

Five Policy Pillars



POLICY PILLAR

OUTCOMES

Make Michigan affordable for families

Affordability and stability are foundational – nothing else works without it.

- Affordable, stable housing through increased supply, zoning modernization, and targeted family-focused supports
- Affordable, reliable childcare so parents can work and children can thrive
- Affordable health care that doesn't send families into debt or force impossible choices

Build a care system families can count on

When we support caregivers, we support the entire Michigan economy.

- High-quality and reliable childcare families can trust
- A stable early childhood workforce with good wages
- Eldercare and long-term supports that allow families to balance work and caregiving
- Integrated, community-led care models that reflect diverse cultural needs
- Families who stay home to care for children or loved ones have the support they need to stay stable and secure

Quality jobs and real wages that reward work

A strong Michigan economy requires strong families.

- Wage and job standards that ensure work lifts families into stability
- Pathways into high-skill, high-wage industries for all Michiganders
- Jobs that actually work for families—where training, childcare, and transportation line up so families are not hitting roadblocks at every turn

Modernize Michigan's tax + budget system to work for families

How we tax and spend shows who we value – it's time to choose families.

- A real shift of Michigan's budget priorities toward families, not special interests
- Middle- and working-class families benefit from tax reforms and credits
- Sustainable revenue for long-term investments in children, caregivers, and communities

Strengthen public schools as the backbone of Michigan

Strong public schools educate and anchor families, strengthen communities, and secure Michigan's economic future.

- Reliable, adequate funding so every public school can deliver high-quality education and support students' full needs, no matter where they live
- Connected supports across education, health, workforce, and family services—so schools aren't doing this work alone
- Clear school-to-career pathways that lead to real, quality jobs and opportunities in Michigan
- Smart use of resources that puts teachers, classrooms, and student outcomes first

The Michigan Children & Families Summit is a collaborative convening hosted by the Steelcase Foundation and the W.K. Kellogg Foundation that brings together cross-sector leaders, policymakers, advocates, and families to develop and advance a families first policy framework for the state of Michigan.



Michigan voters are with us.



EPIC-MRA polled 500 potential Michigan voters from diverse political affiliations across a wide range of issues in April of 2026. These voters consistently supported policies that strengthen family stability, opportunity, and economic security.

Partners should not be hesitant about leading with these priorities. When engaging policymakers, business leaders, the media, and other stakeholders, remember that the public is already signaling a clear desire for leaders to do more for families. **The fact that “Michigan voters overwhelmingly agree” should be at the heart of every conversation.**

- **Democrats** responded most strongly to messages centered on economic hardship and meeting basic needs.
- **Independents** were most motivated by messages about financial stability and opportunity.
- **Republicans** responded best to messages that emphasize empowerment, choice, and economic competitiveness.
- **Across all groups**, financial stability is one of the strongest and most consistent messages tested, suggesting it may serve as a powerful bridge for building broad support around family-focused policies.



78%

A solid majority of Michigan voters say “yes” to the core priorities reflected in the Families-First Policy Framework.

74% Said they support the plan for families that will be proposed by a coalition of groups to urge state leaders to prioritize the passage of laws that address the family affordability crisis.

- 45% **strongly agree**



Polling shows that the economic and affordability argument is **the most resonate**. Michigan voters tell us this consistently. So that’s where we want to stay.

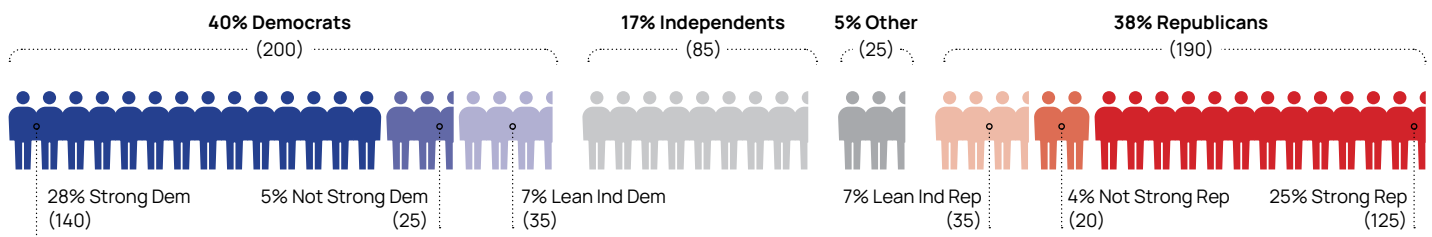
56% Said Michigan should be doing more to support families

- 34% say MI should do **much more** to support families
- 27% say MI does enough already
- 5% say MI does too much



Use this to validate what we’re all fighting for. Michigan voters are with you and say the state should be doing more.

Survey Respondents



Highest-Performing Tested Themes by Partisan Affiliation

DEM Most Compelling

40% “Building an economy that works for families”
31% “Making Michigan work for families”
26% “Putting families first”

IND Most Compelling

39% “Building an economy that works for families”
31% “Putting families first”
19% “Making Michigan work for families”

REP Most Compelling

37% “Building an economy that works for families”
29% “Making Michigan work for families”
25% “Putting families first”



Michigan voters want families to have the stability and resources they need to succeed.

While different political audiences respond to different language, this theme consistently emerges across the political spectrum. Lead with shared aspirations around stability, opportunity, and economic security. Tailor supporting messages to your audience, but remember that voters across party lines largely agree on the desired outcome: families should be able to work hard, meet their basic needs, and build a stable future.