

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Khushali Parikh to Dorothy Craft re: SSN and DOB [partial] (1 page)	12/09/1996	b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Elizabeth Drye
OA/Box Number: 10453

FOLDER TITLE:

Reiner 0-3 Campaign

2014-0046-S

rc1377

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

**THE WHITE HOUSE
WASHINGTON**

**BRIEFING ON EARLY CHILDHOOD
PUBLIC ENGAGEMENT CAMPAIGN
ROOSEVELT ROOM
DECEMBER 12, 1996
10:30 A.M. - 11:30 A.M.**

AGENDA

WELCOME & INTRODUCTIONS	CAROL H. RASCO
BRIEFING ON CAMPAIGN	ROB REINER CASTLE ROCK ENTERTAINMENT ELLEN GALINSKY FAMILIES AND WORK INSTITUTE
DISCUSSION	
CLOSING REMARKS	CAROL H. RASCO

**Early Childhood Public Engagement Campaign
White House Briefing Participants**

December 12, 1996

DEPARTMENT OF JUSTICE

Reggie Robinson

DEPARTMENT OF AGRICULTURE

Cheryl Tate-Macias

DEPARTMENT OF COMMERCE

Jeffrey Hunker

DEPARTMENT OF LABOR

Virginia Apuzzo

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Joan Lombardi

Michael Kharfen

DEPARTMENT OF EDUCATION

Secretary of Education Richard Riley

Terry Peterson

OFFICE OF NATIONAL DRUG POLICY

Ricia McMahon

SMALL BUSINESS ADMINISTRATION

Kimberlee Cornett

OFFICE OF PERSONNEL MANAGEMENT

Janice LaChance

NATIONAL ECONOMIC COUNCIL

Gene Sperling

WHITE HOUSE CABINET AFFAIRS

Ann McGuire

WHITE HOUSE INTERGOVERNMENTAL AFFAIRS

John Emerson

Emily Bromberg

WHITE HOUSE OFFICE OF COMMUNICATIONS

Don Baer

OFFICE OF THE VICE PRESIDENT

Elaine Kamarck

Nancy Hoit

Ginny Terzano

WHITE HOUSE PUBLIC LIAISON

Doris Matsui

OFFICE OF THE FIRST LADY

Nicole Rabner

DOMESTIC POLICY COUNCIL

Carol Rasco

Mike Cohen

Elizabeth Drye

Jeanine Smartt

Deb Fine

FAMILIES AND WORK INSTITUTE

Ellen Galinsky

CASTLE ROCK ENTERTAINMENT

Robert Reiner

Michele Singer Reiner

CARNEGIE CORPORATION OF NEW YORK

Michael Levine

Vivien Stewart

TERESA & H. JOHN HEINZ III FAMILY FOUNDATION

Jeffrey Lewis

INTERNATIONAL CREATIVE MANAGEMENT INC. (ICM)

Ellen Gilbert



UNITED STATES DEPARTMENT OF EDUCATION
OFFICE OF THE SECRETARY

FAX TRANSMITTAL

TO: Elizabeth Dye and Jeannine Smartt

PHONE: _____ FAX: 456-7028

of pages to follow 1 DATE: 2/18/97

FROM: **Carol H. Rasco/Janet V. Green/Nishith Acharya**

AMERICA READS CHALLENGE (202) 401-8888

Office of the Secretary, U.S. Department of Education, 600 Independence Ave. S.W.
Room 6100, Washington, D.C. 20202-0110 FAX: 202-401-0596

MESSAGE:

Heard you've had computer problems. I am faxing them as we need to know how to refer folks. Thanks.

Carol Rasco

Confidentiality Notice

This transmission is intended for and restricted to the named addressee only. It may contain confidential and/or privileged information. If you receive this transmission in error, you are notified that you are prohibited from reading, copying, or disseminating the transmission. Please call 202-401-8888 to arrange for return of any transmission sent in error. Thank you!

600 INDEPENDENCE AVE., S.W. WASHINGTON, D.C. 20202

Our mission is to ensure equal access to education and to promote educational excellence throughout the Nation.

Author: Carol Rasco at WDCB01
Date: 2/11/97 05:00 PM
Priority: Normal
TO: abernathy_p@al.eop.gov at INTERNET
TO: rabner_n@al.eop.gov at INTERNET
TO: drye_e@al.eop.gov at INTERNET
TO: smartt_j@al.eop.gov at INTERNET
Subject: Brain Conference question

----- Message Contents -----

Please see the attached note which has come from someone in our Leg. Affairs office. I have alerted her that I don't foresee this being a large audience affair based on my info from you all to date. However, we do need to know how you want this type inquiry handled. Also, is there one single one among you that I should send my questions/etc. to?

Many thanks!

Forward Header

Subject: Request from Senator Durbin's Office
Author: Sandra Cook at WDCB03
Date: 2/11/97 04:45 PM

Carol, Senator Durbin has several constituents who would like to participate in the President's conference on brain research and early childhood development. Can you give me any particulars on when the conference will be held and a contact for people interested in attending? Thanks!

Early Childhood Public Engagement Campaign Description

Prominent entertainers, national media experts, leading foundations and early childhood organizations and experts are collaborating on an unprecedented public awareness and engagement campaign to focus on the importance of the first three years of life and on what families and communities can do to promote young children's healthy development and school readiness. This campaign is designed to help and to inform families, to build the capacity of the fields that serve young children and their families, and to bring about change through a powerful mix of public education and community mobilization activities. Our intention is to establish an enduring collection of resources to help families nurture their children.

The campaign builds on *Starting Points*, the seminal 1994 report by the Carnegie Corporation of New York that documents the substantial body of literature on young children's emotional, social, physical, intellectual, and brain development. It concludes that "how children function from the preschool years all the way through adolescence, and even adulthood, hinges in large part on their experiences before the age of three."

Campaign founders represent an unusual collaboration that includes entertainment talent, spearheaded by Rob Reiner and Michele Singer Reiner, and by Ellen Gilbert from International Creative Management (ICM) and a broad range of experts from the early childhood field—including child development, early childhood care and education, parent education and family support, and children's health, coordinated by Ellen Galinsky and Nina Sazer O'Donnell of the Families and Work Institute. Our work together is designed to tie a media call for action with actual action at the national, state, and community levels. The core campaign is supported by the AT&T Foundation, the Carnegie Corporation of New York, and the Teresa and H. John Heinz III Family Foundation. Other funders include the Commonwealth Fund, the Charles A. Dana Foundation, the Harris Foundation, IBM, Johnson & Johnson, the W.K. Kellogg Foundation, the A.L. Mailman Family Foundation and the Robert McCormick Tribune Foundation.

The goals of the campaign are to:

- raise public awareness about the importance of the first three years of life;
- connect families with young children to the information, resources and services they need;
- create connections among national organizations and state and local efforts to improve services for young children and their families;
- promote citizen engagement; and
- increase the public will to make quality resources and services more widely available to families with young children.

The campaign is organized to integrate four levels of activity: National Media; Public Policy; Outreach to National Organizations; and State and Community Action. Highlights of each activity area are summarized below.

NATIONAL MEDIA

An Hour-Long ABC Prime Time Special is being produced by Rob Reiner, Michele Singer Reiner and their team. Called "I Am Your Child", it is scheduled to air during the week of April 21, 1997. It will feature music, comedy and a documentary created by New Screen Concepts about a community that has mobilized on behalf of young children and their families. Performers will

include Tom Hanks, Whitney Houston, Robin Williams, and other stars who are donating their time and talents. An estimated 20 to 30 million viewers will watch this show, which will be heavily promoted in the media. *Good Morning America* has agreed to feature the campaign every morning during the week of the prime time special.

ABC will also produce generic footage to feed to ABC affiliates across the country to use as a wrap-around for local stories about their community's issues and solutions. The TV special will also include information about a toll-free number for viewers to call to obtain fulfillment material.

Newsweek Special Edition. *Newsweek* magazine will publish a special edition which will be a status report on young children and their families, along with practical information about parenting. It will be distributed to families, members of Congress and state legislatures, business leaders and other policy makers.

Public Service Announcements (PSAs). Two broadcast public service announcements (PSAs) will be produced for television, radio and print media by The Advertising Council with funding from the AT&T Foundation. The PSAs will focus on the importance of family involvement in early childhood development and school readiness. The PSAs will contain the same toll free number as the TV special that viewers can call for fulfillment material. United Airlines has agreed to run the PSAs on all of their flights for a one-month period around the time that the prime time special is aired.

Toll-Free Number and Written Fulfillment Material Developed for the General Public. The prime time television special and the PSAs will include a toll free number that viewers can call to obtain written fulfillment material or to be connected to local parenting information, resources and services. Production and dissemination of the fulfillment material is being coordinated by the Families and Work Institute in collaboration with Zero to Three and other national organizations. This material will include tips on how families and communities can promote young children's school readiness and healthy development. Space will be available on this material for state and local organizations to add their own logos, toll free numbers, or resources. Fulfillment material will also be disseminated by national organizations, businesses, state and local coalitions and will be available in public libraries throughout the country.

A Video for New Parents will focus on the importance of early relationships between babies and their primary caregivers, with information on how families can encourage children's healthy development at each stage. The video is be produced by New Screen Concepts, with funding from Johnson & Johnson. The video will be distributed free of charge through hospitals, video stores, clinics, child care centers, schools, employers, non-profits, and early childhood state and community mobilization efforts. In addition, the Marriott Corporation has offered to show the video on its hotel television channel.

CD-ROM/On-Line Information will be created that will address the burning questions that parents have about their children, beginning in the prenatal period and extending through the first three years of life. The CD-ROM is being funded by IBM through Work/Family Directions and is being created by Evolutionary Publishing, Inc. in association with the Families and Work Institute.

A Campaign World Wide Web Site will be established by January 1997 to facilitate widespread communication about campaign activities. This web site will enable national, state and

local campaign leaders to find colleagues in their geographic or content interest area; to share information about their activities and to share ideas with each other. Check the Families and Work Institute Web Site at <http://www.familiesandwork.org> after January 1997 for the Campaign's home page address.

A Conference on Brain Development was held in June 1996 in Chicago, with funding from the Carnegie Corporation of New York, the Charles A. Dana Foundation, the Harris Foundation and the Robert R. McCormick Tribune Foundation, and coordinated by Families and Work Institute. This invitational conference shared key findings from leading researchers who are investigating prenatal and early childhood brain development. Panels of early childhood experts, the media, business and public policy leaders responded to the findings by discussing their implications. The press was invited to this conference, which served as an introduction to the larger media campaign. A report on the conference will be available from Families and Work Institute in February 1997.

PUBLIC POLICY

The White House. Campaign leaders are in discussion with members of the Domestic Policy Council regarding the involvement of Federal agencies and the White House in the campaign.

The National Governors' Association (NGA). Campaign leaders are in discussion with Governor Bob Miller of Nevada, the incoming chair of NGA, about the role NGA will take in working on the campaign.

State and Local Campaign Coalitions are being encouraged to use the opportunities presented by the campaign to clarify and advance state and local early childhood policy agendas. Some technical assistance is being provided to assist coalitions in these efforts.

OUTREACH TO NATIONAL ORGANIZATIONS

Work with National Organizations. Campaign coordinators began the campaign by interviewing over 150 leaders from diverse early childhood organizations. A survey was distributed to many others to ascertain ways they could join the campaign and further its messages. Many national organizations have begun to make specific plans for how they will participate. For example:

The American Library Association plans to create tip sheets and present displays for families with young children around the country;

The American Academy of Pediatrics is considering distribution of a special edition of the Brain Development of Young Children Report to its members;

The National Association of Police Chiefs has offered to link its state and local members with campaign coalitions as part of this organization's *Prevent Crime-Invest in Kids Campaign*; and

The American Association of Family and Consumer Sciences is encouraging its members to get involved in the work of state and local campaign coalitions, is developing early childhood service learning projects, will highlight brain development information in its journal and will create an early childhood public engagement and information track at their next annual conference.

Meeting with National Organizations. In January 1997, campaign leaders will convene a meeting with leaders from national organizations to plan for how they will participate both nationally and through their state and local affiliates. This meeting will be co-sponsored by the Coalition for America's Children and Zero to Three.

Linkages to Business Leaders. With funding from the Commonwealth Fund, a business symposium will be conducted in collaboration with the Committee for Economic Development in April 1997. This event will focus attention on what companies are doing to support new and expectant parents. The symposium is designed to stimulate additional strategies to engage the business community in the campaign. A report on innovative business strategies to support new and expectant parents will be produced for the symposium. This report will be widely disseminated.

STATE AND COMMUNITY ACTION

One of the hallmarks of this public engagement campaign will be its connection to action at the state and local levels. Start up funding for the community outreach has been provided by the W.K. Kellogg Foundation. Campaign coordinators are working with national, state and local organizations to promote state and local action on behalf of young children and families in several ways:

State and Local Campaign Coalitions have been formed in 34 sites. These coalitions have begun to create local action plans and an additional 30 prospective coalitions are in the formative stages. To receive a summary of state and local coalition plans, contact the Families and Work Institute at the numbers listed below and check the campaign home page after January 1997.

A small **Expert Advisory Board** has been selected to ensure that the content of this campaign is guided by accurate scientific knowledge. Expert Advisors represent national organizations reflecting the major domains specified in the *Starting Points* report: health, parent education and family support, early childhood education and care, and child development. They include:

Judy Langford Carter, MA, Former Executive Director of Family Resource Coalition;
Jerlean Daniel, PhD, Past President, National Association for the Education of Young Children;
Emily Fenichel, MSW, Associate Director of ZERO TO THREE: National Center for Infants, Toddlers, and Families (formerly National Center for Clinical Infant Programs); editor, *Zero to Three*;
Deborah A. Phillips, PhD, Director, Board on Children and Families, National Research Council's Commission on Social and Behavioral Sciences and the Institute of Medicine; and
Barry Zuckerman, MD, Chairman, Department of Pediatrics, Boston University School of Medicine.

A **Community Outreach Advisory Committee** and additional expert review committees have also been established to guide specific components of the campaign.

For further information please contact Families and Work Institute:

Ellen Galinsky, Project Director: (212) 465-2044, E-mail: emgalinsky@aol.com
Nina Sazer O'Donnell, Project Manager: (919) 477-7137, E-mail: nsofwi@aol.com
Abby Farber, Project Coordinator: (212) 465-2044 E-mail: farberfwi@aol.com

NATIONAL EVENT

CONCEPT: The children born on the day of the ABC Television Special, *I Am Your Child*, will be three years old in the year 2000. To promote their healthy development and school readiness, our nation's leaders will on that day draw "a line in the sand" and commit themselves to ensuring that all children born in 1997 and from thereafter will have good beginnings.

POLICY FOCUS: In order to ensure that all children born in 1997 and from thereafter have good beginnings, we need to focus on improving services and supports for young families. Three areas for policy concern include:

- parenting education and family support;
- health care for pregnant women, infants, and toddlers; and
- infant/toddler child care.

KICK OFF EVENT: We envision an event such as a national conference to launch off this campaign.

ATTENDEES: President Bill Clinton and First Lady Hillary Clinton, Vice President Al Gore and Tipper Gore, Governors, members of the Cabinet, members of Congress, business leaders, foundation leaders, early childhood experts, and campaign leaders.

AGENDA: This event could serve as a model for similar events in state capitals and communities around the country. It will feature some of the new brain research and cost/benefit information that make an investment in young children a national imperative. It will also feature communities and states that have mobilized on behalf of young children and their families. During the meeting, the President, various federal departments, and the business community will announce initiatives that address this issue. The event will be capped by the premiere of the ABC Special, *I Am Your Child*.

BACKGROUND MATERIALS: Cost/benefit analysis report on effective parenting and service programs, Report from the Conference on the Brain Development of Young Children, report on what states and communities are doing to meet the needs of young children, and background briefing papers on parenting education/family support, health care for pregnant women, infants and toddlers, and infant/toddler child care.

Model for other events in state
Econ summit

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Model for other events in states
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E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

07-Jan-1997 12:22pm

TO: Bruce N. Reed

FROM: Carol H. Rasco
 Domestic Policy Council

CC: Elena Kagan
CC: Elizabeth E. Drye
CC: Cathy R. Mays

SUBJECT: Rob Reiner

I have returned the call to Rob Reiner's person, Ellen Galinsky, today. She asked what Rob should say to POTUS/FLOTUS on Thursday evening at the Arts Dinner in regard to the early childhood project and getting a commitment on an event and a date. I told her I would be very surprised if spring scheduling is done prior to SOU and that at this point I would suggest Rob say he appreciates the cooperation he is getting from this staff, looks forward to working with the administration further on all this.

She also stated that Rob has asked to meet Bruce on Friday. I gave her Cathy's number, did warn her it is the weekend of cabinet retreat. I also told her for now to use Eliz as the contact on the follow up to previous meeting. She said he is hoping to meet with Mrs. Clinton on Friday and she has put in a call to FLOTUS's office on that...he will also apparently be meeting with Nancy Hoit.

Thanks.

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CAROL H. RASCO

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December 12, 1996

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INTERNATIONAL CREATIVE MANAGEMENT INC. (ICM)

Ellen Gilbert

THE EARLIEST INTERVENTIONS

A SAMPLE OF FEDERAL EFFORTS

DRAFT

The following are a sample of programs and resources throughout the federal government focused on our nation's youngest children. Over the next few months this document will be expanded to include more activities and more information.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

The **Early Head Start** grants expand the proven benefits of early childhood development to low income families with children under three and to pregnant women. Combined with last year's grants, Early Head Start now totals 142 programs across the country. Using the Head Start model, these programs enhance children's cognitive, social, emotional and physical development; assist parents in fulfilling their parental roles; and help parents move toward self-sufficiency.

The **Healthy Tomorrows Partnership for Children** program began in 1989 as a collaborative venture between the Maternal and Child Health Bureau and the American Academy of Pediatrics. Its purpose is to stimulate innovative programs that prevent disease and disability and promote health and access to health care services for children nationwide. Funded projects include a range of activities such as intervention and care coordination services for children with special health needs and expanded perinatal care and parent education services.

The **Child Care and Development Fund** brings together, for the first time, four Federal child care subsidy programs and allows States to design a comprehensive, integrated service delivery system to meet the needs of low-income working families. Additionally, the Child Care and Development Fund sets aside a minimum of four percent of Federal and State funds to improve the quality and availability of healthy and safe child care for all families

The **Healthy Child Care America Campaign** is a joint effort of the Child Care Bureau and the Maternal and Child Health Bureau to promote the healthy development of children. The Campaign seeks to enhance health education for child care workers and parents, support programs' efforts to create healthy environments for children, and better link programs with community health resources. The Action Step Strategy Sheets, Resources, and Examples provide possible strategies that communities can use to implement particular action steps. The strategies can be used by child care providers, health providers, families, child care regulators, policymakers, and businesses.

DEPARTMENT OF EDUCATION

The **Even Start Family Literacy Program** is a family-focused program providing participating families with an integrated program of early childhood education, adult literacy and basic skills instruction, and parenting education. There are 576 local Even Start programs operating in every state. Even Start is an integral component of Title I, the single largest federal program supporting K-12 education.

Ready to-Learn Television provides for the development, production, and distribution of educational and instructional video programming for preschool and elementary children and their parents in order to facilitate the achievement of the National Education Goals. Support materials are produced for young children, their parents, child care workers, and Head Start providers to increase the effective use of the programming. There was \$7 million made available in FY 1997.

In the **Program for Infants and Toddlers with Disabilities** States may make early intervention services available to eligible infants and toddlers (birth through two years). Under the Individuals with Disabilities Act (IDEA) states must provide special education services to eligible preschool children (ages 3-5). Individual Family Service Plans are developed to support children and meet their needs while supporting and building on the individual strengths of the family. Support groups for parents such as Parent-to-Parent are available, as well as parent training.

The **Goals 2000: Educate America Act** calls for parents to be involved in the development of state and local Goals 2000 plans. In addition, Title IV of Goals 2000 calls for the implementation of Parent Resource Centers in every state by the year 1998. The Centers provide parents with training, information, and support in learning about the National Education Goals and how to help their children -- from preschool through high school -- achieve high standards. The activities of the centers include (1) coordinating with existing programs that support parents in helping their children be ready for school and be able to reach high standards; (2) developing resource materials and providing information about high quality programs to families, schools, school districts and others through conferences, workshops and dissemination of materials; and (3) supporting a variety of promising models of family involvement programs, including Parents as Teachers and Home Instruction for Preschool Youngsters.

U.S. DEPARTMENT OF JUSTICE

The **Prenatal and Early Childhood Nurse Home Visitation Program** seeks to improve the health and social functioning of low-income; first-time mothers and their babies through nurse home visits in the first two years of a child's life. This effort relies on a highly-regarded and well-tested home visiting model. The Executive Office for Weed and Seed and the Office of Juvenile Justice and Delinquency prevention joined with HHS's Administration for Children and Families to support this project.

Through **Safe Kids/Safe Streets**, Office of Justice Programs' agencies are collaborating to support efforts to reduce juvenile delinquency exploiting what we know about the connection between child abuse/neglect and the subsequent development of violent and delinquent behavior. This effort will work to break the cycle of child and adolescent abuse and neglect. It seeks, thereby, to substantially reduce child maltreatment and fatalities, and ultimately to improve outcomes for children and families.

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

The **Early Childhood Development Program** helps to provide quality child care opportunities for families living in public housing communities. The program helps to establish childhood development services to facilitate the employability of the parents or guardians who are residing in public housing, and to provide early childhood development services to families who are homeless or at risk of becoming homeless.

The **Office of Lead Based Paint and Poisoning** has as central to its mission the reduction of childhood lead poisoning. Of the 64 million dwelling units that contain lead-based paint, 4 million have lead-based hazards and are currently occupied by young children. The HUD program, combined with other local, state and federal funds, targets those houses where lead poisoning rates are highest and where private financing is not feasible.

U.S. DEPARTMENT OF AGRICULTURE

The **Food Stamp Program** currently reaches over 13 million children--more than half of all participants--each month. Over 80 percent of all food stamps--\$18 billion in 1996--benefit families with children. Over 85 percent of eligible children are served by the program--and nearly 95 percent of those under age 5. Food Stamp benefits enable low-income families to obtain a better diet by increasing their food purchasing power.

The **Special Supplemental Nutrition Program for Women, Infants and Children (WIC)** provides a targeted package of nutritious food, nutrition education, and referrals to health and social services to low-income childbearing women and children from birth to age 5. About 70 percent of all eligible low-income children under 5 participate. Virtually all eligible children participate as infants--in fact, approximately 45 percent of all infants born in the U.S. receive WIC benefits. WIC has been demonstrated to improve children's nutritional status, immunization rates, and cognitive development. Children also benefit from their mothers' prenatal WIC participation, which has been shown to reduce infant deaths, low birthweight, and premature births.

U.S. DEPARTMENT OF LABOR

The Working Women Count Initiative has surveyed over 250,000 working women to find out how they feel about their jobs -- what they liked, what they didn't like, and what they would change. Overwhelmingly, they indicated they needed help in balancing work and family. These findings provided support for future activities which included, sponsoring community child care forums and publishing *Care Around the Clock: Developing Child Care Resources Before 9 and After 4*. Since May, 1995 more than 10,000 copies of this publication have been distributed to parents.

U.S. GENERAL SERVICES ADMINISTRATION

Federally Funded Child Care

Child Care for Federal Employees is a high priority of the Administration. Presently nearly 800 child care centers operate under the auspices of the Federal government throughout the United States and at military installations around the world, making the nation's largest employer also its largest supporter of worksite child care programs. The centers care for the children of both government and non-government employees, many from the age of six weeks.

U.S. OFFICE OF PERSONNEL MANAGEMENT

Family-Friendly Leave Policies for Federal Employees support employees' family responsibilities and enhance the commitment and productivity of the workforce. In particular **The Family and Medical Leave Act** entitles covered Federal employees up to a total of 12 administrative workweeks of unpaid leave during any 12-month period for (a) the birth of a son or daughter or care of the newborn; (b) the placement of a son or daughter with the employee for adoption or foster care; # the care of a spouse, son, daughter, or parent with a serious health condition; and (d) a serious health condition of the employee that makes him/her unable to perform the duties of their job.

Eliz

Follow-up to Reiner meeting

- I will do personal notes (handwritten) to Rob & Michelle, Ellen (both), Jeff, Michael & Vivien. Need addresses for Reiners, Gilbert & Jeff.
- I want to send out memo on Monday at latest to Secretaries as a follow-up w/ cc to person who represented them. Capsule of mtg, I'll forward to mtg w/ them in Jan, etc. Other things?
- Send ^{a copy of} ~~the~~ doc. from ~~Barack~~ Galinsky ^{→ (the outline of the Public Engagement Campaign)} to John Garamendi at Interior fyi fr me. He's expecting it. I also need a copy of that doc. there was not one w/ my briefing materials & I gave my only one to Jeannine or someone last week.
- Memo (1-1½ pg.) max to POTUS w/ cc to VP, FLOTUS, Mrs Gore on Reiner initiative & mtg today, ^{how we will follow up} want to send it by COB Friday^(12/13). I feel it is important to do this more in-depth memo, not just in wklly report.

1 Have's carpet ←

2

Rasco → Ron Klein, Don Baer —

- Reiner ^{Tanks} ^{Ent.} —

- POTUS / UPOTUS

— leader in the work — amplified —

FAMILIES AND WORK INSTITUTE

330 Seventh Avenue, 14th floor
New York, New York 10001

Fax Cover Sheet**DATE** DECEMBER 13, 1996

TO	DOROTHY CRAFT The White House Washington, DC (202) 456-5571	FAX (202) 456-7028 CODE 473
FROM	BARBARA NORCIA for Ellen Galinsky	PHONE (212) 465-2044 X204 FAX (212) 465-8637

Number of pages including cover sheet: 2 page(s) total**Message**

As promised, attached is a list of the names and addresses of those who met with Carol Rasco yesterday morning at 10:00 AM.

Sorry about the delay!

Barbara

edd
Not sure what
you want me to do
w/ this info. (I have
copy)
Can you write ✓ \$110.00

Rob Reiner and Michele Singer Reiner
c/o Castle Rock Entertainment
335 North Maple Drive, Suite 135
Beverly Hills, CA 90210
(310) 285-2300
(310) 285-2345 fax

Ellen Gilbert
International Creative Management Inc.
8942 Wilshire Boulevard
Beverly Hills, CA 90211
(310) 550-4203
(310) 550-4265 fax

Jeffrey Lewis
Executive Director
Teresa and H. John Heinz III Family Foundation
1201 Pennsylvania Avenue NW, Suite 619
Washington, DC 20004
(202) 737-5652
(202) 737-7724 fax

Dr. Michael H. Levine
Program Officer
Carnegie Corporation of New York
437 Madison Avenue
New York, NY 10022
(212) 207-6314
(212) 754-4073 fax

Vivien Stewart
Carnegie Corporation of New York
437 Madison Avenue
New York, NY 10022
(212) 371-3200
(212) 754-4073 fax

Ellen Galinsky
President
Families and Work Institute
330 Seventh Avenue, 14th floor
New York, NY 10001
(212) 465-2044
(212) 465-8637 fax

Eliz

Follow-up to Reiner meeting

Dorothea - I will do personal notes (handwritten) to Bob & Michelle, Ellen (both), Jeff, Michael & Karen. Need addresses for Reiner, Elliott & Jeff.

Jane - I want to send out memo on Monday at latest to Secretaries as a follow-up w/ cc to person who represented them. Capoul's meeting. I focused on noting w/ them the Jan, etc. Other things?

Dorothea - Send a copy of ~~the~~ ^{a copy} from ~~the~~ ^{to} Salinsky ^{→ the outline of the Public Engagement Campaign} to John Mohammadi at Interior. He's expecting it. I also need a copy of that doc. There was not one w/ my briefing materials & I gave my only one to Jeanine or someone last week.

Eliz - Memo (1/2 page) max to POTUS w/ cc to VP, FLOTUS, Mrs Gore on Reagan initiative meeting. ^{how we will follow up} today I want to send it by COB Friday ^(2:15). I feel it is important to do this more in-depth memo not just in weekly report.

Toxic / non-toxic - people -

0-3 determinative -

Meet goal 1 →

Tom Hanks - will host a show -

AT&T → \$ for
PSA's

Robin Williams
Belly Crystal
Whorps →

(800-number - but not sure how well / less it)

- IBFA - agreed to put up \$ for CD Rom
Blumson & Blumson video -

- Week of April 21st - want a national conference -

- Hampton VA - 200,000 - Healthy Start - #
of other programs -
Hampton -

"in essence, try to recreate the Village"

Local ABC affiliates will do follow on -

Michelle / Rob - finding RAND study

THE WHITE HOUSE
WASHINGTON

December 5, 1996

MEMORANDUM TO:

ATTORNEY GENERAL JANET RENO
SECRETARY DANIEL R. GLICKMAN
SECRETARY MICHAEL KANTOR
SECRETARY ROBERT B. REICH
SECRETARY DONNA E. SHALALA
SECRETARY HENRY G. CISNEROS
SECRETARY RICHARD W. RILEY
DIRECTOR BARRY R. McCaffrey
ADMINISTRATOR PHILIP LADER
ASSISTANT TO THE PRESIDENT LAURA TYSON
ASSISTANT TO THE PRESIDENT KATHRYN HIGGINS
ASSISTANT TO THE PRESIDENT MARCIA HALE
ASSISTANT TO THE PRESIDENT DON BAER
SENIOR POLICY ADVISOR FOR THE VICE PRESIDENT ELAINE KAMARCK
ASSISTANT TO THE PRESIDENT ALEXIS HERMAN
DEPUTY ASSISTANT TO THE PRESIDENT MELANNE VERVEER
ADVISOR TO THE VICE PRESIDENT NANCY HOIT
DIRECTOR OF PERSONNEL MANAGEMENT JIM KING
ASSISTANT COMMISSIONER FAITH WOHL

FROM: Carol H. Rasco
Assistant to the President for Domestic Policy

SUBJECT: White House Briefing on Early Childhood Public Engagement
Campaign

I would like to invite you or a representative to participate in a briefing with entertainer Rob Reiner and with Ellen Galinsky of the Families and Work Institute on an Early Childhood Public Engagement Campaign they are launching in April, 1996. The briefing will be held in the Roosevelt Room on Thursday, December 12 from 10:30 a.m. to 11:30 a.m. A draft description of the Campaign is attached.

The briefing will inform future discussions about possible Administration involvement with this initiative. Please call Dorothy Craft (456-5571) to provide clearance information for the person who will participate in the meeting. If you have questions about this meeting, please call Elizabeth Drye (456-5573) or Mike Cohen (456-5575).

Early Childhood Public Engagement Campaign Description

Prominent entertainers, national media experts, leading foundations and early childhood organizations and experts are collaborating on an unprecedented public awareness and engagement campaign to focus on the importance of the first three years of life and on what families and communities can do to promote young children's healthy development and school readiness. This campaign is designed to help and to inform families, to build the capacity of the fields that serve young children and their families, and to bring about change through a powerful mix of public education and community mobilization activities. Our intention is to establish an enduring collection of resources to help families nurture their children.

The campaign builds on *Starting Points*, the seminal 1994 report by the Carnegie Corporation of New York that documents the substantial body of literature on young children's emotional, social, physical, intellectual, and brain development. It concludes that "how children function from the preschool years all the way through adolescence, and even adulthood, hinges in large part on their experiences before the age of three."

Campaign founders represent an unusual collaboration that includes entertainment talent, spearheaded by Rob Reiner and Michele Singer Reiner, and by Ellen Gilbert from International Creative Management (ICM) and a broad range of experts from the early childhood field—including child development, early childhood care and education, parent education and family support, and children's health, coordinated by Ellen Galinsky and Nina Sazer O'Donnell of the Families and Work Institute. Our work together is designed to tie a media call for action with actual action at the national, state, and community levels. The core campaign is supported by the AT&T Foundation, the Carnegie Corporation of New York, and the Teresa and H. John Heinz III Family Foundation. Other funders include the Commonwealth Fund, the Charles A. Dana Foundation, the Harris Foundation, IBM, Johnson & Johnson, the W.K. Kellogg Foundation and the Robert McCormick Tribune Foundation. The goals of the campaign are to:

- raise public awareness about the importance of the first three years of life;
- connect families with young children to the information, resources and services they need;
- create connections among national organizations and state and local efforts to improve services for young children and their families;
- promote citizen engagement; and
- increase the public will to make quality resources and services more widely available to families with young children.

The campaign is organized to integrate four levels of activity: National Media; Public Policy; Outreach to National Organizations; and State and Community Action. Highlights of each activity area are summarized below.

NATIONAL MEDIA

An Hour-Long ABC Prime Time Special is being produced by Rob Reiner, Michele Singer Reiner and their team. It is scheduled to air during the week of April 21, 1997. It will feature music, comedy and several mini-documentaries. Performers will include Tom Hanks, Whitney Houston, Robin Williams, and other stars who are donating their time and talents. The documentaries, created by New Screen Concepts, are expected to address brain development, quality child care,

and the how communities can mobilize supports for families. An estimated 20 to 30 million viewers will watch this show, which will be heavily promoted in the media. *Good Morning America* has agreed to feature the campaign every morning during the week of the prime time special.

ABC will also produce generic footage to feed to ABC affiliates across the country to use as a wrap-around for local stories about their community's issues and solutions. The TV special will also include information about a toll-free number for viewers to call to obtain fulfillment material.

Newsweek Special Edition. *Newsweek* magazine will publish a special edition which will be a status report on young children and their families, along with practical information about parenting. It will be distributed to families, members of Congress and state legislatures, business leaders and other policy makers.

Public Service Announcements (PSAs). Two broadcast public service announcements (PSAs) will be produced for television, radio and print media by The Advertising Council with funding from the AT&T Foundation. The PSAs will focus on the importance of family involvement in early childhood development and school readiness. They will be part of the Coalition for America's Children/Ad Council/Benton Foundation's Coalition for America's Children. The PSAs will contain the same toll free number as the TV special that viewers can call for fulfillment material. United Airlines has agreed to run the PSAs on all of their flights for a one-month period around the time that the prime time special is aired.

Toll-Free Number and Fulfillment Material (Written Fulfillment Material Developed for the General Public). The prime time television special and the PSAs will include a toll free number that viewers can call to obtain written fulfillment material or to be connected to local parenting information, resources and services. Production and dissemination of the fulfillment material is being coordinated by the Families and Work Institute in collaboration with Zero to Three and other national organizations. This material will include tips on how families and communities can promote young children's school readiness and healthy development. Space will be available on this material for state and local organizations to add their own logos, toll free numbers, or resources. Fulfillment material will also be disseminated by national organizations, businesses, state and local coalitions and will be available in public libraries throughout the country.

A Video for New Parents will provide "how to" information on how families can promote their children's healthy development. It is expected that the video will focus on the importance of early relationships between babies and their primary caregivers, with information on how families can encourage children's healthy development at each stage. The video is being produced by New Screen Concepts, with funding from Johnson & Johnson. The video will be distributed free of charge through hospitals, video stores, clinics, child care centers, schools, employers, non-profits, and early childhood state and community mobilization efforts. In addition, the Marriott Corporation has offered to show the video on its hotel television channel.

CD-ROM/On-Line Information will be created that will address the burning questions that parents have about their children, beginning in the prenatal period and extending through the first three years of life. Funding for the CD-ROM is being provided by IBM through Work/Family Directions and the CD-ROM is being created by Evolutionary Publishing, Inc. in association with the Families and Work Institute.

A Campaign World Wide Web Site will be established by January 1997 to facilitate widespread communication about campaign activities. This web site will enable national, state and local campaign leaders to find colleagues in their geographic or content interest area; to share information about their activities and to share ideas with each other. Check the Families and Work Institute Web Site at <http://www.familiesandwork.org> after January 1997 for the Campaign's home page address.

A Conference on Brain Development was held in June 1996 in Chicago, with funding from the Carnegie Corporation of New York, the Charles A. Dana Foundation, the Harris Foundation and the Robert R. McCormick Tribune Foundation. This invitational conference shared key findings from leading researchers who are investigating prenatal and early childhood brain development. Panels of early childhood experts, the media, business and public policy leaders responded to the findings by discussing their implications. The press was invited to this conference, which served as an introduction to the larger media campaign. A report on the conference will be available from Families and Work Institute in January 1997.

PUBLIC POLICY

The National Governors' Association (NGA). Campaign leaders are in discussion with Governor Bob Miller of Nevada, the incoming chair of NGA, about the role NGA will take in working on the campaign.

State and Local Campaign Coalitions are being encouraged to use the opportunities presented by the campaign to clarify and advance state and local early childhood policy agendas. Some technical assistance is being provided to assist coalitions in these efforts.

OUTREACH TO NATIONAL ORGANIZATIONS

Work with National Organizations. Campaign coordinators began the campaign by interviewing over 150 leaders from diverse early childhood organizations. A survey was distributed to many others to ascertain ways they could join the campaign and further its messages. Many national organizations have begun to make specific plans for how they will participate. For example:

The American Library Association plans to create tip sheets and present displays for families with young children around the country;

The American Academy of Pediatrics is considering distribution of a special edition of the Brain Development of Young Children Report to its members;

The National Association of Police Chiefs has offered to link its state and local members with campaign coalitions as part of this organization's *Prevent Crime-Invest in Kids Campaign*; and

The American Association of Family and Consumer Sciences is encouraging its members to get involved in the work of state and local campaign coalitions, is developing early childhood

service learning projects, will highlight brain development information in its journal and will create an early childhood public engagement and information track at their next annual conference.

Meeting with National Organizations. In January 1997, campaign leaders will convene a meeting with leaders from national organizations to plan for how they will participate both nationally and through their state and local affiliates. This meeting will be co-sponsored by the Coalition for America's Children and Zero to Three.

Linkages to Business Leaders. With funding from the Commonwealth Fund, a business symposium will be conducted in collaboration with the Committee for Economic Development in April 1997. This event will focus attention on what small, mid-sized and large companies are doing to support new and expectant parents. The symposium is designed to stimulate additional strategies to engage the business community in the campaign. A report on innovative business strategies to support new and expectant parents will be produced for the symposium. This report will be widely disseminated.

STATE AND COMMUNITY ACTION

One of the hallmarks of this public engagement campaign will be its connection to action at the state and local levels. Start up funding for the community outreach has been provided by the W.K. Kellogg Foundation. Campaign coordinators are working with national, state and local organizations to promote state and local action on behalf of young children and families in several ways:

State and Local Campaign Coalitions have been formed in 34 sites. These coalitions have begun to create local action plans and an additional 30 prospective coalitions are in the formative stages. To receive a summary of state and local coalition plans, contact the Families and Work Institute at the numbers listed below and check the campaign home page after January 1997.

A small **Expert Advisory Board** has been selected to ensure that the content of this campaign is guided by accurate scientific knowledge. Expert Advisors represent national organizations reflecting the major domains specified in the *Starting Points* report: health, parent education and family support, early childhood education and care, and child development. They include:

Judy Langford Carter, MA, Former Executive Director of Family Resource Coalition;
Jerlean Daniel, PhD, President, National Association for the Education of Young Children;
Emily Fenichel, MSW, Associate Director of ZERO TO THREE: National Center for Infants, Toddlers, and Families (formerly National Center for Clinical Infant Programs); editor, *Zero to Three*;
Deborah A. Phillips, PhD, Director, Board on Children and Families, National Research Council's Commission on Social and Behavioral Sciences and the Institute of Medicine; and
Barry Zuckerman, MD, Chairman, Department of Pediatrics, Boston University School of Medicine.

A **Community Outreach Advisory Committee** and additional expert review committees have also been established to guide specific components of the campaign.

For further information please contact Families and Work Institute:

Ellen Galinsky, Project Director: (212) 465-2044, E-mail: emgalinsky@aol.com
Nina Sazer O'Donnell, Project Manager: (919) 477-7137, E-mail: nsazerodon@aol.com
Abby Farber, Project Coordinator: (212) 465-2044

Early Childhood Public Engagement Campaign

National Organizations

Note: The following is a list of national organizations we are collaborating with or intend to collaborate with. It is not complete, as we are in the process of adding additional organizations We will be adding other information such as e-mail addresses and Web page listings.

ORGANIZATION	CONTACT(S)
American Academy of Pediatrics 141 Northwest Point Blvd. Elk Grove Village, IL 60007-1098 Business (847)981-7654 Fax (847)228-5097 Email: ccorbett@aap.org	Joe M. Sanders, Jr., Executive Director Carol Corbett, Development Director Edward L. Schor , Medical Director, MCH, Iowa Department of Public Health 321 E. 12 th Street, 3 rd Floor Des Moines, IA 50319-0075 Business (515) 281-4912 Fax (515) 242-6384
American Association of Family and Consumer Sciences 1555 King Street Alexandria, VA 22314 Business (703)706-4600 Fax (703)706-4663 email: staff@aafcs.org	Penny Ralston, President Katherine Hempel, Executive Director
American Library Association 50 East Huron Street Chicago, IL 60611-2795 Business (312)280-2162 Business (800)545-2433x2162 Fax (312)280-3257 susanroman@ala.org	Susan Roman, Executive Director Library Services to Children
American Public Welfare Association 810 First Street, NE, Suite 500 Washington, DC 20002-4267 Business (202)682-0100 Fax (202)289-6555 Internet: http://www.apwa.org	A. Sidney Johnson, Executive Director
Board on Children and Families National Research Council 2101 Constitution Avenue, NW Harris Building, Room 156 Washington, DC 200418 Business (202)334-1935 Fax (202)334-3829	Deborah Phillips, Director
Bush Center in Child Development and Social Policy Yale University 310 Prospect Street New Haven, CT 06511 Business (203)432-9931 Fax (203)432-9993	Sharon Lynn Kagan, Senior Associate
Casey Journalism Center for Children and Families 8701-B Adelphi Road Adelphi, MD 20783-1716 Business (301)445-4971 Fax (301)445-9659 ctrost@ajr.umd.edu	Cathy Trost, Director

ORGANIZATION	CONTACT(S)
Center for Career Development in Early Care and Education Wheelock College 200 The Riverway Boston, MA 02215-4176 Business (617)734-5200x253 Fax (617)738-0643	Andrea Genser, Executive Director
Center on Effective Services for Children PO Box 27412 Washington, DC 20038-7412 Business (202)785-9524 Fax (202)833-4454	Jule Sugarman, Chairman
Child Care Action Campaign 330 Seventh Avenue, 17th Floor New York, NY 10001 Business (212)239-0138 Fax (212)268-6515	Barbara Reisman, Executive Director
Child Care Aware 2116 Campus Drive SE Rochester, MN 55904 Business (800)462-1660 Fax (507)287-2411	Denise Fogarty, Program Director Tutti Sherlock, Board Chairperson
Child Care Law Center 22 Second Street, 5th Floor San Francisco, CA 94105 Business (415)495-5498 Fax (415)495-6734	Deena Lahn, Executive Director
Child Welfare League of America 440 First Street NW, Suite 310 Washington, DC 20001 Business (202)638-2952 Fax (202)638-4004 http://www.handsnet.org/cwla	David S. Liederman, Executive Director
Children's Defense Fund 25 E. Street, NW Washington, DC 20001 Business (202)662-3547 Fax (202)662-3560	Marian Wright Edelman, President
Children's Partnership 1460 4th Street, Suite 306 Santa Monica, CA 90401 Business (310)260-1220 Fax (310)260-1921 Business (202)362-5902 XEBZ14A@prodigy.com	Wendy Lazarus Co-President Laurie Lipper, Co-President

ORGANIZATION	CONTACT(S)
Children's Television Workshop Community Education Services One Lincoln Plaza, 2nd Floor New York, NY 10023 Business (212)875-6473 Fax (212)875-6100	Digna Sanchez, Vice President for Community Education Services
CityMatch University of Nebraska Medical Center. Dept. of Pediatrics 600 S. 42nd St., PO Box 982175 Omaha, NE 68198-2175 Business (402)559-8323 Fax (402)559-5355 mpeck@unmc.edu	Magda G. Peck, Executive Director
Coalition for America's Children/Benton Foundation 1634 Eye Street NW 12 Floor Washington, DC 20006 Business (202)638-5770 Fax (202)638-5771 Email: susanb@benton.org Web Site: http://www.kidscampaigns.org	Susan Nall Bales, Director, Children's Programs
Coalition of Community Foundations for Children and Youth 1055 Broadway Kansas City, MO 64105 Business (816)842-4246	Cindy Sesler Ballard, Director
Communications Consortium Media Center 1200 New York Avenue NW Washington, DC Business (202)682-1270 Fax (202)682-2154	Kathy Bonk, Executive Director
Council for Exceptional Children 1920 Association Drive Reston, VA 22091 Business (703)264-9418 Fax (703)620-4334	Nancy Safer, Executive Director
Council of Chief State School Officers One Massachusetts Avenue NW, Suite 700 Washington, DC 20001-1431 Business (202)408-5505 Fax (202)408-8072	Lynson Moore Bobo, Project Assistant
Council of Governors' Policy Advisors Hall of the States - Suite 390 400 North Capitol Street Washington, DC 20001-1511 Business (202)624-5386 Fax (202)624-7846	Richard J. Gross, Executive Director

ORGANIZATION	CONTACT(S)
Council of Great City Schools 1301 Pennsylvania Ave., NW Suite 702 Washington, DC 20004 Business (202)393-2472 Fax (202)393-2472	Jennifer Yanez Pastor, Executive Director
Department of Justice Office of Juvenile Justice and Delinquency Prevention 633 Indiana Avenue, NW, Suite 742 Washington, DC 20531 Business (202)616-3650 Fax (202)307-2093	Sarah Ingersoll, Special Assistant to the Administrator
ERIC Teachers College of Columbia University 525 West 120th Street New York, NY 10027 Business (212)678-3433 Fax (212)678-4048	Erwin Slaxman, Executive Director
Families USA 1334 G Street, NW Washington, DC 20005 Business (202)737-6340 Fax (202)347-2417	Jeff Kirsch, Field Director
Family Resource Coalition 200 South Michigan Avenue, 16th Floor Chicago, IL 60604 Business (312)341-0900 Fax (312)341-9361	Ms. Maria Elena Orrego Family Resource Coalition c/o Center for the Study of Social Policy 1250 Eye Street, NW, Ste. 503 Washington, DC 20005 Business (202)371-1565
The Fatherhood Project/National Practitioners Network c/o Families and Work Institute 330 Seventh Avenue, 14th Floor New York, NY 10001 Business (212)465-2044 Fax (212)465-8637	James Levine, Director
First Book 1319 F Street, NW, Suite 500 Washington, DC 20004 Business (202)393-1222 Fax (202)628-1958	Bradley Pine, Executive Director Kyle Zimmer, President
Food Resource and Action Center 1875 Connecticut Avenue, NW #540 Washington, DC 20009 Business (202)986-2200 Fax (202)986-2525	Jennifer Wierwille, Policy Analyst/Field Organizer

ORGANIZATION	CONTACT(S)
General Services Administration 18 th and F Streets, NW., #6121 Washington, DC 20405 Business (202)501-3965 Fax (202)208-7578	Faith Wohl, Director, Workplace Initiatives
Healthy Families America National Committee to Prevent Child Abuse 332 South Michigan Avenue, Ste 1600 Chicago, IL 60604-4357 Business (312)663-3520 Fax (312)939-8962	Anne Cohn Donnelly, Executive Director
MegaSkills Education Center Home and School Institute 1500 Massachusetts Ave., NW Washington, DC 20005 Business (202)466-3633 Fax (202)833-1400	Harriett Stonehill, Executive Director Dorothy Rich, President
National Association for Family Child Care 1331-A Pennsylvania Ave., NW Suite 348 Washington, DC 20004 Business (800)359-3817	Deborah Eaton, President
National Association for the Education of Young Children 1509 16th Street, N. W. Washington, DC 20036-1426 Business (202)232-8777 Business (800)424-2460 Fax (202)328-1846	Marilyn Smith, Executive Director Barbara Willer, Director of Public Affairs
National Association of Child Care Resource and Referral Agencies 1319 F Street NW, Suite 810 Washington, DC 20004-1106 Business (202)393-5501 Fax (202)393-1109	Yasmina S. Vinci, Executive Director
National Association of Children's Hospitals 401 Wyth Street Alexandria, VA 22314 Business (703)684-1355 Fax (703)684-1589	Larry MacAndrews, President Lisa Tate, Vice President of Public Affairs
National Association of Elementary School Principals 1615 Duke Street Alexandria, VA 22314 Business (703)684-3345 Fax (703)548-6021	Samuel G. Sava, Executive Director June Million, Director of Public Information

ORGANIZATION	CONTACT(S)
National Association of Child Advocates 1522 K Street, NW, Suite 600 Washington, DC 20005 Business (202)289-0777 Fax (202)289-0776	Eve Brooks, President
National Association of School Psychologists Urban School Psychology Programs Howard University School of Education 2400 6th Street, NW Washington, DC 20059 Business (202)806-5196 Fax (202)806-7018	LaMonte G. Wyche, Sr., Director
National Association of Secondary School Principals Urban Services 1904 Association Drive Reston, VA 22090 Business (703)860-0200 Fax (703)476-5432	Gwendolyn J. Cooke, Director
National Association of State Boards of Education 1012 Cameron Street Alexandria, VA 22914 Business (703)684-4000 Fax (703)836-2313	Brenda Welburn, Executive Director
National Black Child Development Institute 1023 15th Street, NW Suite 600 Washington DC 20005 Business (202)387-1281 Fax (202)234-1738	Evelyn K. Moore, Executive Director
National Campaign to Prevent Teen Pregnancy 2100 M Street NW Suite 500 Washington, DC 20037 Business (202)857-8692 Fax (202)728-0232	Sarah S. Brown, Director
National Center for Children in Poverty Columbia University School of Public Health 154 Haven Avenue, 3rd Floor NY, NY 10032 Business (212)927-8793 Fax (212)927-9162	Lawrence Aber, Director
National Center for Education in Maternal and Child Health 2000 15th Street North, Suite 701 Arlington, VA 22201-2617 Business (703)524-7802 Fax (703)524-9335	Rochelle Mayer, Executive Director Debbie Pickett, Director of Information Services

ORGANIZATION	CONTACT(S)
National Center for Family Literacy Waterfront Plaza, Suite 200 325 West Main Street Louisville, KY 40202-4251 Business (502)584-1133 Fax (502)584-0172	Sharon Darling, President
National Center for the Early Childhood Workforce 733 15th Street, NW Suite 1037 Washington, DC 20005-2112 Business (202)737-7700 Fax (202)737-0370	Claudia Wayne, Executive Director
National Civic League 1445 Market Street, Suite 300 Denver, CO 80202-1728 Business (303)571-4343 Fax (303)571-4404	Christopher T. Gates, President
National Coalition for Parent Involvement in Education Box 39, 1201 16th Street NW Washington, DC 20036 Business (202)822-8405 Fax (202)872-4050	Sue Ferguson, Executive Director
National Conference of State Legislatures 1560 Broadway, Suite 700 Denver, CO 80202 Business (303)830-2200 Fax (303)863-8003 Business (202)624-5400 Fax (202)737-1069 BBS (303)830-7833	William Pound, Executive Director Children and Families Program: Shelley L. Smith, Program Director Scott Groginsky, Policy Specialist
National Council of La Raza 1111 19 th Street, NW Washington, DC 20036 Business (202) 785-1670 Fax (202) 285-0851	Raul Yzaguirre, President Antonia Lopez, Director for Excel
National Governor's Association Center for Policy Research Hall of the States 444 North Capitol Street Suite 267 Washington, DC 20001-1512 Business (202)624-5394 Fax (202)624-5313	Evelyn Ganzglass Director, Center for Policy Research
National Head Start Association Partnership Project 1651 Prince Street Alexandria, VA 22314 Business (703)739-0875 Fax (703)739-0878	Sarah Greene, Executive Director

ORGANIZATION	CONTACT(S)
National Health and Education Coalition c/o IEL 1001 Connecticut Avenue, NW, Suite 310 Washington, DC 20036 Business (202)822-8405 Fax (202)872-4050	Tamara Lucas Copeland, Director
National Immunization Program, Centers for Disease Control Mail Stop E05 Atlanta, GA 30333 Business (404)639-8796	Conrad P. Ferrara, Executive Director
National Information Center for Children and Youth with Disabilities Academy for Educational Development 1875 Connecticut Ave., NW Suite 310 Washington, DC 20009 Business (202)884-8200 Business (800)695-0285 Fax (202)884-8441	Suzanne Ripley, Director
National Institute of Early Childhood Development and Education US Department of Education 555 New Jersey Avenue, NW Washington, DC 20208 Business (202)219-1586 Fax (202)273-4768	Naomi Karp, Acting Director
National Institutes of Health National Institute of Child Health and Human Development 6100 Executive Boulevard - MSC 7510 Bethesda, MD 20892 Business (301)496-1383 Fax (301)496-3791	Marie M. Bristol, Health Scientist Administrator
National Latino Children's Agenda National Latino Children's Institute Corporate Fund for Children 1611 West Sixth Street Austin, TX 78703 Business (512)472-9971 Fax (512)472-5845 Email: NCLA@inetport.com	Rebeca María Barrera, Executive Director National Latino Children's Institute
National League of Cities 1301 Pennsylvania Ave. NW Suite 550 Washington, DC 20004 Business (202)626-3010	Donald Borut, Executive Director John Kyle, Program Director, Children and Families in Cities
National Mental Health Association 1021 Prince Street Alexandria, VA 22314-2971 Business (703)684-7722	Michael Faenza, President/CEO

ORGANIZATION	CONTACT(S)
National Parent Center 9th & D Streets, NE Washington, DC 20002 Business (202)547-9288 Fax (202)544-2813	Marilyn Aklin, Executive Director
National Parent Teacher Association 330 North Wabash Avenue Suite 2100 Chicago, IL 60611 Business (312)670-6782 Fax (312)670-6783	Pamela Grotz, Acting Executive Director
National Safe Kids Campaign 1301 Pennsylvania Ave., NW Suite 1000 Washington, DC 20004 Business (202)662-0600	Heather Paul, Executive Director
National School-Age Care Alliance P.O. Box 676 Washington, DC 20004-0676 Business (317)329-3817 Fax (317)283-3840	Ellen Clippinger, President
National Urban League 500 East 62nd Street New York, NY 10021-8379 Business (212)310-9000 Fax (212)310-9219	Hugh Price, President/CEO Renee Jefferson, Director, Parental Involvement
Parents as Teachers National Center, Inc. 10176 Corporate Square Drive Suite 230 St. Louis, MO 63132 Business (314)432-4330 Fax (314)432-8963	Mildred Winter, Executive Director
Parents, Inc. 1617 John F. Kennedy Blvd. Suite 1250 Philadelphia, PA 19103 Business (215)241-1700 Fax (215)241-1704	Richard Maladecki, President/CEO
Public Agenda Foundation, Inc. 6 East 39th Street New York, NY 10016-0112 Business (212)686-6610 Fax (212)889-3461	Deborah Wadsworth, Executive Director

ORGANIZATION	CONTACT(S)
Quality Education for Minorities Network Community Outreach and Leadership 1818 N Street, NW Suite 350 Washington, DC 20036 Business (202)659-1818 Fax (202)659-5408	Dr. Shirley McBay, President
Reading is Fundamental, Inc. Programs and Planning 600 Maryland Ave., SW Suite 600 Washington, DC 20024-2569 Business (202)287-3220 Fax (202)287-3196	James H. Wendorf, Director
Save the Children 54 Wilton Road Westport., CT 06880 Business (203)221-4000 Fax (203)221-4082	Catherine Milton, Executive Director of US Programs
School Age Child Care Project Center for Research on Women Wellesley College 106 Central Street Wellesley, MA 02181-8259 Business (617)283-2547 Fax (617)283-3657	Michelle Seligson, Executive Director
Southern Early Childhood Association 7107 W. 12 th Street, Suite 102 Little Rock, AR 72215-6130 Business (501) 663-0353 Fax (501) 663-2114	Nelle Peck, Director of Programs and Resources
Success by 6 United Way of America National Success by 6 Resource Center 701 North Fairfax Street Alexandria, VA 22306 Business (703)683-7850 Fax (703)549-9152	Laurie Ryan, Director National Success by 6 Resource Center

ORGANIZATION	CONTACT(S)
US Administration for Children and Families: Child Care Bureau and Head Start Bureaus Child Care Bureau 200 Independence Ave., SW, Ste 320F Washington, DC 20201 Business (202)401-6947 Fax (202)690-5600 Head Start Bureau PO Box 1182 Washington, DC 20013 Business (202)205-8572 Fax (202)260-9336	Joan Lombardi. Associate Commissioner Helen Hollingshed Taylor Associate Commissioner
US Department of Education/Ready to Learn Planning and Evaluation Services 600 Independence Ave., SW Washington, DC 20024 Business (202)401-3132 Fax (202)401-3036	Adriana deKanter, Deputy Director
WESTED/Far West Laboratory 180 Harbor Drive, # 112 Sausalito., CA 94965 Business (415)331-5277 Fax (415)331-0301	J. Ronald Lally, EdD Director, Center for Child & Family Studies
YMCA of the USA 726 Broadway New York, NY 10017 Business (212) 210-3080 Fax (212) 922-1676	Rhea Starr, Director Association Network Services
Zero to Three /National Center for Clinical Infant Programs 2400 14th St., North, Ste. 380 Arlington, VA 22201-3400 Business (703)528-4300 Fax (703)528-6848	Matthew E. Melmed, Executive Director

SITE	CONTACT(S)	PLANS/UPDATES/STATUS
ALABAMA	Marjorie Curry Childcare Resources 1904 First Avenue North Birmingham, AL 35203-4006 Business (205)856-3055	Talking with others in state to develop a planning coalition.
ALASKA		
ARIZONA	Peggy Eggemeyer, Director Governor's Division for Children 700 W. Washington, Rm. 101-B Phoenix, AZ 85007 Business (602)542-3191 Fax: (602)542-4644	Organizing a campaign planning group to develop Arizona campaign activities.
ARKANSAS		
BOSTON, MASSACHUSETTS	Jason Sachs, Chair Boston Campaign Coalition 95 Berkeley Street Boston, MA 02116 Business (617)695-0700 Fax (617)695-9590	Have established a cross-domain (health, education, parent support, family literacy) campaign planning group to create campaign. May create a statewide, rather than local effort. Considering activities in support of Starting Points, Success by Six, and other community and state initiative goals.
CALIFORNIA	See San Francisco Update	
CHARLOTTE, NORTH CAROLINA	Marjorie Warlick Tate NAEYC Governing Board 700 Kenilworth Avenue Charlotte, NC 28211 Business (704)376-6697	Informing area business and early childhood leaders about the campaign in order to begin planning activities.

SITE	CONTACT(S)	PLANS/UPDATES/STATUS
COLORADO	Bright Beginnings/Starting Points Collaboration c/o Seth A. Grob, Director Bright Beginnings 225 East 16th Avenue, #B-300 Denver, CO 80203-1607 Business (303)839-1580x226 Fax (303)839-1354	Expanding the Warm Welcome Program - universal home visiting program to reach 30% or all new parents by 1997; working with business communities to promote family friendly practices; convening five regional meetings of employers of all sizes to talk about work policies that allow parents to be good employees and good parents, followed by a stateside meeting; planning a state brain development conference in April or May 1997; hosting district meetings in targeted legislative districts with Bright Beginnings and others; continuing the dolls campaign with a focus on babies and toddlers. This year, the dolls will be dressed in diapers and will be presented along with information on early childhood brain development. Dolls will be displayed to focus on major corporations in the service sector that have high levels of customer contact. Employers will be asked to encourage their employees to make dolls. The legislature will be asked to designate doll day as Children's Day in Colorado, thus creating a statewide day of reflection on children's issues.
CONNECTICUT DALLAS, TEXAS	Ralph Rogers c/o Mary Greene KERA 3000 Harry Hinds Dallas, TX 75201 Business (214)740-9356	Considering best way to organize statewide activities that support local campaign activities.
DELAWARE		
DISTRICT OF COLUMBIA		
FLORIDA	Jack Levine Executive Director Florida Center for Children & Youth 514 East College Avenue Tallahassee, FL 32301 Business (904)222-7140 Fax (904)224-6490	Defining who their public is, including the role of senior citizens. Would like to define family broadly and hope the show will have appeal for seniors; considering how to connect policy goals with the broader context of what's on the minds of the public and legislature (e.g. economic development, crime prevention, education reform, etc.) They also want to make sure that they target those who influence decision makers; developing relationships at the county level through county meetings focused on prevention; working with the Tampa Fox station on a 5-6 month process using "kitchen table talks" to discuss children's needs. (They see our materials and resources as a possible enhancement of this process.) Are translating brain development content for presentation at an upcoming child care conference. <u>This group also had Kaybee Toys create a small model brain.</u>
FORT WORTH, TEXAS	Phyllis Jack Moore First Texas Council of Campfire 2700 Maechem Blvd. Fort Worth, TX 76137 Business (817)831-2111	Have begun to organize a coalition to design local campaign activities.

SITE	CONTACT(S)	PLANS/UPDATES/STATUS
GEORGIA	Judith H. Bodner Georgia Starting Points Initiative Coordinator Center for Family Resource Planning and Development Division of Public Health Georgia Dept. of Human Resources 2600 Skyland Drive, NE Atlanta, GA 30319 Business (404)679-0531 Fax (404)679-0686	Considering best way to organize statewide activities that support local campaign activities.
HAWAII	Susan Jones Program Officer for Education Hawaii Community Foundation 900 Fort Street Mall, Suite 1300 Honolulu, HI 96813 Business (808)537-6333 Fax (808)521-6286	Considering best way to organize statewide activities that support local campaign activities. May work with Bishop Museum to mount "hands-on" exhibit on brain development.
IDAHO		
ILLINOIS		
INDIANA		
IOWA	Edward L. Schor State of Iowa Dept. of Public Health Lucas State Office Building Des Moines, IA 50319-0075 Business (515)281-5787 Karen King Iowa Child Care Coalition 1200 University Des Moines, IA 50314 Business (515)286-2004	These groups are working together to form a collaboration of state child care coalition, DOH and DOE that will consider best ways to organize statewide activities that support local campaign activities.
KANSAS	See Kansas City below	

SITE	CONTACT(S)	PLANS/UPDATES/STATUS
KANSAS CITY, MISSOURI	Carol Scott, Program Manager Metropolitan Council on Child Care Mid America Regional Council 600 Broadway, Ste. 300 Kansas City, MO 64105 Business (816)474-4240 Fax (816)421-7758	Adding a staff position to carry out Kansas City campaign activities that are coordinated with the Children's Partnership and Early Childhood Quality Improvement Project (EQUIP) to support continued early childhood system development efforts and involve area businesses.
KENTUCKY		
LOUISIANA		
MAINE	Bonnie Blagoyovic Maine Early Childhood Association	Convening a group of state leaders to plan for campaign activities.
MARYLAND		
MASSACHUSETTS	See Boston Update	
MICHIGAN	Association for Child Development, MAEYC and State Department of Health Nancy Kostka, Chief Executive Officer Kathryn G. Lipnicki, Director of Program Development Association for Child Development PO Box 1491 139 S. Cornell Avenue East Lansing, MI 48823 Business (517)332-7200 (800)234-3287 Fax (517)332-5543 Stephen Manchester, Public Policy Specialist, MAEYC	Planning a coordinated campaign with a focus on involving parents. Undertaking a study of parent voting patterns and developing a campaign based on what is learned. Created a local flyer publicizing campaign and distributing throughout the state at local events.

SITE	CONTACT(S)	PLANS/UPDATES/STATUS
MINNESOTA	Annie Sherman Minneapolis Way to Grow 1220 Seventh Avenue North Minneapolis, MN 55411 Business (612)377-0930 Fax (612)377-1445 Judith Jordan Minnesota Child Care Resource and Referral Network 2116 Campus Drive Street, SE Rochester, MN 55904 Business (507)287-2497 Fax (507)287-2620	Beginning planning for a campaign developed by a broad coalition. Considering a project that facilitates citizen involvement in assessing family friendliness of communities and progress towards Starting Points initiative goals.
MISSISSIPPI	Cathy Grace Early Childhood Coordinator The Family Resource Center 425 Magazine Street Tupelo, MS 38801 Business (601)844-0013 Fax (601)844-0560	Informing state early childhood leaders about campaign as first step toward planning campaign activities.
MISSOURI	Carol Mertensmeyer Program Director ParentLink 212 Whitten Hall University of Missouri, Columbia Columbia, MO 65211 Business (573)884-8102 Fax (573) 884-4225 Joyce Taylor Executive Director Missouri Association of Family and Consumer Sciences 562 Highway 5/240 Fayette, MO 65248 Business (816)248-3559 Fax (816) 248-3383 Email: jtaylo04@mail.coin.missouri.edu	Beginning statewide planning process.

SITE	CONTACT(S)	PLANS/UPDATES/STATUS
MONTANA	Billie Warford Director Montana State University Early Childhood Project 117 Herrick Hall Bozeman, MT 59717-0354 Business (406)994-4746 Fax (406)994-2013	Informing state early childhood leaders about campaign as first step toward planning campaign activities
NEBRASKA	Carol Fichter Early Childhood Training Center 6949 South 110th Street Omaha, NE 68128-4828 Business (402)597-4822 Fax (402)597-4828	Informing state early childhood leaders about campaign as first step toward planning campaign activities. Ideas in the dreaming stage include: using the campaign to promote neighborhood development, developing simple local tip sheets that build on concept of random acts of kindness; and involving businesses, school and early childhood providers of services.
NEVADA		
NEW HAMPSHIRE	Gale C. Hall Project Coordinator New Hampshire Early Care and Education Quality Improvement Initiative 22 Richardson Road Hollis, NH 03049 Business (603) 882-9080 Fax (603)465-9798 Dr. Richard H. Goodman Executive Director New Hampshire School Administrators Association 11 Morrill Hall Durham,, NH 03824 Business (603)862-1384 Fax (603)862-1084	Early Care and Education Quality Assurance Initiative is looking at developing a career lattice for practitioners, establishing mentoring program, and developing articulated training system. A Public Awareness Committee will use the Campaign as a trigger point for involving parents, businesses and elected officials in promoting the need for quality care. Will encourage communities to sponsor viewing forums of television special with facilitated discussions afterward. Working on developing a "Blueprint" that will provide communities with suggestions on how to proceed with the campaign. Blueprint is currently in formation, but includes many options, some of which are detailed here. Considering coordinating activities by developing regional teams that will support local events. Plan to identify and approach key groups of people in various regions around state, building on such programs as Success by 6 and Community Option project.
NEW JERSEY		
NEW MEXICO		

SITE	CONTACT(S)	PLANS/UPDATES/STATUS
NEW YORK (STATE)	Gail L. Flanery Executive Director New York State AEYC 130 Ontario Street Albany, NY 12206 Business (518)463-0839 Fax (518)374-2018 Judith A. Sikora Rockland County AEYC 17 Orchard Street Warwick, NY 10990 Home (914)986-8812 Home Fax (914)987-1982	Informing state early childhood and other constituencies about campaign as first step towards planning campaign activities; seeking funding for: developing a traveling photography exhibit to document a "day in the life" of young children and families in NY communities, creating a book of photographs taken by children, coordinated by a well-known photographer, creating a NY campaign video and TV PSAs, held seminar on working with the media
NEW YORK (CITY)	Lisa Chase-Childers New York City AEYC 606 11th Street Brooklyn, NY 11215 Business (718)832-2950 Fax (212)924-1352	Informing area early childhood leaders about campaign as first step toward planning campaign activities. Focus may be on professional development for people working in early childhood education.
NORTH CAROLINA	David F. Walker Executive Director North Carolina Partnership for Children 1323 Capital Boulevard, Suite 102 Raleigh, NC 27603 Business (919)821-7999 Fax (919)821-8050	Informing area early childhood leaders about campaign as first step toward planning campaign activities
NORTH DAKOTA		
OHIO		
OKLAHOMA		
OREGON	Claudia Hedenskog Oregon EQUIP Project Oregon Child Care Resource & Referral Network 3533 Farmer Industrial Salem, OR 97302 Business (503) 375-2644	Working with EQUIP, Forging the Link Collaboration, Governors Office, state Commission on Children and Families and State Child Care Commission to create county level campaign planning collaborations, led by local Children and Family Commissions and child care resource and referral agencies. Have trained county representatives in media skills and trained parent leaders to involve parents in upcoming legislative session. Training curricula is available to other sites.
PENNSYLVANIA	See Philadelphia and Pittsburgh, below.	

SITE	CONTACT(S)	PLANS/UPDATES/STATUS
PHILADELPHIA, PENNSYLVANIA	Alison Lutton Delaware Valley Association for the Education of Young Children 117 S. 17th Street, Suite 707 2941 Pennsylvania Avenue Philadelphia, PA 19103 Business (215)963-0094	Beginning campaign planning process.
PITTSBURGH, PENNSYLVANIA	Starting Points Collaboration Robert Nelkin Director, Starting Points University of Pittsburgh, Center for Social and Urban Research 2017 Cathedral of Learning Pittsburgh, PA 15260 Business (412)624-7986 Fax (412)624-1187	Convened a preliminary meeting with child development community, media and foundation representatives to begin thinking about how the campaign might work in Pittsburgh; would like to use the national campaign as a tool to coordinate other local public awareness campaigns, including Healthy Start, For Kids Sake, Mr. Rogers Neighborhood and Success by Six campaigns, all being run by different television stations; would like to promote messages on grocery bags, billboards, radio and print media; Pittsburgh's major policy goal for their involvement would be to build support among public and private funders to support comprehensive early childhood initiatives (Healthy Start, early care and education, family support centers and for an upcoming effort to raise \$60 million for early childhood education. Pittsburgh has secured the commitment of top-level business leaders to chair their campaign. Pittsburgh is also very committed to having skilled counselors on line to answer calls generated by the show and PSAs and will consider the best structure for this. United Way has a central help line and they may consider setting up a phone bank at the ABC affiliate to take calls immediately following the show. They are also considering how to involve the wives of the leaders of the various campaigns mentioned above in the early childhood campaign.
RHODE ISLAND	Starting Points Collaboration Virginia M.C. da Mota, Director Office of Integrated Social Services Rhode Island Dept. of Education 255 Westminster St., Shepard Bldg. Providence, RI 02903-3414 Business (401)277-3037x2367 Fax (401)277-3080 Sue Connor Project Manager Children's Friend and Service 500 Prospect Street Pawtucket, RI 02860 Business (401)729-0765 Fax (401)727-2810	Created a collaborative planning group that may select RI Kid's Count to serve as campaign liaison organizations. Received \$100,000 from Rhode Island Foundation to develop a companion public campaign aimed at parents, promoting quality child care.

SITE	CONTACT(S)	PLANS/UPDATES/STATUS
SAN FRANCISCO BAY AREA, CALIFORNIA	Marie Young David and Lucile Packard Foundation 300 Second Street, Suite 10207/27/96 Los Altos, CA 94022 Business (415)948-3696 Fax (415)948-6498 Susan Hirsch Simmons Executive Director Miriam and Peter Haas Fund 201 Filbert Street San Francisco, CA 94133 Business (415)296-9249	Convened a Bay area early childhood planning group that will work with funders and consulted with Berkeley Media Studies Group experts to craft a long term Bay area media advocacy project. Will probably focus on child care issues.
SOUTH CAROLINA	Sally L. McClellan South Carolina AEYC 4128 Yale Avenue Columbia, SC 29205 Business (803)777-7887 Fax (803)777-5733 Dottie C. Campbell Deputy Bureau Chief Dept. of Health & Human Services 1801 Main Street, 10th Floor PO Box 8206 Columbia, SC 29202-8206 Business (803)253-6177 Fax (803)253-4173	Considering best way to organize statewide activities that support local campaign activities.
SOUTH DAKOTA		
TENNESSEE		
TEXAS	See Dallas and Fort Worth Updates	
UTAH		

SITE	CONTACT(S)	PLANS/UPDATES/STATUS
VERMONT	Starting Points Collaboration Cheryl Mitchell Deputy Secretary State of Vermont Agency of Human Services 103 South Main Street Waterbury, VT 05671-0204 Business (802)241-2220 Fax (802)241-2979	Will continue a dolls campaign again this year in April, including training for parents on how to talk to their legislators and employers. Will use the campaign to support development of the Vermont Child Care Fund. Vermont is also: • putting together a comprehensive children's budget for advocates to take to the legislature; • conducting business leader round tables in the fall to listen to the concerns of businesses around the state by having business leaders talk to other business leaders about children and family issues; • raising public awareness about the fund, its purpose and child care issues and is planning a kick-off event right before the ABC show; and • hoping to use the national campaign as a springboard for long-term efforts to support funding for children's issues locally.
VIRGINIA		
WASHINGTON (STATE)	David Brenna Washington Family Policy Council Elizabeth Thompson Washington Child Care Resource and Referral Network	Beginning the process of figuring out how to build on the national campaign. have been sharing the campaign information throughout the state to inform people about it; Washington's Family Policy Academy is promoting community involvement in making "family friendly" connections. Want to focus on development of family friendly communities and policies; in conversation with libraries and the Health Care Coop of the Puget Sound (an HMO) about their involvement; the Family Policy Academy is working with a public relations firm, whose services can be used to help craft the Washington campaign.
WEST VIRGINIA	EQUIP/Starting Points Collaboration Kim Veraas Governor's Cabinet on Children and Families 1900 Kanawha Boulevard East, Bldg. 1, Rm. 9 Charleston, WV 25305 Business (304) 558-1954 Fax (304) 558-0596	Summarizing key ideas and resources from brain conference notebook to share with various groups in the states; gearing up to promote "Family Matters" - a statewide information and referral line that connects parents with resources in local communities (888-WV-FAMILY). They want to build on this service as part of their own agenda and can expand the staffing of the line around the time of the show. The national campaign will help them to promote Family Matters in the state; The Governor's Children's Cabinet has just signed a contract with an ad agency to assist with three initiatives: • promoting Family Matters; • developing early childhood brochures - on school readiness and quality child care, which will be released in April 1997 to coincide with the show; and • creating a brochure and presentation format for employers on family friendly practices and a welcome wagon kit with information about local resources that employers can give to employees.
WISCONSIN	Patricia Map School of Human Ecology University of Wisconsin at Madison and Milwaukee	Planning to present campaign opportunities to a large group of early childhood policy makers, child care providers and business leaders.
WYOMING	Secretary of Human Services	Informing state early childhood leaders about campaign as first step toward planning campaign activities

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FAMILIES AND WORK INSTITUTE

330 Seventh Avenue, 14th floor
New York, New York 10001

Fax Cover Sheet**DATE** DECEMBER 10, 1996

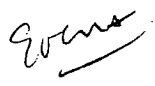
TO	CAROL RASCO The White House Washington, DC (202) 456-5392	FAX (202) 456-2878 CODE 473
FROM	ELLEN GALINSKY via Barbara Norcia	PHONE (212) 465-2044 X204 FAX (212) 465-8637

Number of pages including cover sheet: 2 page(s) total**Message**

For our conference call today at 1:30 PM, we have developed a one-page description (attached) of how we envision a national event. We hope this will be helpful in planning the Thursday meeting.

In addition to myself, Rob and Michele Reiner, and Ellen Gilbert (from ICM) will participate in today's call.

Ellen



NATIONAL EVENT

CONCEPT: The children born on the day of the ABC Television Special, *I Am Your Child*, will be three years old in the year 2000. To promote their healthy development and school readiness, our nation's leaders will on that day draw "a line in the sand" and commit themselves to ensuring that all children born in 1997 and from thereafter will have good beginnings.

POLICY FOCUS: In order to ensure that all children born in 1997 and from thereafter have good beginnings, we need to focus on improving services and supports for young families. Three areas for policy concern include:

- parenting education and family support;
- health care for pregnant women, infants, and toddlers; and
- infant/toddler child care.

KICK OFF EVENT: We envision a national event such as a White House conference to kick off this campaign.

ATTENDEES: President Bill Clinton and First Lady Hillary Clinton, Vice President Al Gore and Tipper Gore, Governors, members of the Cabinet, members of Congress, business leaders, foundation leaders, early childhood experts, and campaign leaders.

AGENDA: This event could serve as a model for similar events in state capitols and communities around the country. It will feature some of the new brain research and cost/benefit information that make an investment in young children a national imperative. It will also feature communities and states that have mobilized on behalf of young children and their families. During the meeting, the President, various federal department, and the business community will announce initiatives that address this issue. The event will be capped by the premiere of the ABC Special, *I Am Your Child*.

BACKGROUND MATERIALS: Cost/benefit analysis report on effective parenting and service programs, Report from the Conference on the Brain Development of Young Children, report on what states and communities are doing to meet the needs of young children, and background briefing papers on parenting education/family support, health care for pregnant women, infants and toddlers, and infant/toddler child care.

December 7, 1996

NOTE TO DON BAER

FROM: Elizabeth Drye

SUBJECT: Potential White House/POTUS involvement in Rob Reiner's
Early Childhood Public Engagement Campaign

As I mentioned this morning, Rob Reiner is working with ABC and the Families and Work Institute to launch a public awareness campaign on the importance of kids' first three years (see attached project description). He is seeking White House/POTUS and Federal agency involvement. We would like you or your staff's assistance in defining the Administration's role, if any, in the national campaign.

Carol has arranged for Reiner and Linda Galinsky of the Institute to brief WH staff and the Departments next Thursday, December 12, 10:30 am, in the Roosevelt room (invite attached). The pre-briefing conference call with Reiner we discussed this morning is Tuesday, Dec. 10, 1:30-1:45 (Kevin knows to hold on your calendar). I would appreciate your initial thoughts on the campaign before that call and will follow up with you Monday.

Mike Cohen and I are staffing for Carol. Please call me (6-5573) or Mike (6-5575) if you have any questions. Thanks for your help.

cc: Mike Cohen

THE WHITE HOUSE
WASHINGTON

December 5, 1996

MEMORANDUM TO:

ATTORNEY GENERAL JANET RENO
SECRETARY DANIEL R. GLICKMAN
SECRETARY MICHAEL KANTOR
SECRETARY ROBERT B. REICH
SECRETARY DONNA E. SHALALA
SECRETARY HENRY G. CISNEROS
SECRETARY RICHARD W. RILEY
DIRECTOR BARRY R. McCaffrey
ADMINISTRATOR PHILIP LADER
ASSISTANT TO THE PRESIDENT LAURA TYSON
ASSISTANT TO THE PRESIDENT KATHRYN HIGGINS
ASSISTANT TO THE PRESIDENT MARCIA HALE
ASSISTANT TO THE PRESIDENT DON BAER
SENIOR POLICY ADVISOR FOR THE VICE PRESIDENT ELAINE KAMARCK
ASSISTANT TO THE PRESIDENT ALEXIS HERMAN
DEPUTY ASSISTANT TO THE PRESIDENT MELANNE VERVEER
ADVISOR TO THE VICE PRESIDENT NANCY HOIT
DIRECTOR OF PERSONNEL MANAGEMENT JIM KING
ASSISTANT COMMISSIONER FAITH WOHL

FROM: Carol H. Rasco
Assistant to the President for Domestic Policy

SUBJECT: White House Briefing on Early Childhood Public Engagement
Campaign

I would like to invite you or a representative to participate in a briefing with entertainer Rob Reiner and with Ellen Galinsky of the Families and Work Institute on an Early Childhood Public Engagement Campaign they are launching in April, 1996. The briefing will be held in the Roosevelt Room on Thursday, December 12 from 10:30 a.m. to 11:30 a.m. A draft description of the Campaign is attached.

The briefing will inform future discussions about possible Administration involvement with this initiative. Please call Dorothy Craft (456-5571) to provide clearance information for the person who will participate in the meeting. If you have questions about this meeting, please call Elizabeth Drye (456-5573) or Mike Cohen (456-5575).

Early Childhood Public Engagement Campaign Description

Prominent entertainers, national media experts, leading foundations and early childhood organizations and experts are collaborating on an unprecedented public awareness and engagement campaign to focus on the importance of the first three years of life and on what families and communities can do to promote young children's healthy development and school readiness. This campaign is designed to help and to inform families, to build the capacity of the fields that serve young children and their families, and to bring about change through a powerful mix of public education and community mobilization activities. Our intention is to establish an enduring collection of resources to help families nurture their children.

The campaign builds on *Starting Points*, the seminal 1994 report by the Carnegie Corporation of New York that documents the substantial body of literature on young children's emotional, social, physical, intellectual, and brain development. It concludes that "how children function from the preschool years all the way through adolescence, and even adulthood, hinges in large part on their experiences before the age of three."

Campaign founders represent an unusual collaboration that includes entertainment talent, spearheaded by Rob Reiner and Michele Singer Reiner, and by Ellen Gilbert from International Creative Management (ICM) and a broad range of experts from the early childhood field—including child development, early childhood care and education, parent education and family support, and children's health, coordinated by Ellen Galinsky and Nina Sazer O'Donnell of the Families and Work Institute. Our work together is designed to tie a media call for action with actual action at the national, state, and community levels. The core campaign is supported by the AT&T Foundation, the Carnegie Corporation of New York, and the Teresa and H. John Heinz III Family Foundation. Other funders include the Commonwealth Fund, the Charles A. Dana Foundation, the Harris Foundation, IBM, Johnson & Johnson, the W.K. Kellogg Foundation and the Robert McCormick Tribune Foundation. The goals of the campaign are to:

- raise public awareness about the importance of the first three years of life;
- connect families with young children to the information, resources and services they need;
- create connections among national organizations and state and local efforts to improve services for young children and their families;
- promote citizen engagement; and
- increase the public will to make quality resources and services more widely available to families with young children.

The campaign is organized to integrate four levels of activity: National Media; Public Policy; Outreach to National Organizations; and State and Community Action. Highlights of each activity area are summarized below.

NATIONAL MEDIA

An Hour-Long ABC Prime Time Special is being produced by Rob Reiner, Michele Singer Reiner and their team. It is scheduled to air during the week of April 21, 1997. It will feature music, comedy and several mini-documentaries. Performers will include Tom Hanks, Whitney Houston, Robin Williams, and other stars who are donating their time and talents. The documentaries, created by New Screen Concepts, are expected to address brain development, quality child care,

and the how communities can mobilize supports for families. An estimated 20 to 30 million viewers will watch this show, which will be heavily promoted in the media. *Good Morning America* has agreed to feature the campaign every morning during the week of the prime time special.

ABC will also produce generic footage to feed to ABC affiliates across the country to use as a wrap-around for local stories about their community's issues and solutions. The TV special will also include information about a toll-free number for viewers to call to obtain fulfillment material.

Newsweek Special Edition. *Newsweek* magazine will publish a special edition which will be a status report on young children and their families, along with practical information about parenting. It will be distributed to families, members of Congress and state legislatures, business leaders and other policy makers.

Public Service Announcements (PSAs). Two broadcast public service announcements (PSAs) will be produced for television, radio and print media by The Advertising Council with funding from the AT&T Foundation. The PSAs will focus on the importance of family involvement in early childhood development and school readiness. They will be part of the Coalition for America's Children/Ad Council/Benton Foundation's Coalition for America's Children. The PSAs will contain the same toll free number as the TV special that viewers can call for fulfillment material. United Airlines has agreed to run the PSAs on all of their flights for a one-month period around the time that the prime time special is aired.

Toll-Free Number and Fulfillment Material (Written Fulfillment Material Developed for the General Public). The prime time television special and the PSAs will include a toll free number that viewers can call to obtain written fulfillment material or to be connected to local parenting information, resources and services. Production and dissemination of the fulfillment material is being coordinated by the Families and Work Institute in collaboration with Zero to Three and other national organizations. This material will include tips on how families and communities can promote young children's school readiness and healthy development. Space will be available on this material for state and local organizations to add their own logos, toll free numbers, or resources. Fulfillment material will also be disseminated by national organizations, businesses, state and local coalitions and will be available in public libraries throughout the country.

A Video for New Parents will provide "how to" information on how families can promote their children's healthy development. It is expected that the video will focus on the importance of early relationships between babies and their primary caregivers, with information on how families can encourage children's healthy development at each stage. The video is being produced by New Screen Concepts, with funding from Johnson & Johnson. The video will be distributed free of charge through hospitals, video stores, clinics, child care centers, schools, employers, non-profits, and early childhood state and community mobilization efforts. In addition, the Marriott Corporation has offered to show the video on its hotel television channel.

CD-ROM/On-Line Information will be created that will address the burning questions that parents have about their children, beginning in the prenatal period and extending through the first three years of life. Funding for the CD-ROM is being provided by IBM through Work/Family Directions and the CD-ROM is being created by Evolutionary Publishing, Inc. in association with the Families and Work Institute.

A Campaign World Wide Web Site will be established by January 1997 to facilitate widespread communication about campaign activities. This web site will enable national, state and local campaign leaders to find colleagues in their geographic or content interest area; to share information about their activities and to share ideas with each other. Check the Families and Work Institute Web Site at <http://www.familiesandwork.org> after January 1997 for the Campaign's home page address.

A Conference on Brain Development was held in June 1996 in Chicago, with funding from the Carnegie Corporation of New York, the Charles A. Dana Foundation, the Harris Foundation and the Robert R. McCormick Tribune Foundation. This invitational conference shared key findings from leading researchers who are investigating prenatal and early childhood brain development. Panels of early childhood experts, the media, business and public policy leaders responded to the findings by discussing their implications. The press was invited to this conference, which served as an introduction to the larger media campaign. A report on the conference will be available from Families and Work Institute in January 1997.

PUBLIC POLICY

The National Governors' Association (NGA). Campaign leaders are in discussion with Governor Bob Miller of Nevada, the incoming chair of NGA, about the role NGA will take in working on the campaign.

State and Local Campaign Coalitions are being encouraged to use the opportunities presented by the campaign to clarify and advance state and local early childhood policy agendas. Some technical assistance is being provided to assist coalitions in these efforts.

OUTREACH TO NATIONAL ORGANIZATIONS

Work with National Organizations. Campaign coordinators began the campaign by interviewing over 150 leaders from diverse early childhood organizations. A survey was distributed to many others to ascertain ways they could join the campaign and further its messages. Many national organizations have begun to make specific plans for how they will participate. For example:

The American Library Association plans to create tip sheets and present displays for families with young children around the country;

The American Academy of Pediatrics is considering distribution of a special edition of the Brain Development of Young Children Report to its members;

The National Association of Police Chiefs has offered to link its state and local members with campaign coalitions as part of this organization's *Prevent Crime-Invest in Kids Campaign*; and

The American Association of Family and Consumer Sciences is encouraging its members to get involved in the work of state and local campaign coalitions, is developing early childhood

service learning projects, will highlight brain development information in its journal and will create an early childhood public engagement and information track at their next annual conference.

Meeting with National Organizations. In January 1997, campaign leaders will convene a meeting with leaders from national organizations to plan for how they will participate both nationally and through their state and local affiliates. This meeting will be co-sponsored by the Coalition for America's Children and Zero to Three.

Linkages to Business Leaders. With funding from the Commonwealth Fund, a business symposium will be conducted in collaboration with the Committee for Economic Development in April 1997. This event will focus attention on what small, mid-sized and large companies are doing to support new and expectant parents. The symposium is designed to stimulate additional strategies to engage the business community in the campaign. A report on innovative business strategies to support new and expectant parents will be produced for the symposium. This report will be widely disseminated.

STATE AND COMMUNITY ACTION

One of the hallmarks of this public engagement campaign will be its connection to action at the state and local levels. Start up funding for the community outreach has been provided by the W.K. Kellogg Foundation. Campaign coordinators are working with national, state and local organizations to promote state and local action on behalf of young children and families in several ways:

State and Local Campaign Coalitions have been formed in 34 sites. These coalitions have begun to create local action plans and an additional 30 prospective coalitions are in the formative stages. To receive a summary of state and local coalition plans, contact the Families and Work Institute at the numbers listed below and check the campaign home page after January 1997.

A small **Expert Advisory Board** has been selected to ensure that the content of this campaign is guided by accurate scientific knowledge. Expert Advisors represent national organizations reflecting the major domains specified in the *Starting Points* report: health, parent education and family support, early childhood education and care, and child development. They include:

Judy Langford Carter, MA, Former Executive Director of Family Resource Coalition;
Jerlean Daniel, PhD, President, National Association for the Education of Young Children;
Emily Fenichel, MSW, Associate Director of ZERO TO THREE: National Center for Infants, Toddlers, and Families (formerly National Center for Clinical Infant Programs); editor, *Zero to Three*;
Deborah A. Phillips, PhD, Director, Board on Children and Families, National Research Council's Commission on Social and Behavioral Sciences and the Institute of Medicine; and
Barry Zuckerman, MD, Chairman, Department of Pediatrics, Boston University School of Medicine.

A **Community Outreach Advisory Committee** and additional expert review committees have also been established to guide specific components of the campaign.

For further information please contact Families and Work Institute:

Ellen Galinsky, Project Director: (212) 465-2044, E-mail: emgalinsky@aol.com
Nina Sazer O'Donnell, Project Manager: (919) 477-7137, E-mail: nsazerodon@aol.com
Abby Farber, Project Coordinator: (212) 465-2044

**TALKING POINTS ON PRESIDENT CLINTON'S
REMARKS TO THE DEMOCRATIC LEADERSHIP COUNCIL
WEDNESDAY, DECEMBER 11, 1996**

"Our center is not the lukewarm midpoint between overheated liberalism and chilly conservatism. It is the place, throughout our history, where people of goodwill have tried to forge new approaches to our challenges... The vital center that has brought so much progress to our nation in the last four years, the vital, dynamic center from which we must now finish the work of preparing America for the 21st century." — President William J. Clinton

A vital, dynamic center. In today's speech before the DLC, the President makes clear that the center can hold, and that by the stands he has taken and the record he has built, he has forged a new consensus to govern this country and meet America's major challenges.

President Clinton has focussed Washington not on "who to blame," but on "what to do," breaking the division and deadlock on major challenges such as welfare reform (there are now 2.1 million fewer people on the welfare rolls), crime (down four years in a row), and balancing the budget (the deficit has been cut by over 60%). **The President called on Americans to capture this momentum — spending the next 50 months preparing America for the next 50 years:**

1. **Finishing the job of balancing the budget.** The President will work with Congress to reach a bipartisan balanced budget plan that reflects our values.
2. **Giving our young people the best education in the world** by reforming our public schools, making the first two years of college as universal as high school, and modernizing America's system of training.
3. **Bringing America's underclass into the mainstream, and breaking the cycle of dependency** by moving people from welfare to work -- with jobs from the private sector, and incentives from government like wage subsidies and tax credits.
4. **Pressing our fight against gangs and drugs and violence** by putting all 100,000 community police on the streets, getting guns off the streets, cracking down on teen gangs, and teaching all children that drugs are wrong, illegal, and dangerous.
5. **Strengthening families to help people succeed at home and at work** by extending Family Leave, helping parents protect their children from outside influences, and protecting our environment.
6. **Renewing democracy and restoring confidence in government** by passing tough, bipartisan campaign finance reform such as the McCain-Feingold bill and reinventing government.
7. **Harnessing the forces of science and technology** by linking every classroom to the Internet by 2000, developing the next generation of the Internet and expanding medical and scientific research.
8. **Finishing the mission of building new structures of peace and security around the world** to finish the unfinished business of the Cold War; combat new threats such as terrorism, drugs, organized crime, and weapons of mass destruction, and continue to open the world's markets.

Progress demands working together. The President has reached out to Majority Leader Lott and Speaker Gingrich and wants to work with them to heed the voters' mandate.

The President calls for a new kind of national leadership -- leadership that does not on Washington's answers alone, but calls on people to cherish and respect our diversity and work together; identifies the challenges we all face as Americans; mobilizes people in every walk of life to meet those challenges, and shines a spotlight on what works in America.

Eliz

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DOJ + OPM —
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26

conducting an independent review of the CIA's record-keeping system.

- . An I.G. report on human experiments is on the internet.

Protecting human subjects in the future. The Advisory Committee recommended steps to strengthen protections for human subjects and ensure the government does not repeat past mistakes. In response:

- . The President directed agencies to establish new, stricter human subjects protections for classified research projects, and to disclose annually the number of human subjects involved in classified research.
- . Departments have undertaken nationwide education efforts to raise the profile of ethical considerations, and are funding research to improve our understanding of ethical issues.
- . Federal agencies have developed plans to ensure research involving human subjects meets the highest ethical standards. A subcommittee of the new independent National Bioethics Advisory Committee (NBAC) will review these plans.
- . NBAC will also address certain broad questions raised by ACHRE, including how to strengthen Institutional Review Boards -- the local review panels that ensure projects meet ethical standards.

Righting Past Wrongs. The Advisory Committee recommended the government apologize to all subjects, compensate certain subjects, and consider modifying the Radiation Exposure Compensation Act, and its regulations, to compensate additional uranium miners.

- . The President apologized to all subjects on behalf of the government; Energy Secretary O'Leary has made apologies in certain individual cases.
- . The federal government has paid compensation to 13 of the 18 known subjects ACHRE recommended be compensated, and is in negotiations with others.
- . The Administration will propose legislation and regulatory changes to RECA to incorporate the latest science and better compensate affected miners.

Legislation to make OER treated with NP.

Summary of Actions

Legislative Actions

- ✓ Amend Radiation Exposure Compensation Act to compensate more miners
- . Legislation to make veterans treated with Nasopharyngeal Radium eligible for Ionizing Radiation Program
- X Encourage Congress to take up the issue of expansion of protection to subjects of privately-funded research
- . Only if further information identifies a need:
 - . Additional authority for compensation
 - . Coverage for other populations under RECA

Presidential Actions

- . Executive Order on Declassification, E.O. 12958 of April 17, 1995.
- . Presidential Directive on Classified Research.
- . Executive Order creating the National Bioethics Advisory Committee.
- . President apologized to human subjects of radiation experiments.

Key Departmental Actions

- . 500,000 pages of the radiation experiment record on the internet; thousands newly declassified.
- . Military regulations changed to protect members of the armed services.
- . VA regulations changed to recognize that all cancers can be radiogenic.
- . Over \$5 million paid in compensation to settle individual claims.

Report on Actions Responding to
The Advisory Committee on Human Radiation Experiments

Executive Summary

-- DRAFT --

Introduction

In January, 1994 the President established the Advisory Committee on Human Radiation Experiments (ACHRE) to examine reports that the government had funded and conducted unethical human radiation experiments and releases of radiation during the Cold War. The President directed ACHRE to uncover the truth, recommend steps to right past wrongs, and propose ways to prevent unethical human subjects research from occurring in the future. ~~The President directed ACHRE to review experiments from 1944-1974..~~ The Committee published its findings and recommendations in October, 1995¹.

This report presents the Administration's actions to respond to ACHRE's finding and recommendations. ACHRE made 18 specific recommendations to improve openness in government, protect human subjects in the future, and compensate those who were wronged by the government's actions. The Administration has adopted most of ACHRE's recommendations. In a few instances, the Administration is pursuing a somewhat different approach than ACHRE recommended. This report explains the Administration's actions and decisions.

Overview of Administration Actions

Openness in Government. ACHRE recommended that the government take a number of steps to organize the historical records of human radiation experiments and to give the public access to these records. ACHRE identified the National Archives as the appropriate repository for documents. The ~~Advisory Committee~~ also recommended an independent review of the CIA's record-keeping system and all documents related to these experiments. In response:

- . The Administration has invested heavily in making documents accessible. The National Archives has the most important documents. The Administration is making 500,000 fully searchable pages available on the Internet.
- . Under Executive Order 12958, the Administration is declassifying thousands of documents, including documents on radiation experiments.
- . The Department of Defense (DOD) and the Department of Energy (DOE) are publishing guides to finding the documents.
- . The National Records and Archives Administration is

¹Advisory Committee on Human Radiation Experiments, *Final Report*, October, 1995 [correct cite].

— Send list tomorrow. —

— Reiner — bring us up to speed —
when the show —

budget, transition, inaugural, — E

April — 3rd week. —

Wed. — Ellen Calinsky — ~~this~~ to get her

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Khushali Parikh to Dorothy Craft re: SSN and DOB [partial] (1 page)	12/09/1996	b(6)

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Clinton Presidential Records
Domestic Policy Council
Elizabeth Drye
OA/Box Number: 10453

FOLDER TITLE:

Reiner 0-3 Campaign

2014-0046-S

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Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

titles & names of designees to agency.

MEMORANDUM TO DOROTHY CRAFT

From: Khushali Parikh

December 9, 1996

As of 5:30 PM today, this is the information I have on Thursday's meeting:

- (2) D. Reno can't come, will assign designee Reggie Robinson (Sund I.)
D. Glickman can't come, will assign designee GM - Cheryl T. Staccias (partic. WIC prog.)
D. Kantor
D. Reich Nancy Krashner? as.
D. Shalala can't come, has sent info. to Olivia Golden (Samara Weinstein in her office) - didn't get a chance to call over there today + Public affairs (Melissa Seabold)
D. Cisneros can't come, will be sending Michael Stegman, (b)(6) Mark Angman asst.
M. Riley will be attending and Ann Peterson (in call) call
J. McCaffrey probably won't attend, will send Ricia McMahon if he doesn't come, has clearance
J. Lader Wattfellow, Kimberlee Cornett, (b)(6) (SPT Wattfellow)
D. Tyson can't come, will be sending Gene Sperling, has clearance
Higgins not sure yet Ann May.
Hale - might attend or will send Emily Bromberg, has clearance Dep. Div. of IGA
Baer - can't come, will assign a designee
Kamarck - will be attending
Herman -
Verveer - will attend or will send Nicole Rabner, has clearance
Hoit - will be attending, has clearance
King - can't come, will assign a designee
Wohl - can't come, will be sending Yvonne Harrison, (b)(6) [OOI]

The ones that do not have anything next to the name are the offices where I've left messages, but haven't actually spoken with a person as of yet. I have bolded the people who are definitely coming.

I have called all the offices and told them to call you tomorrow. FYI- there is a Cabinet meeting scheduled at 11:30 in the Cabinet room, that's why there is some difficulty getting all the higher-levels to attend.

fair friendly
info.
potus memorandum
- 2 about f.f. - should we write
ask her re.
Jimmy

① Rem, grad chrs.
10:30-11:30
② Reimers group # people.

TALKING POINTS FOR 1:30 CONFERENCE CALL
ON EARLY CHILDHOOD ENGAGEMENT CAMPAIGN

- o We would like to review the purpose, logistics and agenda for Thursday's meeting
- o Logistics:
 - o 10:00 we will meet in my office (White House staff invited are Carol, Mike, Eliz, Jeanine (?), and Nancy Hoit)
 - o Just before 10:30 go to Roosevelt Room.
 - must start on time;
 - must finish by 11:25 because the President has an 11:30 Cabinet meeting;
 - o Do you need any audio-visual equipment for your presentation?
- o Attendees:
 - secretaries or senior staff from eight departments and agencies -- including the Department of Health and Human Services and the Department of Education
 - Senior White House staff
 - Total of about 25 people
- o Purpose:
 - To brief the agencies and White House staff on the engagement campaign so we can begin thinking through with you how the Administration can best participate.
 - To introduce you to people you can work with in the agencies, and to highlight our relevant Administration programs.
 - We are not prepared to make decisions Thursday about whether the President or other Administration officials will participate in specific activities -- this meeting is to prepare us for further discussions about specific activities.
 - Any decisions about the President's involvement will be made working with the President's communications staff.

o **Agenda:**

- **CHR Introduction.** I will open the meeting, introduce you, ask others to introduce themselves, make very brief remarks about the importance of the Campaign, and note that this meeting will lay the groundwork for exploring in January and February specific Administration involvement (5-10 min).
- **Briefing on Campaign.** We would like you to then brief the group on the Campaign's goals and activities. (20-25 min)
- **CHR review of agency contacts and programs and next steps** I will then highlight for you some of the Administration's activities that serve 0-3 year olds. (5 min).
- **Group Questions/Discussion about the Campaign.**

97-833-8337

Ellen 212-465-~~2044~~ Ext. 204

Rob Reiner / Early Childhood public engagement campaign

9:30 -10:40 mtg.

ASSF. Barbara

Purpose -- informal discussion between Reiner staff and White House staff. We ask questions, reaffirm goal of 10:30 mtg.

Attendees:

Rasco
Cohen
Drye

Intergovernmental

John Emerson (check w/MH) msg. 12/5

OPL

VP
Kamark
Hoit

Mrs. Gore
check w/Skila

6-6607 ← 1st msg 12/5

FLOTUS

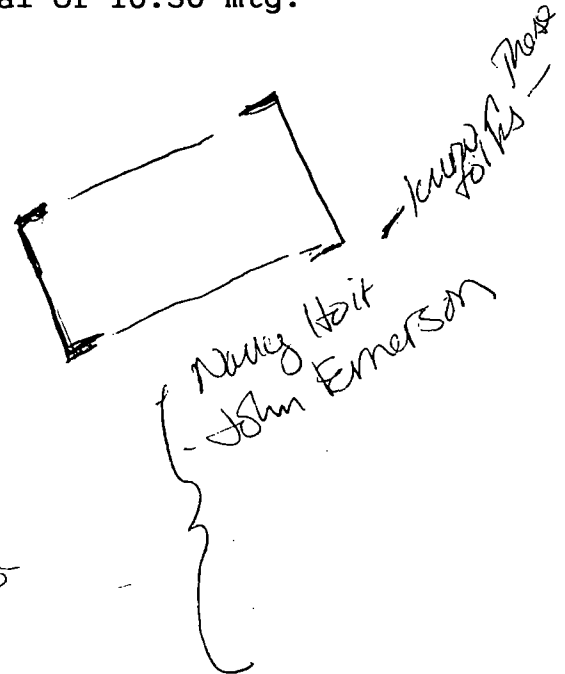
check with Melanne msg 12/5

Communications
check with Don

Fax to Kevin 6-1213 —

— Kathy Higgins —

— 10:00 - 10:30 mtg. —



THE WHITE HOUSE
WASHINGTON

FAX COVER SHEET

OFFICE OF THE ASSISTANT TO THE PRESIDENT FOR DOMESTIC POLICY
SECOND FLOOR, WEST WING
THE WHITE HOUSE
WASHINGTON, DC 20500
(202)456-2216 PHONE
(202)456-2878 FAX

TO: Ray Scheppach

FAX #: (202)456-5825

FROM: CAROL H. RASCO

NUMBER OF PAGES (including cover sheet): 8

COMMENTS: _____

If you have any problems with the fax transmission, please call Kmushali at (202)456-5565.

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Ray Scheppach:

While I have not yet had a chance to read it I have today upon my return from jury duty received your material on "The First Three Years." I am faxing to you now the material sent to me by Ellen Galinsky on behalf Rob Reiner. I am also sharing with you the substitute language I have sent to Ellen for the section outlining the White House involvement.

We are looking forward to meeting with you next week as we prepare for a meeting the following week with Ellen and Rob.

Thank you,

Carol Rasco

Eliz & C to talk

Ellen:

Here is a brief sentence that I would suggest be utilized in the document you sent me regarding the Public Engagement Campaign. Until we have finalized a particular event I think we are all safer and above all, the Campaign is safer from unnecessary criticism over terms that are misinterpreted. I am quite grateful you called to ask for the meeting and believe we can have a productive set of meetings. I look forward to seeing you.

PUBLIC POLICY

The White House: Campaign leaders are in discussion with members of the Domestic Policy Council regarding the involvement of Federal agencies and The White House in the campaign.

FAMILIES AND WORK INSTITUTE

330 Seventh Avenue, 14th floor
New York, New York 10001

Fax Cover Sheet**DATE** NOVEMBER 22, 1996

TO	CAROL RASCO The White House Washington, DC	FAX (202) 456-2878 CODE 473
FROM	BARBARA NORCIA for Ellen Galinsky	PHONE (212) 465-2044 x204 FAX (212) 465-8637

Number of pages including cover sheet: 5 page(s) total**Message**

Ellen Galinsky asked that I fax the attached description of the public engagement campaign to you.

Barbara



Notes on CHR's Conversation

EXECUTIVE OFFICE OF THE PRESIDENT

25-Nov-1996 02:24pm

TO: nancy.hoit@npr.gsa.gov@INET
TO: Elaine C. Kamarck

FROM: Carol H. Rasco
Domestic Policy Council

CC: Elizabeth E. Drye
CC: John B. Emerson

SUBJECT: More on Reiner

Ellen G. called me at the end of last week and asked if I could pull some meetings together for them when they are in town the week of December 9 sometime. They want to meet with appropriate agencies throughout government. I suggested to her we have one meeting here at the White House of all the agencies that might be involved so as to cut down on confusion. It appears now the meeting will be the morning of Dec. 12 but I will let you know when something is finalized. If that is the case it will give us a week after the Dec. 3 meeting with Ray Scheppach to come up with an idea and do some vetting around here to try to have at least some initial thoughts prior to the meeting with Reiner and Ellen.

At my request she then sent me paper on this "Early Childhood Public Engagement Campaign." Lo and behold the paper talked about a "White House Conference...." I called her back and told her if that got out too publicly we could be doomed, that the "White House Conference" title reserved for things for which there is legislation passed. So she asked that I rewrite it which I have done so that it reads more like the NGA entry....I'm faxing to each of you the paper she sent me along with my revised entry.

I have stressed to her we might not have final formulations yet as to the actual White House involvement but that we could get the departments on the same page and engaged.

Based on reading the paper I have suggested to her we meet for about 30 minutes in my office with you two, me, one staff member from DPC, some one from First Lady's office and John Emerson with her and Reiner and then proceed to a larger meeting. Again, based on the paper I am seeking your input as to an invitation list of the following [my practice is to send invitations to Secretaries asking them to designate someone to coordinate with the Campaign from the Department] who would join us at the larger meeting:

HHS

Education
Justice
HUD
Drug Office
Labor
Commerce
SBA
Faith Wohl

(the last four entries due to the emphasis the paper puts on collaboration with business persons)

Again, the purpose of the larger meeting is for Reiner to present the overall concept and do some thinking with the departments on how they might be involved.

Thanks.

Substance - Mike Cohen

Process Mngt. You -

Dec. 12 mtg. Ellen Galinsky - Rob Reiner -
"ram rodding" + 1-2 staff
Theresa Heinz - Indus.
9:30 - 10:00 10:30 - 11:30 - We have Roosevelt Rm.
Internal White House - 30 min. - 40 min.

- Campaign -

- Presentation, discussion

9:30 - Communications person - Desperate!
Enter Gov't. - Emerson OK? (Gov's will be participating)

OPL

VP - Kamark, Hoit { ash
Skila - does Mrs. Gore
want to _____ }

FLOTUS - who?

- Rob Reiner Unstinting.

Wt elements do ^{internal} ~~brief~~ mtg. after
negotiating agendas w/Ellen.

10:30 Add to

USDA (WEE)

OPM (persannel King has

Faith Wohl - Nancy Holt or Bev Godwin -
If she works at GSA,
probably inpt. that
we invite Dave Barron.

Purpose: Introduce the project
Memo to Secretaries —

me, HHS-2
have been in touch
w/ Joan Lombardi at
HHS. —

- May throw out ideas of what dept's
can do

- Mike and I should have a more in-depth
conversation w/ Ellen. —

Detailed presentation - purpose, what
they have ~~done~~ ^{planned} so far.

(Pre meeting will focus on White House
involvement).

- If we send out description

Make sure we have 3 crafted out.

Rob Reiner / Early Childhood public engagement campaign

9:30 - 10:40 mtg.

Purpose -- informal discussion between Reiner staff and White House staff. We ask questions, reaffirm goal of 10:30 mtg.

Attendees:

Rasco
Cohen
Drye

Intergovernmental
John Emerson (check w/MH) *Marcia Hale*

~~OPF~~

VP
Kamark
Hoit

Mrs. Gore
check w/Skila

FLOTUS
check with Melanne

Communications
check with Don

Caier

NEC

- Cab Affairs

- OPL

Sm meeting

*DPC
Communication*

Folks

- welcome

- Affirm mtg

← me

← Don Baer

← L.

← Kuo

← Me

- 2 HHS -

Note - you or Repairs

Project darym

RSVP claudia

Call you o

Separate

W

10:30

Purpose: Introduce the project to a participants. Ellen/Reiner do detailed presentation on purpose, planned activities, suggestions for what Departments might do.

Participants:

✓ HHS (2? have been in touch w/Joan Lombardi)

DoEd

✓ DoJ

✓ HUD

ONDCP

✓ DOL ✓

✓ DOC ✓

SBA

PENNA?

Faith Wohl (ask Nancy Hoit or Bev Godwin where she is: if she works at GSA, important to invite her).

- Secretary or Designee
- White House

E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

05-Dec-1996 09:47am

TO: Carol H. Rasco

FROM: Jill Pizzuto
Domestic Policy Council

CC: Claudia M. Rayford-Williams

SUBJECT: Galinsky / IGNORE MY PREVIOUS MESSAGE

Ellen called this a.m. and said that they would like to do this call on Dec. 10th. Rob is available anytime before 3:00.

She said that he's quick - will probably only take 15 min. We could do it at 1:30 and that would work for you.

Ellen asked that we call her on her portable phone at: (917) 833-8337.

E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

04-Dec-1996 08:30pm

TO: Carol H. Rasco

FROM: Jill Pizzuto
Domestic Policy Council

SUBJECT: Ellen Galinsky / Rob Reiner

Ellen's office called and she's requested a 30 min phone call w/ you, herself & Rob Reiner before the 12th. The message says that they will be together on the 9th, however, you will be returning from Arizona then.

Times that you are available:

this Friday, Dec. 6th - late afternoon, after ONDCP Reception

Tues, Dec. 10th - 3:30-4:00 (your best time here)

Wed, Dec. 11th - 4:30-5:00 (after the paralympic meeting)

thoughts?

THE WHITE HOUSE
OFFICE OF DOMESTIC POLICY

CAROL H. RASCO

Assistant to the President for Domestic Policy

To: Eliz

Draft response for POTUS
and forward to CHR by: _____

Draft response for CHR by: _____

Please reply directly to the writer
(copy to CHR) by: _____

Please advise by: _____

Let's discuss: _____

For your information: _____

Reply using form code: _____

File: _____

Send copy to (original to CHR): _____

Schedule ? : ☐ Accept ☐ Pending ☐ Regret

Designee to attend: _____

Remarks: FYI

THE WHITE HOUSE
WASHINGTON

FAX COVER SHEET

OFFICE OF THE ASSISTANT TO THE PRESIDENT FOR DOMESTIC POLICY
SECOND FLOOR, WEST WING
THE WHITE HOUSE
WASHINGTON, DC 20500
(202)456-5565 PHONE
(202)456-2878 FAX

TO: Elizabeth Dwyer
FAX #: 6-2216

FROM: CAROL H. RASCO

NUMBER OF PAGES (including cover sheet): 7

COMMENTS: Please call CMR, if you haven't
already spoken to her.

If you have any problems with the fax transmission, please call _____ at
(202)456-5565.

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Ellen:

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The White House: Campaign leaders are in discussion with members of the Domestic Policy Council regarding the involvement of Federal agencies and The White House in the campaign.

FAMILIES AND WORK INSTITUTE

330 Seventh Avenue, 14th floor
New York, New York 10001

Fax Cover Sheet**DATE** NOVEMBER 22, 1996

TO	CAROL RASCO The White House Washington, DC	FAX (202) 456-2878 CODE 473
FROM	BARBARA NORCIA for Ellen Galinsky	PHONE (212) 465-2044 x204 FAX (212) 465-8637

Number of pages including cover sheet: 5 page(s) total**Message**

Ellen Galinsky asked that I fax the attached description of the public engagement campaign to you.

Barbara



Early Childhood Public Engagement Campaign Description

Prominent entertainers, national media experts, leading foundations and early childhood organizations and experts are collaborating on an unprecedented public awareness and engagement campaign to focus on the importance of the first three years of life and on what families and communities can do to promote young children's healthy development and school readiness. This campaign is designed to help and to inform families, to build the capacity of the fields that serve young children and their families, and to bring about change through a powerful mix of public education and community mobilization activities. Our intention is to establish an enduring collection of resources to help families nurture their children.

The campaign builds on *Starting Points*, the seminal 1994 report by the Carnegie Corporation of New York that documents the substantial body of literature on young children's emotional, social, physical, intellectual, and brain development. It concludes that "how children function from the preschool years all the way through adolescence, and even adulthood, hinges in large part on their experiences before the age of three."

Campaign founders represent an unusual collaboration that includes entertainment talent, spearheaded by Rob Reiner and Michele Singer Reiner, and by Ellen Gilbert from International Creative Management (ICM) and a broad range of experts from the early childhood field—including child development, early childhood care and education, parent education and family support, and children's health, coordinated by Ellen Galinsky and Nina Sazer O'Donnell of the Families and Work Institute. Our work together is designed to tie a media call for action with actual action at the national, state, and community levels. The core campaign is supported by the AT&T Foundation, the Carnegie Corporation of New York, and the Teresa and H. John Heinz III Family Foundation. Other funders include the Commonwealth Fund, the Charles A. Dana Foundation, the Harris Foundation, IBM, Johnson & Johnson, the W.K. Kellogg Foundation and the Robert McCormick Tribune Foundation. The goals of the campaign are to:

- raise public awareness about the importance of the first three years of life;
- connect families with young children to the information, resources and services they need;
- create connections among national organizations and state and local efforts to improve services for young children and their families;
- promote citizen engagement; and
- increase the public will to make quality resources and services more widely available to families with young children.

The campaign is organized to integrate four levels of activity: National Media; Public Policy; Outreach to National Organizations; and State and Community Action. Highlights of each activity area are summarized below.

NATIONAL MEDIA

An Hour-Long ABC Prime Time Special is being produced by Rob Reiner, Michele Singer Reiner and their team. It is scheduled to air during the week of April 21, 1997. It will feature music, comedy and several mini-documentaries. Performers will include Tom Hanks, Whitney Houston, Robin Williams, and other stars who are donating their time and talents. The documentaries, created by New Screen Concepts, are expected to address brain development, quality child care,

and the how communities can mobilize supports for families. An estimated 20 to 30 million viewers will watch this show, which will be heavily promoted in the media. *Good Morning America* has agreed to feature the campaign every morning during the week of the prime time special.

ABC will also produce generic footage to feed to ABC affiliates across the country to use as a wrap-around for local stories about their community's issues and solutions. The TV special will also include information about a toll-free number for viewers to call to obtain fulfillment material.

Newsweek Special Edition. *Newsweek* magazine will publish a special edition which will be a status report on young children and their families, along with practical information about parenting. It will be distributed to families, members of Congress and state legislatures, business leaders and other policy makers.

Public Service Announcements (PSAs). Two broadcast public service announcements (PSAs) will be produced for television, radio and print media by The Advertising Council with funding from the AT&T Foundation. The PSAs will focus on the importance of family involvement in early childhood development and school readiness. They will be part of the Coalition for America's Children/Ad Council/Benton Foundation's Coalition for America's Children. The PSAs will contain the same toll free number as the TV special that viewers can call for fulfillment material. United Airlines has agreed to run the PSAs on all of their flights for a one-month period around the time that the prime time special is aired.

Toll-Free Number and Fulfillment Material (Written Fulfillment Material Developed for the General Public). The prime time television special and the PSAs will include a toll free number that viewers can call to obtain written fulfillment material or to be connected to local parenting information, resources and services. Production and dissemination of the fulfillment material is being coordinated by the Families and Work Institute in collaboration with Zero to Three and other national organizations. This material will include tips on how families and communities can promote young children's school readiness and healthy development. Space will be available on this material for state and local organizations to add their own logos, toll free numbers, or resources. Fulfillment material will also be disseminated by national organizations, businesses, state and local coalitions and will be available in public libraries throughout the country.

A Video for New Parents will provide "how to" information on how families can promote their children's healthy development. It is expected that the video will focus on the importance of early relationships between babies and their primary caregivers, with information on how families can encourage children's healthy development at each stage. The video is being produced by New Screen Concepts, with funding from Johnson & Johnson. The video will be distributed free of charge through hospitals, video stores, clinics, child care centers, schools, employers, non-profits, and early childhood state and community mobilization efforts. In addition, the Marriott Corporation has offered to show the video on its hotel television channel.

CD-ROM/On-Line Information will be created that will address the burning questions that parents have about their children, beginning in the prenatal period and extending through the first three years of life. Funding for the CD-ROM is being provided by IBM through Work/Family Directions and the CD-ROM is being created by Evolutionary Publishing, Inc. in association with the Families and Work Institute.

A Campaign World Wide Web Site will be established by January 1997 to facilitate widespread communication about campaign activities. This web site will enable national, state and local campaign leaders to find colleagues in their geographic or content interest area; to share information about their activities and to share ideas with each other. Check the Families and Work Institute Web Site at <http://www.familiesandwork.org> after January 1997 for the Campaign's home page address.

A Conference on Brain Development was held in June 1996 in Chicago, with funding from the Carnegie Corporation of New York, the Charles A. Dana Foundation, the Harris Foundation and the Robert R. McCormick Tribune Foundation. This invitational conference shared key findings from leading researchers who are investigating prenatal and early childhood brain development. Panels of early childhood experts, the media, business and public policy leaders responded to the findings by discussing their implications. The press was invited to this conference, which served as an introduction to the larger media campaign. A report on the conference will be available from Families and Work Institute in January 1997.

PUBLIC POLICY

A White House Conference on Young Children, Families and Communities is under consideration. It could take place in April 1997, during the week of the prime time TV special. Development of policy recommendations is expected to be organized by the campaign funders and informed by an Advisory Committee of national early childhood policy experts and organizations.

The National Governors' Association (NGA). Campaign leaders are in discussion with Governor Bob Miller of Nevada, the incoming chair of NGA, about the role NGA will take in working on the campaign.

State and Local Campaign Coalitions are being encouraged to use the opportunities presented by the campaign to clarify and advance state and local early childhood policy agendas. Some technical assistance is being provided to assist coalitions in these efforts.

OUTREACH TO NATIONAL ORGANIZATIONS

Work with National Organizations. Campaign coordinators began the campaign by interviewing over 150 leaders from diverse early childhood organizations. A survey was distributed to many others to ascertain ways they could join the campaign and further its messages. Many national organizations have begun to make specific plans for how they will participate. For example:

The American Library Association plans to create tip sheets and present displays for families with young children around the country;

The American Academy of Pediatrics is considering distribution of a special edition of the Brain Development of Young Children Report to its members;

The National Association of Police Chiefs has offered to link its state and local members with campaign coalitions as part of this organization's *Prevent Crime-Invest in Kids Campaign*; and

The American Association of Family and Consumer Sciences is encouraging its members to get involved in the work of state and local campaign coalitions, is developing early childhood

service learning projects, will highlight brain development information in its journal and will create an early childhood public engagement and information track at their next annual conference.

Meeting with National Organizations. In January 1997, campaign leaders will convene a meeting with leaders from national organizations to plan for how they will participate both nationally and through their state and local affiliates. This meeting will be co-sponsored by the Coalition for America's Children and Zero to Three.

Linkages to Business Leaders. With funding from the Commonwealth Fund, a business symposium will be conducted in collaboration with the Committee for Economic Development in April 1997. This event will focus attention on what small, mid-sized and large companies are doing to support new and expectant parents. The symposium is designed to stimulate additional strategies to engage the business community in the campaign. A report on innovative business strategies to support new and expectant parents will be produced for the symposium. This report will be widely disseminated.

STATE AND COMMUNITY ACTION

One of the hallmarks of this public engagement campaign will be its connection to action at the state and local levels. Start up funding for the community outreach has been provided by the W.K. Kellogg Foundation. Campaign coordinators are working with national, state and local organizations to promote state and local action on behalf of young children and families in several ways:

State and Local Campaign Coalitions have been formed in 34 sites. These coalitions have begun to create local action plans and an additional 30 prospective coalitions are in the formative stages. To receive a summary of state and local coalition plans, contact the Families and Work Institute at the numbers listed below and check the campaign home page after January 1997.

A small **Expert Advisory Board** has been selected to ensure that the content of this campaign is guided by accurate scientific knowledge. Expert Advisors represent national organizations reflecting the major domains specified in the *Starting Points* report: health, parent education and family support, early childhood education and care, and child development. They include:

Judy Langford Carter, MA, Former Executive Director of Family Resource Coalition;
Jerlean Daniel, PhD, President, National Association for the Education of Young Children;
Emily Fenichel, MSW, Associate Director of ZERO TO THREE: National Center for Infants, Toddlers, and Families (formerly National Center for Clinical Infant Programs); editor, *Zero to Three*;
Deborah A. Phillips, PhD, Director, Board on Children and Families, National Research Council's Commission on Social and Behavioral Sciences and the Institute of Medicine; and
Barry Zuckerman, MD, Chairman, Department of Pediatrics, Boston University School of Medicine.

A **Community Outreach Advisory Committee** and additional expert review committees have also been established to guide specific components of the campaign.

For further information please contact Families and Work Institute:

Ellen Galinsky, Project Director: (212) 465-2044, E-mail: emgalinsky@aol.com
Nina Sazer O'Donnell, Project Manager: (919) 477-7137, E-mail: nsazerodon@aol.com
Abby Farber, Project Coordinator: (212) 465-2044

**Early Childhood Public Engagement Campaign
White House Briefing Participants**

December 12, 1996

DEPARTMENT OF JUSTICE

Reggie Robinson

DEPARTMENT OF AGRICULTURE

Cheryl Tates-Macias

DEPARTMENT OF COMMERCE

Jeffrey Hunker

DEPARTMENT OF LABOR

Virginia Apuzzo

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Joan Lombardi

Michael Kharfen

DEPARTMENT OF EDUCATION

Secretary of Education Richard Riley

Terry Peterson

OFFICE OF NATIONAL DRUG POLICY

Ricia McMahon

SMALL BUSINESS ADMINISTRATION

Kimberlee Cornett

OFFICE OF PERSONNEL MANAGEMENT

Janice LaChance

NATIONAL ECONOMIC COUNCIL

Gene Sperling

WHITE HOUSE CABINET AFFAIRS

Ann McGuire

WHITE HOUSE INTERGOVERNMENTAL AFFAIRS

John Emerson

Emily Bromberg

WHITE HOUSE OFFICE OF COMMUNICATIONS

Don Baer

OFFICE OF THE VICE PRESIDENT

Elaine Kamarck

Nancy Hoit

Ginny Terzano

WHITE HOUSE PUBLIC LIAISON

Doris Matsui

OFFICE OF THE FIRST LADY

Nicole Rabner

DOMESTIC POLICY COUNCIL

Carol Rasco

Mike Cohen

Elizabeth Drye

Jeanine Smartt

Deb Fine

FAMILIES AND WORK INSTITUTE

Ellen Galinsky

CASTLE ROCK ENTERTAINMENT

Robert Reiner

Michele Singer Reiner

CARNEGIE CORPORATION OF NEW YORK

Michael Levine

Vivien Stewart

TERESA & H. JOHN HEINZ III FAMILY FOUNDATION

Jeffrey Lewis

INTERNATIONAL CREATIVE MANAGEMENT INC. (ICM)

Ellen Gilbert

THE EARLIEST INTERVENTIONS

A SAMPLE OF FEDERAL EFFORTS

DRAFT

The following are a sample of programs and resources throughout the federal government focused on our nation's youngest children. Over the next few months this document will be expanded to include more activities and more information.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

The **Early Head Start** grants expand the proven benefits of early childhood development to low income families with children under three and to pregnant women. Combined with last year's grants, Early Head Start now totals 142 programs across the country. Using the Head Start model, these programs enhance children's cognitive, social, emotional and physical development; assist parents in fulfilling their parental roles; and help parents move toward self-sufficiency.

The **Healthy Tomorrows Partnership for Children** program began in 1989 as a collaborative venture between the Maternal and Child Health Bureau and the American Academy of Pediatrics. Its purpose is to stimulate innovative programs that prevent disease and disability and promote health and access to health care services for children nationwide. Funded projects include a range of activities such as intervention and care coordination services for children with special health needs and expanded perinatal care and parent education services.

The **Child Care and Development Fund** brings together, for the first time, four Federal child care subsidy programs and allows States to design a comprehensive, integrated service delivery system to meet the needs of low-income working families. Additionally, the Child Care and Development Fund sets aside a minimum of four percent of Federal and State funds to improve the quality and availability of healthy and safe child care for all families

The **Healthy Child Care America Campaign** is a joint effort of the Child Care Bureau and the Maternal and Child Health Bureau to promote the healthy development of children. The Campaign seeks to enhance health education for child care workers and parents, support programs' efforts to create healthy environments for children, and better link programs with community health resources. The Action Step Strategy Sheets, Resources, and Examples provide possible strategies that communities can use to implement particular action steps. The strategies can be used by child care providers, health providers, families, child care regulators, policymakers, and businesses.

DEPARTMENT OF EDUCATION

The **Even Start Family Literacy Program** is a family-focused program providing participating families with an integrated program of early childhood education, adult literacy and basic skills instruction, and parenting education. There are 576 local Even Start programs operating in every state. Even Start is an integral component of Title I, the single largest federal program supporting K-12 education.

Ready to-Learn Television provides for the development, production, and distribution of educational and instructional video programming for preschool and elementary children and their parents in order to facilitate the achievement of the National Education Goals. Support materials are produced for young children, their parents, child care workers, and Head Start providers to increase the effective use of the programming. There was \$7 million made available in FY 1997.

In the **Program for Infants and Toddlers with Disabilities** States may make early intervention services available to eligible infants and toddlers (birth through two years). Under the Individuals with Disabilities Act (IDEA) states must provide special education services to eligible preschool children (ages 3-5). Individual Family Service Plans are developed to support children and meet their needs while supporting and building on the individual strengths of the family. Support groups for parents such as Parent-to-Parent are available, as well as parent training.

The **Goals 2000: Educate America Act** calls for parents to be involved in the development of state and local Goals 2000 plans. In addition, Title IV of Goals 2000 calls for the implementation of Parent Resource Centers in every state by the year 1998. The Centers provide parents with training, information, and support in learning about the National Education Goals and how to help their children -- from preschool through high school -- achieve high standards. The activities of the centers include (1) coordinating with existing programs that support parents in helping their children be ready for school and be able to reach high standards; (2) developing resource materials and providing information about high quality programs to families, schools, school districts and others through conferences, workshops and dissemination of materials; and (3) supporting a variety of promising models of family involvement programs, including Parents as Teachers and Home Instruction for Preschool Youngsters.

U.S. DEPARTMENT OF JUSTICE

The **Prenatal and Early Childhood Nurse Home Visitation Program** seeks to improve the health and social functioning of low-income, first-time mothers and their babies through nurse home visits in the first two years of a child's life. This effort relies on a highly-regarded and well-tested home visiting model. The Executive Office for Weed and Seed and the Office of Juvenile Justice and Delinquency prevention joined with HHS's Administration for Children and Families to support this project.

Through **Safe Kids/Safe Streets**, Office of Justice Programs' agencies are collaborating to support efforts to reduce juvenile delinquency exploiting what we know about the connection between child abuse/neglect and the subsequent development of violent and delinquent behavior. This effort will work to break the cycle of child and adolescent abuse and neglect. It seeks, thereby, to substantially reduce child maltreatment and fatalities, and ultimately to improve outcomes for children and families.

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

The **Early Childhood Development Program** helps to provide quality child care opportunities for families living in public housing communities. The program helps to establish childhood development services to facilitate the employability of the parents or guardians who are residing in public housing, and to provide early childhood development services to families who are homeless or at risk of becoming homeless.

The **Office of Lead Based Paint and Poisoning** has as central to its mission the reduction of childhood lead poisoning. Of the 64 million dwelling units that contain lead-based paint, 4 million have lead-based hazards and are currently occupied by young children. The HUD program, combined with other local, state and federal funds, targets those houses where lead poisoning rates are highest and where private financing is not feasible.

U.S. DEPARTMENT OF AGRICULTURE

The **Food Stamp Program** currently reaches over 13 million children--more than half of all participants--each month. Over 80 percent of all food stamps--\$18 billion in 1996--benefit families with children. Over 85 percent of eligible children are served by the program--and nearly 95 percent of those under age 5. Food Stamp benefits enable low-income families to obtain a better diet by increasing their food purchasing power.

The **Special Supplemental Nutrition Program for Women, Infants and Children (WIC)** provides a targeted package of nutritious food, nutrition education, and referrals to health and social services to low-income childbearing women and children from birth to age 5. About 70 percent of all eligible low-income children under 5 participate. Virtually all eligible children participate as infants--in fact, approximately 45 percent of all infants born in the U.S. receive WIC benefits. WIC has been demonstrated to improve children's nutritional status, immunization rates, and cognitive development. Children also benefit from their mothers' prenatal WIC participation, which has been shown to reduce infant deaths, low birthweight, and premature births.

U.S. DEPARTMENT OF LABOR

The Working Women Count Initiative has surveyed over 250,000 working women to find out how they feel about their jobs -- what they liked, what they didn't like, and what they would change. Overwhelmingly, they indicated they needed help in balancing work and family. These findings provided support for future activities which included, sponsoring community child care forums and publishing *Care Around the Clock: Developing Child Care Resources Before 9 and After 4*. Since May, 1995 more than 10,000 copies of this publication have been distributed to parents.

U.S. GENERAL SERVICES ADMINISTRATION

Federally Funded Child Care

Child Care for Federal Employees is a high priority of the Administration. Presently nearly 800 child care centers operate under the auspices of the Federal government throughout the United States and at military installations around the world, making the nation's largest employer also its largest supporter of worksite child care programs. The centers care for the children of both government and non-government employees, many from the age of six weeks.

U.S. OFFICE OF PERSONNEL MANAGEMENT

Family-Friendly Leave Policies for Federal Employees support employees' family responsibilities and enhance the commitment and productivity of the workforce. In particular **The Family and Medical Leave Act** entitles covered Federal employees up to a total of 12 administrative workweeks of unpaid leave during any 12-month period for (a) the birth of a son or daughter or care of the newborn; (b) the placement of a son or daughter with the employee for adoption or foster care; # the care of a spouse, son, daughter, or parent with a serious health condition; and (d) a serious health condition of the employee that makes him/her unable to perform the duties of their job.

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NOV 26 1996

DATE: Nov. 25**FAX COVER SHEET**TO: Carol Pasco

FAX NUMBER: _____

FROM: Ray ScheppachNGA FAX NUMBER: (202) 624-5825NUMBER OF PAGES 6 (Including this cover sheet)

COMMENTS: _____

IF YOU HAVE ANY PROBLEMS WITH THIS TRANSMISSION, PLEASE CALL:

Tess Moore at (202) 624-5320

THE FIRST THREE YEARS

A Proposal Submitted by The National Governors' Association November, 1996

Introduction

This proposal requests support for policy development and technical assistance activities on young children to be carried out by the National Governors' Association as part of Chairman's initiative. The initiative will focus primarily on the critical 0-3 age period in a child's development when much of the basis for later learning and growth is established. Under the leadership of Governor Bob Miller of Nevada, NGA's current chairman, the initiative will:

- advance federal and state policy reforms to promote young children's healthy development and school readiness;
- raise Governors' awareness of the importance of early investments in this area;
- support Governors' public engagement activities to stimulate greater community and parental action to improve conditions for young children; and
- share best state practices in serving this population.

The activities proposed are intended to capitalize on and complement other activities being carried out under the Early Childhood Public Awareness Campaign being coordinated by the Families and Work Institute. In addition, they expand upon NGA's work under the 1994-95 Campaign for Children during which the association:

- convened an intergovernmental workgroup, in conjunction with other national organizations, to identify promising strategies for improving service delivery systems for young children and their families;
- conducted a national hearing on "building communities for children" during which 12 communities with systemic reform initiatives shared their successes and lessons learned in creating comprehensive services for young children;
- convened a national summit on young children to focus public attention on the needs of these children and affirm the commitment of state and local policy makers to invest in community-based efforts to improve conditions of young children and their families; and
- provided technical assistance to states on implementing systemic reforms that focus on prevention.

Governors' Leadership Group on Children

Within the next few weeks, Governor Miller will appoint a gubernatorial leadership group to:

- assess current state policies and practices in serving children 0-3; and

- make recommendations to Governors on state and federal policy changes needed to better serve the needs of young children and their families during this critical stage in their development.

The six member bipartisan group, to be chaired by Governor Miller and NGA Vice Chairman, George Voinovich of Ohio, will carry out its state and federally-oriented policy development mission by undertaking the following activities:

- Convene a group of national experts on young children to help Governors assess the current status of policies and practices directed at children 0-3 age and their families, provide a vision of what a more effective system to serve this population would look like, and make recommendations for state policy reforms that will improve the life prospects of these children. The meeting of approximately 20-25 researchers, practitioners, and state and national policy makers including staff of the Governors on the leadership group, will be held in Washington, DC in January or February, 1997.
- Update current NGA policy on services to young children and their families and work with the Administration and Congress to enact federal policy changes consistent with this policy.
- With the guidance of the leadership group and the recommendations of the experts convened earlier, NGA staff will produce a short and easy-to-read action agenda for Governors and status report on state policies and reforms. Although the primary audience for this publication will be Governors, the publication will also be useful for state legislatures, the press and other interested parties. The status report on state policies and practices, which may take the form of a map or summary table, will draw upon and update information collected by NGA in 1995 under the Governors' Campaign for Children and that assembled by other organizations. Non-NGA sources of information include the National Center on Children in Poverty, the Finance Project, the Harvard Family Research project, the Family Impact Seminar, and the Families and Work Institute. The publication will be completed and disseminated to Governors and others in April to coincide with the airing of the planned ABC special on young children.
- An updated status report will be issued the following spring based on a survey to be conducted next winter.
- Under the auspices the leadership group, NGA staff will convene a national policy forum for state policy makers to promote adoption of the policy recommendations and best practices identified through the initiative. The exact timing of when this forum is held will depend on the schedule of other related events this year, but we expect that it will be held no later than early fall of 1997.
- NGA staff will also produce a resource notebook for Governors and their staff on state policy and structural reforms, research findings on best practices, and other

useful information on young children and their families. The notebook will include copies of state legislation, policies, resource allocation formulas and other materials states may want to share with each other. Again, to the extent possible, NGA will draw upon information already collected by other organizations. The notebook will be prepared for distribution to Governors at the NGA annual meeting to be held July 27-30 in Las Vegas with a draft of the notebook available at the national forum if it is held prior to time.

- Finally, with the guidance of the leadership group, NGA will either directly provide or broker assistance to states in implementing best state practices.

Gubernatorial Awareness

Governor Miller will invite Rob Reiner, the producer of the planned ABC special and one or more national experts on young children such as T. Barry Brazelton, Barry Zuckerman and Ellen Galinsky to address the Governors during a plenary session of the NGA winter to be held February 2-4 in Washington, DC. The session will raise Governors' awareness of the importance of early investments in children's health and development during the first three years, and to inform them about the ABC special and the activities planned by NGA and others to complement this public awareness campaign.

Public Outreach to Promote More Strategic Public and Private Sector Investment in Children Zero to Three

NGA proposes to support gubernatorial outreach efforts, particularly in conjunction with the planned ABC special by undertaking the following activities:

- Invite Governors and their spouses to tape public service announcements during the NGA winter meeting on the importance of the first three years. NGA will work with Ellen Gilbert and the Family and Work Institute in scripting these PSA's. It will contract for the production of the PSA's, handle all of the logistics in conjunction with the taping, and distribute completed tapes to the Governors' press secretaries. NGA will also work with the Ad Council, the Governors' press secretaries and others to arrange for the airing of these public service announcements through the ABC affiliates, cable networks and other appropriate channels..
- Conduct a meeting of Governors' press secretaries during the NGA winter meeting to discuss the ABC special and the media package that will be produced for the Governors.
- Based on the input of the Governors' press secretaries, NGA will produce a media package on young children for Governors' press secretaries which will include talking points Governors can use on this topic, a draft proclamation, options on how to use the PSA's developed, and other ideas on how the Governor and other states officials can tie into activities surrounding the broadcast of the ABC special.

Staffing and Budget

This project will be carried out by the Employment and Social Services Policy Studies Division of NGA's Center for Best Practices, NGA's Office of Public Affairs and the Committee on Human Resources, NGA's policy development and lobbying arm on issues related to children and families. Evelyn Ganzglass, director of employment and social services policy studies will coordinate the overall effort.

The attached budget details associated with the fifteen month project. The budget is based on the following assumptions:

Personal computer charges are estimated based on staff loading (57% FTE) at a monthly rate of \$140 per FTE.

Travel expenses are estimated at \$850 airfare, \$50 miscellaneous ground transportation per trip plus \$150/day per diem. Travel expenses related to the expert meeting are estimated based on 20 participants needing travel assistance to attend the meeting-in-Washington DC. National Forum expenses are based on the assumption that the two-day meeting will be out of Washington and that a total of 10 people including speakers and NGA staff will have to have their travel covered out of this grant. Forum participants will pay their own way to the meeting.

Meeting costs are estimated as follows:

Expert Meeting (25 people including staff)

meeting room rental	\$500
audio-visual costs	100
continental breakfast@\$10	250
two coffee breaks@\$3	150
lunch@\$20	500

National Forum

meeting room rental	\$5,200
shipping, signage, materials	1,200

Participants will pay a registration fee to cover the cost of meals and other on-site expenses.

Consultant costs are associated with development of a script for the PSAs and assistance in preparing other materials. The estimated cost of PSA production is based on initial estimates we have received from several potential contractors.

In-kind Contribution

Committee on Human Resources and Office of Public Affairs staff time on development of NGA policy, PSAs, and press packets will be donated as an in-kind contribution. We estimate the in-kind contribution to total approximately \$24,000 based on the salary, fringe benefits, and overhead costs of Committee on Human Resources (CHR) and Office

of Public Affairs (OPA) staff. We estimate that CHR staff will devote approximately 15 days to the activities discussed above and OPA staff approximately 30 days.

Indirect Costs are calculated at 18% of salaries and fringe benefits.