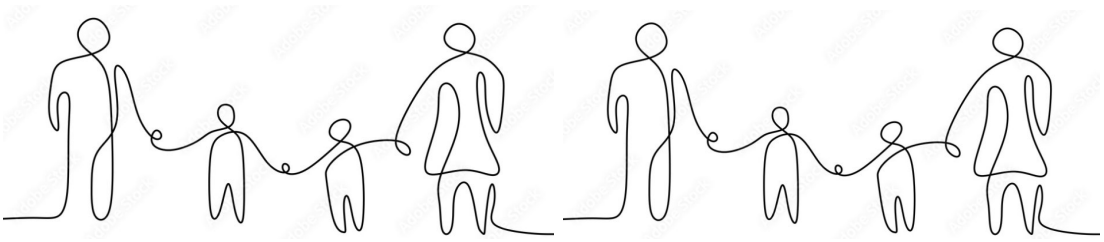

Having **family members/caregivers on your LICC** isn't just a "nice to have"—it directly improves the quality, relevance, and impact of the work. Here are the strongest reasons:

1. Ground decisions in real-life experience
Families bring firsthand insight into what it's actually like to navigate services, childcare, healthcare, and early learning systems. That reality-check prevents policies from being disconnected from lived experience.

2. Identify gaps and barriers professionals may miss
Coalition members who work in systems often don't see the friction points families encounter (transportation, confusing processes, cultural barriers, cost, timing). Families surface those quickly.

3. Improve program design and usability
When families help shape initiatives, services are more likely to be accessible, relevant, and used. This leads to higher participation and better outcomes.

4. Build trust and community credibility
Having authentic family representation signals transparency and respect. It helps the coalition build stronger relationships with the broader community.

5. Enhance communication strategies
Families can advise on how information is best shared, what messaging resonates, and which channels actually reach parents and caregivers.

If your LICC struggles to identify a consistent family member to attend meetings:

- Welcome and engage the family members that do attend, even if it's just for one meeting.
- Identify ways you can receive feedback from families in other settings.