

THURSDAY, MARCH 3

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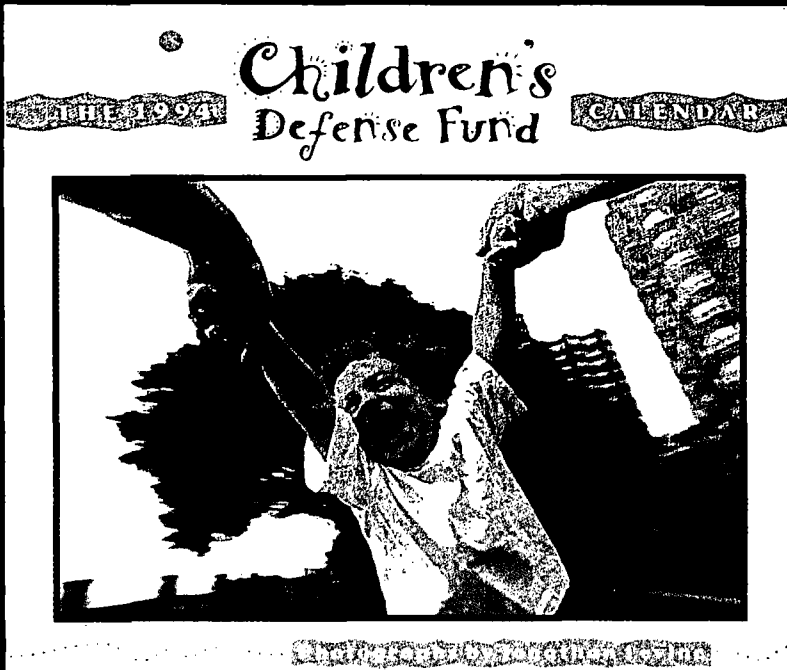


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The perfect
holiday gift
for *everyone*
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We'll even mail it
for you!



The 1994 Children's Defense Fund Calendar



Celebrate children every day of the new year with the 1994 Children's Defense Fund Calendar. The large-format wall calendar features extraordinary photos by Jonathan Levine, gently hand-colored. Included are facts you can use to spread the word about America's children, *plus* steps you can take to help children in your community and the nation.

This is the perfect holiday gift for everyone you know who loves children!

We'll Even Mail It for You!

Holiday gift-giving couldn't be easier! We'll gift calendars for you to your friends and family, with an attractive gift card in your name. Our generous multiple-copy discounts make the 1994 Children's Defense Fund Calendar the perfect idea for everyone on your holiday gift-giving list!

Discounts, Discounts!

Take advantage of bargain prices for orders of 10 or more copies. Buy 10-19, take 10% off the purchase price; 20-99 copies, 20% off; 100 or more copies, 25% off. Larger price reductions available for larger orders — call Orlando at (202) 628-8787 for details.



The 1994 Children's Defense Fund Calendar, wall-style, opens to 13 1/4" x 24". Twelve photographs by Jonathan Levine, hand-colored. Published in cooperation with Pomegranate Calendars & Books. \$12 per copy, including postage.

Don't Get Lost in the Holiday Mail — Order Today!

ORDERING IS EASY! DETACH HERE AND USE ATTACHED POSTAGE-PAID ENVELOPE.

The 1994 Children's Defense Fund Calendar

☐ **YES!** Please send me _____ calendar/s at \$12 per copy, including postage.

☐ **YES!** Please send calendars as gifts to the people I've listed at right.

Your full name _____

Your name as you wish it to appear on gift cards _____

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City, state, zip _____

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x \$12 = _____

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District of Columbia residents: Add 6% sales tax.

ORDERING IS EASY! Just complete this form, detach, and mail in the attached envelope. Orders under \$25 must be accompanied by payment or they cannot be processed. Please do not send correspondence with order. Send correspondence to CDF Publications, 25 E Street N.W., Washington, DC 20001. CDF has a no-return policy.

You may pay using Visa or MasterCard

☐ Visa ☐ MasterCard

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Save time! Fax your order to (202) 662-3510.

Please send gift calendars from me to:

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Helping *You* Make a
Difference for Children

CDF Reports



The monthly newsletter of the
Children's Defense Fund

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GREAT HOLIDAY GIFTS

FOR PEOPLE WHO CARE ABOUT CHILDREN!

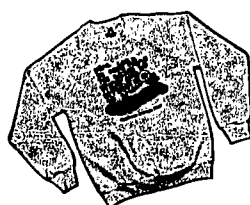
The 1994 Children's Defense Fund Calendar

A year-long celebration of children! This is the perfect gift for *everyone* on your holiday list! Twelve extraordinary photos by Jonathan Levine are gently hand-colored and displayed in an extra-large format (opens to 13 1/4" x 24"!). The wall-style calendar features facts about America's children and steps you can take to help children in your community and the nation!

Order today to beat the holiday rush! (Published in cooperation with Pomegranate Calendars & Books.) \$12



The Measure of Our Success: A Letter to My Children and Yours See page 3 for a full description of this inspiring book by CDF President Marian Wright Edelman. \$10 paperback; \$16.50 hard cover



CDF Sweatshirt: Stay warm this winter in CDF's cozy sweatshirt, featuring the CDF logo in primary colors on bright white. Plush and soft in a 50-50 blend. Adult sizes small, medium, large, and extra large. \$19

CDF Logo Watch: The poignant CDF logo in red and blue makes this watch special. Black leather band. One-year manufacturer's warranty included. (Specify men's or women's size when ordering.) \$26



The Classic CDF Logo T-Shirt: The popular CDF logo on navy, 100% cotton. Children's sizes 2-4, 6-8, 10-12. Adult sizes small, medium, large, extra large, and XXL. \$9.50

CDF-Ben & Jerry's T-Shirt: For tiny tots to teens, this tee was designed for us by the fun folks at Ben & Jerry's Homemade, Inc. (a partner in CDF's Leave No Child Behind campaign), in purple and white. Children's 2-4, 6-8, 10-12, and adult small only. **Limited quantities.** \$13.00

CDF Logo Poster: In English or Spanish. Just \$5.50! (See page 8)

The GROWING UP Growth Chart:

Brighten your child's room — or classroom, day care center, or library — with this unique growth chart noting developmental milestones. Three child-pleasing colors on durable stock. \$5.95



Tote Bags: A practical bag that carries a message! CDF's logo in bright colors on natural canvas. Straps are long enough to carry over the shoulder. \$8.50

Treat Your Staff: A subscription to *CDF Reports*, the monthly newsletter of the Children's Defense Fund, will give your co-workers the tools they need to be even *more* effective for children. *Special offer:* Order one subscription at full price (\$29.95/year) and take 30% off each additional subscription sent to same office. See full description of *CDF Reports* on page 3. (Special offer applies to one-year subscriptions only; does not apply to subscription renewals.)



Support the Children's Defense Fund!

Remember special friends during the holidays by making a generous contribution to CDF in their names. Your friends will be sent holiday cards acknowledging your gift. Mail to: Development Department, NL, Children's Defense Fund, 25 E Street, N.W., Washington, DC 20001.

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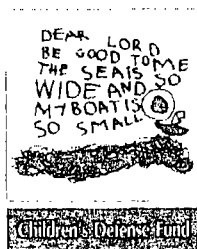
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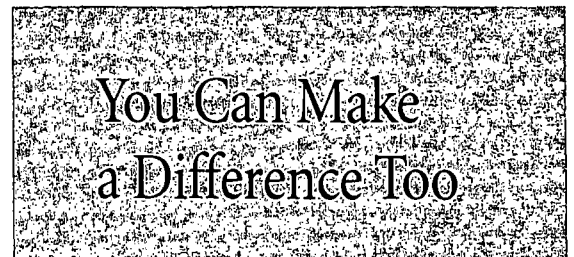
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Making a
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Tear off this flap and mail in attached envelope with check. Make checks payable to the Children's Defense Fund.

The Children's Defense Fund is a nonprofit research and advocacy organization that exists to provide a strong and effective voice for the children of America. CDF is supported solely through the generosity of individuals, foundations, and corporations. We receive no government funds. **Contributions to the Children's Defense Fund are tax-deductible to the extent allowed by law.**

☐ **Yes!** I would like to support the Children's Defense Fund with a gift of

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$500

☐ Other: _____

☐ Please check here if you already are a CDF contributor so we don't duplicate your name in our files.

NAME: _____

ADDRESS: _____

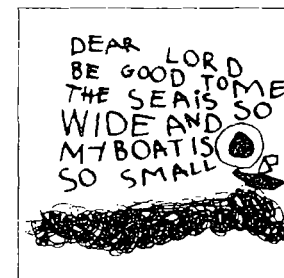
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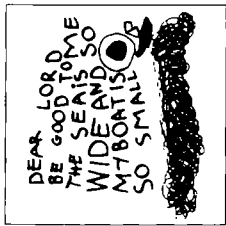
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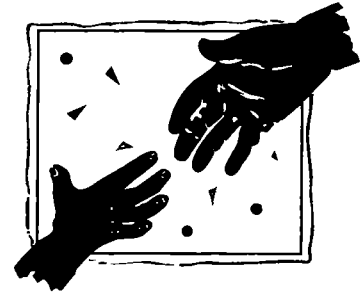
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Register today!**



LEAVE NO CHILD BEHINDSM



**Children's Defense Fund's
Annual National Conference
March 3 - 5, 1994
Cincinnati Convention Center
Cincinnati, Ohio**

- ☐ Yes! I want to be part of the nationwide movement, working together to see that *every* child can get a healthy start, a head start, a fair start, and a safe start.
- ☐ I want my voice heard in Congress about important issues for children! Sign me up for the Children's Defense Fund's letter-writing and telephone tree.
- ☐ Enclosed is my tax-deductible donation to the Children's Defense Fund in the amount of \$_____.
- ☐ I want more information about children's issues *every month*. Enclosed is my \$29.95 check for a one-year (12 issues) subscription to **CDF Reports**. (Please enclose payment.)

Name _____

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City _____

State _____ Zip _____

Phone (O) _____ (H) _____

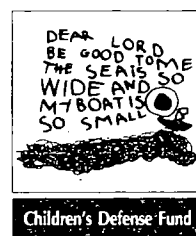
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Please complete this form and mail in an envelope to Children's Defense Fund, Field Director-Room DB, 25 E Street N.W., Washington, DC. 20001, or call 1-800-CDF-1200.

Every Day in the United States:

- ☐ 135,000 children bring guns to school.
- ☐ 7,400 children are reported abused or neglected.
- ☐ 2,860 children see their parents divorce.
- ☐ 2,781 teenagers get pregnant.
- ☐ 1,234 children run away from home.
- ☐ 322 children are arrested for drinking or drunk driving.
- ☐ 165 children are arrested for drug offenses.
- ☐ 105 babies die before their first birthday.
- ☐ 14 children are killed by guns.

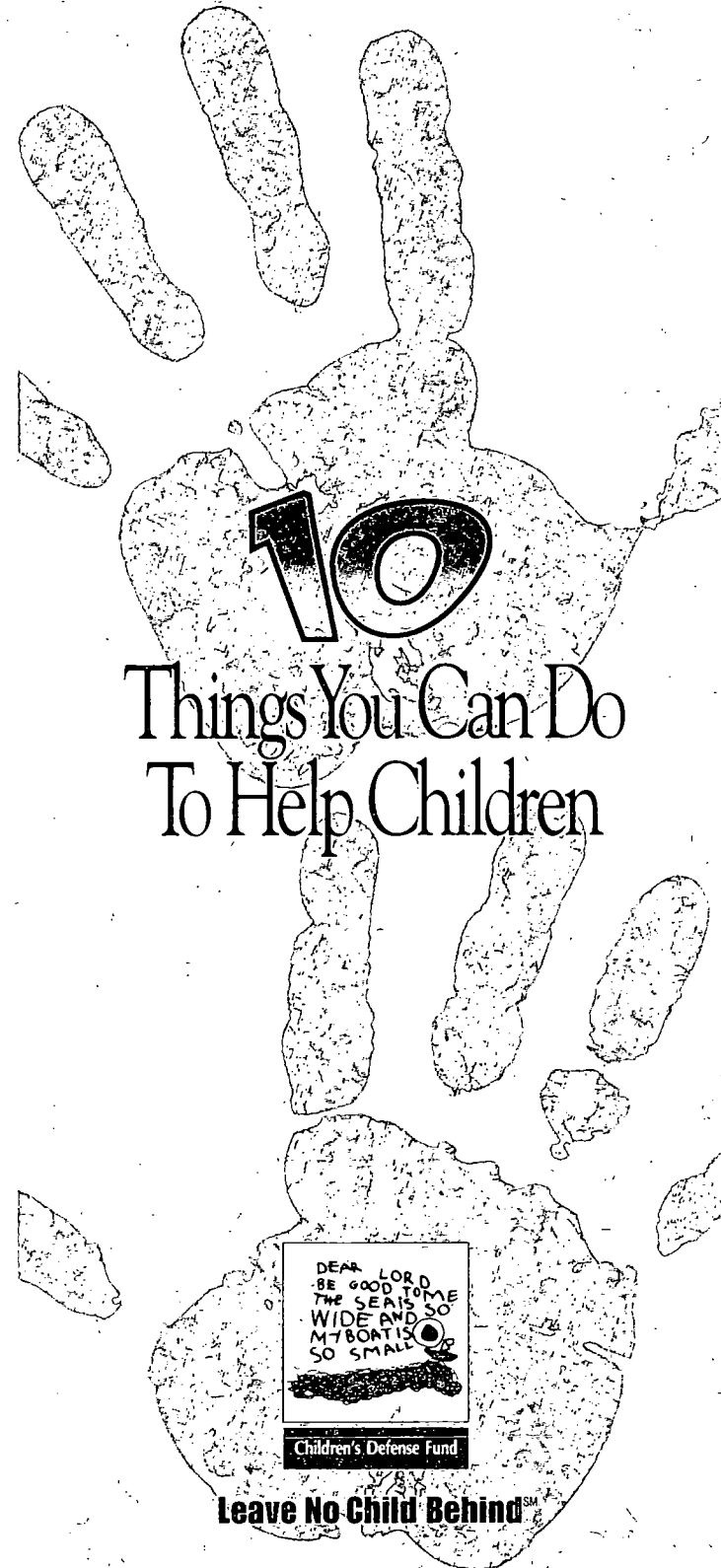
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Join the movement to Leave No Child Behind.

Complete the attached
coupon and mail it in *today*!
Children need your help *now*.

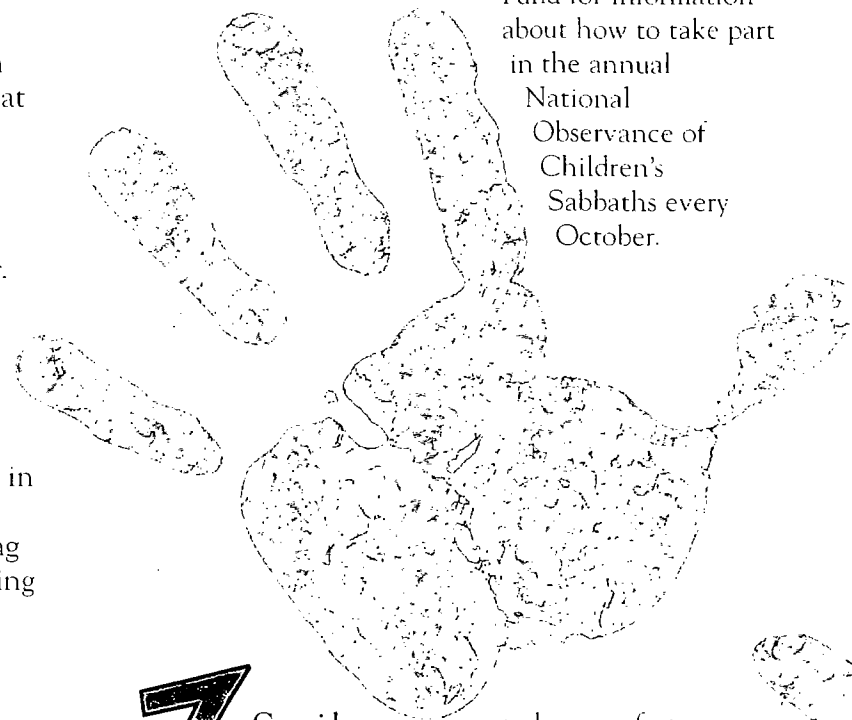
2. **Educate yourself** about children's needs and solutions to them – then educate others. Get information from the Children's Defense Fund and other groups that work for children. Spread the word to your friends and co-workers. Invite local child advocates to talk to your civic group about children's needs.

3. **See and hear the children** around you. The most important thing in every child's life is a caring adult. Do you know a child who needs a special person? Someone to listen to his or her fears and dreams, or help with homework? Take the time to show you care and be there if problems arise. When you see a good report card or learn of a great job offer, you'll know you made a difference.

4. **Volunteer** to help children. You can mentor, tutor, be a Big Brother or Big Sister, or hold an abandoned baby at a local hospital. Help out at a homeless shelter, food bank, or recreation center. If you're not a "hands-on" person, that's fine – you can still do a lot of good by pitching in at the office of a local child-serving group or sponsoring a summer camp experience.

5. **Donate** what you can to groups that serve children. Food, used clothing, kitchen ware, computer equipment, and – of course – money can make a world of difference. Offering a summer job to a youth is a large and lasting gift.

6. **Involve your congregation.** People of faith can move mountains.



7. **Consider becoming a foster parent or adopting a child.** Try to get at least one family in your civic group or congregation

to become foster parents or adopt a child who needs a home. Have other members provide ongoing support to the family.

8. **Take a first-hand look** at local children's problems and effective local solutions. Invite community leaders to visit sites where they'll come face-to-face with children's

needs as well as the programs and people addressing those needs. The Children's Defense Fund can give you more information about setting up "Child Watch" visits.

9. **Speak out** to the media and your public officials. Write letters to the editor and ask local media to cover children's issues. Urge your local, state, and national officials to

work for children. Hold them accountable for how their votes affect children. Request CDF's annual Nonpartisan Congressional Voting Ratings.



10. **Work to make sure that every child gets a healthy start, a head start, a fair start, and a safe start.**

Make a commitment to our nation's children – a commitment to Leave No Child Behind.

What Children Need

To Leave No Child Behind, we must make sure that every child has:

- ☐ **A healthy start:** Basic health care for every child and pregnant woman, starting with prenatal care and including immunizations.
- ☐ **A head start:** Good preschool, child care, and Head Start programs to help children get ready for school, keep up in school, and prepare for the future.
- ☐ **A fair start:** Jobs for parents at decent wages, child support enforcement, refundable tax credits for families with children, and help to keep family problems from turning into crises.
- ☐ **A safe start:** Homes, neighborhoods, and schools that are free of violence.

About the Children's Defense Fund

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

CDF is a national organization with roots in communities across America. Our main office is in Washington, D.C. CDF also maintains state offices in Minnesota (Minneapolis); Ohio (Columbus); and Texas (Austin); and local project offices in Marlboro County, South Carolina; Cleveland and Cincinnati, Ohio; the District of Columbia; and New York City. We work with a network of children's advocates in every state.



Children's Defense Fund

Dear Friend of Children:

Thank you for contacting the Children's Defense Fund. I am happy to share with you the enclosed information about CDF's work and specific steps that you can take on behalf of children.

As you may know, millions of American children are in crisis. Today more children live in poverty than in any year since 1965. More than eight million children have no health insurance. And tragically, gun violence takes the life of an American child every two hours -- the equivalent of a classroomful every two days. Homicide has become the third leading cause of death for our elementary and junior high students.

Yet America has the resources, the knowledge, and the strength to provide for and protect every child. We are a wealthy and powerful nation that can do anything we put our minds to do. The qualities that have made us great as a nation can help us now accomplish what we must for our children and our future.

At the Children's Defense Fund, we are leading a national campaign to Leave No Child Behind. The time has never been more right for a national movement for children, a grassroots effort to put children's needs at the top of our national agenda and consciousness. With your help and the help of thousands of other concerned child advocates, we can achieve important and winnable goals for children. We can ensure that every child receives a Healthy Start, a Head Start, a Fair Start, and a Safe Start.

I hope that children can count on you to speak and act for them. If you would like to become part of CDF's campaign to Leave No Child Behind, simply mail back one of the perforated forms in the enclosed brochures or call CDF's Field Division at (202) 662-3597.

Together, we can and will ensure that no child is left behind.

Sincerely,

Marian Wright Edelman
President

P.S. If you would like to make a financial contribution to the Children's Defense Fund, a pre-addressed envelope is enclosed for your use. We appreciate your support.

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Washington, DC 20001
Telephone 202 628 8787
Fax 202 662 3510

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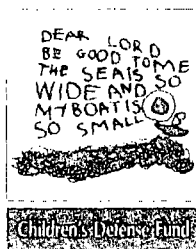
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University of Oklahoma
Health Sciences Center
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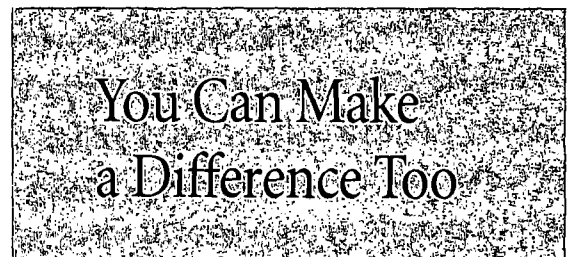
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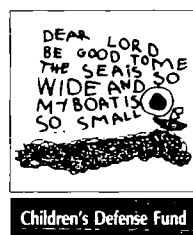
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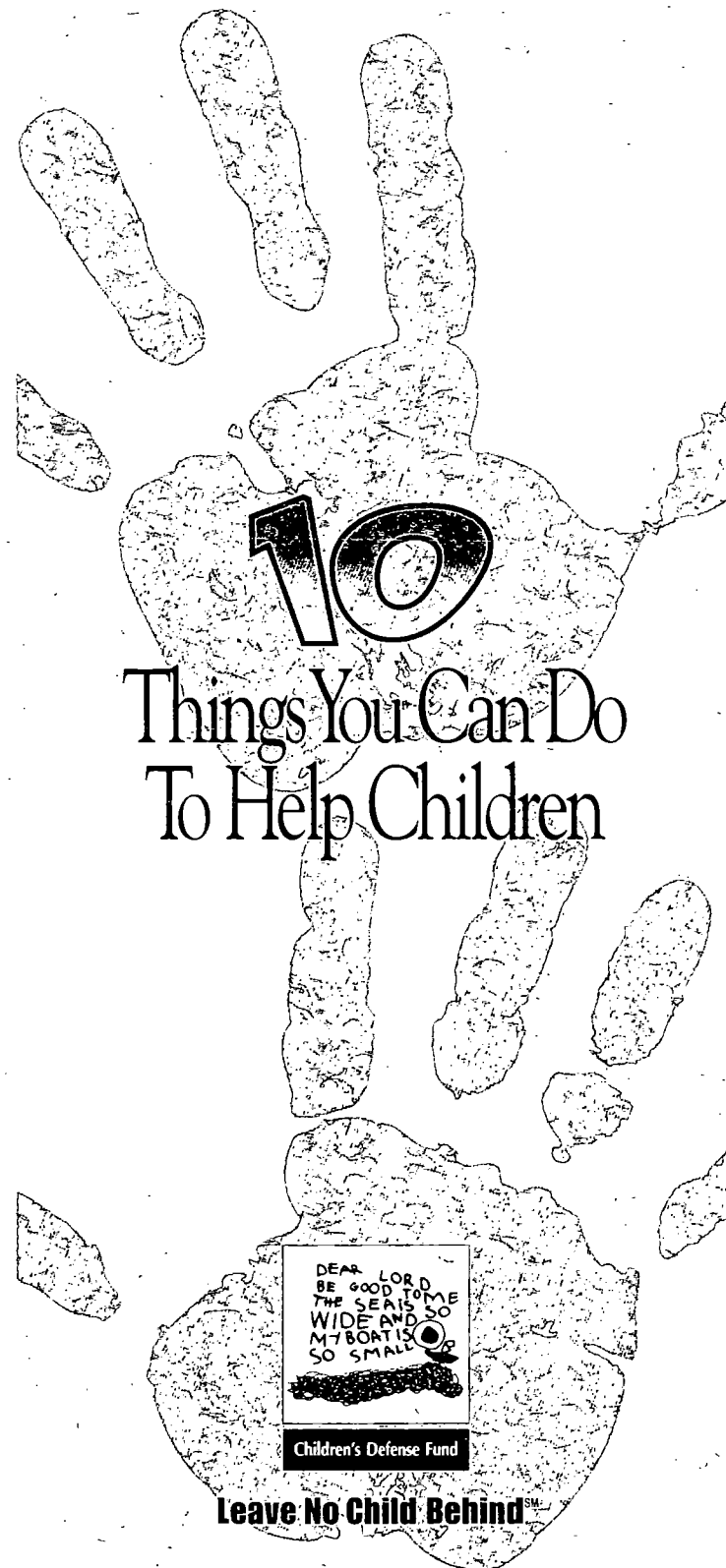
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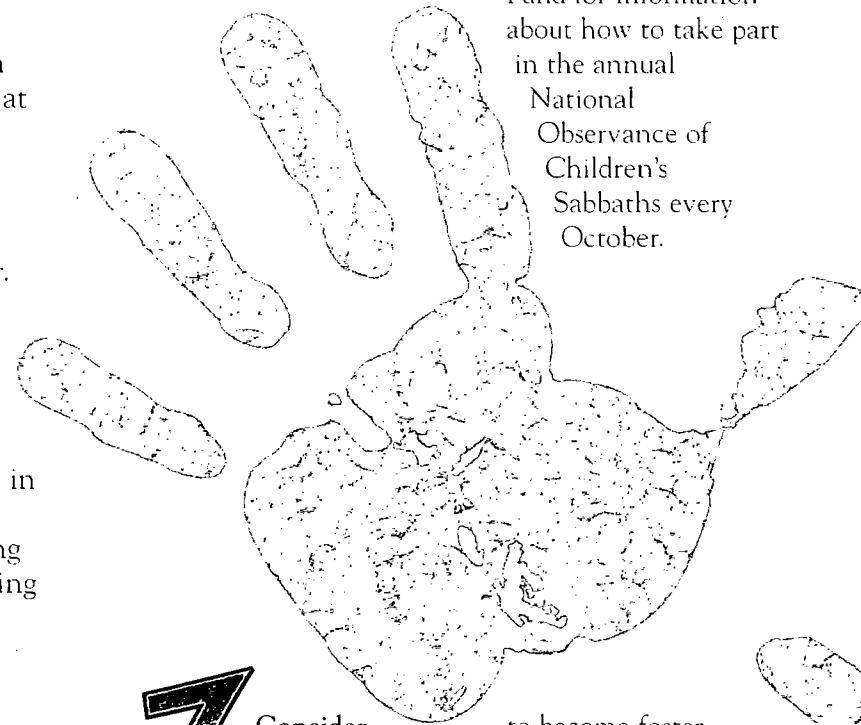
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5. **Donate** what you can to groups that serve children. Food, used clothing, kitchen ware, computer equipment, and – of course – money can make a world of difference. Offering a summer job to a youth is a large and lasting gift.

6. **Involve your congregation.** People of faith can move mountains.

Make local children's needs a mission for action. Contact the Children's Defense Fund for information about how to take part in the annual National Observance of Children's Sabbaths every October.



7. **Consider becoming a foster parent or adopting a child.** Try to get at least one family in your civic group or congregation

to become foster parents or adopt a child who needs a home. Have other members provide ongoing support to the family.

8. **Take a first-hand look** at local children's problems and effective local solutions. Invite community leaders to visit sites where they'll come face-to-face with children's

needs as well as the programs and people addressing those needs. The Children's Defense Fund can give you more information about setting up "Child Watch" visits.

9. **Speak out** to the media and your public officials. Write letters to the editor and ask local media to cover children's issues. Urge your local, state, and national officials to

work for children. Hold them accountable for how their votes affect children. Request CDF's annual Nonpartisan Congressional Voting Ratings.

10. **Work to make sure that every child gets a healthy start, a head start, a fair start, and a safe start.**

Make a commitment to our nation's children – a commitment to Leave No Child Behind.

What Children Need

To Leave No Child Behind, we must make sure that every child has:

- ❑ **A healthy start:** Basic health care for every child and pregnant woman, starting with prenatal care and including immunizations.
- ❑ **A head start:** Good preschool, child care, and Head Start programs to help children get ready for school, keep up in school, and prepare for the future.
- ❑ **A fair start:** Jobs for parents at decent wages, child support enforcement, refundable tax credits for families with children, and help to keep family problems from turning into crises.
- ❑ **A safe start:** Homes, neighborhoods, and schools that are free of violence.

About the Children's Defense Fund

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

CDF is a national organization with roots in communities across America. Our main office is in Washington, D.C. CDF also maintains state offices in Minnesota (Minneapolis); Ohio (Columbus); and Texas (Austin); and local project offices in Marlboro County, South Carolina; Cleveland and Cincinnati, Ohio; the District of Columbia; and New York City. We work with a network of children's advocates in every state.



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The Children's Defense Fund is a nonprofit research and advocacy organization that exists to provide a strong and effective voice for the children of America. CDF is supported solely through the generosity of individuals, foundations, and corporations. We receive no government funds. **Contributions to the Children's Defense Fund are tax-deductible to the extent allowed by law.**

☐ **Yes!** I would like to support the Children's Defense Fund with a gift of

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$500

☐ Other: _____

☐ Please check here if you already are a CDF contributor so we don't duplicate your name in our files.

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P U B S



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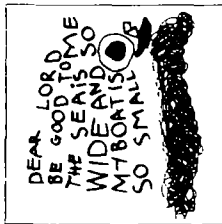
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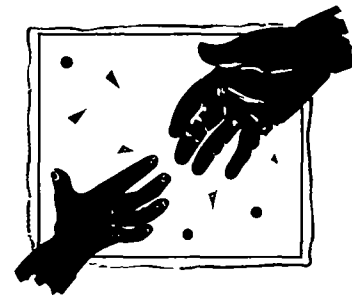
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GREAT HOLIDAY GIFTS

FOR PEOPLE WHO CARE ABOUT CHILDREN!

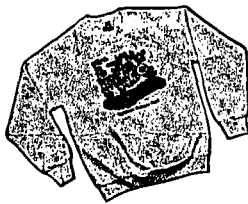
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A year-long celebration of children! This is the perfect gift for *everyone* on your holiday list! Twelve extraordinary photos by Jonathan Levine are gently hand-colored and displayed in an extra-large format (opens to 13¼" x 24"!). The wall-style calendar features facts about America's children and steps *you* can take to help children in your community and the nation!

Order today to beat the holiday rush! (Published in cooperation with Pomegranate Calendars & Books.) \$12



The Measure of Our Success: A Letter to My Children and Yours See page 3 for a full description of this inspiring book by CDF President Marian Wright Edelman. \$10 paperback; \$16.50 hard cover



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The Classic CDF Logo T-Shirt: The popular CDF logo on navy, 100% cotton. Children's sizes 2-4, 6-8, 10-12. Adult sizes small, medium, large, extra large, and XXL. \$9.50

CDF-Ben & Jerry's T-Shirt: For tiny tots to teens, this tee was designed for us by the fun folks at Ben & Jerry's Homemade, Inc. (a partner in CDF's Leave No Child Behind campaign), in purple and white. Children's 2-4, 6-8, 10-12, and adult small only. **Limited quantities.** \$13.00

CDF Logo Poster: In English or Spanish. Just \$5.50! (See page 8)

The GROWING UP Growth Chart: Brighten your child's room — or classroom, day care center, or library — with this unique growth chart noting developmental milestones. Three child-pleasing colors on durable stock. \$5.95

Tote Bags: A practical bag that carries a message! CDF's logo in bright colors on natural canvas. Straps are long enough to carry over the shoulder. \$8.50

Treat Your Staff: A subscription to *CDF Reports*, the monthly newsletter of the Children's Defense Fund, will give your co-workers the tools they need to be even *more* effective for children. *Special offer:* Order one subscription at full price (\$29.95/year) and take 30% off each additional subscription sent to same office. See full description of *CDF Reports* on page 3. (Special offer applies to one-year subscriptions only; does not apply to subscription renewals.)



Support the Children's Defense Fund!

Remember special friends during the holidays by making a generous contribution to CDF in their names. Your friends will be sent holiday cards acknowledging your gift. Mail to: Development Department-NL, Children's Defense Fund, 25 E Street N.W., Washington, DC, 20001



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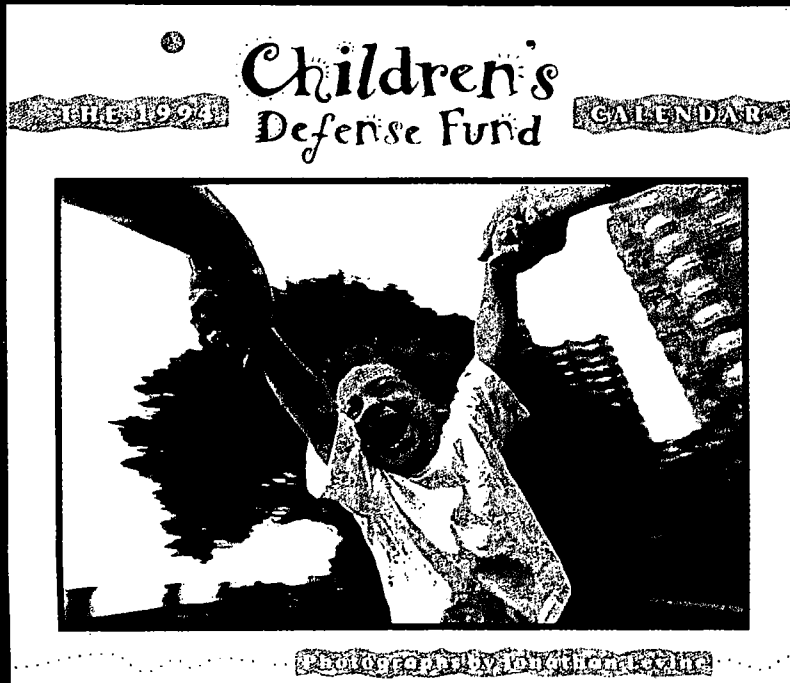


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The 1994 Children's Defense Fund Calendar



Celebrate children every day of the new year with the 1994 Children's Defense Fund Calendar. The large-format wall calendar features extraordinary photos by Jonathan Levine, gently hand-colored. Included are facts you can use to spread the word about America's children, *plus* steps you can take to help children in your community and the nation.

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The 1994 Children's Defense Fund Calendar, wall-style, opens to 13 1/4" x 24". Twelve photographs by Jonathan Levine, hand-colored. Published in cooperation with Pomegranate Calendars & Books. \$12 per copy, including postage.

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Fallon McElligott

February 28, 1994

Maggie Williams
White House
Office of the First Lady
1600 Pennsylvania Avenue
Room 100 OEOB
Washington D.C. 20500

Dear Maggie,

Remember telling me that you might be able to get your boss to do a short video greeting the Beat The Odds kids in Minneapolis?

Well, I'm not holding you to it. But, should you be so inclined the event is scheduled for April 21st. I have taken the liberty of drafting a paragraph or two including the kids' names.

We think it's tremendously important that you hand-deliver the tape personally and stay for the weekend.

God Bless.



Fred M. Senn
Partner/Group Director

FMS/jal

Enclosure

GROUP

(12,000 members)

my deal to do this

Lesson -

This is for the

AM dietetics video

not been pol. involved →

① Wexler →

wed to help
up strategy,
3/3 or 3/4 adviceNancy Foster
371-0500Lannie Stallings
662-3732

Kare

med. nut. - therapy
nut. is keyto prevent
costly treatments~~MEMORANDUM~~

TO: Lisa Caputo

FROM: Betsey Wright

RE: American Dietetics Association Video:
First Lady's Talking Points

im. diets

DATE: November 16, 1993

Attached is a draft set of talking points which could be turned in to a script for the First Lady to consider taping for a motivational video we are making for the association. Her remarks would be included in a tape in which I and association leaders would outline specifics of grassroots mobilization on health care reform.

It is possible that you and she would want her talking points to be more centered on health care reform generally and less on the dietitians' message, although she has been so powerful in her statements on nutrition that I want all 70,000 dietitians to get a chance to hear them too!

I am out of town today but will be back in the office on Wednesday morning. Jody Hoffman in my office can receive any comments you have today.

I will be going to Chicago on Thursday evening to make my part of the video on Friday, and would love to know whether we will be able to incorporate something from the First Lady by the time I go.

Many thanks for taking a look at this.

registered Dietitians
— full capacity of their training

**DRAFT TALKING POINTS OF
THE FIRST LADY
FOR ADA GRASSROOTS MOTIVATIONAL VIDEO**

- o Almost all health professionals agree that our health care system needs to be reformed. Dietitians know that more clearly than anybody, because your life saving and money saving therapies have not been part of the medical care available to Americans. You, better than most health professionals, understand as deeply as I do how vital it is that we undertake systemic health care reform.
- o It is well understood that nutrition plays a key role in preventing disease. An emphasis on ^{preventive care} prevention is essential to the prevention of ^{at least three} many costly diseases: heart disease, cancer and stroke.
(including devastating illnesses such as)
- o ~~Little~~, in contrast, ~~is known about~~ the vital role medical nutrition therapy plays in treating diseases, like kidney disease, diabetes, pediatric failure to thrive, cancer, AIDS, severe burns, etc. *we have more to learn about*
- o ^{Today:} It is the rare health insurance policy that covers medical nutrition therapy. As a result, a patient who cannot pay for the services of a dietitian out of his or her own pocket is more likely to be hospitalized or have surgery to treat his or her condition. Further, physicians are ~~less likely~~ to recommend or prescribe medical nutrition services, because they are not covered. *by insurance*
often unable to provide or
- o Our current health care system spends millions of dollars needlessly because nutrition therapy is NOT ~~covered~~ covered, ~~and provided~~ when medically necessary. *even*
- o First, the President and I want to see the health care system prevent disease by making nutrition counseling available as a preventive benefit in the Health Security Act. Second, the President and I know that by covering medical nutrition therapy ~~as a standard benefit~~ in the Health Security Act, surgery and hospitalizations will be reduced, saving millions of dollars.
service
- o As I have met with Americans around the country, I have heard from ~~some~~ dietitians and their patients who tell me how important medical nutrition has been to their lives.
- o The more I hear, the more I am convinced ... and the more I know others need to hear this same message. Policy makers and Members of Congress must hear that medical nutrition therapy saves lives and money as clearly as I have, you must take your case to them.