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Keeping Track of New York City's Children

Because one out of every four New Yorkers is a child, Citizens' Committee for Children of New York, Inc. (CCC) has long argued that the well-being of New York's two million children is a reflection of the City's overall social and economic strength. For this reason and more, CCC developed Keeping Track of New York City's Children, the most comprehensive data available in one place on the status of children in every New York City neighborhood. Keeping Track has long been an indispensable asset for city and state policymakers, parents, child and family advocates and everyone who cares about children.

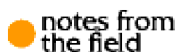
As part of the strategic communications services provided to CCC, Douglas Gould and Company developed messages, coordinated all strategic communications and planned and organized the public launch of the 7th edition of Keeping Track. Additionally, we developed Keeping Track Online, an interactive database that has given CCC the ability to put the extensive Keeping Track data on its website, making it more accessible and user friendly. The online version, available at www.cccnewyork.org, allows users to create an unlimited number of customized data searches and gives access to over 200 indicators broken down by community district and school district. During this process we also helped CCC reinvigorate its website, incorporating this exciting new feature into their existing online offerings.

Keeping Track Online is already a success for CCC. Praise has come from the media, children's advocates and funders, many of whom are considering supporting CCC's effort to expand the database's capabilities. Additionally, media outreach efforts have yielded broadcast, print and online coverage from outlets such as WCBS-TV, WNBC-TV, WNYC-AM and articles in New York City's local and ethnic press.

Keeping Track has shown the positive results that targeted public programs and investments have on children. The information in Keeping Track provides a platform for CCC to galvanize fellow New Yorkers, community leaders and elected officials to embrace more effective policies to insure that every child is healthy, housed, educated and safe. Through a new campaign initiative entitled, Securing Every Child's Birthright, CCC is using the findings of Keeping Track to address the three most fundamental issues that effect child well-being: housing security, economic security, and developmental security.

To learn more about Securing Every Child's Birthright or Keeping Track Online, please visit www.cccnewyork.org.

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Revamping the SAM (Society for Adolescent Medicine) Website


Adolescence can be a time of dramatic physical, emotional, and psychological change for young

people, and access to health services is crucial to their well-being. The Society for Adolescent Medicine (SAM) is a multidisciplinary organization whose members support public and private efforts at the local, state, national and international levels to enhance access to high-quality health services for all adolescents. SAM was founded in 1968 and is still the only national organization of its kind.

Douglas Gould and Company worked with SAM to revamp its website with the objective of expanding its public presence and increasing its membership. SAM's website is the organization's most public face and the repository for its growing research catalog.

The content on SAM's website had begun to outgrow the site's initial architecture, and the look of the site no longer reflected SAM's expanded identity. We retooled their website to accommodate the growth. After reviewing the site's content, we made recommendations to reorganize the overall structure, allowing its rich content to be more readily accessible to its members and the public. We designed a clean navigation system that is simple in appearance, but also reveals the detail of the site's content. The design we developed for the overall look of the site is functional and does not compete with the content. Research and information on adolescent health can be found by visiting the SAM website at www.adolescenthealth.org.

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 on my radar

by Doug Gould

Child Poverty on the Rise

New data recently released by the National Center for Children in Poverty (NCCP) tells us that of the 70 million children in the United States, almost 27 million of them (38%) live in low-income families. The 1990s saw a steady decline in the number of children living in low-income families, but since 2000, that number has been climbing. A majority of these children are growing up in married, two-parent households with at least one parent working full-time, year-round. Over 10 million (39%) of children in low-income families live with parents who have more than a high school degree. The values of hard work, education and family are clearly not paying off for a significant portion of children in the United States.

When over a third of the children in the United States are living in low-income families, despite the best efforts of parents to provide a stable and productive environment, we have a systemic problem on our hands. The proposed fiscal 2006 federal budget does nothing to address this reality. In fact, support programs that would serve to remedy the failings of the federal government and would address low-income children are being cut.

Some of the most egregious provisions that are found in the budget proposal are:

- | \$60 billion dollars in cuts and reshuffling for Medicaid, with an emphasis on shifting the responsibility for Medicaid further onto the states. Undoubtedly, this will result in cuts in coverage for the most vulnerable.
- | Temporary Assistance for Needy Families (TANF) will be kept at current funding levels and not adjusted for inflation. The work requirement component to the program would further be increased to 40 hours per week.
- | A five year freeze in childcare funding that will cut close to 300,000 children from receiving childcare supports by 2009.
- | \$1 billion in cuts for the Food Stamps program.

The proposed 2006 budget presents a large problem for American children and families. These federal budgeting failures will only serve to amplify the already systemic problem of low-income families in the United States. In the coming months, as the budget negotiations continue to dominate the discourse in Washington, we will join with our clients, colleagues and all those concerned to make a conscious effort to highlight the increasing rates of poverty and emphasize the

federal government's role in ameliorating this situation.

NCCP also released a comprehensive report on children and Social Security, noting that Social Security is the single largest program that provides support to American children. DGC has generated an incredible amount of attention from the press for NCCP on this issue, including spots on NPR Radio and Air America Radio's AI Franken Show, as well as a host of online media outlets such as Tompaine.com, Dailykos and Common Dreams. To see all of NCCP's fact sheets and releases visit www.nccp.org.

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● and another thing

National Council on Economic Education

According to the National Council on Economic Education (NCEE), nearly half of young people in America don't understand how to save and invest for retirement, nor do they know how to handle credit cards, the difference between inflation and recession, nor how government spending affects them.

If we fail to act now to improve economic literacy in this country, our children will be at risk for crippling personal debt, costly decisions at work and at home, and a lack of competitive skills necessary to succeed in a fast-paced, global economy.

NCEE is the premier source of K-12 teacher training in economics and personal finance and the leader in advancing economic and financial literacy nationally and internationally. NCEE supports economic education for every child from kindergarten through high school, making sure that economics is a core part of our school curriculum so that young people will develop the skills needed to think and choose responsibly as consumers, savers, investors, taxpayers and participants in the global economy.

NCEE recently held a summit with leaders in government, business, media, and education to discuss what is being done in our schools to prepare America's young people to be full participants in the "ownership society." At the summit, NCEE released a state-by-state report card on the status of economic and personal finance education, which includes comparisons to years past, in order to measure progress (see www.ncee.net/about/survey2004/). The report shows that all states now recognize, to some extent, the importance of economic and personal finance education in grades K-12 as a foundation for the future well-being of our nation.

At the summit, Robert F. Duvall, President of NCEE, emphasized that the economic well-being of our nation and our role in the global economy depends on universal economic and personal finance education. Summit attendees also heard from Ben Stein, the actor, economist, and author; Governor Mark Warner of Virginia; David Brooks of the New York Times; Representatives Judy Biggert (R-IL) and Ruben Hinojosa (D-TX), and John Bryant, founder and Chairman of Operation Hope, a national non-profit organization which seeks to bring economic self-sufficiency and a spirit of revitalization to America's inner cities. Bryant addressed the need for financial literacy, particularly for African Americans.

To see quotes from summit speakers, please visit www.ncee.net/news/story.php?story_id=68.

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Casey Journalism Center for Children & Families at the Annie E Casey Foundation:

<http://casey.umd.edu/> recognizes exemplary reporting on children and families.

The Family Resource Simulator at www.nccp.org calculates resources and expenses for a hypothetical family that the user "creates" by selecting city and state, family characteristics, income sources, and assets.

"What If Roe Fell?" is a state-by-state assessment of the consequences of overturning Roe v. Wade. Conducted by attorneys at the Center for Reproductive Rights, the study provides a detailed state-by-state analysis of the impacts likely to occur if Roe were reversed. You can find the report at http://www.crlp.org/crt_roe.html.

Judith Stein, executive director of The Center for Medicare Advocacy, recently teamed with U.S. Senator Christopher Dodd to write an op-ed for the Hartford Courant, "The Wrong Way to Fix Medicare." Read their commentary at http://www.medicareadvocacy.org/CMAintheNews/Media_CMAITN_HCOpEd.12.05.04.pdf

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