



2018 KIDS COUNT in Colorado!

25 Years Ensuring Every Kid Counts

Communicators' Toolkit: Sample Content & Talking Points

Dear communications partner,

We're pleased to share with you our plans for the release of this year's edition of *KIDS COUNT in Colorado!*, marking the 25th anniversary of our signature report. As you know, we are committed to making progress for Colorado kids through a combination of good data, thoughtful public policy and dedicated advocacy.

The full report, county-by-county data profiles, press release, and images for use in social media will be available on Thursday, March 22 on our website, www.coloradokids.org.

In the meantime, we wanted to provide you with sample social media and newsletter content that can be customized for your audiences. We'll be continuing to share more highlights of the report through our social media channels using the hashtag #KIDSCOUNT in the coming months. We appreciate anything you're able to share—and welcome you to reach out to us for help in any way.

We are sincerely grateful for your partnership in taking a few moments to read and share the most relevant information from KIDS COUNT in Colorado! with your audiences, networks and supporters.

Here's to working together on behalf of kids for another 25 years!

Gratefully,
Tara

SAMPLE SOCIAL MEDIA CONTENT

SUGGESTED HASHTAGS

| | | | |
|------------|---------------|-----------|---------|
| #KIDSCOUNT | #cokids | #ececo | #equity |
| #coleg | #coloradokids | #cohealth | #edcolo |

TWITTER (sharable images available at www.coloradokids.org)

- 2018 Colorado #KIDSCOUNT report shows improvements in #infantmortality, #uninsured rates but little long-term progress on #childpoverty. <http://bit.ly/COKIDS2018> #cohealth #sdoh
 - (add to tweet w/thread if desired) #infantmortality rates have declined overall but remain unacceptably high for black babies. <http://bit.ly/COKIDS2018> #cohealth #KIDSCOUNT
- Successes highlighted in 25 years of #KIDSCOUNT: #uninsured rates, quality #childcare access, #infantmortality. Challenges: #poverty, #teensuicide, #schoolfunding. Read more: <http://bit.ly/COKIDS2018> #coleg #cokids
- New #KIDSCOUNT report shows several challenges #coloradokids face today mirror those from 25 years ago: <http://bit.ly/COKIDS2018> #cohealth #edcolo
- One thing that hasn't changed in nearly 25 years of #KIDSCOUNT? Colorado's system for funding its schools. Read more: <http://bit.ly/COKIDS2018> #Coloradokids #coleg #edcolo
- Sound data and public policy matter to #coloradokids. 25 years of #KIDSCOUNT shows kids do better when the adults put them first at #coleg and in Washington, D.C. <http://bit.ly/COKIDS2018>
- 25 years of #KIDSCOUNT shows kids must be a priority this year, and every year. Reliable data + #advocacy = sound decisions for #coloradokids: <http://bit.ly/COKIDS2018> #coleg

FACEBOOK/LINKEDIN (sharable images available at www.coloradokids.org/KIDSCOUNT2018)

Colorado children have seen significant progress in some areas of health, early development and education in the past 25 years, according to a new report from the Colorado Children's Campaign. Yet, stagnant wages for many Coloradans, along with barriers to employment, have meant stubborn poverty rates for kids. Learn more in the newest KIDS COUNT in Colorado! report: <http://bit.ly/COKIDS2018>

Colorado Children's Campaign just released their 25th anniversary edition of KIDS COUNT in Colorado! report, providing a long-term view of child well-being in Colorado. Get county-by-county data profiles plus overviews on demographics, family economic security, child health, early learning and development, and K-12 education: <http://bit.ly/COKIDS2018>

INSTAGRAM

You are welcome to follow our Instagram account @ColoradoKidsOrg, and repost our images of the March 22 release event, or any related posts thereafter. We also have sample images at:

www.coloradokids.org.

If you prefer to create posts on your own, here are some potential ideas which you can use with the #KIDSCOUNT hashtag:

- Post a picture of you or staff reading the report (or holding a print of the cover) and talk about which data are important to your organization or mission.
- Post a picture of a specific indicator with your own reflections.
- Share a highlight or striking sentence "quote style" from the report that most resonates with your organization or mission.
- Share how you or your organization has been using *KIDS COUNT in Colorado!* over the past 25 years.

SAMPLE NEWSLETTER

25th Anniversary KIDS COUNT report shows progress amid swings in child poverty

The Colorado Children’s Campaign recently released its 25th anniversary edition of *KIDS COUNT in Colorado!* The report shows that while Colorado children have seen significant progress in some areas of health, early development and education, several challenges kids face today mirror those from 25 years ago. The full report—along with data on child well-being for every county in the state—is available on the Children’s Campaign’s website at www.coloradokids.org.

Colorado’s most recent measure of child poverty shows that 13 percent of Colorado children are living in poverty as of 2016. While that is a significant drop from the peak of 18 percent during the Great Recession, it’s still only slightly lower than the 15 percent rate from 1989 reported in the first edition of *KIDS COUNT in Colorado!*

During a time period that included one of the nation’s worst economic downturns, Colorado did see progress for kids in some areas: Colorado’s infant mortality rate in 2016 was nearly half of what it was 25 years earlier. The state’s teen birth rate plummeted by nearly 70 percent, and the uninsured rate for kids reached a record low in 2016. The number of spaces in early learning programs like the Colorado Preschool Program climbed steadily, and the share of Colorado kindergartners enrolled in a full-day program increased five-fold.

The report also noted several areas of concern. In 2015, the teen suicide rate—consistently one of the highest in the nation—reached a rate not seen in the previous 25 years. Although infant mortality rates have declined overall, they remain unacceptably high for black babies—in part due to the stress and discrimination their mothers face. Colorado’s school funding system hasn’t been updated in nearly a quarter of a century. The reading scores of Colorado fourth graders have been stagnant for nearly a decade, with only about two in five of them reading proficiently in this critical year of learning.

Read more about these trends, and data on child well-being for every Colorado county, at www.coloradokids.org.