



Children's Advocacy Institute

## CASE STUDY: PUBLIC POLICY

# Children's Advocacy Institute/ First Star Institute

### CHALLENGE

The Children's Advocacy Institute, based at the University of San Diego School of Law, and First Star Institute, a children's advocacy nonprofit based in Washington D.C., advocate on behalf of abused and neglected children at the federal and state levels. Our task is to support their work by generating media attention of the issues they focus on, and promote their comprehensive studies that analyze how federal and state policies support or hinder these vulnerable children.

### STRATEGY

We have engaged a number of strategies to promote both institutes' joint research reports, including national press conferences in the U.S. Capitol, state-specific press outreach regarding each state's "Report Card" assessing the strength of their laws and regulations, and national and state opinion pieces placed in prominent publications that reach the right policy audiences.

### OUTCOME

We have worked for the past 10 years to help generate widespread publicity for the studies and the issues they raise at the national and local level. Our efforts have called attention to weaknesses in federal and state laws, and have led to changes to better protect these children.

*Slowey McManus has generated a tremendous amount of publicity for our reports and has also assisted us on specific state legislative projects to build public pressure for Congressional and state legislative action. They are smart, dedicated and diligent, and are always coming up with new angles and tactics to promote our work and effect change to benefit our nation's most vulnerable children.*

**Amy Harfeld**  
NATIONAL POLICY DIRECTOR/  
SENIOR STAFF ATTORNEY,  
CHILDREN'S ADVOCACY  
INSTITUTE

11 Beacon Street • Suite 340  
Boston MA 02108  
617.523.0038  
sloweymcmanus.com

