



# Cover all Children Campaign

## Overview of key organizing activities

**Key Allies:** Georgetown Center for Children and Families; Center on Budget Policy and Priorities; First Focus; Families USA; Community Catalyst; American Academy of Pediatrics; National Council of Churches, Sojourners, U.S. Catholic Conference of Bishops, and other religious denominations.

**Local and congregational events:** PICO affiliates hold events in 47 Congressional Districts, including large town hall meetings and press conferences. More than 75 congregations (estimated 30,000 people) participate in Compassion Sundays/Sabbaths July 28-29 and October 13-14.

**Media coverage:** PICO affiliates generate 118 separate print stories on children's health and SCHIP (Indexed at [www.piconetwork.org/schip-news.html](http://www.piconetwork.org/schip-news.html)). PICO clergy and leaders submitted 9 OP EDS and 122 letters to the editor to local papers. PBS News Hour profiles PICO Cover all Children campaign.

**Washington, DC events:** Large groups of PICO clergy and leaders came to Capitol Hill five times during 2007 to meet with Members of Congress and their staff, including 68 face-to-face meetings with Members and 85 meetings with staff. On March 7 PICO held a rally with 400 people and a bipartisan group of eight members of Congress who serve on the budget and health care committees. 175 PICO leaders return to Washington after the November '08 election to press for swift SCHIP passage, including eliminating the five year waiting period for legal immigrant children.

**Faith and family spokespersons:** PICO leaders and clergy testified twice on SCHIP before the House Energy and Commerce Committee and spoke for the faith community at four other national press conferences with members of Congress from both parties. PICO provides two of the three families asked to participate in the White House signing ceremony.

**State-level organizing:** PICO affiliates in Florida, Missouri, Colorado, California and Alaska helped lead state policy campaigns to expand access to affordable health coverage for children. PICO also organized state clergy coalitions to press for SCHIP reauthorization in Kansas, Indiana, New Mexico and Missouri.

**National letters from the faith community:** PICO organized national clergy letters from 200 clergy on December 20, 2006; 300 clergy on March 19, 2007; and 1,900 clergy on September 10, 2007. In June PICO worked with National Council of Churches to organize an SCHIP letter to Congress from the heads of the nation's largest religious denominations and organizations.

**Individual advocacy:** PICO's Cover All Children Hotline generated 10,278 phone calls from constituents to their Members of Congress. Working with Faithful America, our online advocacy campaigns and campaign site ([www.coverallchildren.org](http://www.coverallchildren.org)) generated 6,772 e-mail messages to Members of Congress.