

JR.
J. Clinton

**FIRST LADY HILLARY RODHAM CLINTON
REMARKS TO THE KIWANIS CLUB ADVISORY COUNCIL
THE WHITE HOUSE
FEBRUARY 8, 1995**

[Acknowledgements: Ian Perdriau [Pear-dree-oh], President of Kiwanis International; John Cuny, President of Anthem Health, who will speak before you]

Welcome to all of you. It's wonderful to have so many old friends, and so many people I admire, together here today.

Today we honor the Kiwanis Club's Advisory Council for the guidance and aid they provide for the "Young Children: Priority One" campaign. The work you do is a shining example of what can be accomplished when community service organizations, businesses, and government join together to take responsibility for children across our country. It is particularly inspiring to see these partnerships flourishing at the local level, literally transforming neighborhoods and communities by making immunizations available to children in need.

Children and families are getting a lot of ink, and a lot of air time, these days. But lately the real needs of children seem to be getting lost in the rhetoric, the grandstanding, the opportunity to score political points. And that's unfortunate given the increasing burdens our society places on children every day.

In the coming months, we can't lose sight of the daily reality of inadequate health care, poverty, hunger, substandard housing, broken families, and violence that plagues too many of our young. And when we wonder why we keep fighting the fight, we should visualize those voiceless children out there who are counting on organizations like yours to keep the safety net from fraying beneath them.

I don't need to tell you that the political landscape in Washington has shifted rather dramatically in the past few months. And given the new environment here, there is a tendency to assume the worst. Certainly your work is cut out for you. And it is also cut out for the Administration.

But as dire as the future may seem at times, I would argue that there is still room for hope and progress, and that the rights and needs of children can be protected.

I'm encouraged by history. In the 12 years preceding this Administration, there were times when it looked like the sky would fall in. You remember the so-called "revolution" of the 1980s, when the Republicans pledged to cut federal funding for

vital programs and get states and private charities to pick up the slack.

Children were thrown off the welfare rolls. Title XX was subsumed into a block grant, the net effect being a decrease in the availability of child care and other key family support and prevention services critical to the elderly. The quality of Head Start was eroded by impulsive policy decisions that, in effect, left more children with fewer resources.

And when I really want to remember how bad it was, I just remind myself that in the 1980s Republicans in Congress were talking about making ketchup a vegetable.

But instead of throwing up your hands and saying, "We can't win this fight", your organizations stepped in and shed light on the plight of children at a time of great risk. And the result was that many children were kept out of harm's way.

Think of what would have happened if the Junior Leagues, CDF, the Child Welfare League and others had not worked to stop repeal of the Adoption Assistance and Child Welfare Act. Think of where we would be now if the Council for Exceptional Children and other disability advocacy groups had not worked to block repeal of PL 94-142.

With help from the American Academy of Pediatrics, the March of Dimes, and various hunger groups, key members of Congress were able to end an effort to cut WIC and Food Stamps.

And perhaps most important from the perspective of this Administration, your willingness to wage those battles made it possible for this President to come into office and begin to fully fund WIC, expand Head Start, and put children back in their rightful place at the top of the national agenda.

Think for a minute about the extraordinary benefits to children and to society of your immunization campaign. As you know the President was delighted to help with a public service campaign to help get out the word about what your organizations are doing. But it is also his Administration that has launched a comprehensive immunization program with the goal of immunizing 90 percent of our 2-year-old by the year 2000. Already we've seen tremendous progress. From 1992 to 1993, the rate increased 12 percent from 55 percent to 67 percent.

The President has increased Head Start funding by \$760 million over two years, expanding its focus to the crucial first three years of life. By signing Goals 2000, the President demonstrates his commitment to raising standards in our public schools and ensuring that all children get a top-flight education.

One of the most frustrating aspects of the recent debate about children and families is the extent to which rhetoric has obscured reality. If we are serious about welfare reform, for example, we ought to be serious about child care as well.

I don't know how many of you read the article earlier this week in The Washington Post about the mediocrity of so many of our daycare facilities, which echoed the findings of a study a few months ago by the Family and Work Institute. Obviously we have to raise standards and work harder to ensure that people with good credentials and good intentions work in these places.

But the pressure is going to be even greater with welfare reform. And this President understands that if you want people to work, you have to help them find safe and affordable care for their children. And that's why child care is a priority in his budget.

He also understands that the well-being of children should be the guiding principle in every discussion of welfare reform, whether it is Republicans or Democrats doing the talking.

I think we ought not lose sight of the fact that there are many ways to help children and strengthen families. For example, the economic program the President fought so hard for over his first two years not only helped lower the deficit, inflation, and begin to cure other financial maladies, but it also created nearly 6 million new jobs. And new jobs mean more stability for a lot of American families.

The Family and Medical Leave law is one of the President's proudest achievements because it helps families in emergency situations. Expansion of the Earned Income Tax Credit gives parents more money to invest in their children. The Family Support and Preservation Program provides counseling and other tools to ease the burden on families working hard to make ends meet. *helps states create comprehensive support services - families at risk of losing children stay together.*

The Crime Bill last year, which met so much resistance from Republicans who cried "pork", includes funding for the ~~SAFE~~ Community Schools initiative, the introduction of Operation Safe Home, increased funding for domestic violence prevention and the creation of a National Domestic Violence Hotline. I find it ironic that those who are so quick to describe themselves as "pro-family" immediately dismiss these programs as frivolous. *means to make streets safe for women*

What I'm getting at is that, taken as a whole, this Administration's initiatives reflect a broad approach to children's issues and promise to sustain a level of quality that is essential to furthering your agenda.

For all the drum-beating on Capitol Hill, we are not going to permit Congress or anyone else to turn the clock back for children and families. I find it interesting that, already, we've seen loud declarations about turning Head Start into a block grant suddenly become muted whispers. Not that we shouldn't be vigilant. We must be. But we shouldn't underestimate our ability to keep the pressure on those who would dismantle the effective infrastructure we are building for children.

As the President said in his State of the Union Address a few weeks ago: "There are certain fundamental national needs that should be addressed in every state, north, south, east and west - immunization against childhood diseases, school lunches in all our schools, Head Start, medical care and nutrition for pregnant women and infants...All these things are in the national interest."

Doing right by children has been a long struggle. Look how long the Junior Leagues and Child Welfare League have been working at it. Look at how many decades the March of Dimes has been involved. Look at all of the organizations that have taken on special areas more recently, whose efforts helped us weather the storm of the 1980s.

Now the scenario is different, but the fight is essentially the same. And we are reminded once again that the role of children's advocates is as important as ever.

I look forward to working with all of you in the months ahead. And I will be grateful for your ideas and wisdom as we work to put children first.

Thank you very much.

###

KIWANIS NOTES 2/8/95

POTUS PSA for "Shots for Tots"

Kiwanis > Young Children: Priority One

Remind of 12 yrs before -

- give examples
- so quick to call us when didn't get into WH in last yr.
- accomplishments of this Adm

Rhetorical contest in which who....

Why are we motivated to do anything for children

Org's struggles, search for pri & fda \$ - reason is to help children

What is best deal for most children

- sometimes compromise
- loyalty (yrs - perseverance - full house
- historical struggle to focus on next generation

They can't depend on us to do everything

As their leadership & our leadership

Tried to cut WIC, block grant

Been thru struggle before; successfully fought -
advoc. galvanized to make case vs. cuts &

econ. ↓ → Tr. hg. should cepat on child welfare
- Ch. Welfare Ls.

This coming response - for shedding light at
a time of great risk

Piff scenario bc Congress gonna do it but
fight is the same

Our time details & but role of adv. doesn't

bc you did so well in 12 yrs

When we came in did find WIC, H-S, etc.,
immigrants.

Wendy
Jacobson
Cof. on
Children.

Ann Rosewater

One of this is get ppl hope that not everyth bad will continue to happen

- lots of bad this didn't happen bc of work they did, some members of Congress - use as opportunity to stress coalition building
- true that we haven't taken positions on anyth welfare reform - didn't intro new child care - no new legis

Have done anyth in an affirmative way - hard for groups to feel we're not gonna care

St. of Union

- not allowing harm to poor children - unmarried, young etc.
- speak to sequences of reports abt child care
- Fam & Work Inst a few months ago since she'll want to emphasize work as

Ch-care is a critical factor in whether parents can work - & critical to fl devlpt

\$\\$ → add'l for ch dev. block grant
Head Start

} investment
in your
children

Knitting together all these services that develop & sustain a level of quality

Any reform welfare reform prop gonna move are ppl → work force - ∴ child care that much more imp.

LIWATNIS (3)

Rosenwater / WIC ↑

Immunizations - dramatic ↑ from '92 → '93

55% of 2 yr. olds → 67% of 2 yr. imm.

90% by ~~1999~~ 2000 (Pres. goal)

10% ↑ in that period

Dirty homework

Knowing he fails

Heads out for unlikely allies

Real life stories

Maia / MRC

Martha

Put private sector - have a responsibility also
Have been some leaders - Comm. fr. Econ Delp

Commend foundations Not kept investing

They need to keep reminding us of the facts

If env't were very one would need these programs, but it's not.

Increasing scientific evidence as well as anecdotal evidence → why we ^{euphoric} have put so much on small children.

Head Start

Family Preservation - designed to keep families together

Core values

Remember:

They tried to make Ketchup a vegetable

George Miller, Dodd, Kennedy, Schriber

Why Reagan cut said pri. charities wld pick up the slack -

BLACK BUSINESSWOMEN

✓ stat: PONS Black Ministers

Black women vote - how may voted

How do we communicate hope

Making voices heard.

✓ Anniv. of women's suffrage

Black enfranchisement

KWMM's
Associate

Just any Newt sez March to my dreamer, doesn't
mean it's gonna stall

not a lot of ppl talkin abt block grants H.S -
bc of role of advocacy.

Lots of evidence of depl. health among kids -

- testimony from diluted inf. formula -
to save \$ -

- Bost. City Hosp - failure to receive testimony

- Teen children getting reg. h.c. to more
clergy. room care -

→ contributed to depl. health.

↓ Fed resources

lack of st. support

recessions



↓ health
↑ poverty

→ increas. dependency on dys -

Sabrina Corlette
Draft
February 7, 1995

It is wonderful to have all of these friends here today. I am honored to be with people who have worked so hard for so long to ensure that the voice of children does not go unheard.

Today, children and families are at the forefront of the national agenda. What with debate over welfare reform, orphanages, teen pregnancy, and children killing children on our cities' streets, our nation's youth has become the center of a firestorm of political grandstanding and opportunism. But if you and I have one vital task before us in the upcoming months, it is to see through the rhetoric and understand what is really happening to our children. We must not lose sight of what is the daily reality for too many of our young: hunger, inadequate health care, and poverty. Yes, welfare must be reformed, but it must be done in a way that makes life better for children. So many have already suffered enough.

As my husband said in his State of the Union Address a few weeks ago, "there are certain fundamental national needs that should be addressed in every state, north, south, east and west -- immunization against childhood diseases, school lunches in all our schools, Head Start, medical care and nutrition for pregnant women and infants...All these things are in the national interest." While Capitol Hill engages in its budget-cutting frenzy, you can be sure that this President will not allow our nation's future, our children, to be jeopardized. And I

know everyone in this room will continue to fight the good fight, to ensure that the welfare of our nation's children remains at the center of these debates.

you lived through the so-called "Revolution" of the 1980s.
Many of ~~the groups represented here~~ experienced in the 1980's what was called the Reagan Revolution. ~~The Reaganites were going~~ to design an entirely new role for government, slashing federal funding for vital programs, and counting on the states to pick up the slack. Well, we saw the pain that revolution caused. [We have come through twelve years of struggle to combat that pain, as AFDC eligibility was narrowed, benefits were reduced, support services were slashed, and children by the thousands were dropped off the] roles.

Today, ~~I thank God that there~~ were dedicated people in groups like the CWLA, NAWS, the Catholic Charities, FRAC, and the American Academy of Pediatrics, that battled for key family support services at a time when others were simply throwing up their hands and saying, "What can we do? The conservatives have too much strength!" Well, *for* ~~we~~ fought and won a great many battles on behalf of children during those years.

our predecessors
When the ~~Reagan Administration~~ attempted to repeal the Adoption Assistance and Child Welfare Act, groups such as the Children's Defense Fund, CWLA, and NASW joined together to stop it. When they wanted to downgrade school lunch nutrition requirements and designate ketchup a vegetable, FRAC and groups in an anti-hunger coalition put a halt to it. Congress ended an effort to cut WIC and Food Stamps the strong support of a diverse group

of advocates, ranging from state hunger groups, FRAC, Bread for the World, American Academy of Pediatrics, and the March of Dimes.

During the Reagan/Bush years, groups across the philosophical spectrum joined forces to support children. The religious community, medical and health workers, the elderly, educators, and welfare advocates came together because they understood that the fate of children must transcend political differences. From Congress, voices such as Senators Chris Dodd, Ted Kennedy, Pat Moynihan, Barbara Mikulski, and Representatives George Miller and Patricia Schroeder refused to let the Republican Administrations abandon our nation's youth.

Without their commitment, and the battles you fought and won, the cause of children ~~would~~ ^{might} have nearly been lost. But your dedication has made it possible for this Administration to move forward to advance the well-being of children throughout this country. This President has taken a comprehensive approach to children through all stages of their development, focusing on education, family life, nutrition, health care, and crime.

I'll leave it to others to tell about 2nd + third waves in the 90s
Education begins at birth and continues throughout a person's life. As we move into the Information Age, education will provide the essential skills and knowledge for children to succeed in an increasingly complex and competitive economy. That is why the President has made education the centerpiece of his agenda. He has increased Head Start funding by \$760 million over two years, expanding its focus to the crucial first three years of life. By signing

Goals 2000: Educate America Act and the Elementary and Secondary Schools Act, this President demonstrates his commitment to making our public school system premier in the world.

But because an education means little to children who suffer from hunger, inadequate health care, or constant fear on their own streets, President Clinton is determined to improve their lives. He has expanded the Earned Income Tax Credit and Passed the Family Support and Preservation Program in an attempt to ease the burden on families working hard to make ends meet.

By putting the Women, Infants and Children (WIC) program on a full-funding path, and signing a comprehensive child immunization plan, President Clinton is attempting to ensure the best possible health and nutrition for young Americans. From 1992-1993, the number of children being immunized has leapt to 67%, well on the way to reaching the President's goal of a 90% immunization rate by the year 2000.

The Family and Medical Leave Act is one of the President's proudest achievements, allowing workers to take up to twelve weeks unpaid leave in order to care for themselves, a loved one, or a new baby without fear of losing their jobs.

Finally, with violence and crime as increasing concerns for children -- in their homes, in their schools, and in their neighborhoods, this President has fought for their protection.

From expanding funding for the SAFE Schools Initiative, introducing Operation Safe Home, authorizing \$325 million for domestic violence prevention, and establishing a National Domestic Violence Hotline, the President has demonstrated with his Crime Bill that he is putting children first.

Really high
advocates
for kids
child welfare
& adoption
assistance
act -
CASA
creation
of family
& preservation
by the size
74 to 86

ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL

Association of Junior Leagues International is an international organization of women committed to promoting voluntarism and to improving the community through the effective action and leadership of trained volunteers. AJLI is made up of 286 leagues throughout the United States, Canada, Mexico, and Great Britain, representing more than 193,000 women.

CHILD WELFARE LEAGUE OF AMERICA

The Child Welfare League of America began as a result of the 1909 White House Conference on the Care of Dependent Children. Participants in that historic gathering recommended the establishment of a national organization of child-helping agencies and institutions.

Founded in 1920, CWLA is the oldest and largest organization devoted entirely to making life better for abused, neglected, and at-risk children and their families.

Today, CWLA is an association of over 700 public and private agencies and organizations who staffs serve more than two million vulnerable children, youths and their families every year. CWLA is where the professionals who work with children turn when they need the most up-to-date information about the challenges they face.

CHILDREN'S DEFENSE FUND

The Children's Defense Fund is a nonprofit research and advocacy organization that exists to provide a strong and effective voice for the children of America who cannot vote, lobby, or speak out for themselves. Paying particular attention to the needs of poor, minority, and disabled children, its goal is to educate the nation about the needs of all children before they get sick, drop out of school, suffer family breakdown, or get into trouble.

CHILDREN'S MIRACLE NETWORK TELETHON

Children's Miracle Network (CMN) began in 1983 as an effort to produce a high-quality, national television special to raise money for hospitalized children. The first year it originated from a small studio in Provo, Utah, and was broadcast by 30 television stations. CMN and the 22 hospitals that participated that first year raised \$4.7 million.

Since then, CMN has become the largest television fund raiser of its kind in the world. Today, this 21-hour international television special originates live from Disneyland and is broadcast by 200 television stations in the U.S. and Canada benefitting 160 hospitals for children. Its pledge to keep 100 percent of donations in the area in which they were raised is still the very core of its philosophy.

COMMITTEE FOR ECONOMIC DEVELOPMENT

Working with expert advisers, the Committee for Economic Development (CED) conducts research and formulates policy recommendations on national and international economic issues, including education, trade policy, U.S.-Japan economic relations, and problems of the inner city. Through its studies and reports, CED seeks to: contribute to full employment, higher living standards, and increased opportunities for all; promote economic growth and stability; strengthen the concepts and institutions essential to progress in a free society.

In 80. helped
make case for
WIC, family
support,
child
care,
early
education
weaved
into
school
reform.

USDA COOPERATIVE EXTENSION SERVICE

The Cooperative Extension System, a national educational network, links research, science, and technology to the needs of people where they live and work. Extension's purpose is education--practical education for Americans to

KIWANIS INTERNATIONAL YOUNG CHILDREN: PRIORITY ONE ADVISORY COUNCIL ORGANIZATION DESCRIPTIONS

ALLIANCE TO END CHILDHOOD LEAD POISONING

The Alliance to End Childhood Lead Poisoning is a public interest organization dedicated to the elimination of childhood lead poisoning. The Alliance seeks to inform health professionals, the general public, and policy makers of the hazards posed by lead and the need for prevention of lead poisoning. It works to strengthen federal policies and programs by developing cost-effective strategies for protecting children and targeting resources where most needed and ensuring the development of a national infrastructure for reducing lead hazards.

AMERICAN ACADEMY OF PEDIATRICS v. inpt-

The American Academy of Pediatrics (AAP) is a professional medical society of pediatricians and pediatric subspecialists. AAP operates small member library of books and journals on pediatric medicine, office practice, and child health care policy. AAP maintains 42 committees, councils, and task forces including: Accident and Poison Prevention; Early Childhood, Adoption and Dependent Care; Infectious Diseases. It also sponsors Pediatrics Review and Education Program (PREP), a self-assessment, continuing education program for practicing pediatricians.

AMERICAN ASSOCIATION OF RETIRED PERSONS v. inpt - Title XX Intergenerational effort

AARP is a membership organization for those who are age 55 and over. AARP's motto, "to serve, not to be served," expresses AARP member's belief that they continue to have something to offer the community. AARP's vision statement,

"bringing lifetimes of experience and leadership to serve all generations," emphasizes that everyone in the community--no matter the age--benefits from that service.

AARP has many benefits and the foremost is information. It offers a monthly newspaper, *The Bulletin*, a bi-monthly magazine, *Modern Maturity*, and hundreds of publications on issues such as consumer, economic, employment, health, and intergenerational programs. AARP serves its members through advocacy at national, state, and local levels.

AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLOGISTS

The American College of Obstetricians and Gynecologists (ACOG) is a group of physicians specializing in childbirth and the diseases of women. ACOG sponsors continuing professional development programs.

AMERICAN RED CROSS

Operating under congressional charter and fulfilling America's obligations under certain international treaties, the American Red Cross serves members of the armed forces and veterans and their families, aids disaster victims, and assists other Red Cross Societies in times of emergency. Other activities include: blood services; training of volunteers for chapters, hospitals, and other community agencies; community services; international activities; service opportunities for youth. It also conducts research programs.

society--business, education, community, and government.

The Institute's program is unique in several ways. It considers the entire life-cycle of the family, from prenatal care through child care and elder care; maintains a commitment to both the public and private sectors, to managers as well as assembly-line workers; examines the effects of work on family life as well as the effects of families on work performance; and forecasts future trends with input from all sectors of society.

FAMILY RESOURCE COALITION

The Family Resource Coalition (FRC) is a nationwide, community-based family support organizations concerned with parenting, child development, and family issues. FRC seeks to ensure the growth and improve the quality of family resource programs providing access to information and support necessary to strengthen family and community life and enhance the health, growth, and development of children; educate public, government, and corporate leaders about the needs of families and the way in which family resource programs can meet these needs. FRC provides resource and referral service to social service professionals dealing with families.

FAMILY SERVICE AMERICA

Family Service America, Inc. (FSA) is an international non-profit organization, headquartered in Milwaukee, Wisconsin, dedicated to strengthening family life in all its forms through services, education, and advocacy. Founded in 1911, FSA and its membership constitute the oldest and largest network of community-based family counseling and support services in North America, serving more than four million people annually in more than 1,000 communities with 11,000 professionals and 10,000 volunteers. FSA is governed by a volunteer Board of Directors

composed of distinguished professional, corporate, and community leaders from throughout the United States and Canada. FSA member agencies are non-profit service organizations governed by volunteer citizen leaders from their communities. The membership includes a variety of family and child service agencies throughout the United States and Canada, with affiliated organizations in Scotland, Costa Rica, and Singapore.

HEAD START BUREAU

Head Start is a federally funded comprehensive child development program for children between the ages of 3 and 5 years from low-income families. The program provides educational, medical, nutritional, dental and mental health services along with parent involvement and social services for the family. Approximately, 720,000 children are served each year in all parts of the United States.

HEALTHY MOTHERS, HEALTHY BABIES

The Healthy Mothers, Healthy Babies Coalition is an informal association of more than 100 national, voluntary, government, and nonprofit organizations with a commitment to improving the health of women, children, and families through collaborative activities and shared resources.

The Coalition is staffed by 10 employees who support three major initiatives funded by federal and private sources including the Maternal and Child Bureau (DHHS), the Centers for Disease Control, the Health Care Financing administration, the Healthy Start program, and the Metropolitan Life Foundation. HMHB core activities provide a mechanism for committed individuals and organizations to share ideas for improving maternal and infant health by merging resources to provide professional and public education to families and health care providers. This is accomplished through meetings,

use in dealing with the critical issues that impact their daily lives and the nation's future.

EMERGENCY MEDICAL SERVICES FOR CHILDREN NATIONAL RESOURCE CENTER

In 1985, the U.S. Congress authorized a demonstration program known as Emergency Medical Services for Children, designed to reduce the toll of pediatric emergencies on the nation's children and families. Leading types of emergencies children experience are injury and respiratory illness. Critically ill and injured children require vastly different care than adults. The appropriate equipment and supplies needed to care for seriously ill and injured children are often lacking in ambulances and in hospitals. In addition, pediatric emergency training for many health professionals has been inadequate.

To address these issues, a special Emergency Medical Services for Children (EMSC) program was established. A growing number of states across the nation are enhancing their system of emergency medical services to meet the special needs of children. As a result of program funding, states have identified goals to address injury prevention, pre-hospital services, pediatric emergency care and rehabilitation with the ultimate objective to reduce pediatric death and disability.

EMSC projects are committed to working with local organizations and agencies to increase public awareness, implement community-based injury prevention programs and ensure that emergency care providers have the right training and equipment to address the special needs of children.

ENVIRONMENTAL HEALTH CENTER OF THE NATIONAL SAFETY COUNCIL

In 1992, the Environmental Health Center of the National Safety Council established the National Lead Information Center under a cooperative agreement with the U.S. Environmental Protection Agency (EPA) with support from four federal agencies--EPA, Department of Housing and Urban Development, Centers for Disease Control and Prevention, and the Department of Defense.

The National Safety Council/National Lead Information Center's lead-related activities include co-sponsorship, with EPA, of a national education campaign intended to raise public awareness about lead poisoning and prevention, stressing simple steps parents can take to protect their children. The campaign features a series of television, radio, and print public service announcements.

The National Lead Information Center has three primary activities: a national toll-free hotline; an information clearinghouse; and, focused education/outreach activities. The hotline provides callers with a packet of easy-to-understand materials about lead poisoning prevention. The clearinghouse provides information on how to most effectively manage, avoid and, if necessary, mitigate potential lead-related health risks. The center's educating/outreach activities involves targeted community-based efforts to reduce lead-related risks among high-risk populations.

FAMILIES AND WORK INSTITUTE

The Families and Work Institute is a non-profit research and planning organization committed to developing new approaches for balancing the changing needs of America's families with the continuing need for workplace productivity.

The Institute conducts policy research on a broad range of issues related to the changing demographics of the workforce and operates a national clearinghouse on work and family life. It serves decision-makers from all sectors of

and individuals to take action to protect kids from this killer.

The Campaign focuses much of its energy annually on National SAFE KIDS Week, observed in May. In 1995, National SAFE KIDS Week, May 6-13, will feature an extensive family safety initiative, working closely with elementary schools nationwide to disseminate a family safety checklist.

NATIONAL COMMITTEE FOR THE PREVENTION OF CHILD ABUSE

The National Committee for the Prevention of Child Abuse (NCPCA) is a national not-for-profit organization with a focus on preventing child abuse before it occurs. NCPCA's mission is a nationwide commitment to prevent child abuse in all its forms. Activities of this Chicago-based organization include research, training, and technical assistance, publishing educational materials and the distribution of a national media campaign.

NATIONAL COUNCIL OF JEWISH WOMEN

National Council of Jewish Women sponsors programs of education, social action, and community service for youth, the elderly, and women. Aims to improve the quality of life for individuals of all ages, races, religions, and socioeconomic levels.

NATIONAL HEAD START ASSOCIATION

The National Head Start Association upgrades the quality and quantity of Head Start Program services and integrates the activities of the four divisions to present cohesive policies, positions, and statements. NHSA conducts seminars and training sessions in early childhood education.

NATIONAL PARENT TEACHER ASSOCIATION

The National Parent Teacher Association is made up of parents, teachers, students, principals, administrators, and others interested in uniting the forces of home, school, and community on behalf of children and youth. PTA works for legislation benefitting children and youth through the Office of Governmental Relations in Washington, DC.

PARENTS ANONYMOUS

Parents Anonymous (PA) works for the prevention and treatment of child abuse. PA believes that "parenting falls on a continuum and that parents should not be labeled as *good, bad, abusive, or non-abusive*, but rather that all parents will experience problems at some time in their parenting careers, and all parents are deserving of help."

READING IS FUNDAMENTAL

Reading is Fundamental (RIF) is a national nonprofit organization that works for literacy where it begins--with America's children and families. Founded in 1966 by Mrs. Robert McNamara, RIF is now the nation's largest children's literacy organization, serving some 3.4 million children annually.

RIF reaches America's young people through a grassroots network of community-based projects in all 50 states, the District of Columbia, Puerto Rico, the Virgin Islands, and Guam. RIF serves young readers through some 5,000 local projects conducted at more than 16,000 sites, including schools, libraries, community centers, migrant worker camps, shelters, hospitals--wherever there are children.

RIF involves children in reading-related activities and enables them to choose books to own--more than 141 million to date--at no cost to them or

their families. More than 166,000 Americans volunteer their time to RIF each year.

UNITED WAY OF AMERICA

There are 2,100 local United Way organizations in the U.S. United Way of America (UWA) provides national, regional, and local program support and consulting to United Ways in the areas of fundraising, budgeting, management, fund distribution, planning, and communications. UWA assists in fundraising by cultivating increased corporate giving by selected companies through the National Corporate Leadership Program. UWA administers staff and volunteer development training through the National Academy for Voluntarism.

YMCA OF THE USA

YMCA is a volunteer movement characterized by local program control designed to meet the community needs of people of all ages, races, religions, abilities, and incomes. Current focus is on strengthening families developing youth leadership, increasing international understanding, promoting good health, and assisting in community development. YMCA provides group activities, facilities for physical and health education and training,

youth sports activities, aquatics instruction, camping, parent-child programs, child care, world service work, and counseling. YMCA works to address a diversity of social issues through innovative programs in juvenile justice, international exchange, job training, refugee settlement, day care for the elderly, and classes for people with disabilities. Each YMCA functions independently to meet the needs of the community it serves.

ZERO TO THREE NATIONAL CENTER FOR CLINICAL INFANT PROGRAMS

Zero To Three/National Center for Clinical Infant Programs is the only national non-profit organization dedicated solely to improving the chances for healthy physical, cognitive and social development of infants, toddlers, and their families. Through Zero To Three, policymakers, parents, researchers and professionals, representing a multitude of disciplines, share their expertise. They communicate their concerns and experiences in a variety of publications, training and technical assistance activities, and during the National Training Institute.

NATIONAL ASSOCIATION OF CHILD CARE RESOURCE AND REFERRAL AGENCIES

The National Association of Child Care Resource and Referral Agencies supports community-based child care resource and referral agencies that promote a diverse, high quality child care system with parental choice that is accessible to all families. Its mission is to exercise national leadership to build such a system and to promote growth and development of quality resource and referral services.

NATIONAL ASSOCIATION OF CHILDREN'S HOSPITALS AND RELATED INSTITUTIONS

The National Association of Children's Hospitals and Related Institutions (NACHRI) is the only national organization of children's hospitals in the country.

Founded in 1968 by 25 children's hospitals as a nonprofit voluntary association, NACHRI's purpose is to create a community of institutions whose staffs pilot and share strategies for improving medical care for children and overcoming barriers to care.

NACHRI's 130-plus members look to the association for collective activities that address their interest in the articulation of the improvement in the institution-based provision of child health services. This includes the resources available for ensuring children's access to care and children's hospitals' continuing ability to provide services needed by children.

NACHRI's primary roles are advocacy on behalf of children's health and caregivers, the collection and publication of related information, research, education and increasing professional relationships among its members. The association maintains an active data base for its member hospitals' use.

NATIONAL ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN

The National Association for the Education of Young Children (NAEYC) is a non-profit professional organization of nearly 90,000 members dedicated to improving the quality of care and education provided to our nation's young children. NAEYC hosts the largest educational conference in the country. In addition, the Association publishes a bi-monthly journal, *Young Children*, and an extensive array of brochures, books, videotapes, and posters. *The Week of the Young Child* is an annual celebration in April sponsored by NAEYC since 1971. The purpose of the week is to focus public attention on the needs of young children and their families and to support the programs and services that meet those needs.

NATIONAL SAFE KIDS CAMPAIGN

The National SAFE KIDS Campaign is the first and only nationwide organization dedicated to preventing unintentional injuries--the leading killer of kids. These so-called "accidents" account for more than 7,000 deaths and 50,000 permanent disabilities to children up to the age of 14. A program of Children's National Medical Center, the Campaign works with its 160 state and local SAFE KIDS Coalitions to combat the major injury risks to children, including traffic crashes, burns, drownings, and near drownings, choking, poisoning, and falls. Typically led by a health department or hospital, SAFE KIDS Coalitions pull together diverse community groups, including Kiwanis clubs, to work collaboratively on child safety projects.

Ongoing efforts of the Campaign include: passing child safety legislation and regulation on a national, state and local level; improving access to safety products for low-income families; enhancing injury prevention data collection; raising awareness of the problem through the media, schools and other organizations, and empowering organizations

conferences, publications, and a quarterly newsletter, which is especially important in linking federal and state groups in the public and private sector.

KIWANIS INTERNATIONAL

As an international service organization, Kiwanis International has local clubs representing business and professional individuals in 83 countries and geographic regions. Kiwanis sponsors *Young Children: Priority One*, a service program to benefit children up to age five.

Young Children: Priority One was launched in October of 1990. Since that time, more than 5,000 Kiwanis clubs around the world have developed projects to help young children, investing an estimated \$63 million and 6 million hours.

The Kiwanis International Board has made an ongoing commitment to *Young Children: Priority One* and it urges all clubs to support this program. By working together on the needs of young children, Kiwanis clubs can have a powerful effect.

KIWANIS PEDIATRIC TRAUMA INSTITUTE

In 1980, the Kiwanis Foundation of New England and the New England Medical Center created the Kiwanis Pediatric Trauma Institute in Boston. This experiment in community-supported medical care has been extremely successful. In addition to improving outcomes for child accident victims, the Institute has developed far-reaching programs in education, research and public information. Both founding groups are so pleased with the result that they have renewed their commitment far into the future. In addition to improved trauma outcome in the New England states, the Institute recognizes a responsibility to share what it has learned with others.

LA LECHE LEAGUE INTERNATIONAL

La Leche League International (LLLI), active in 60 countries and with 50,000 members around the world, is a nongovernmental volunteer organization dedicated to helping mothers worldwide to breast-feed through mother-to-mother support. More than 6,500 accredited breast-feeding counselors (La Leche League Leaders) conduct approximately 2,000 mother support groups and counsel women on a one-to-one basis. Over 100,000 women are reached monthly by LLLI's unique model of breast-feeding support.

MARCH OF DIMES BIRTH DEFECTS FOUNDATION

Founded by President Franklin D. Roosevelt as the National Foundation for Infantile Paralysis, the March of Dimes promotes prevention of birth defects by focusing on maternal and child health issues including low birthweight, infant mortality, prenatal care, and maternal substance abuse. MDBDF offers public and professional health education and community service programs to improve maternal and newborn health. It works with other national and local organizations to initiate and implement community programs of prenatal care, education, and service.

NATIONAL ASSOCIATION OF CHILD ADVOCATES

The National Association of Child Advocates works for safety, security, health, and education for all America's children by building and supporting state and community based, multi-issue, independent child advocacy organizations. NACA serves as the hub of information exchange among these organizations and provides technical assistance on organizational development, effective public policy strategies, and substantive issues affecting children.

DRAFT

DRAFT

DRAFT

DRAFT

TO: Lissa Muscatine
FROM: Ann Rosewater
SUBJECT: Thoughts for speech

By reducing access to both financial assistance and unemployment compensation, and at the same time reducing the availability of support services, the Reagan/Bush Administrations created increased child poverty and greater developmental risks for children:

- ◆ Changes were made to AFDC eligibility (eligibility requirements were narrowed, throwing children off the rolls) at the same time that states were cutting benefit levels, resulting in a real decline in the value of cash assistance (not just inflation).

- ◆ Block granting of the Federal Title XX program into the Social Services Block Grant -- reducing and capping the dollars for these services created a decrease in the availability of child care and other key family support services and community-based prevention services critical to children and the elderly; a special fund for staff training was eliminated as were reporting requirements; consequently, it is hard to trace exactly how the decline in funding affected services. (advocates involved in trying to stop this were: CDF, CWLA, NASW, AARP, Catholic Charities).

- ◆ The Reagan Administration did not cut the Head Start budget. However, meager funding increases (not even adequately offsetting the impact of inflation) and precipitous policy decisions served to erode the quality of the program. The Administration concluded that more children could effectively be served without an increase in resources and also dismantled the training and technical assistance component of the program with no assurance that the activities would continue at the same level.

Efforts that were successfully stopped by advocates and others:

- ◆ Repeal of P.L. 96-272 (Adoption Assistance and Child Welfare Act of 1980) which would have reduced child welfare prevention, and family reunification services and adoption subsidies. (active in stopping this repeal were CDF, CWLA, NASW)

- ◆ Repeal of the Education for all Handicapped Children Act (P.L. 94-142 enacted in 1975) which (active in stopping this repeal were the Council for Exceptional Children and a range of disability advocacy groups)

- ♦ "They tried to make ketchup a vegetable" -- downgrading the school lunch nutrition requirements (active in stopping this were FRAC and the anti-hunger lobby)

- ♦ Attempts by the Reagan Admin. to cut WIC and Food Stamps were stopped by Congress with the strong support of a diverse group of advocates (State hunger coalitions, FRAC, Bread for the World, American Academy of Pediatrics, March of Dimes...)

Reagan /Bush activity resulted in the development of some strong and powerful alliances and coalitions among advocates that had not traditionally worked together. Religious community, medical/health, elderly, education, welfare, all came together to protect families.

One of the arguments that the Reagan Administration advanced was that states and private charities would pick up the slack. The facts suggest that this did not occur; many states cut benefits, did not add state dollars to expand the resources.

While the actions in these years put kids and families at greater risk, the Clinton Admin. has made it a priority to decrease the risks and invest in ensuring children grow up healthy:

- ♦ Increased funding for Head Start, Child Care (through the CCLBG), WIC.

- ♦ The success in creating new jobs has increased family stability, giving more children the ability to grow and develop successfully.

a last bullet should include our collaborative work with the Maternal and Child Health Bureau on health and safety in child care settings, building on the work of the American Public Health Association

----- [Original Message] -----

Here are some suggested talking points that we can use in response to the child care study:

- o We are very concerned about the quality of child care as reported by this and other recent studies.
- o We believe that states must have adequate resources to make critical quality improvements including the training and support of staff and improving child staff ratio and to ensure consumer education.
- o We also think it is critical that states set adequate standards to ensure the healthy development of children in child care.
- o This situation is particularly important as we move to reform the welfare system and put more and more children into the care of others.
- o We are addressing this issue by:
 - Increasing funds for child care in the FY 96 budget, part of which can be used for quality
 - Proposing new regulations to give states added flexibility to pay for quality.
 - Providing technical assistance to states to improve the quality of care.

NEWS from **Kiwanis**

PRESIDENT CLINTON, KIWANIS CAMPAIGN TO GET CHILDREN IMMUNIZED BY AGE 2

President Bill Clinton is campaigning again. This time it's not for political office, but to support Kiwanis efforts to ensure that children get "All Their Shots, While They're Tots."

Achieving full immunization of America's young children is a priority of the Clinton administration. For the past year, it has also been the subject of a public awareness campaign conducted by Kiwanis clubs across the United States. Now the President is combining forces with the service club to achieve their common goal.

"I am very pleased that President Clinton has agreed to lend his voice to this Kiwanis public service campaign," says Kiwanis International President Arthur D. Swanberg of Dallas, Texas. "The campaign now includes new television spots, billboards, posters, and print ads featuring the President and messages supporting the need to fully immunize children by age 2."

Contagious childhood diseases can be dangerous, even fatal. Yet, according to studies by the Centers for Disease Control, in some urban neighborhoods less than half the children under 2 years old are fully immunized against polio, diphtheria, measles, mumps, and several other vaccine-preventable diseases.

For further information contact David L. Blackmer, Public Relations Director



In the new 30-second broadcast spot, President Clinton says: "We all want the best for our children. If you have a preschool child, one of the best things you can do is to make sure he or she is fully immunized. Complications from measles, mumps, whooping cough, and other childhood diseases can be severe, even deadly. Yet many children don't have the protection they need. Please don't delay. Immunize every child by age 2. Children need all their shots, while they're tots."

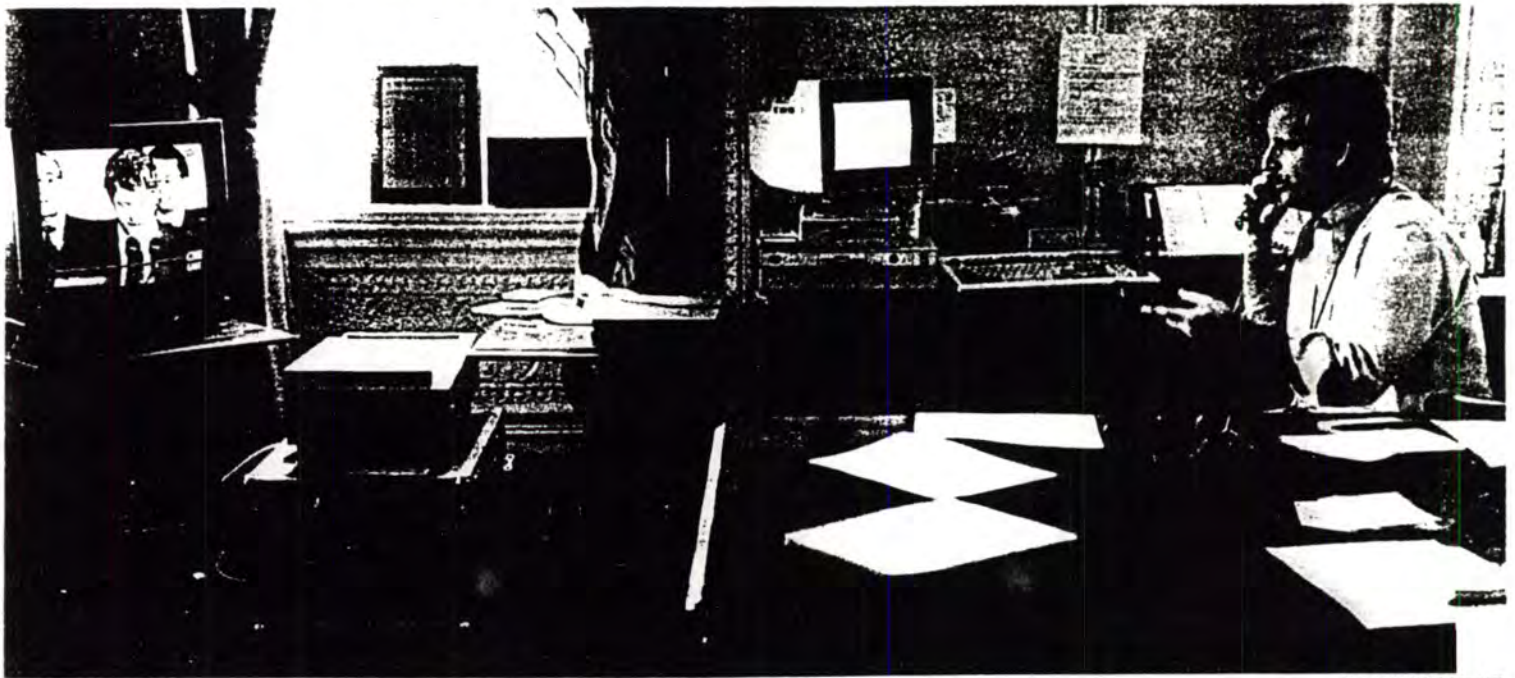
Many parents don't realize how important proper immunization is for small children, so Kiwanis International designed this public education initiative last year. The campaign is built around the slogan, "All Their Shots, While They're Tots," to emphasize the point that children should be fully immunized by age 2.

This slogan and additional information is featured on billboards and posters, radio and television spot announcements, and public-service ads for magazines and newspapers. In addition, payroll inserts and postage meter imprints can be provided to businesses. A 14-minute videotape on immunization of young children is available for play in physician and clinic waiting rooms.

"Now, the addition of broadcast spots, print ads, and a billboard featuring President Clinton means a dramatic expansion of this public service initiative," says Swanberg. "Thanks to the President's participation, many more broadcasting stations, newspapers and magazines, and outdoor advertising companies will donate airtime or space for this important message."

Bill Clinton: Charities' New Spokesman?

He plans lots of public-service ads to help sell priority programs; non-profits have mixed feelings about collaboration



PAUL HONERFOR/ONYX PICTURES

By VINCE STEHLE

WASHINGTON

IN BETWEEN DELIBERATIONS over what to do about Bosnia, the economy, and health-care reform, President Clinton went in front of television cameras last month to plead with parents to make sure their kids have been vaccinated against dangerous diseases.

"Children need all their shots while they're tots," he said.

If that line sounds like it was from a script, it was. Kiwanis International wrote it and persuaded the President to deliver the message as part of a large-scale publicity campaign to provide immunizations for all children.

The President taped a public-service announcement that can be broadcast on television and radio and posed for pictures that will be used by the Kiwanis group in a wide array of printed materials, from billboards to pay-roll inserts.

The White House says that it hopes in the next few months to collaborate with many more non-profits on public-service messages like the Kiwanis one. Some observers say they expect President Clinton to work more closely with non-profits on television advertisements than his predecessors did. He is said to be especially likely to be more receptive to small, local groups than were previous White House occupants.

"There are a lot of opportunities out there for the non-profit community and the White House to get together on issues of mutual interest," says Jeff Eller, director of the White House media-affairs office.

Many other Presidents have helped charities with public-service announcements and widely publicized meetings in the Oval Office. However, some observers expect the new Administration to be more interested than others in using non-profit groups to carry the President's message to the widest possible audience.

"There are a lot of opportunities out there for the non-profit community and the White House to get together on issues of mutual interest," says the White House's Jeff Eller (above). One recent example: Bill Clinton served as spokesman for a Kiwanis campaign to promote immunization of children.

Immunize Every Child By Age Two



President Bill Clinton

Children need all their shots while they're tots



A public service sponsored by your local Kiwanis club.

Mr. Eller's office has already developed a reputation for innovative communications. In a break with the strategy of previous Administrations, the Clinton White House is relying more on local newspapers and television stations, and is using new technologies, such as computer networks, to disseminate the President's messages.

Says Eva Kasten, senior vice-president of the Advertising Council: "This is a very media-savvy Administration. They may be more cognizant of the power of these messages than previous Administrations." The Advertising Council last year coordinated \$1.2-billion worth of donated advertising on behalf of non-profit groups and other causes.

White House officials concede that their plans to work closely with non-profit groups are linked, in part, to efforts to sell the President's policy proposals to the public. For example, the White House hopes that public-service messages involving President Clinton and non-profit organizations can be used to promote the Administration's efforts to revamp the health-care system and pass a national-service program for young people.

Even though charities are prohibited from involve-

ment in partisan politics, Mr. Eller says there are many legal ways for the White House and non-profit groups to work together.

"Good politics and good policy don't necessarily have to go apart," says Mr. Eller. "And all politics doesn't have to be partisan."

Some Charities Pleased; Others Wary

Non-profit officials have had a mixed reaction to the White House's expression of interest in collaborating with charities.

Some say they are pleased, noting that the President's prestige can immediately raise the visibility of a charity. Mr. Clinton, they say, does an especially good job of making a pitch. "He has this incredibly rare ability to communicate in an intimate way," says Jay A. Winsten, director of the Harvard University Alcohol Project, which helps produce public-service advertisements to combat drunk driving.

"His ability to make human contact makes him an extremely effective and powerful teacher," says Mr. Winsten, who recently received a \$108,000 grant from the Robert Wood Johnson Foundation to help non-prof-

Continued on Page 26

Clinton Is Said Willing to Work With Charities on Advertisements

Continued from Page 25

it groups get their public-service announcements placed on local television stations.

Others are more lukewarm, saying that charities could run into trouble if they are viewed as too closely allied with the White House.

Gary Bass, executive director of OMA Watch, a Washington-based group that monitors the White House's Office of Management and Budget, warns that charities could become entangled in political disputes if they are not careful. "Do you ever want to be linked with the Administration?" he asks. "Well, sometimes it's good and sometimes it's not so good."

Another problem could develop if President Clinton takes on too many causes, observers say. "There's a tremendous opportunity for more cooperation, but there is a saturation level," says Ms. Kasten.

Clues to Enlisting White House

So far, the Clinton Administration has done only a handful of public-service announcements for non-profit groups. But those efforts can offer other charities valuable lessons in successfully approaching the White House for support.

White House officials cite the Kiwanis campaign as an example of one that met their needs. It dealt with an issue the President wants to promote: making parents more aware that they must take an active role in getting their children inoculated against disease. In addition, the President is pressing Congress to increase federal spending to give poor kids vaccinations. Another selling point: The organization had prepared an elaborate strategy for distributing the ads and other materials, so it seems likely that a broad range of people will see it—and Mr. Clinton.

David L. Blackmer, director of public relations at Kiwanis International, says the Kiwanis' ability to deliver the public-service announcement through its 6,700 clubs and 264,000 members in the United States made the organization's request particularly appealing to the White House.

"When we offered them a grassroots effort to promote the mes-

sage, they were very enthusiastic," he says.

Kiwanis intends to:

- Give videotapes of the President's message to the three major television networks and many cable-TV networks.

- Provide a satellite broadcast of the audio message to 2,300 radio stations, which can tape the message for local broadcasts.

- Ask its local affiliates to help promote the President's message. The national Kiwanis office will send 100 videotapes to club members, who will deliver the tapes to local television stations for broadcast. In addition, print advertisements will be delivered to local magazines and newspapers by club members across the country.

Kiwanis officials insist that the group's campaign had nothing to do with President Clinton's request to Congress to provide \$1-billion to insure that all children have access to vaccinations. They say they suggested the public-service announcement to Mr. Clinton last November, long before he announced his proposal.

"This has nothing to do with that program," says Mr. Blackmer. "The main problem is not a lack of money; it's a lack of public education."

Involvement in Local Effort

Charity officials say President Clinton's interest in working with local groups was evident from his work with the National Easter Seal Society's annual telethon. In February, he taped a message that was broadcast at the beginning of the telethon. Mr. Clinton also taped a message for the Arkansas Easter Seal Society, in which he shared his recollections of a time that the society helped a friend of the Clinton family.

Advertising experts say that it's unusual for a President to get involved in such local efforts. However, they say that it might be very beneficial for charity because public-service ads for local groups are more likely to be broadcast than are ads for national organizations.

"A huge amount of donated time comes from local media outlets," says Ms. Kasten of the Advertising Council. "And they are most receptive to messages that speak specifically to their community."

Shots by
age two if
they're
important
to you.



EVERY CHILD BY TWO

The Carter/Bumpers Campaign for Early Immunization

Co-Founders

Rosalynn Carter
Betty F. Bumpers

Director

Linda R. Talbott

Anthem Health's John Cuny receives award for immunization efforts

(Washington, D.C.) -- John D. Cuny, Executive Vice President of Anthem Health, was recently honored at a dinner in the nation's capital for his work on behalf of childhood immunization.

Mr. Cuny was hosting the dinner to honor Former First Lady Rosalynn Carter and Betty Bumpers, wife of Senator Dale Bumpers, the co-founders of the Every Child By Two Childhood Immunization Program. He was surprised when, in his role as emcee, he was also honored by Mrs. Carter and Mrs. Bumpers.

He received a plaque which reads: "Immunization Partners Make A Difference, presented to John Cuny and Anthem Health, with appreciation from Rosalynn Carter and Betty Bumpers, in recognition for action to immunize America's children."

Mr. Cuny has been an active supporter for events involving children, especially the national initiative to immunize all children by the time they reach age two.

Mr. Cuny recently helped lead a multi-state educational outreach program on behalf of childhood immunization, participating in programs in Texas, Georgia, Florida, Indiana, and the District of Columbia.

He was recently invited to the White House by President Bill Clinton to attend the signing of the President's Childhood Immunization Initiative.

(more)

Cuny Award

page two

He has also been honored this year with the Sagamore of the Wabash by Indiana State Health Commissioner Dr. John C. Bailey, as well as the Red Boot Award by Dr. David Smith, Commissioner of the Texas Department of Health. Both awards were presented for his leadership in creating a public/private partnership to deal with the urgent need to immunize American youngsters.

Anthem Health is the insurer of health benefits for recipients across the country including a consortium of health maintenance organizations.

#

For further information:

Ann Blackmer, (317) 259-4211



Anthem Health's John Cuny named to Audrey Hepburn Hollywood for Children Foundation

(New York, N.Y.) -- John D. Cuny, Executive Vice President of Anthem Health, has been appointed to the board of advisors of the Audrey Hepburn Hollywood for Children Foundation, according to an announcement by Sean Hepburn Ferrer, son of the late actress.

Mr. Cuny has been an active supporter for events involving children, especially the national initiative to immunize all children by the time they reach age two.

Mr. Cuny recently helped lead a multi-state educational outreach program on behalf of childhood immunization, participating in programs in Texas, Georgia, Florida, Indiana, and the District of Columbia.

His efforts were recognized in Washington, D.C., at a December 12 dinner honoring Former First Lady Rosalynn Carter and Betty Bumpers, wife of Senator Dale Bumpers, the co-founders of the Every Child By Two program. Mr. Cuny was presented with an award from Every Child By Two, in recognition of his work as a leader in the private sector to improve health care for children.

The Audrey Hepburn Hollywood for Children Foundation is a not-for-profit organization created to continue the work of the late actress. Audrey Hepburn was deeply committed to worldwide relief efforts for children. The Foundation's mission is to raise public consciousness and funds for children's causes throughout the world.

The Hollywood for Children Foundation uses a variety of special events, working especially with members of the entertainment community, to meet the needs of children from Rwanda, Bosnia, and Somalia, as well as Washington, D.C., and Los Angeles.

The foundation serves as an umbrella organization, channeling money to various groups to meet the needs of those children who are suffering most.

(more)

HOLLYWOOD FOR CHILDREN

4 east 12th street n.y. n.y. 10003

p: 212 • 243 • 5264 f: 212 • 807 • 0201

Hollywood for Children
page two

Other members of the Hollywood for Children advisory board include: Gregory Peck; Frank and Kathie Lee Gifford; Nancy Reagan; Paul Newman and Joanne Woodward; Mr. and Mrs. Donald J. Trump; and Julia Roberts.

"Mr. Cuny brings to the board the involvement of the private sector," said Rose Ganuzza, Executive Director of Hollywood for Children. "He and his company, Anthem Health, continue to demonstrate a willingness to help children by virtue of the work being done on a national basis to have all children immunized by age two."

John Cuny was recently invited to the White House by President Bill Clinton to attend the signing of the President's Childhood Immunization Initiative.

He has also been honored this year with the Sagamore of the Wabash by Indiana State Health Commissioner Dr. John C. Bailey, as well as the Red Boot Award by Dr. David Smith, Commissioner of the Texas Department of Health. Both awards were presented for his leadership in creating a public/private partnership to deal with the urgent need to immunize American youngsters.

Anthem Health is the insurer of health benefits for recipients across the country including a consortium of health maintenance organizations.

#

For further information:
Ann Blackmer, (317) 259-4211

Immunization story on how one CEO is providing leadership with an educational outreach program in three states to help create a higher community awareness on the need to immunize every child by age two.

Mr. John D. Cuny, President & CEO, Acordia Benefits of Florida

INDIANA: Hosted Indiana Immunization Action Plan event at the Indiana University Conference Center in Indianapolis. Mr. Cuny was one of the speakers and encouraged other corporations to step forward and lend a hand to the immunization cause. His company, Anthem Health Plan includes immunization in all health policy presentations.
This event was held on February 15, 1993.

Hosted an "Every Child By Two" immunization meeting in Indianapolis with Former First Lady Rosalynn Carter and Betty Bumpers in attendance. Mrs. Carter presented Mr. Cuny with a citation award for his leadership role in sponsoring educational outreach programs in three states. This event was held on Monday, April 12, 1993.

TEXAS: Hosted a reception for the Texas Immunization Action Plan coalition team at the Texas Governor's Mansion on October 21, 1993.

Hosted an educational outreach program for the IAP members the following day at the Four Seasons Hotel in Austin. Governor Ann Richards was one of the featured speakers, as was Mr. Cuny.

Posted over 41 billboards throughout the city during the kickoff campaign. Printed over 5,000 posters with the slogan, "Shots Across Texas" immunize your little Texans by age 2" that were distributed throughout the state by local Kiwanis clubs.

The poster was also used as the back page of the Texas Kiwanis bulletin publication.
(See billboard copy, The Immunize of Texas, Shots across Texas, Immunize your little Texan by two.)

FLORIDA: Hosted Duval County launch in Jacksonville on January 13, 1994 with over 75 local, county and state officials in attendance. Program was run by the Kiwanis Clubs of Jacksonville. Posted over 40 billboards throughout the city to tie-in with the launch.
(see sample billboard copy, Shots for two, good for you!)

Mr. Cuny is planning other regional events in the Southeast during 1994.

TEXAS: Hosted a three day fly around of the State of Texas with Former First Lady Rosalynn Carter and Mrs. Betty Bumpers on March 21/23, 1994 when they visited Houston, Laredo, Fort Worth and Austin. In each city they visited clinics. On the final night of the tour, Mr. Cuny hosted a reception at the Governor's Mansion with Governor Richards, and then a special dinner at the Four Seasons Hotel.

GEORGIA: Mr. Cuny hosted Tribute Dinner on April 14, 1994 for Former First Lady Rosalynn Carter and Betty Bumpers, wife of U.S. Senator Dale Bumpers at the Carter Center in Atlanta. The "Shots for Tots" 8' billboard was prominently featured. Georgia Kiwanians were invited to attend. Past International Kiwanis President Mark Smith attended and Kiwanis Governor-elect Rome O. Stephens gave the invocation.

David Satcher, M.D. Director of the Centers for Disease Control and Prevention was one of the special guests along with Mrs. Carter and Mrs. Bumpers. Other special guests included William H. Foege, Executive Director of the Task Force for Child Survival and Development at the Carter Center.

INDIANA Hosted an annual National Immunization Week event in Ft. Wayne on April 21, 1994. John C. Bailey, M.D. Director of Indiana State Board of Health presented Mr. Cuny with a Sagamore of the Wabash citation for his leadership role in the Indiana Immunization Action Plan.

Childhood Immunization Initiative

President Bill Clinton invited Mr. Cuny to attend the signing of the President's Childhood Immunization Initiative April 20, 1994 held in the White House Rose Garden.

National Immunization Conference, Charlotte, North Carolina June 12, 1994

During the National Immunization Conference on Immunization, Mr. Cuny was one of the speakers to discuss the public/private sector partnerships. He urged other corporations to step forward and lend a hand to help with the educational outreach program of creating a higher awareness on the need to immunize every child by age two.

Washington, DC

On December 12, 1994, Mr. Cuny will host a reception/dinner in honor of the Every Child by Two Advisory Board.

FLORIDA: Jacksonville Shots by Two Anniversary
Mr. Cuny and his company, Acordia, Inc. of Florida and Anthem Health plan to host an anniversary celebration of the Shots by Two program on January 12, 1995.

Tampa, Florida

Mr. Cuny and his company plan to host the launch of the Healthy Start Immunization program sometime in the Spring of '95.

Mr. Cuny was recently honored as one of the top under 40 executives by the Indianapolis Business Journal, serves as a member of the American Heart Association Board of Directors of Marion county, Tri-County Mental Health Foundation and is a member of the Every Child by Two Immunization Campaign advisory committee. Mr. Cuny was the recipient of the first Red Boot Award presented by the Texas Department of Health for his leadership role in the private/public sector immunization campaign.

Mr. Cuny is a member of the Kiwanis Club of Jacksonville, Florida.

A second panel of academic experts convened by the NRC to examine the broader circumstances of adolescents in America concluded in 1993 that children and youths increasingly do not have the resources, supports, or opportunities that are essential to healthy development and a successful transition to adulthood. This second panel's report, *Understanding and Preventing Violence*, provides further context for understanding the violence that now engulfs millions of our teenagers (see Adolescent Pregnancy Prevention and Youth Development chapter for details).

Heightened Public Concern and Increasing Access to Guns

Polls taken in 1993 reflected sharpened public anxiety about the threat of violence to children. In the *Newsweek*-CDF poll, just over half of all the parents surveyed and two-thirds of those in urban areas said they believe violent crime is on the increase. Overall, only about one-third of the children and parents said they feel it is very safe for children to walk in their neighborhood after dark.

Earlier in the year, a poll for the Harvard School of Public Health showed that fully 77 percent of the public had come to believe that young people's safety is threatened "by there being so many guns around." And for the first time in a major poll, a majority of Americans (52 percent, with 5 percent undecided) said they favored a federal law banning the ownership of all handguns, except by individuals with court permission.

The poll conducted for Harvard indicated that guns are present in 42 percent of American homes (a 1993 Gallup poll found that 48 percent of homes have guns), and two-thirds of gun-owning households have at least one handgun (25 million households). Forty-four percent of parents of children younger than 18 said they own a gun. Yet among those parents, only 43 percent reported that they keep their gun locked up, a sobering revelation, making it less surprising that one in six of the surveyed parents said they know a child who was found playing with a loaded gun.

The Educational Fund to End Handgun Violence (EFEHV) reported differing estimates about where children get guns. School security experts and law enforcement officials, said EFEHV, estimate that 80 percent of the firearms brought to school each day (estimated to be between 100,000 and 135,000) come from home, while students estimate that 40 percent of their peers who bring guns to school buy them on the street.

Whatever the exact figure, it seems clear that adults who keep guns at home for protection are inadvertently placing their own children at greater risk of deadly violence, including suicide, than families owning no guns. Data from the Centers for Disease Control and Prevention indicate that 55 percent of suicides among youths ages 10 to 14 and 67 percent of those among 15- to 19-year-olds are committed with firearms, while other research shows that individuals who commit suicide are two-and-one-half times more likely to have firearms in their homes than those who don't.

The extreme availability of firearms to young people in violent neighborhoods was confirmed by research released at the end of the year by the U.S. Office of Juvenile Justice and Delinquency Prevention (OJJDP). The study involved selected samples of male inmates in juvenile correctional facilities in California, New Jersey, Louisiana, and Illinois and male students in 10 inner-city public high schools near the correctional institutions surveyed. Researchers found that 83 percent of the surveyed inmates had possessed guns before their incarceration, and 22 percent of the students possessed a firearm at the time of the interview. Most of the inmates and students interviewed thought it would be easy to get a gun, and when asked how they would do it, 45 percent of the inmates and 53 percent of the students said they would "borrow" one from family or friends. Fifty-four percent of the inmates and 37 percent of the students said they would get one "off the street." The main reason given for owning or carrying a gun was self-protection.

Such easy access to guns helps explain why youth violence has become so deadly. Adolescents always have acted rashly, but a generation ago, when feuding teenagers fought with their fists, or even knives, the consequences weren't likely to be lethal. Today the same rash impulses often result in gunshots and death. Teens interviewed after committing killings often are quoted as saying they didn't think about what might happen to them or their victims after they pulled the trigger; they were simply looking for a quick solution to their problem. Technological innovations in handguns also have contributed to the carnage, with greater firepower at lower cost making them ever more deadly.

The Media and Violence

Growing public worry about the effect on children of continuous exposure to simulated violence in the media stimulated new efforts in 1993 to control excessive violence on television and in video games. Thirty years of study by social scientists and public health experts has created a considerable body of evidence—from both the laboratory and real-life studies—that exposure to media violence is associated with increased aggression, desensitiza-

tion to violence, and fear in children. Yet research published by the American Psychological Association shows that in 1990 the average American child typically had witnessed 8,000 simulated murders and more than 100,000 other acts of violence on television by the time he or she reached the seventh grade.

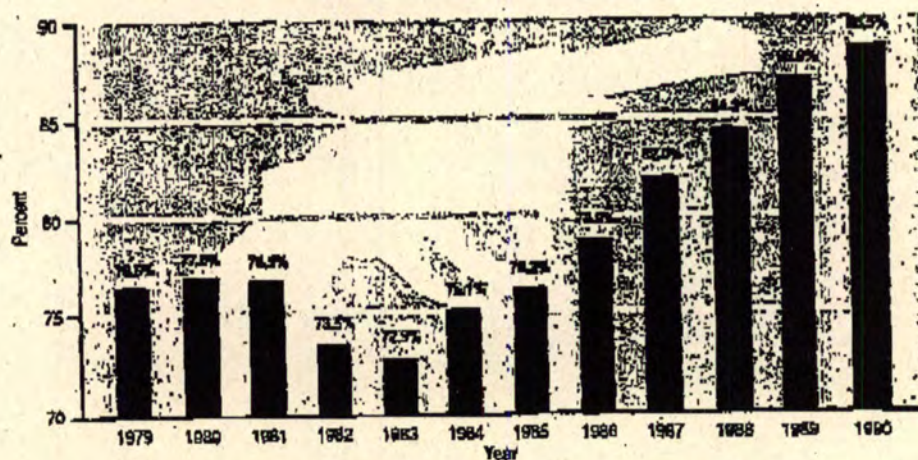
Congress held several rounds of hearings on media violence in 1993, and several lawmakers warned that Congress would consider steps to regulate violent content if the entertainment industry failed to do so. Among the bills introduced was one to require television manufacturers to build sets equipped to allow parents to block violent programs.

In response, four television networks and an industry association for video game producers announced separately that they would institute warning systems for their products. The networks requested and received an extension of an earlier exemption from the anti-trust laws granted to the industry in 1990 to allow them to act in concert to develop a violence rating system. General reaction to the effectiveness of the voluntary rating approach was skeptical, however, and some critics speculated that it might make the problem worse by publicizing particularly violent programming.

Figure 8.2 Firearms

During the 1980s the proportion of homicides among young Black males that involved firearms increased substantially.

Firearms Homicides as a Percent of Total Homicides, Black Males Ages 15-24, 1979-1990



SOURCE: U.S. Department of Health and Human Services, National Center for Health Statistics. Calculations by Children's Defense Fund.

Federal Gun and Crime Control Legislation

Meanwhile, Congress debated and finally approved the Brady bill, widely interpreted as a sign that lawmakers finally are willing to consider gun control as one necessary response to the violence epidemic. The law requires a five-working-day waiting period for handgun purchases to allow state police to conduct background checks on would-be purchasers. States that conduct checks will receive financial assistance from the federal government to computerize their criminal records.

The Senate also passed a broad anticrime bill at the end of 1993, while the House approved several narrower bills. Final legislation is likely to be hammered out in conference committee in early 1994. Although the \$22.3 billion Senate bill contains some worthwhile proposals, including a ban on some types of semiautomatic weapons, money for community policing, and promising prevention initiatives targeted at high-risk youths, the bill also contains provisions that are unnecessarily punitive toward children and ignore the lessons of the past several decades regarding effective approaches to juvenile justice.

On the positive side, the bill would create an Ounce of Prevention Council charged with administering a total of \$900 million over five years to foster healthy child and youth development as a means of preventing crime. Some of the funding would be used for after-school and summer recreation programs, academic enrichment efforts, and substance abuse treatment and prevention programs in areas with high rates of poverty, crime, and gang activity. Other funds would provide for Olympic Youth Development Centers to house sports and recreation programs for children and youths during nonschool hours and for grants to states for youth violence prevention efforts such as conflict resolution programs in schools and juvenile court diversion programs. Such programs are needed in every community to help turn the tide of youth violence. They offer constructive alternatives to street and gang activity and safe environments where children can be children.

The positive provisions in the crime bill, however, are accompanied by many others likely to harm children. One of the most troubling would require juveniles older than 12 automatically to be tried as adults when charged by federal authorities with murder, attempted murder, or commission with a firearm of armed assault, armed robbery, or aggravated sexual assault. This provision deprives prosecutors and judges of any discretion in assessing the maturity of the individual when determining whether a juvenile charged with such crimes should be tried as an adult, a step unworthy of a civilized nation.

Also of concern is a provision that would make it a federal crime for a juvenile to possess a handgun or handgun ammunition. Although it is imperative to keep guns out of children's hands, creating this new status offense for juveniles (criminalizing behavior that is not criminal for adults) and elevating it to a federal offense are not the appropriate means. In effect, this provision would punish children for adult society's unwillingness to curb its wanton gun policies and likely give thousands of juveniles federal criminal records that would undermine their already limited education and employment prospects.

In an effort to encourage alternative sentencing for young first offenders, both the House and Senate approved provisions for grants to states to expand military-style "boot camps." In some contexts — the Job Corps, for example — residential centers offer a positive experience for many youths, and creative alternative sentencing for young offenders is an important goal. Yet the U.S. General Accounting Office (GAO) issued a report in 1993 suggesting that boot camps, at least as presently constituted, may not be effective in reducing recidivism. Noting that many of the more than 50 boot camps operating in 30 states and 10 localities are too new for a conclusive evaluation, the GAO reported that discouragingly high rates of participants flunk out of these programs and wind up in prison or finish the program — typically three to six months in length — but still become recidivists.

Other bills introduced in Congress in 1993 would limit handgun sales to one per month per individual, tighten regulations on federal gun dealers, increase the tax on certain types of ammunition to as much as 1,000 percent, and double the current excise tax on firearms and earmark the funds for offsetting health care costs associated with gun violence. None of these bills had emerged from committee by the end of the year.

On the executive side, President Clinton appointed an interagency task force in 1993 to study various aspects of violence — including youth violence, firearm violence, and media violence — and recommend prevention strategies. Representatives from the Justice, Health and Human Services, Housing and Urban Development, Education, Labor, and Agriculture departments and the Office of National Drug Control Policy are members.

During the first week of 1994, Secretary of the Treasury Lloyd Bentsen announced a legislative package designed to place firearms dealers under tighter regulatory control. Included was a proposal to increase to \$600 a year the fee for a license to sell firearms, up from \$200 for a new three-year license and \$90 for a three-year renewal enacted as part of the Brady bill. The increase is intended to reduce the number of gun dealers who operate infor-

mally, and who, according to the Bureau of Alcohol, Tobacco, and Firearms (ATF), are believed to be the source of many weapons bought by criminals.

State Gun and Crime Control Activity

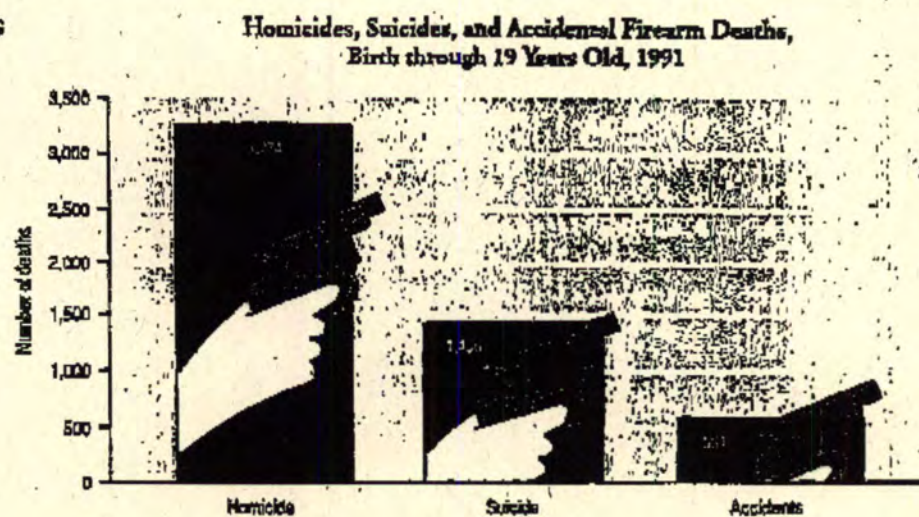
States, too, looked at gun control and other legislative means to reduce violence in 1993. Virginia, a state traditionally opposed to gun control, surprised the nation in January by enacting a law to limit handgun sales to one per month per individual to reduce gun trafficking between Virginia and states with tougher gun control laws.

In New Jersey the state legislature passed a ban on assault weapons, then had second thoughts and tried to repeal the measure. When Gov. Jim Florio vetoed the repeal, the legislature could not muster the votes necessary to override the governor's veto. Despite speculation that the governor's action may have hurt his reelection bid, exit polls suggested that taxes, not the weapons ban, were the major factor in his defeat.

The Florida legislature reacted to an apparent surge in juvenile crime in 1993, including shootings of several tourists, by voting to make it illegal for juveniles to possess firearms. This and comparable measures approved in Colo-

Figure 8.3 **Firearm Deaths**

A total of 5,356 children and teenagers died in 1991 as a result of firearm injuries, including homicides, suicides and accidents.



Note: Does not include 95 firearm deaths for which the intention was unknown.

Source: National Center for Health Statistics, unpublished data from the National Vital Statistics System.

VIOLENCE

radio and proposed in Arizona raised concerns similar to those regarding some of the provisions of the Senate crime bill: they punish children for society's failure to control access to guns.

Provisions in some state bills that hold parents responsible if their juveniles are caught with guns are expected to be challenged on constitutional grounds.

Community Response: Beacons Initiative

While gun and crime control proposals dominated the national news in 1993, many communities around the country continued to develop local activities to help steer children in more positive directions. These local prevention efforts included teaching violence prevention curricula and peer mediation skills training to children through schools, churches and synagogues, and other community organizations; campaigns to get more adults to reach out to and work with youths to avert violence and make their communities safer for children; appeals to gun owners to turn in their weapons voluntarily in exchange for cash, toys, or other consumer goods; and mentoring initiatives that pair children in poor high-crime neighborhoods with caring adults who provide extra support, guidance, and encouragement.

In a comprehensive response to violence at the community level, New York City in 1993 continued to expand its three-year-old Beacons Initiative for children, youths, and families in poor drug- and violence-ridden neighborhoods. By the end of the year, a safe school-based Beacon community center was operating in every school district in the city. Beacons are housed in intermediate or elementary schools and are open seven days a week from early morning until late at night to provide a web of activities and services for children and families. Based on a "youth development" rather than a "youth deficit" approach, the Beacons:

- Increase opportunities for sustained high quality relationships between youths and caring adults, including the youths' parents and other family members.

- Set and maintain high expectations and clear standards for youths' behavior.
- Engage young people in learning about their world and developing the skills to shape it.
- Provide opportunities for community service that strengthens youths' connection to their community and the world of work.

On a typical day at the Beacon in Central Harlem, Beacon staff are at the school early in the morning to help students and parents with problems before school starts and throughout the day. After school, youth workers conduct educational enrichment, sports, and recreation programs for about 200 children. Late in the afternoon, about 30 parents arrive to participate in parent support groups, then they and others share a "family night" dinner with their children in the school cafeteria. After dinner, between 60 and 80 teenagers get together for Youth Leadership activities, 50 or so parents spend two hours in GED preparation classes, and as many as 150 parents and children gather in the gym for African dance classes, aerobics, or martial arts.

Youth Leadership groups are a part of each Beacon. School dropouts, honor students, and former drug dealers and gang members together participate in group discussions, educational projects, and community service, contributing to their communities through such activities as voter registration drives and neighborhood beautification projects. Teens from Beacons in Washington Heights and the South Bronx went door-to-door encouraging parents to have their children immunized at a local health fair. Youths in Central Harlem made a video about gun control designed to appeal to their peers.

At the Staten Island Beacon, which primarily serves a public housing community, Beacon staff organized a basketball program for youths and the housing police, allowing the young people to see police officers in a different role and the police to get to know the teenagers through a shared, positive activity.

Six Beacons have city-funded LEAP initiatives (Local Employment Action Program) operating at their sites. LEAP offers a variety of educational enhancement and internship experiences to encourage at-risk youths to stay in school and learn employment-related skills. At a South Bronx Beacon, LEAP has placed 140 teens in health internships through a local hospital and community clinic.

The staff at the Washington Heights Beacon helped find part-time jobs for 15 young men who were stealing or selling drugs. Twice a week they participate in a peer support group co-sponsored by Mothers Against Violence, and recently the young men started a T-shirt business to develop their entrepreneurial skills.

Beacon centers receive core support through the New York City Department of Youth Services. Each is managed and staffed by a nonprofit community-based organization working collaboratively with the community school board, school principal, and its own advisory board of parents, teachers, youths, religious leaders, and private and city service providers.

Opportunities To Help Children

With intensifying public sentiment for strong actions to stop violence, 1994 offers the best chance in decades to take bold new steps to protect the safety of our children and families. Efforts to control and reverse the senseless proliferation of guns and to counter the hopelessness and despair that engulf far too many of our young people are essential. Advocates can make a difference by:

- **Insisting upon a major focus on prevention in any crime bill approved by Congress this year.** Push lawmakers to support key investments such as the Ounce of Prevention program that get our children off to a strong start in life

and give them alternatives to lives of violence on the streets.

- **Promoting tough new restrictions on the manufacture, sale, and possession of assault weapons, handguns, and other non sporting firearms and ammunition.** Call on federal and state policy makers to stand up to the National Rifle Association and the gun manufacturers' lobby in a comprehensive effort to reduce the deadliness of violence in America and to reclaim the streets for our children and families.
- **Creating or supporting conflict resolution and peer mediation programs in public schools in your state or community.** Urge school officials and state and community leaders to start or expand efforts to teach students how to resolve differences without resorting to violence.
- **Opposing punitive measures that discard sensible legal protections for children and threaten to entrap even more of our young people in the criminal justice system without productive result.** It makes no sense automatically to try 13-year-olds as adults for certain crimes. Caution lawmakers against responding to rising public anxiety in ways that will only make matters worse by treating children as hardened adult criminals and thereby producing a self-fulfilling prophecy.
- **Building constructive alternatives and beacons of hope for our poorest and most disadvantaged children and youths.** Work at the federal, state, and local levels to combat child and family poverty and expand opportunities for work and learning among our youths. Remind lawmakers and community leaders that jobs, training, summer and after-school programs, and high quality schools all are less expensive over time than the spiraling prison, health, and human costs of the carnage now rampant on our streets.

...CEBIS AND YOUNG ADULTS. THE DEGREE TO WHICH GUN VIOLENCE THREATENES children's lives was documented powerfully during the year by several nationwide polls, including one released by CDF and *Newsweek* magazine in which nearly three-quarters of the surveyed parents and more than half of the children said their top worry is that a loved one would become a victim of a violent crime.

The increasingly urgent search for remedies took a number of paths, both positive and troubling. Among the positive developments were enactment of the Brady bill imposing a waiting period on handgun purchases and inclusion of nearly \$1 billion for violence prevention programs for youths in the Senate anticrime bill. There also was a surge of community efforts across the country to create safe havens for children, teach children conflict resolution skills, and provide mentors and constructive after-school activities for those living in poor crime- and gang-ridden neighborhoods.

Unfortunately, some states and Congress also considered or passed measures that would have the effect of punishing young people for the nation's failure to address the conditions

that create hopelessness and encourage reckless behavior among the young, including persistent poverty, inadequate schools, lack of job opportunities, and wanton gun proliferation.

Gun Violence With a Child's Face

Although many kinds of violence cast a pall on children's lives, it is gun violence that affects children as never before. An American child dies of gunshot wounds every two hours, and every two days 25 children — the equivalent of a classroomful — lose their lives to guns.

Data released at the beginning of 1994 reveal that 801 children ages one to 14 died from gunshot injuries (homicide, suicide, and unintentional injury) in 1991, accounting for one in

I. PURPOSE

To attend a White House luncheon honoring the advisory council of the Kiwanis Club's "Young Children: Priority One" campaign, and give remarks on the role of community service organizations in continuing the fight to protect our children.

II. BACKGROUND

"Young Children: Priority One"

In October 1990, Kiwanis International launched a major service initiative called "Young Children: Priority One," aimed at children from prenatal development to age five. The program concentrates on four primary areas: Maternal and Infant Health; Child Care and Development; Parenting; and Safety and Pediatric Trauma.

Since there are Kiwanis clubs in almost every community -- a total of 8,600 local clubs with ~~about~~ 330,000 members in 77 countries -- the project has been implemented at the grassroots level, through partnerships with local Kiwanis clubs and other organizations who serve the needs of young children. Each Kiwanis club works with a local organization or association -- like United Way or the PTA --- to assess the needs of young children in its community. Together, the organizations develop a project targeted at young children in their community. (For instance, the Kiwanis club in Atlanta worked with the March of Dimes to supply local hospitals with a baby-care video to be given away to new parents.)

According to Kiwanis International, club members have raised more than \$17.5 million and contributed 1.6 million hours of volunteer time to "Priority One" projects in the past year. This is the first time Kiwanis International has established an ongoing service program for all of its clubs, and the first time it has promoted service to such young children.

Advisory Council

To help determine how to best address the needs of young children, Kiwanis formed the "Priority One Advisory Council," a group of 35 national organizations in the fields of child development, social services, nutrition, health, education and safety. The council is comprised of a broad range of organizations, including the American Academy of Pediatrics, the Association of Child Advocates, the Junior League, the Red Cross, the Children's Defense Fund, the Head Start Bureau, the YMCA and the March of Dimes (full list attached). In addition to providing technical guidance, the organizations help Kiwanis clubs find local-level partners for their community projects.

Approximately 75 representatives of the advisory council are expected to attend the White House luncheon on Wednesday (the council is in town for its quarterly

meeting). You will be seated with Ian Perdriau, President of Kiwanis International, and John Cuny, an active Kiwanian whose company launched a major immunization initiative (complete table list attached).

Examples of Local Projects

The most popular local projects in the "Priority One" campaign -- about two-thirds of which have been implemented in the U.S. -- have been immunization projects, partnerships with Head Start and Reading is Fundamental projects, and parenting education programs. Examples of other projects include:

Maternal and Infant Health

Immunization campaigns, lead poisoning prevention campaigns, free health screenings, adolescent pregnancy prevention programs and smoking awareness campaigns targeted at pregnant women.

Child Care and Development

Building new playgrounds, partnerships with child care centers and Head Start programs, developing "Reading is Fundamental" programs, partnerships with family development programs like HIPPO, and intergenerational projects.

Parent Education and Support

Parent helplines, public education campaigns on "Shaken Baby Syndrome," establishing parent respite care centers, parenting classes, child abuse prevention classes and home visitation programs.

Safety Programs and Pediatric Trauma Care

Distributing home safety checklists to parents, door-to-door smoke detector safety checks, poison education programs and babysitting training programs.

Immunization Public Awareness Campaign

The first component of the "Children First: Priority One" campaign was Kiwanis International's national public education initiative on childhood immunization. The slogan of the campaign, which is ongoing, is "All Their Shots, While They're Tots." The initiative was launched with several public service announcements by President Clinton, including television and radio spots and billboard, poster and print advertisements. The ads are still running.