



## KIDS COUNT : Data for Change

Florencia Gutierrez

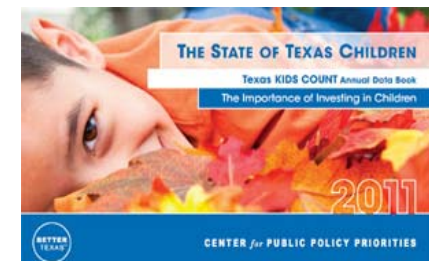
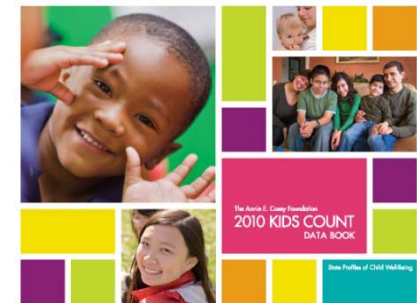
July 22, 2010

# Overview

- Background/Hypothesis
- National and State KIDS COUNT
- Examples of Success
- Importance of Data

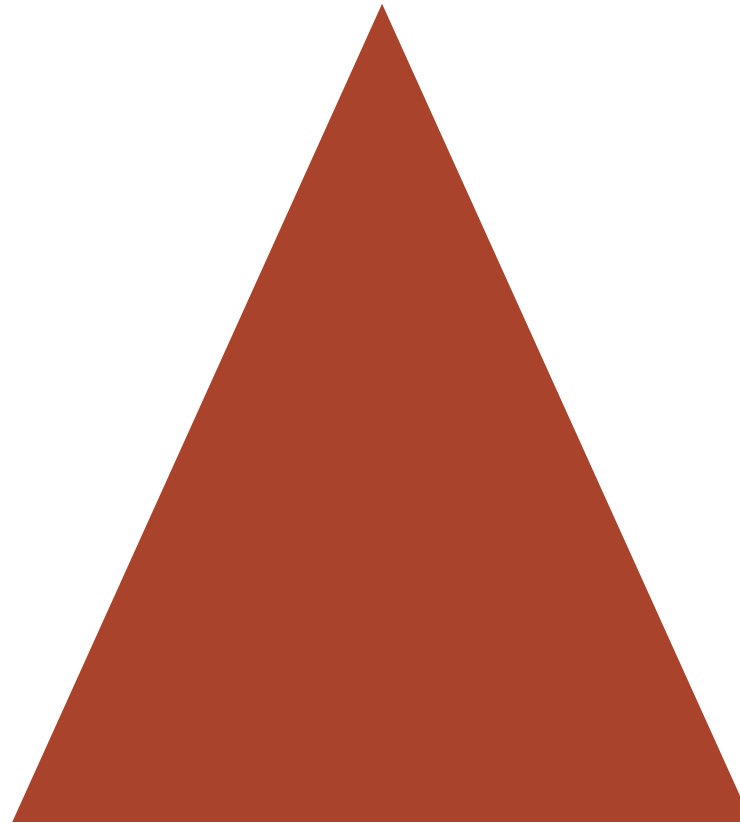
# Hypothesis

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

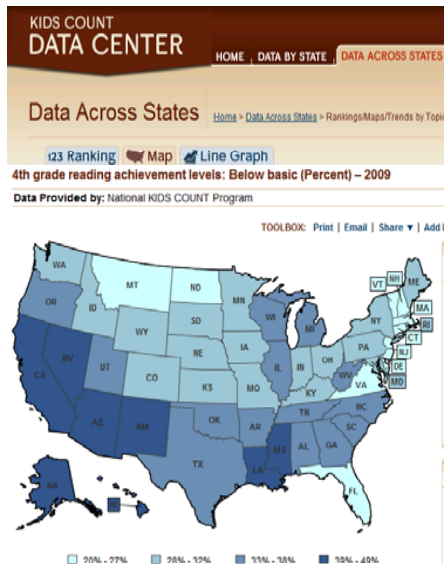


Compelling  
Communication

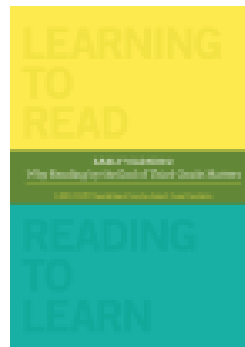
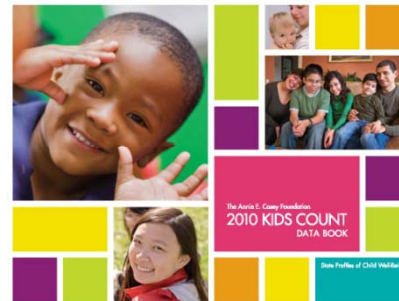
Effective  
Advocacy

# National KIDS COUNT Products

## KIDS COUNT Data Center



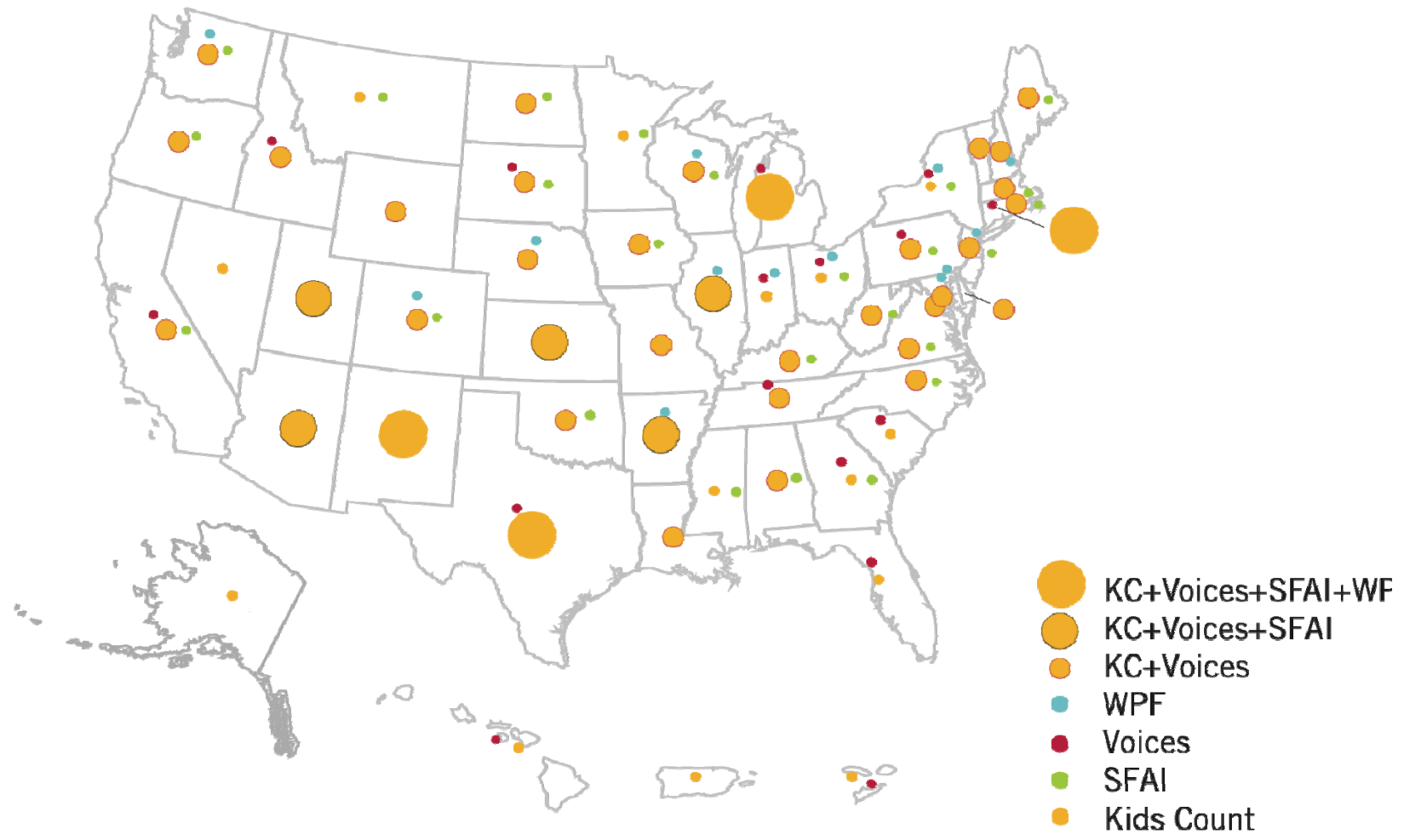
## KIDS COUNT Data Book/Products



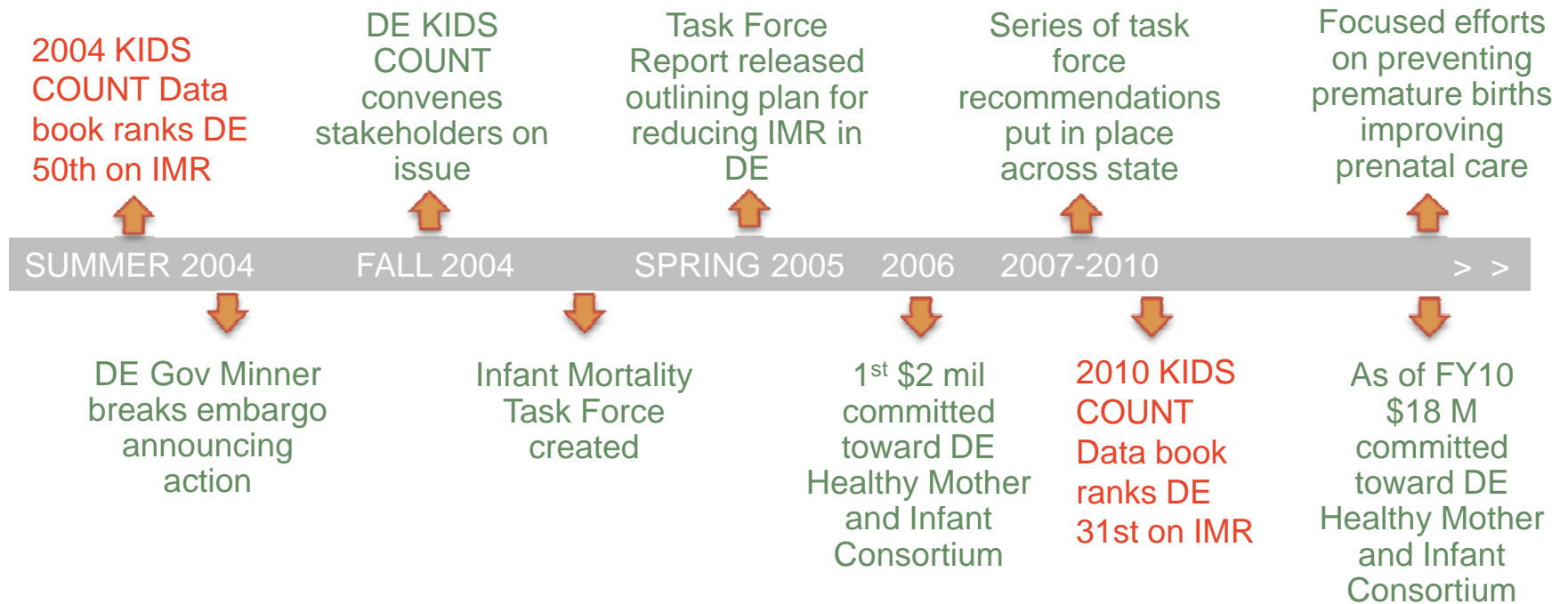
## Cutting Edge Technology



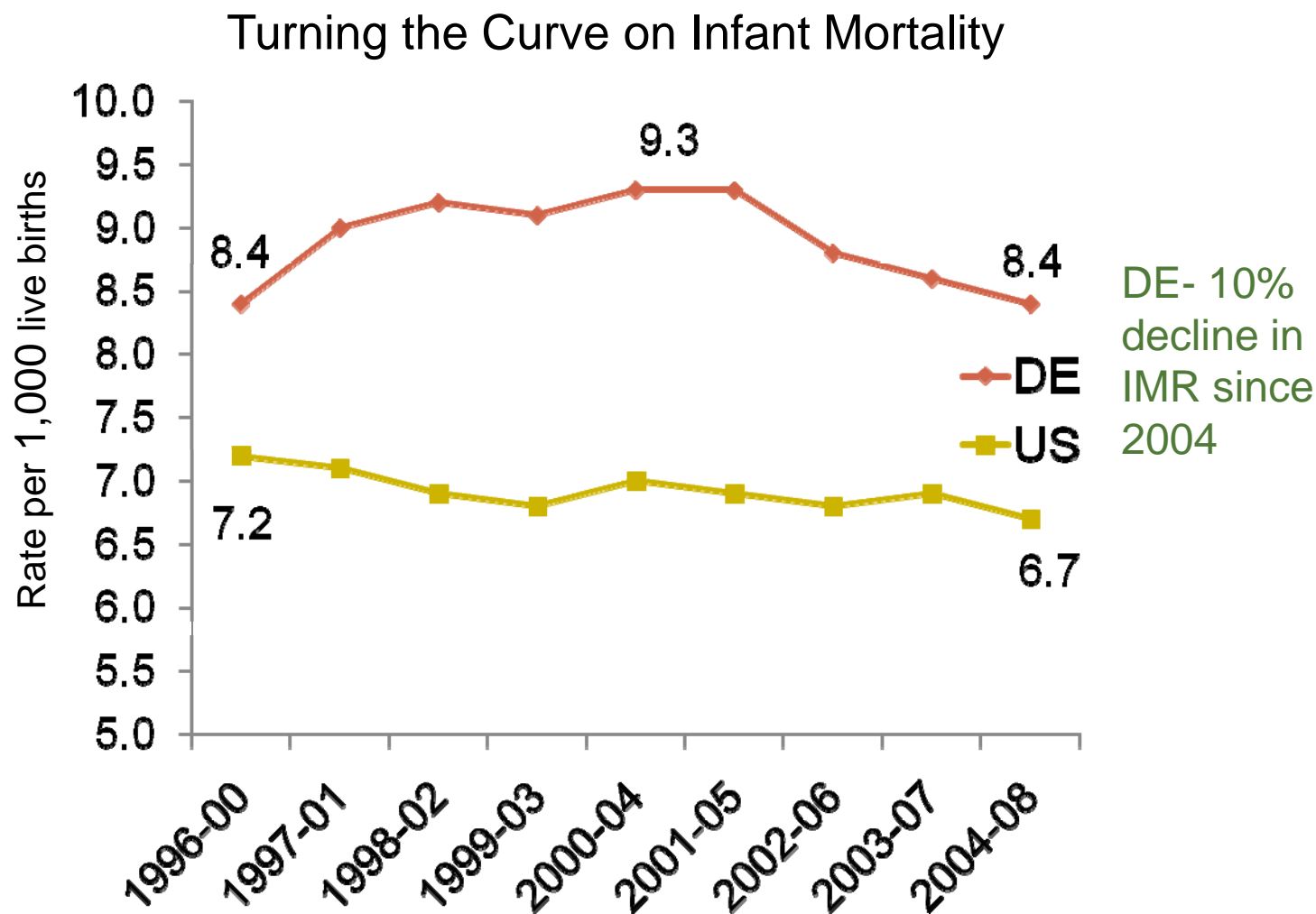
# The KIDS COUNT Network



# Example: Infant Mortality in DE



# Example: Infant Mortality in DE



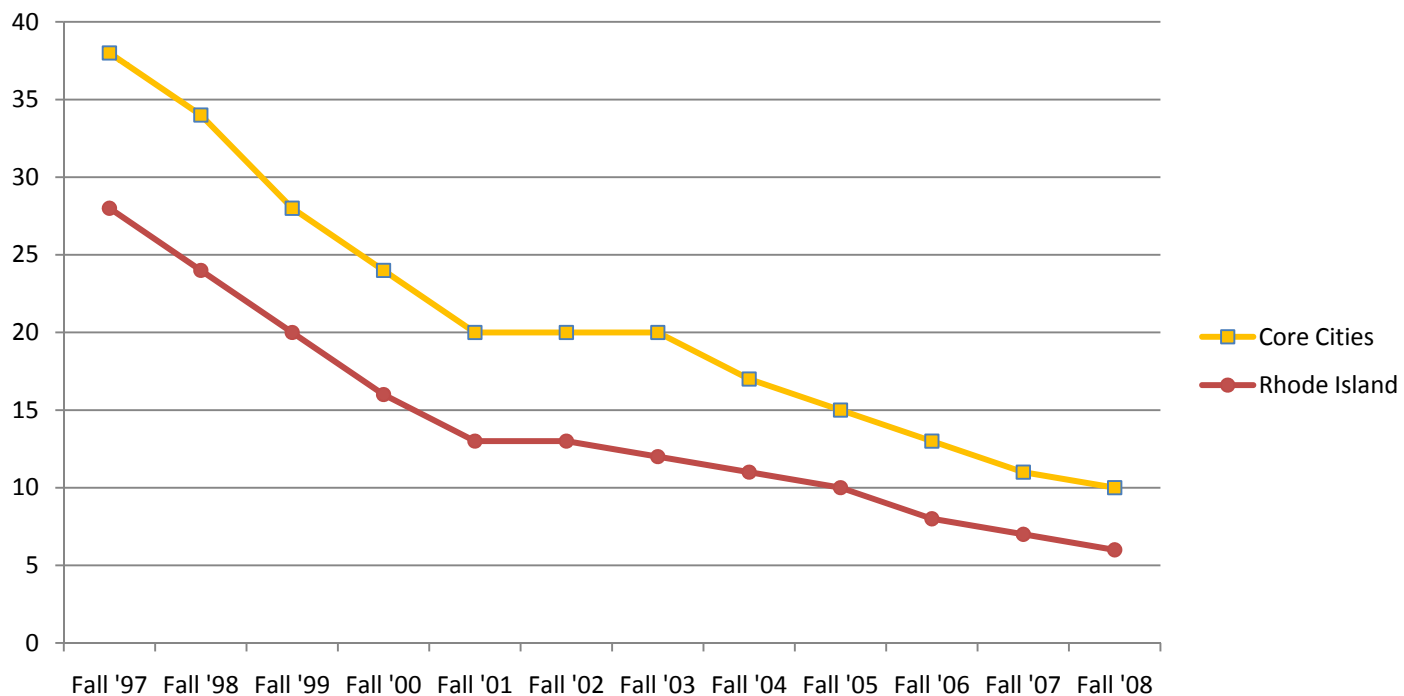


## Example: Lead Poisoning in RI

- 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

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

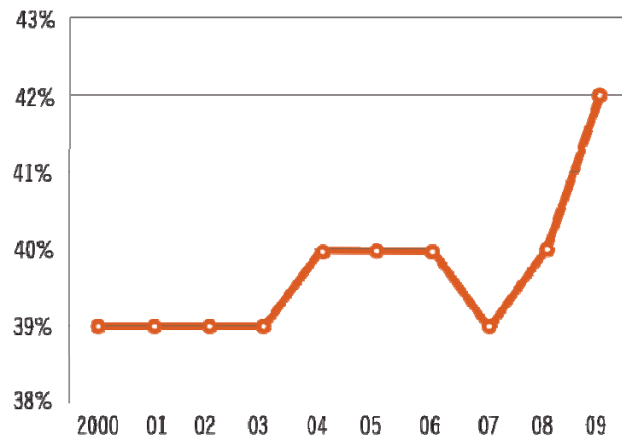


Leverage



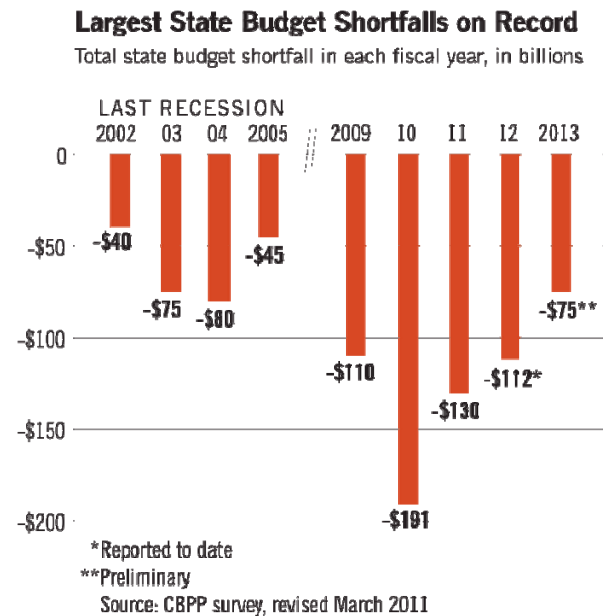
# Why Data is Important Now More than Ever?

- 42% of all children in the US now live below 200% FPL



Source: Kids Count Data Center. [www.kidscount.org/datacenter](http://www.kidscount.org/datacenter)

- States are slashing supports and services to vulnerable kids and families



# Stay Informed

## ➤ Follow us on Facebook and Twitter

- <http://www.facebook.com/kidscount/>
- <http://twitter.com/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](http://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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