

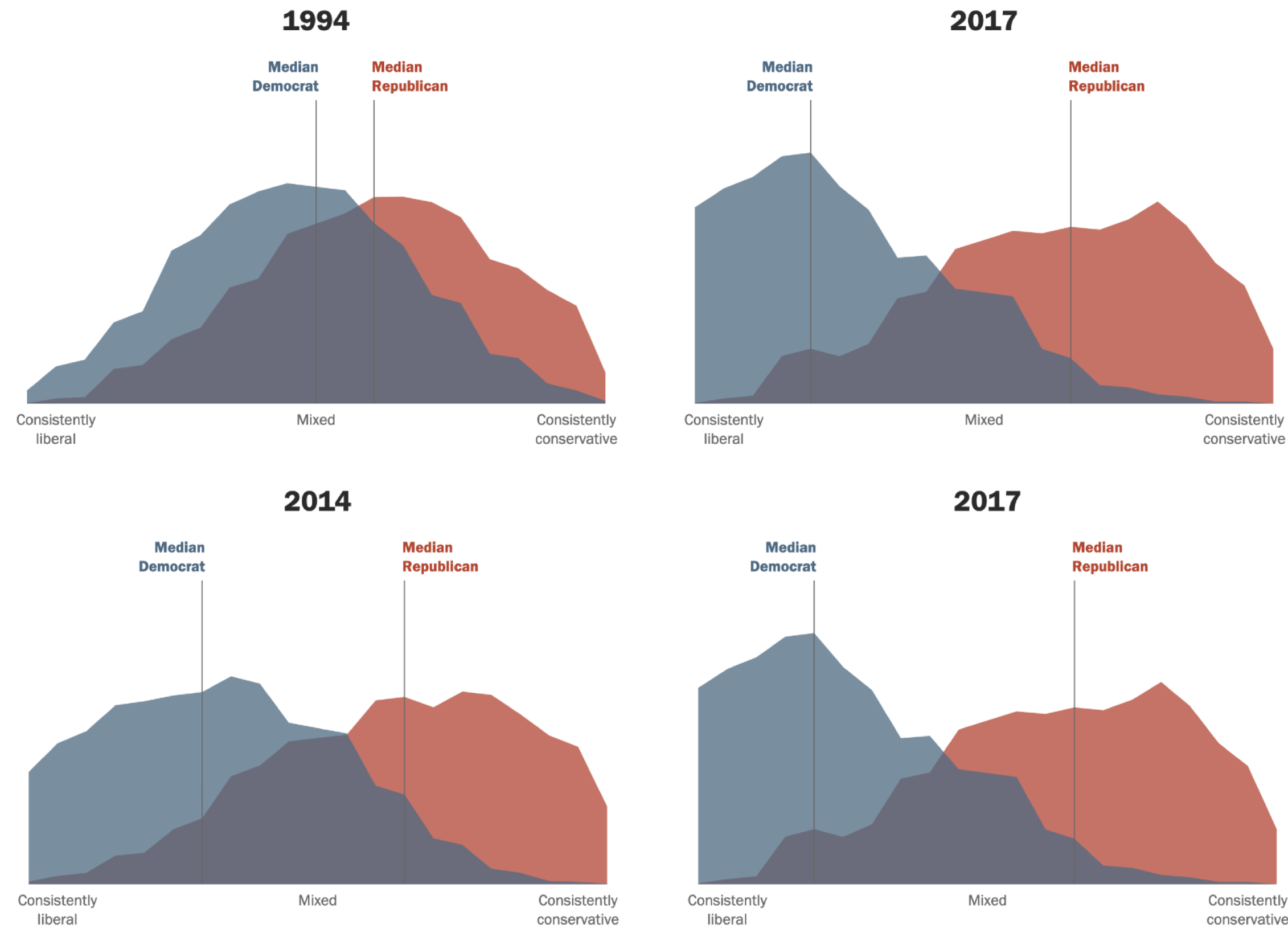
“The Future Started Yesterday:” Trends and Topics from 2024

Right For Kids | Salt Lake City
November 18-20, 2024



Trends: Polarization

Figure 12. The Shift in the American Public's Political Values



Affective polarization:
When differences between groups becomes infused with animosity.



Trends: Changing State Legislatures

- Changing character and composition of state Republican parties
- Rural/urban polarization
- Women in state legislatures

Trends: Changing Dynamics Around Coalitions, Grassroots, and Allies

- Grassroots involvement is essential
- Challenge of moving forward
internal and external racial equity
work in an anti-DEI climate

Bold centrists “want bold change that isn’t necessarily couched in a progressive agenda.”

– Jesse Rojo, organizer

Tools: Polarization

- Awareness of perception gaps
- Emphasize common identities, values, and goals
- Narrative and storytelling
- Listening-oriented conversations
- Trusted messengers

“We’re not trying to change people’s minds about issues; we’re trying to change people’s minds about *each other.*”

– Bill Doherty, Braver Angels

Tools: Legislatures and Coalitions

- New messages and messengers
- Policy innovation
- Ground-truth ideas with grassroots, stay in communication
- Different groups may play different public roles

“Government is already involved. Our job is to make government resources work better for families.”

– Alaska State Rep. Julie Coulombe (R)

Questions

- **What trends played a big role in your advocacy or environment in 2024?**
- **Did you experiment with any new tools or approaches this year? What did you learn?**
- **What trends are on your mind as you think about 2025 and beyond?**