

Storytelling & Advocacy



ZERO to THREE

Advancing the science of early childhood development



Babies' Brains Grow Fast

1+ million new neural
connections every second





STATE OF BABIES YEARBOOK 2021

**There are 11.5 million babies in
the United States**

33rd

U.S. ranking for child
poverty among 38
other nations

40.3%

Babies living with
poverty or low
income

50.3%

Babies who are
children of color

8.5%

Babies living in rural
areas

20.5%

Babies living with a
single parent

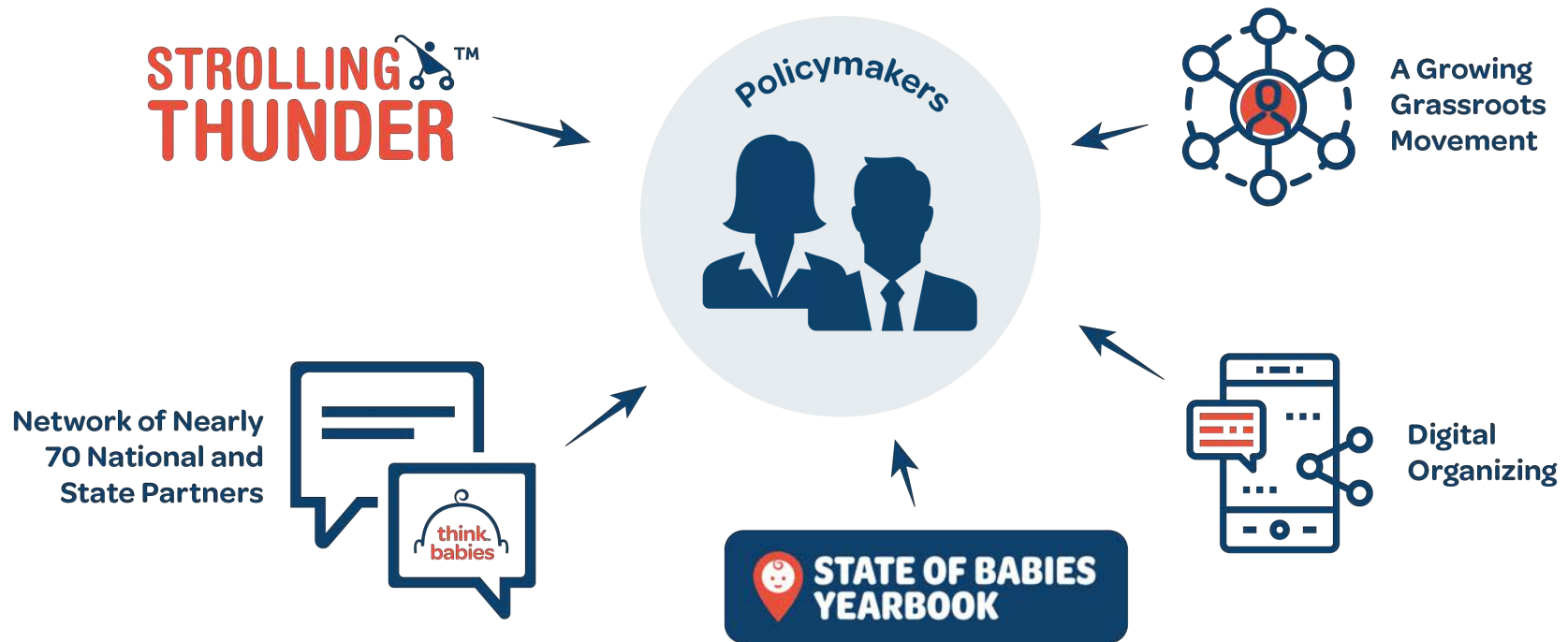
62.9%

Babies with mothers
in the workforce



Make their potential our priority.

Our Approach to Policy Change



We Need Policies Based on Science & Budgets that Make Babies a Priority







Meet the Akins Family from Louisiana

“I was not granted paid family or medical leave upon the birth and subsequent illness of my son, Gareth. But there also wasn’t a medically safe place to place him. I finally resigned from my job to keep Gareth healthy, at a great financial cost to my family.”

– Anna Akins

Meet the Prieto Family from Arizona

"I wish Members of Congress knew the importance of having programs for 0-3 year olds, like early intervention. My family has personally benefitted because we have twins, and these programs help us with being able to track their developmental goals, being able to know that they are physically developing the way they're supposed to, and bringing other supports to our family."

— Destiney Prieto





Meet the Wolfe Family from Nebraska

"Child care is hard to find in our rural area. Quality and affordable child care even more so. I wish Members of Congress knew how important child care programs are to working single mothers. I am dependent on the program to provide quality child care for my son while I work to support my family."

— Taria Wolfe

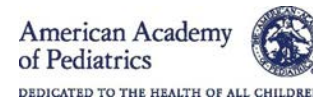
We're Increasing Advocacy Capacity

Nationally and in 13+ states



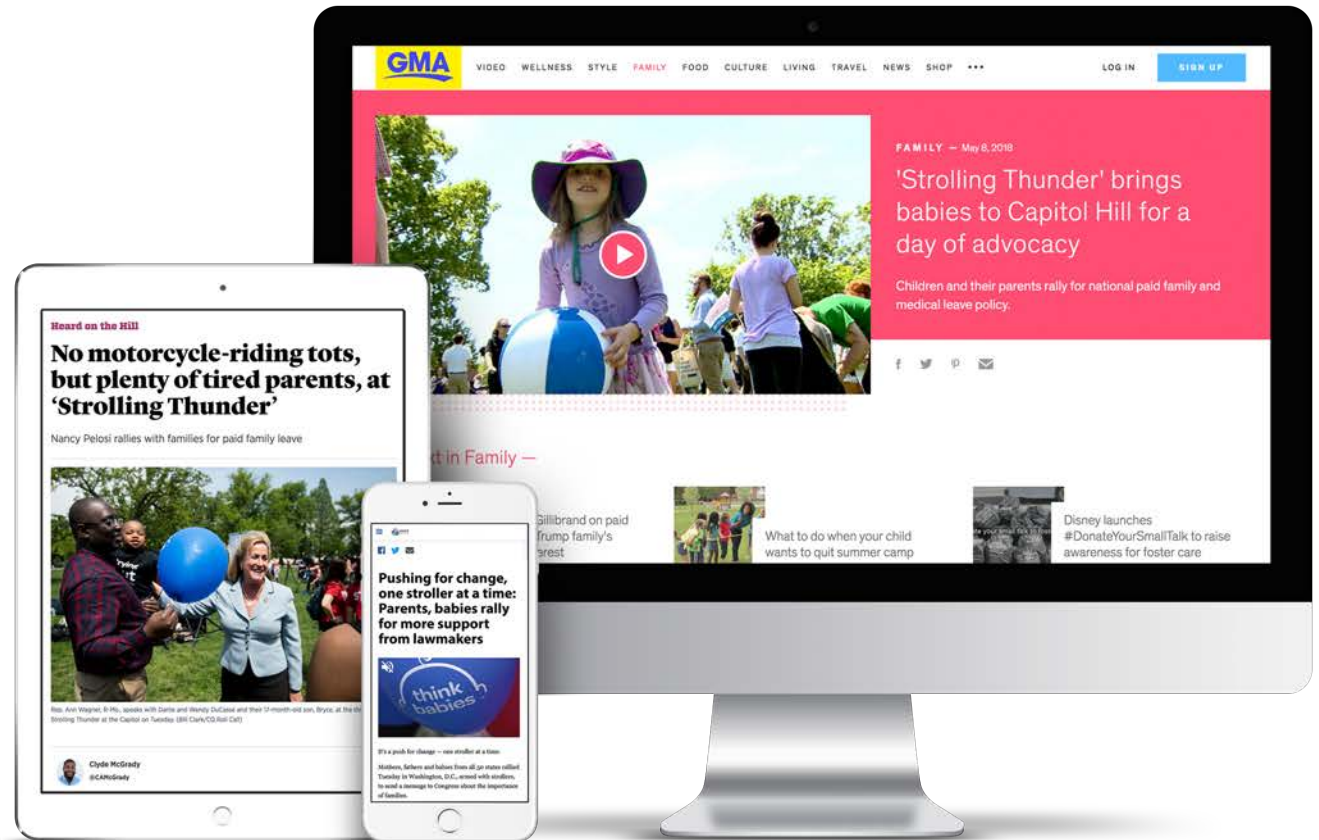
We're Strengthening Partnerships

with more than 70 national and state organizations to advance infant-toddler priorities



We're Increasing Visibility of the Issues

through more than 800 media hits in state and national outlets



We're Increasing Visibility of the Issues

and by reaching up to 27 million people through social media



OUR COVID-19 EXPERIENCE

"My child care is Early Head Start, but since school is closed for the rest of the year, I have no child care. I work at home, but at night when my kids are sleeping or early morning, before they wake up. My husband got a job at the hospital, so he has to be at work every day."

- Teresa from Kansas



OUR COVID-19 EXPERIENCE

"My almost 2 year old wants to eat all day long. Trying to get her to eat reasonably has been hard because when we tell her no, she tantrums. My 3 year old keeps asking me "When the sickness is over, can I do ___?" Trying to do distance learning with my 9 year old is a nightmare, and my poor almost 4 month old barely gets any of my attention as I am also a teacher, working from home. It's been hard doing it all on my own because my husband has to work outside and he's scared he's going to infect us, so he's quarantined himself in the basement."

- Mindy from North Dakota



We're Partnering with Families

More than 6,500 people
have joined us at
Strolling Thunder events
across the country



We're Reaching Policymakers

by holding more than 700 visits with federal and state policymakers from both sides of the aisle



Family Advocates Are...

- **Experts** on their experiences raising babies and toddlers in the US, on the programs they use, and on their needs and resources;
- **In control** of their stories and how they are used.
- **Unique and powerful champions** for babies and families;
- Community **leaders** in advocacy;
- Skilled and confident **advocates**; and



Storytelling Reminders...

Do

- Work with a diversity of storytellers
- Manage expectations, especially with media
- Partner with storytellers

Don't

- Pigeonhole
- Surprise
- Use storytellers as “tools”

**Join the Fight
for Babies**



Thank you!

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