

# Children Now: On a Mission to Give Kids Power



Why, with near consensus in our country on **creating equal opportunity for all children, regardless of race or income**, do kids fare so poorly in public policymaking? Despite the existence of thousands of groups fighting for numerous child-related causes, the lack of a powerful, unified advocacy effort has allowed other interests to continually supersede kids in priority and resources. The children's base is fractured and kids are losing out.

**Children Now is the unified, scalable solution:** We serve as the hub for all of the key children's issues, supporting and connecting thousands of groups in California to create an unprecedented power base for kids. To accomplish this, Children Now employs the top three strategies that all of the country's strongest interest groups have in common and, for the first time, applies those to kids:

## 1 Umbrella Coverage

Children Now covers the full range of key children's issues, including **early childhood, education reform, children's health, foster care and juvenile justice**, allowing us to develop sensible policies because children's issues are interdependent and can't be addressed effectively in silos. Then, just as other interest groups reduce multiple, complex policy issues to being "Pro" or "Anti" their constituents (i.e. "Pro-Business," "Pro-Labor," "Anti-Tax," "Pro-Gun"), **Children Now represents the support for all of its issues as "Pro-Kid"**. No one wants to be "Anti-Kid".

## 2 Deep Inside Expertise

Behind that simple messaging are the top children's research, policy, communications and advocacy experts. With decades of experience in their specific areas, our experts work closely with policymakers and influential leaders throughout the state to craft, **promote, enact and implement scalable change for**

**kids**. This inside play mirrors the strategy of the most powerful interest groups that employ the top experts in their fields to work the inside halls of power.

The strongest interest groups call on a single, massive membership to take action at the right time. These grassroots voices are coordinated with the inside work, and mobilized at a strategic point in time to speak in unison. In the kids' space, there are thousands of existing organizations, many with their own organized memberships. Speaking separately and disconnected from inside expertise, they have little influence. **Children Now leads The Children's Movement of California to connect the thousands of direct service, parent, youth, business, civil rights, faith- and community-based groups to speak at the right time with one voice on behalf of kids**. More than 1,650 organizations have already joined this network. Together, the sheer number and diversity of these voices creates the most powerful interest group.



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**CHILDREN NOW**

# Are you Pro-Kid?



## Why?

The Movement resulted from years of research and interviews around the state asking the question: "Almost everyone cares about kids, so why do kids fare so poorly in the public policymaking process?" The answer: the strong, broad-based, diverse support for kids' well-being is too diffuse to have the impact it should on the policymaking process.

The response: The Children's Movement of California. Over 2,000 business, labor, education, parent, health, local government, civil rights, and faith-, and community-based organizations around the state have already joined the "Pro-Kid" list, demonstrating their powerful support for children. All of these groups receive information on a range of children's issues and opportunities to opt-in to policy campaigns, so that hundreds of diverse organizations are unified in their message to make children the top priority.

## What?

Joining the Movement simply means being publicly identified as "Pro-Kid" and wanting children prioritized in policymaking. That's it. That's the only commitment.

Once your organization signs up, it will be listed with hundreds of other organizations throughout the state that are also Pro-Kid. Individuals are also welcomed to join. Pro-Kid organizations and individuals receive information and resources on a variety of issues, easy-to-use tools to support local advocacy around children, and opportunities to opt-in to collective statewide action campaigns.

## How do I get involved?

**1**  
**JOIN**  
the Movement

Declare you're Pro-Kid by connecting your organization or yourself to the Movement, signifying your support for "prioritizing children's health and education in public policymaking."

**2**  
**GET**  
involved

Learn more about the issues and opportunities to opt-in to collective statewide action campaigns.

**3**  
**OPT-IN**  
to campaigns

Opt in to collective action campaigns supporting Pro-Kid policies.

**Who is Children Now?** Children Now is a non-partisan, umbrella research, policy development, and advocacy organization dedicated to promoting children's health, education, and child welfare in California. The organization coordinates The Children's Movement of California.

