



KIDS COUNT : Data-Based Advocacy

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Hypothesis

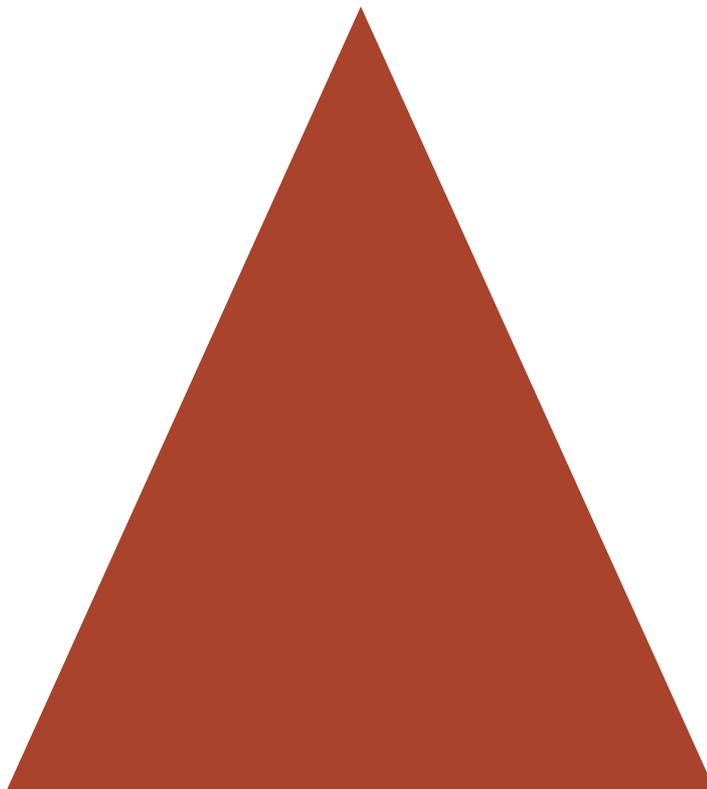
IF policymakers, advocates, and the public have regular access to accurate, timely data on the well-being of children..

THEN more state level policies affecting children and families will be based on accurate information rather than anecdotes and “best guesses.”



KIDS COUNT Data-Based Advocacy

Strong Data



Compelling
Communication

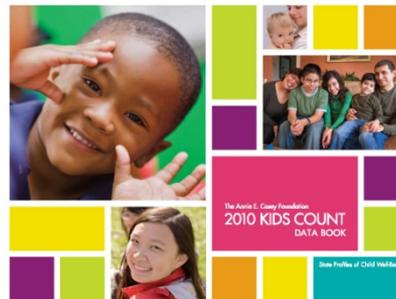
Effective
Advocacy

National KIDS COUNT Products

KIDS COUNT Data Center



KIDS COUNT Data Book/Products



Cutting Edge Technology

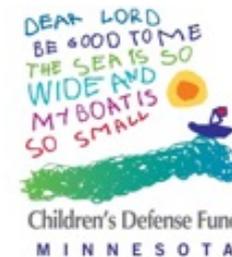


State KIDS COUNT Network

- Began in 1995 by 2001 all 50 States, DC, Puerto Rico and USVI
- Data analyzed at state, county, city, school district-level
- Indicators based on local issues
- Produce data books, policy briefs, multimedia, etc.



CHILDREN NOW



2011 Results: KIDS COUNT

NATIONAL DATA BOOK RELEASE

- **2,100** print, broadcast, online + **1,600** social media
- **47 million** potentially reached top 10 stories alone
- Cited in **Congress** by Rep. Barbara Lee

DATA CENTER AND ONLINE PUBS

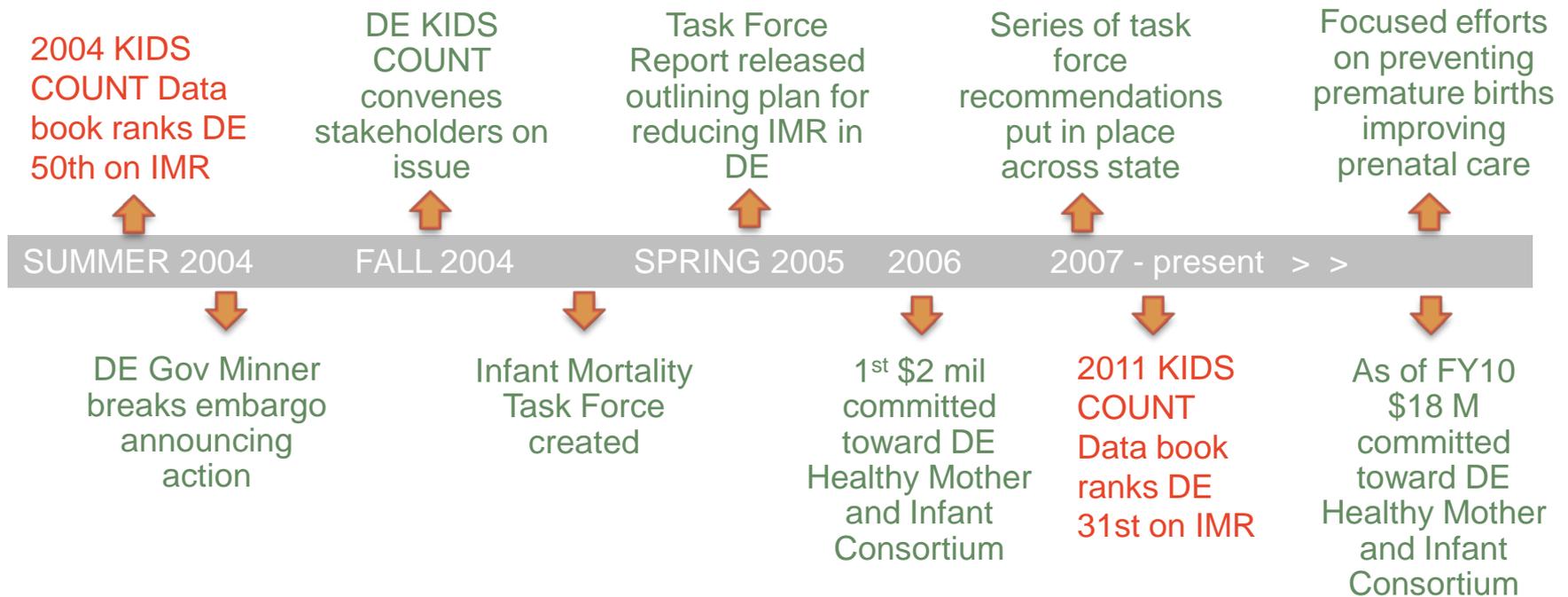
- **700,000** visits, **3.3 mil** page views (9/10 – 8/11) **20%** increase
- Mobile site launched

STATE KIDS COUNT PRODUCTS

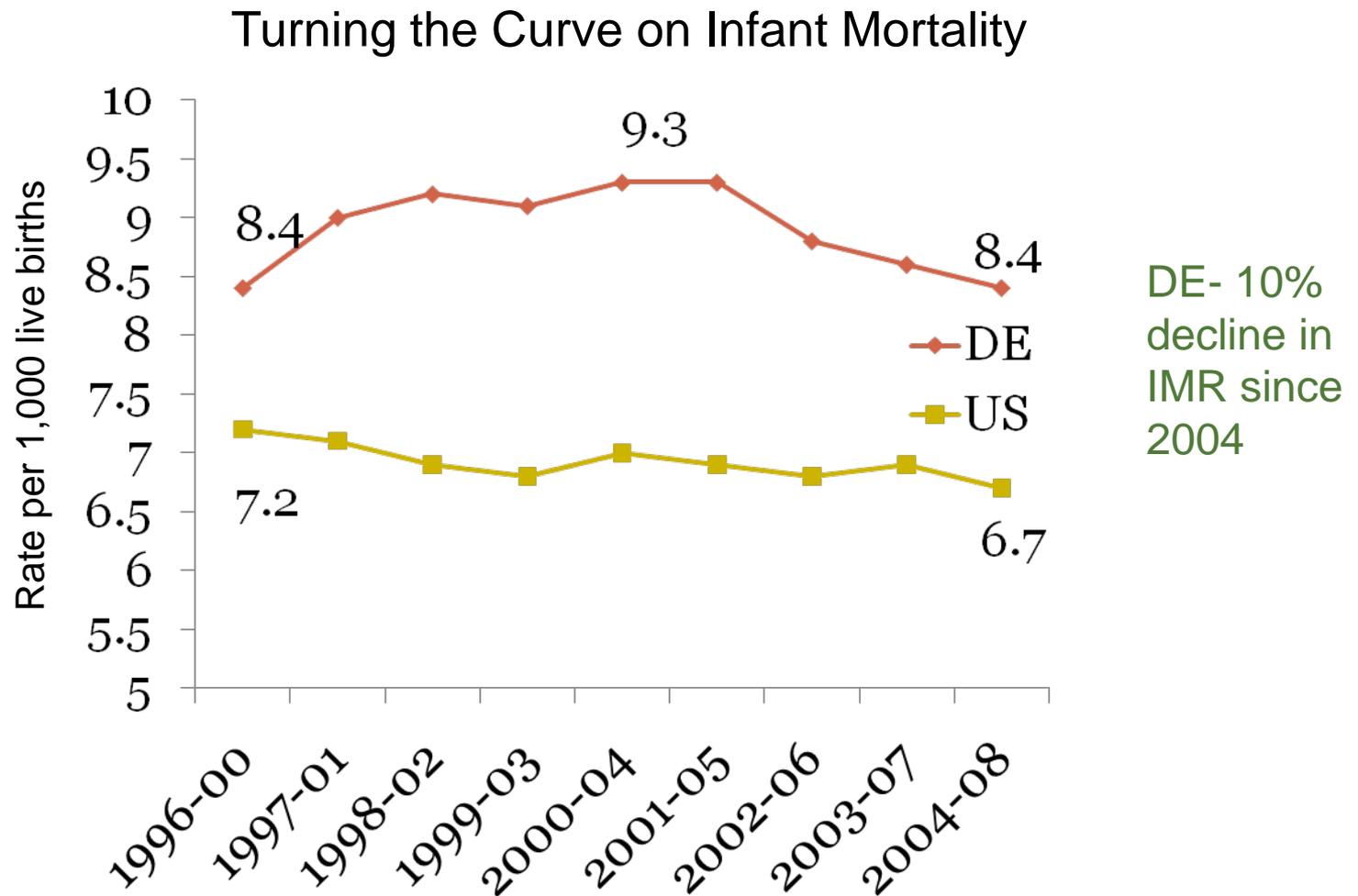
- **41** state data books
- **48** data-based policy reports
- **44** states did press releases, op-eds, etc.



Example: Infant Mortality in DE



Example: Infant Mortality in DE



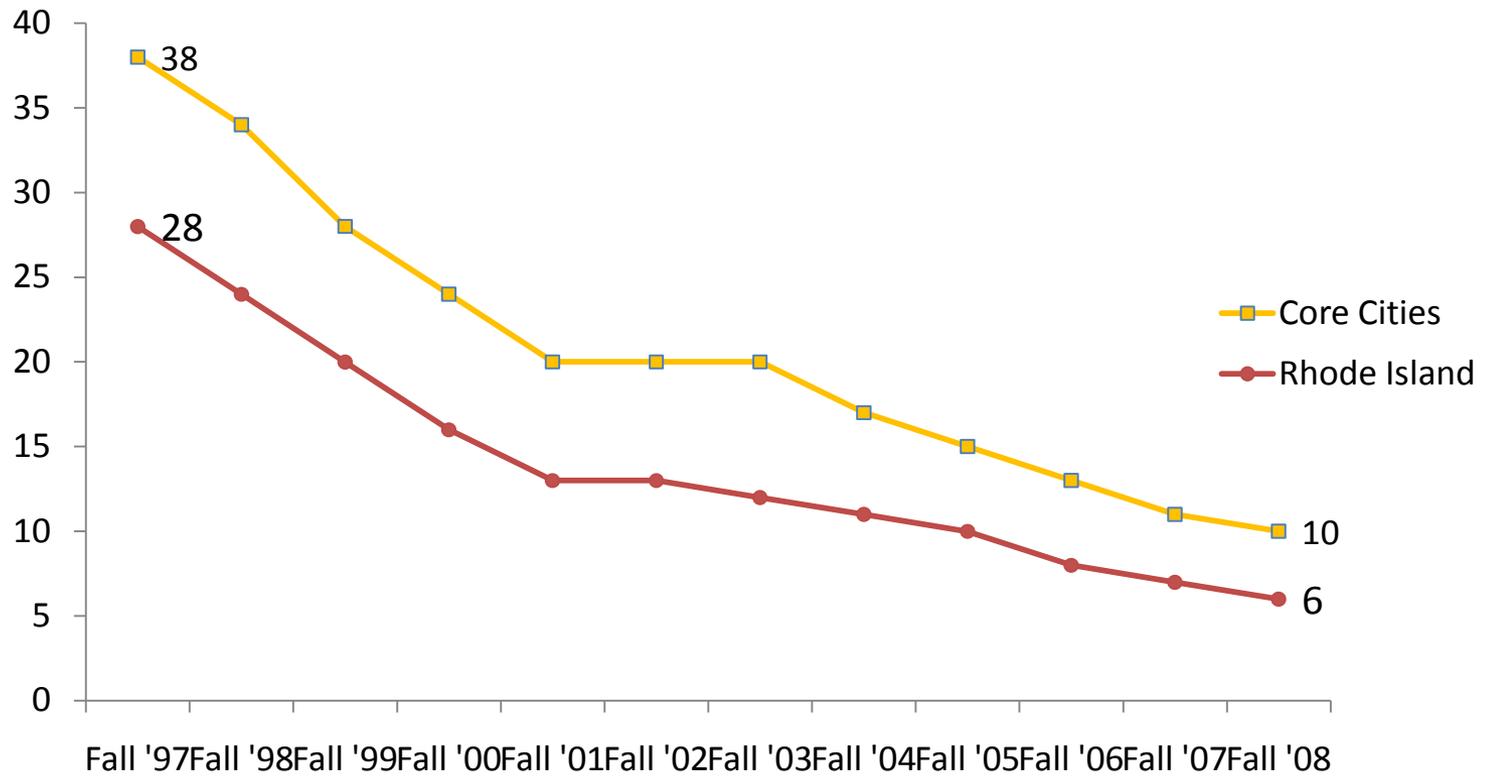
Example: Lead Poisoning in RI

- Rhode Island KIDS COUNT Data Book
 - Lead poisoning indicator
 - Reported annually

- Community Leader Response
 - Enforce lead laws
 - Parental education
 - Lead Poisoning Prevention Plan
 - Lead Poisoning Prevention Law

Example: Lead Poisoning in RI

Percent of Children Entering Kindergarten with a History of a Positive Screen for Lead Poisoning (1997 to 2008)



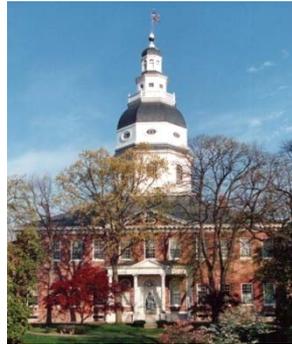
Success

Data + Advocacy + Communications = improved outcomes for vulnerable children and families.

Impact



Influence



Leverage



Stay Informed

➤ Follow us on Facebook and Twitter

- <http://www.facebook.com/kidscount/>
- @aecfkidscount

➤ Sign-up for our Monthly News Alert

- <http://datacenter.kidscount.org>

➤ Access data on Children and Families

- <http://datacenter.kidscount.org>
- mobile.kidscount.org (mobile site)

➤ Use KIDS COUNT Network as a Resource

- <http://www.aecf.org/MajorInitiatives/KIDSCOUNT/KIDSCOUNTStateNetwork.aspx>



Contact Information

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