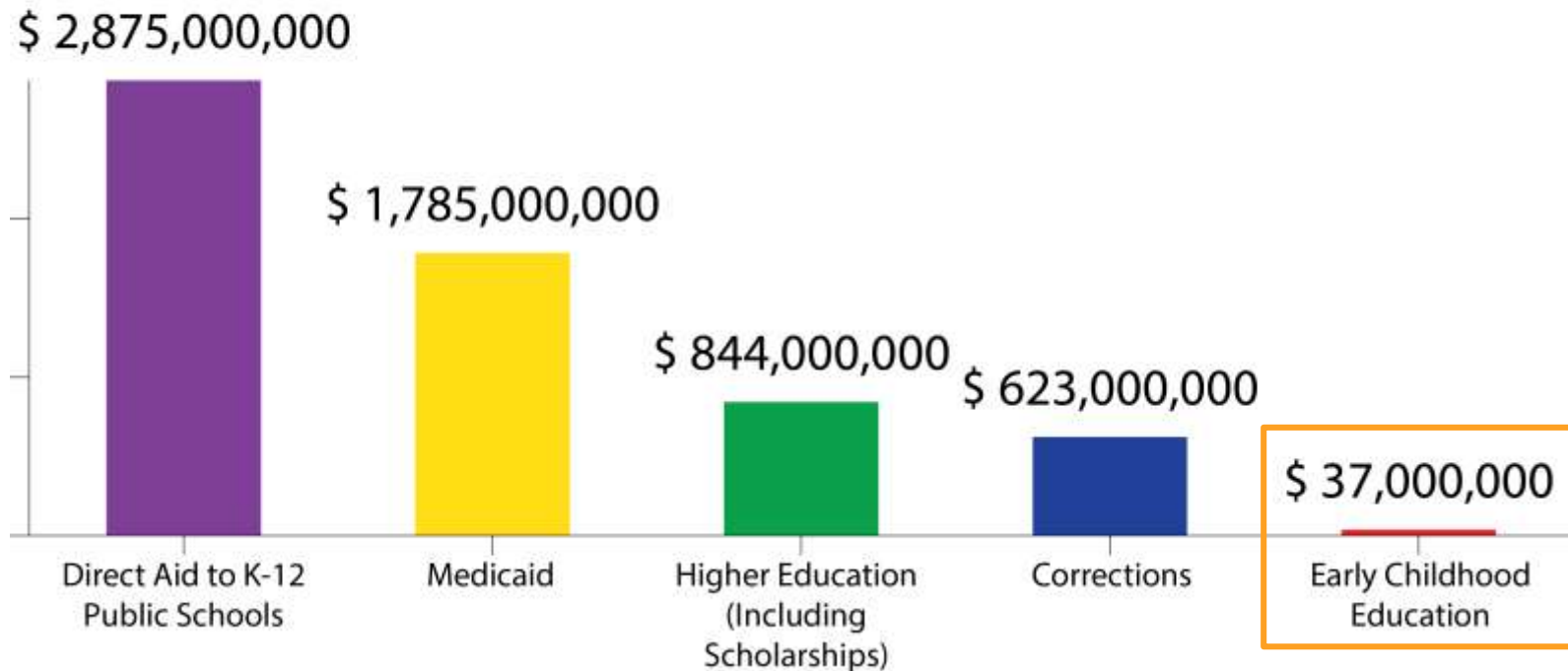


# Identifying the problem



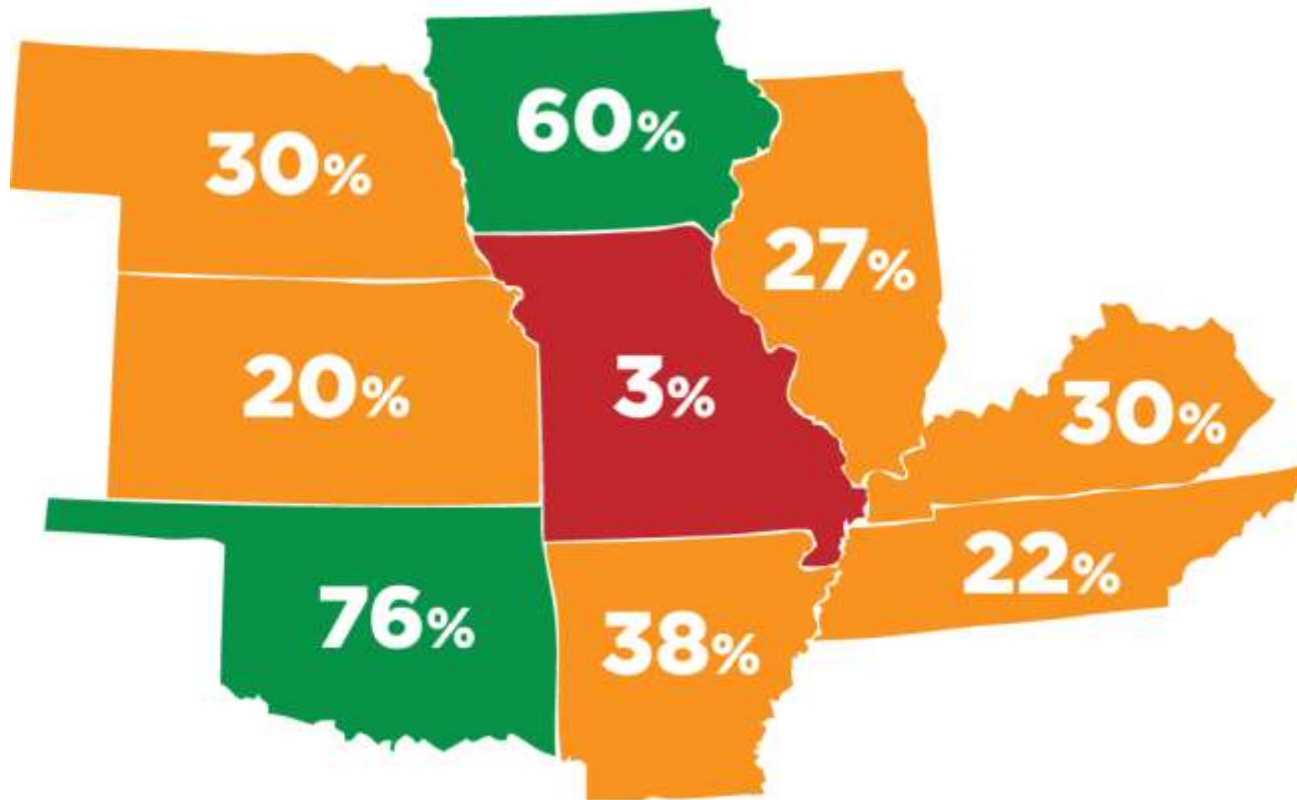
# Early Childhood - Not a Budget Priority

## 2014 Missouri Funding Amounts



# Missouri Lags Far Behind

4-YEAR OLDS IN STATE-FUNDED PRESCHOOL (2014)\*



Source: National Institute of Early Education at Rutgers University



# The Nation's Lowest Cigarette Tax



# Past Tobacco Tax Increase Attempts

2002	2006	2012
Prop A	Amendment 3	Prop B
55 cents	80 cents	73 cents
<ul style="list-style-type: none"> <li>▪ hospital services</li> <li>▪ smoking cessation</li> <li>▪ life science research</li> <li>▪ senior prescription drug assistance</li> <li>▪ early childhood education</li> </ul>	<ul style="list-style-type: none"> <li>▪ Medicaid</li> <li>▪ tobacco prevention &amp; reduction</li> </ul>	<ul style="list-style-type: none"> <li>▪ K-12</li> <li>▪ higher education</li> <li>▪ smoking cessation</li> </ul>
Failed 49.15% to 50.85% <b>Voter Turnout = 51.0%</b>	Failed 48.57% to 51.43% <b>Voter Turnout = 53.1%</b>	Failed 49.25% to 50.75% <b>Voter Turnout = 65.9%</b>

*In 2008, an open-seat presidential and gubernatorial election, voter turnout = 69.40%*



# A WINNING SOLUTION

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The Early Childhood Health and Education Amendment



# The Early Childhood Health and Education Amendment

- ✓ **13 Community Conversations**
- ✓ **300 Stakeholder Meetings**
- ✓ **1000s of Missourians**
- ✓ **1 Policy for Kids Across Missouri**





# The Early Childhood Health and Education Amendment

- ✓ **Accountability:** The amendment creates a legal “lockbox” to make sure the money – approximately \$300 million once fully phased in – stays within early childhood health and education programs, and cannot be used for other purposes.
- ✓ **Reasonable Increase:** Phases in a 60-cent tax on cigarettes in 15-cent increments over four years. Missouri’s tobacco tax is currently the lowest in the nation.
- ✓ **Statewide Distribution:** The amendment ensures a fair and even distribution of funds awarded as grants based on the residency population of children ages birth through five.
- ✓ **Helps Kids and Families Across Missouri:** Raising Missouri’s tobacco tax would dedicate a stream of funding to aid vital early childhood education programs – a critical need for the state of Missouri and our families.



# Accountability

- The amendment creates a legal “**lockbox**” to make sure the money stays within **early childhood health and education** programs, and **cannot be used for other purposes**.
- It also reforms existing CBEC board and creates the Early Childhood Commission charged with ensuring proper governance and accountability to Missourians.



# Amendment 3 builds on previous CBEC work

*Section 54(b). 1. As of the effective date of this section, the Coordinating Board for Early Childhood shall be reformed and shall be renamed the Early Childhood Commission. On the effective date of this section any of the Coordinating Board's programs duties, obligations, powers, assets, and liabilities not assumed by the Early Childhood Commission under the express terms of this Section shall, unless otherwise provided by law be taken up by the Early Childhood Commission. Any employees of the Coordinating Board for Early Childhood shall retain the same status with the Commission on the effective date of this section, and the executive director of the board shall be the first Administrator of the Commission, unless such employees or director are lawfully terminated.*



# Reasonable Increase

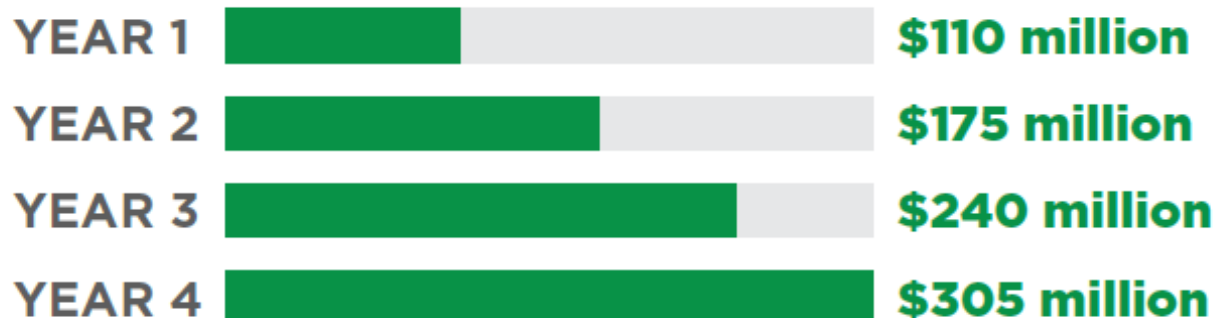
- Phases in a 60-cent tax on cigarettes in 15-cent increments over four years.



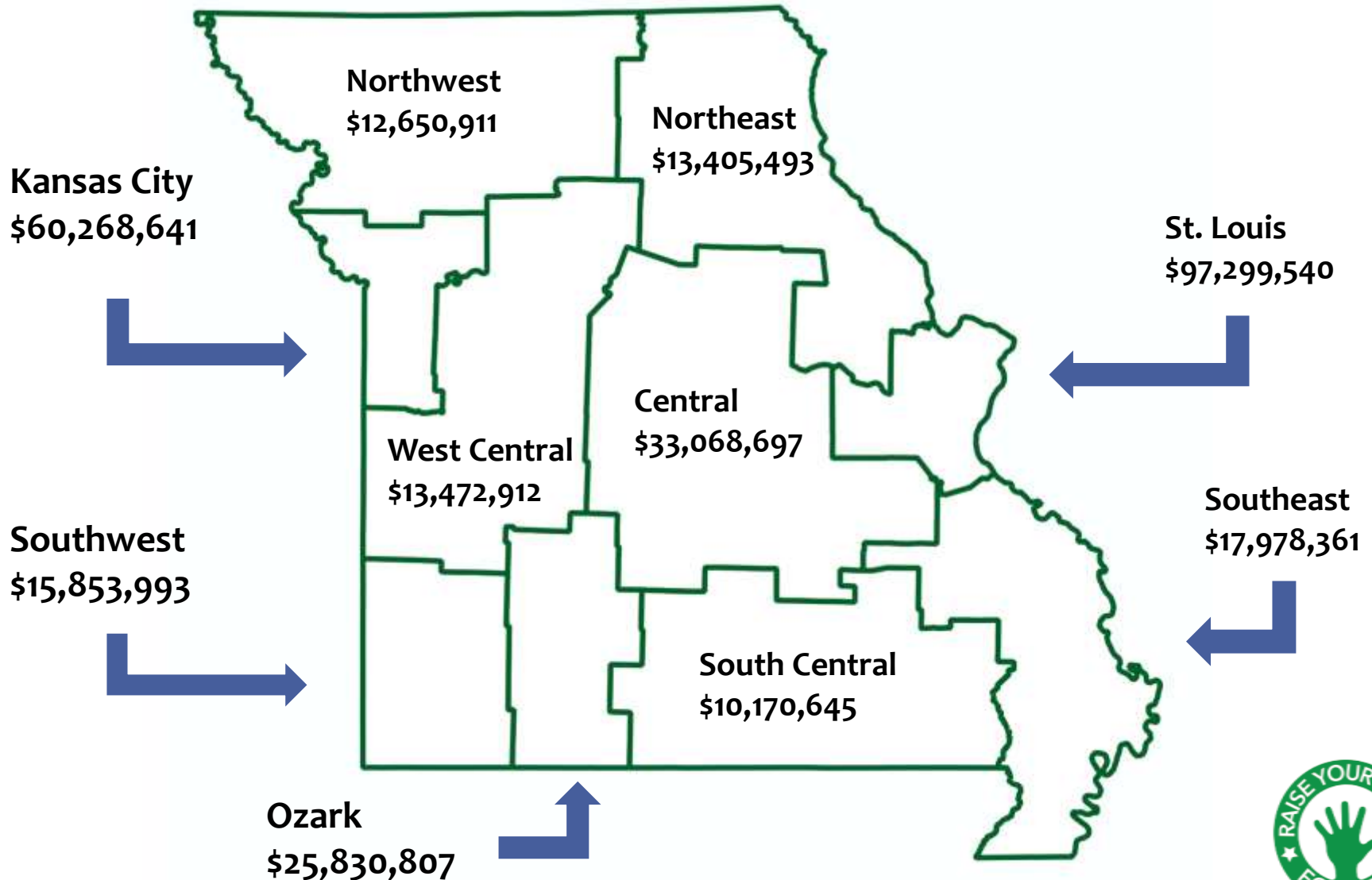
# Proposed Tax & Revenue Projections

A 60 cent tax on cigarettes will generate approximately **\$300 million** once fully phased in.

Annual estimates as follows:



# Estimated Revenue to Missouri Regions



# Revenue Distribution and Uses



**10-15%**

HOSPITALS OR OTHER  
HEALTHCARE FACILITIES

*(FOR CHILDREN AGES BIRTH TO FIVE)*



**75-85%**

EARLY CHILDHOOD  
EDUCATION



**5-10%**

SMOKING CESSATION  
PROGRAMS



# How the policy works

Constitutional amendment creates  
Early Childhood Health & Education Trust Fund  
which receives new tobacco tax revenue.

Early Childhood Commission distributes grants  
to public & private providers based on  
residency population of children ages birth through 5.

Grants shall be used to increase quality and expand access to  
early childhood programs, provide preventative health care and  
screenings, offer smoking cessation and prevention, and  
improve accountability of early childhood services.





# AMENDMENT 3

# THE RIGHT PROPOSAL

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The Road to November 2016



# Amendment 3 – The Best of Everything

## The Best Model

- To address early childhood needs, it takes the combined efforts of non-profit, faith-based, private and public providers.
- This model is already in place through programs such as Head Start and the Missouri Preschool Project.
- New money will be distributed to every region of the state based upon the population of children ages birth through 5.

## The Best Funding Mechanism

- Amendment 3 funds early childhood investments through a 60-cent increase in Missouri's cigarette tax, currently the lowest in the nation.
- 100% of the proceeds are dedicated and protected in the Early Childhood Health and Education Trust Fund.
- Politicians can't divert the new revenues or swap and replace current funding for early childhood programs and services.

## The Best Accountability

- Amendment 3 reforms the existing Coordinating Board for Early Childhood and charges it with improving accountability and increasing efficiency for early childhood education.
- The board will have exclusive responsibility over the uses and distribution of funds.
- The board is subject to audits and reporting requirements.



# A Broad Coalition of Key Endorsements

- AEYC-MO
- Alliance for Childhood Education
- Associated Industries of Missouri
- Beyond Housing
- Child Care Aware of MO
- Children's Services Coalition
- City Garden Montessori
- Covenant House
- DEG
- Metropolitan Congregations United for St. Louis - Education Task Force
- Family Enrichment Support Center
- Ferrell Capital
- First Chance for Children
- Grace Hill Settlement Home
- Holland 1916
- Liberty Child Development & Teaching Laboratory- Early Bird Learning Center
- LUME Institute
- Lumen Touch, LLC
- Mayor's Commission on Children, Youth and Families (St. Louis)
- M.I.S.S.I.O.N...NOW!
- Maternal, Child and Family Health Coalition
- Missouri Association of Early Childhood Teacher Educators
- Missouri Budget Project
- Missouri Kids First
- Missouri School Boards' Association
- Missouri State NAACP
- MO Health Advocacy Alliance
- MO PTA
- Mother & Child Health Coalition
- National Council of Jewish Women
- Nurses for Newborns
- Parents as Teachers
- RBAEYC
- REACH Healthcare Foundation
- Simply Strategy
- St. Louis Post Dispatch
- St. Louis Regional Early Childhood Council
- St. Louis Suburban School Nurses Association
- St. Mark Child and Family Development Center
- The Ethics Project
- The Family Conservancy
- U.S. Engineering
- U.S. Toy
- United 4 Children
- United Way of Greater Kansas City
- University City Children's Center
- Vision for Children at Risk
- What If...?360
- YMCA early learning
- Youth In Need
- State Representative Jeremy LaFaver
- Mayor Francis G. Slay

*As well as endorsements from more than 200 individual Missourians.*



# How You Can Educate Others

- Follow Raise Your Hand for Kids on Facebook and Twitter
- Send an eblast or newsletter to educate your colleagues and friends about Amendment 3
- Send ANY questions to our outreach team

[rrideout@simplystrategy.net](mailto:rrideout@simplystrategy.net)

314.517.0423





[RaiseYourHandforKids.org](http://RaiseYourHandforKids.org)