2019 Kids Count in Michigan Data Book

Pre-Release Briefing Webinar

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Key Points

- Pre-release materials on password protected website (complete Google Form)

- Call on April 15th at 1pm (register online)

- Embargo period

- Post-release evaluation

mlpp

MICHIGAN LEAGUE FOR PUBLIC POLICY

The League's Mission

To advance economic security, racial equity, health and well-being for all people in every part of Michigan through policy change.

Kids Count in Michigan

Goals:

- Measure child well-being at the state and local levels

- Use that information to shape public policies and programs

- Improve the lives of children and their families

Tools:

- County-level profiles
- Data Center
- State and national reports

Frames:

- Race, place and income matter
- Two-generation approaches

Overview of the Data Book

- **Background**
  - Demographics
  - Program participation

- **Trends - Outcomes**
  - 16 indicators in 4 sections:
    - Economic Security
    - Health & Safety
    - Family & Community
    - Education

- **Data on children in immigrant families**

- **About the Indicators**

- **County Rankings and Summaries for Each Indicator**
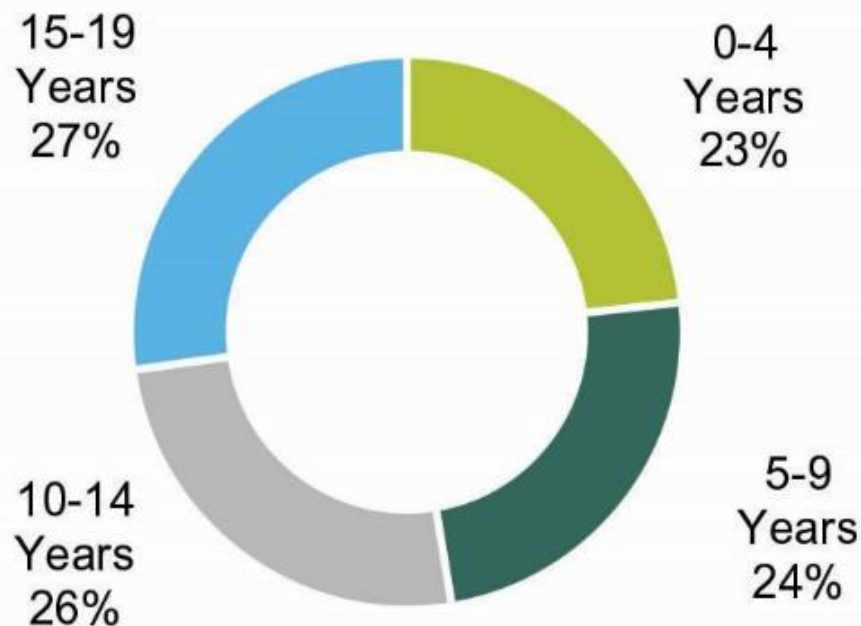
Tips: Using the Data Book

- **Base period:** 2012 vs. 2017
- **Notes:**
  - Children hospitalized for asthma
  - Virtual schools
  - Program participation (Detroit and Flint)
  - M-STEP & college readiness
- **Terminology:**
  - Low-income
  - Latinx and African American
- **Caution:**
  - Current rankings are not comparable to rankings prior to 2018
  - Rates, percentages and numbers; varying years of data and averages

Child Population Declines

Change in Child Population
by County, 2012-2016

Increase

No Change (0% to +/-1%)

-1% to -5%

-5% to -9%

-10% and above

Michigan Rate: -3.4%

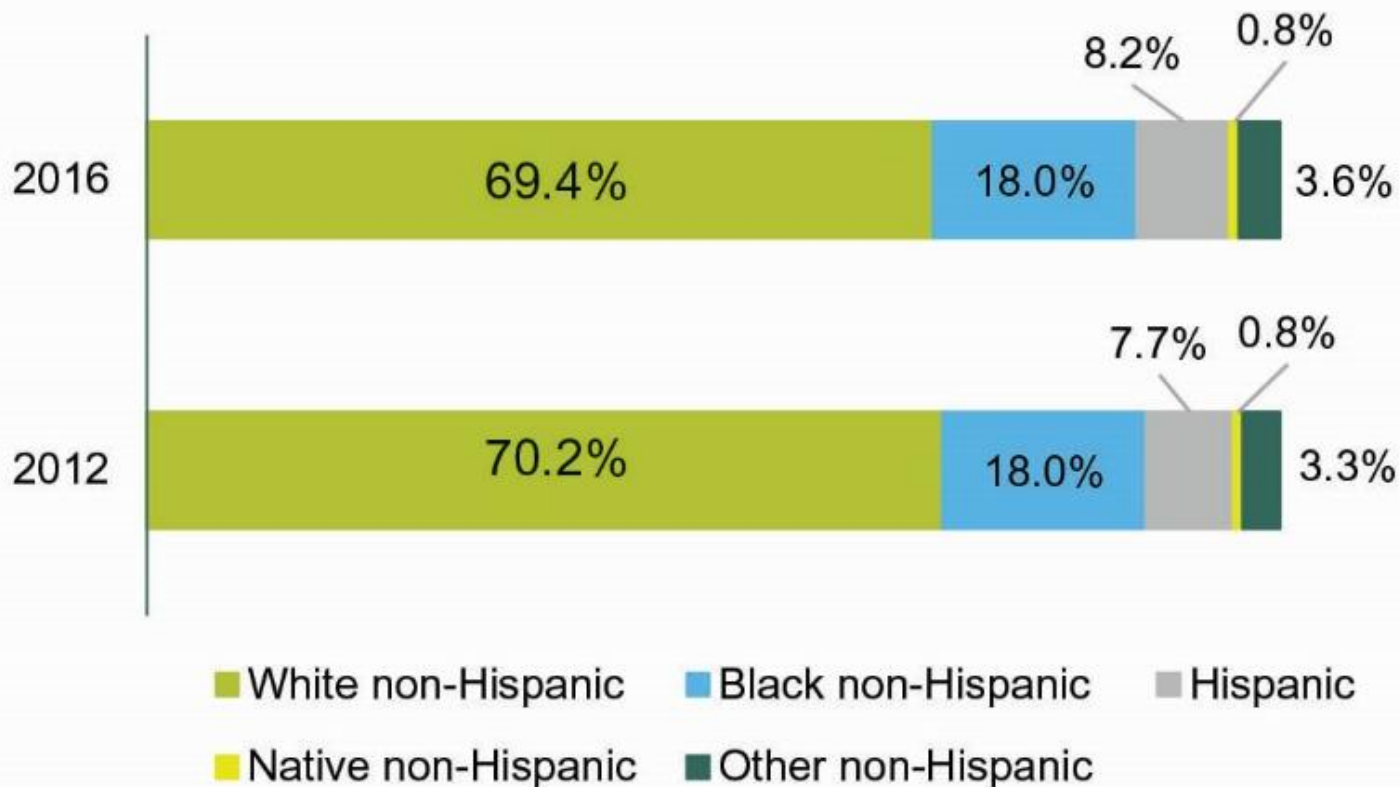Median Rate: -4.8%

Background: Child Population

2016: 2.19 million children (0-17)

Source: U.S. Census Bureau, 2016; Ages 0-19

Background: Child Population

Source: U.S. Census Bureau, 2016; Ages 0-17 years old

Background: Child Population

60,000—or 3%
of all children in Michigan were born outside of the United States.

286,000—or 13%
of Michigan kids live in an immigrant family, where they or at least one parent was born outside of the country.

24,000—or 8%
of children in immigrant families live with a parent who has been in the U.S. less than five years.

Source: National KIDS COUNT

Background: Economic Climate

**2017: 2 OUT OF 3 YOUNG CHILDREN
LIVED IN A FAMILY WHERE ALL PARENTS WORKED**
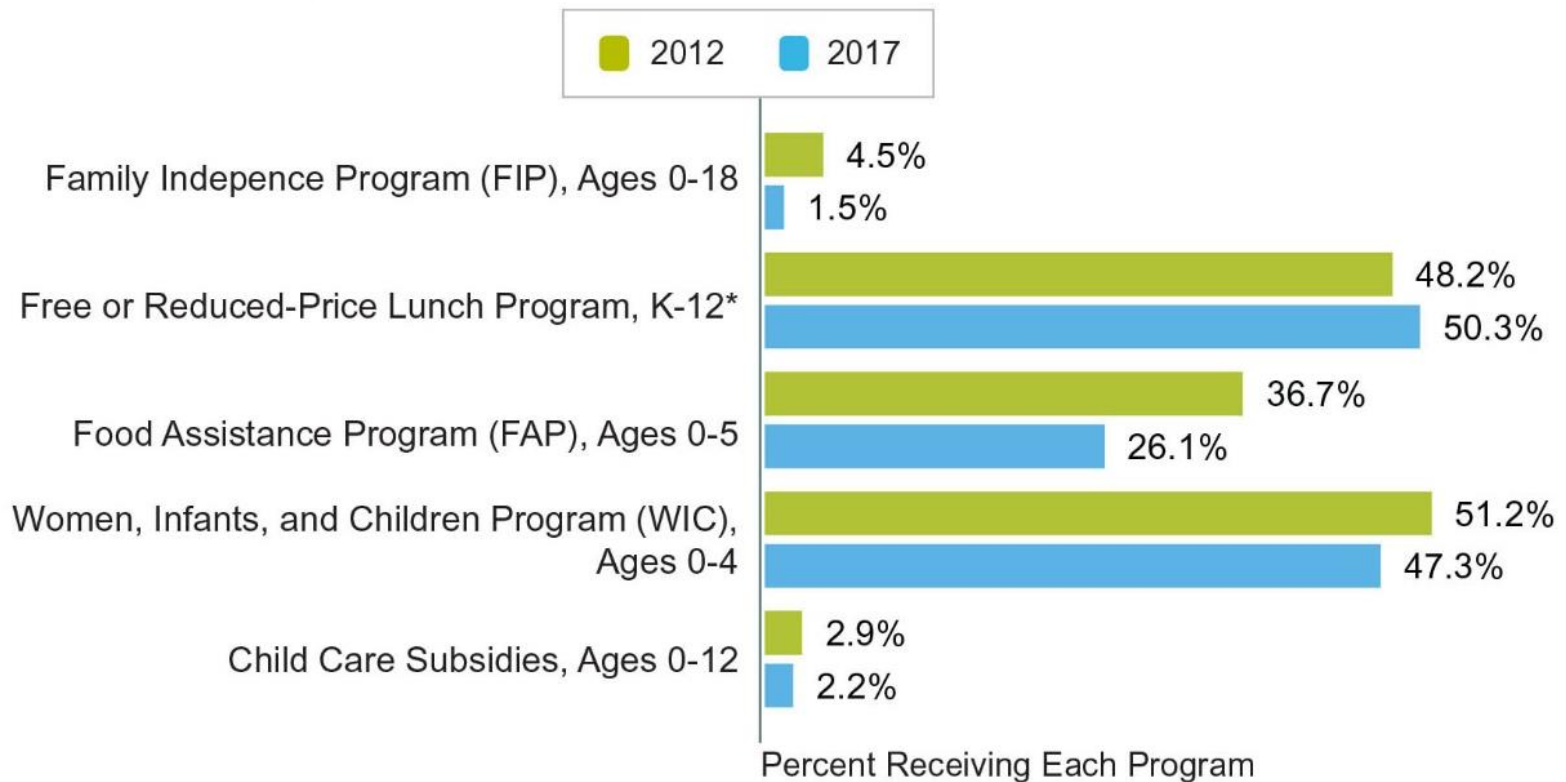
**2017 AVERAGE
UNEMPLOYMENT RATE:
4.6%**

**2017 MEDIAN HOUSEHOLD
INCOME: $54,840**

**2018 AVERAGE
COST OF CHILD CARE:
$563/MONTH**

**2018 SHARE OF MINIMUM
WAGE EARNINGS SPENT ON
CHILD CARE: 35.2%**

Background: Family Support Programs

2017: 416,305 Children in Poverty

	2012	2017
Family Indepence Program (FIP), Ages 0-18	4.5%	1.5%
Free or Reduced-Price Lunch Program, K-12*	48.2%	50.3%
Food Assistance Program (FAP), Ages 0-5	36.7%	26.1%
Women, Infants, and Children Program (WIC), Ages 0-4	51.2%	47.3%
Child Care Subsidies, Ages 0-12	2.9%	2.2%

Percent Receiving Each Program

*Students receiving due to income eligibility, not community eligibility provisions.

Source: Michigan Department of Health and Human Services and Michigan Department of Education
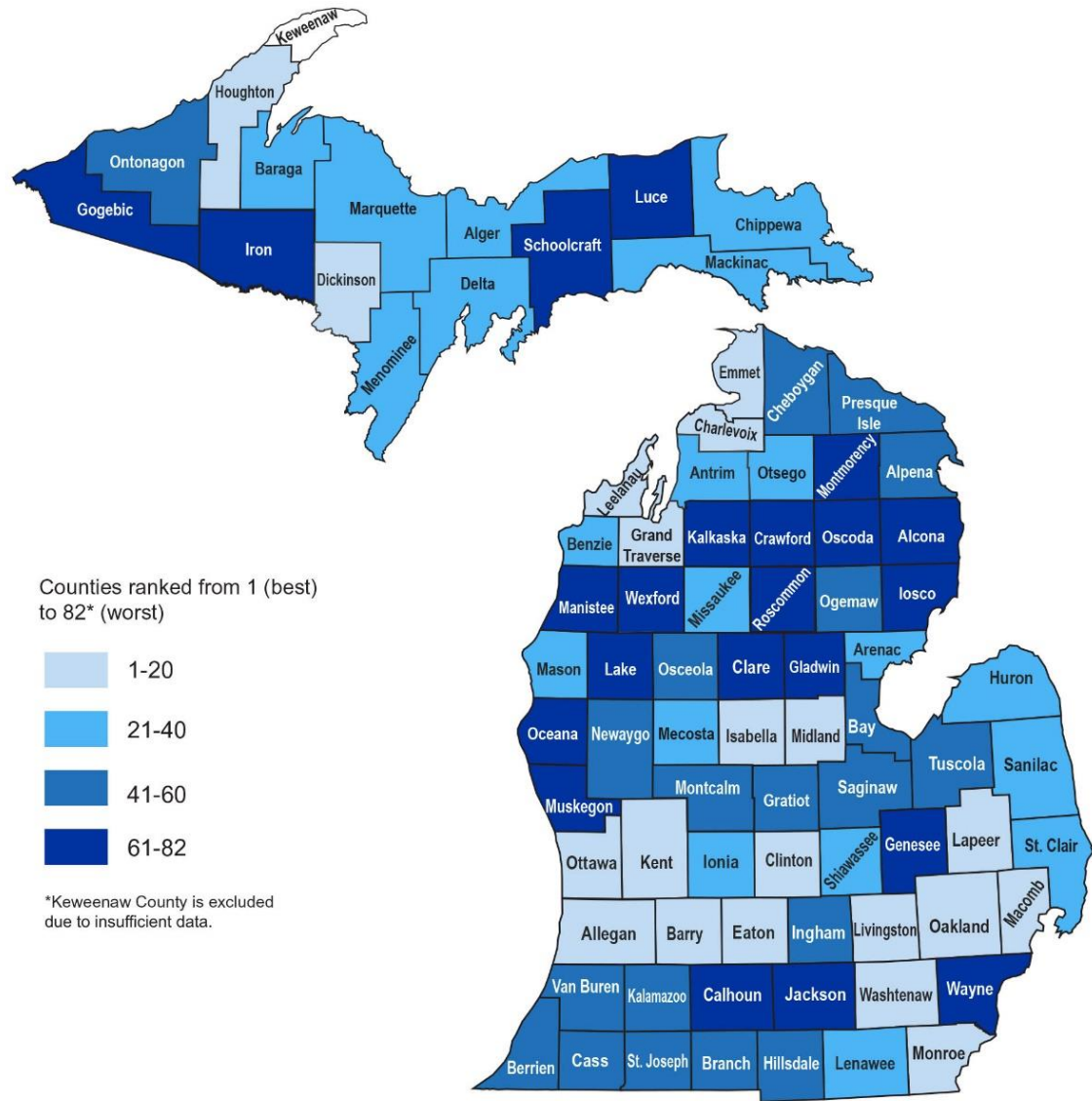
	BASE YEAR		CURRENT YEAR		
	NUMBER	RATE	NUMBER	RATE	RATE CHANGE
ECONOMIC SECURITY	2012		2017		
Children in poverty, ages 0-17	549,131	24.7%	416,305	19.6%	-20.6%
Young children, ages 0-5, in the Food Assistance Program[1]	259,168	36.7%	179,467	26.1%	-28.9%
Students receiving free/reduced-price school lunches[2]	2011-12 (SY) 747,630	48.1%	2017-18 (SY) 742,922	50.3%	4.7%
HEALTH & SAFETY	2010-12 (avg.)		2014-16 (avg.)		
Less than adequate prenatal care	33,431	29.4%	36,926	32.5%	10.6%
Low-birthweight babies	9,599	8.4%	9,637	8.5%	0.6%
Infant mortality (per 1,000)	783	6.9	763	6.7	-2.4%
Child/Teen deaths, ages 1-19 (per 100,000)	684	27.5	630	26.7	-3.2%
FAMILY & COMMUNITY (per 1,000)	2010-12 (avg.)		2014-16 (avg.)		
Births to teens, ages 15-19	9,793	28.1	6,371	19.4	-30.9%
Child abuse/neglect	2012		2017		
Children in investigated families	206,896	90.1	249,110	113.8	26.2%
Confirmed victims	33,565	14.6	41,462	18.9	29.5%
Children in out-of-home care	10,316	4.5	11,209	5.1	13.9%
EDUCATION	2008-12 (avg.)		2013-17 (avg.)		
3- and 4-year-olds not in preschool	126,290	51.5%	123,617	52.9%	2.7%
	2012		2017		
Students not graduating on time	30,808	23.8%	24,035	19.8%	-16.6%
	2016		2018		
Students not college ready	67,878	65.1%	68,757	65.4%	0.5%
Not proficient (M-STEP)	2014-15 (SY)		2017-18 (SY)		
Third-graders (English Language Arts)	53,535	49.9%	56,872	55.6%	11.4%
Eighth-graders (Math)	75,854	67.8%	74,265	67.3%	-0.7%

OVERALL CHILD WELL-BEING RANKED

Counties ranked from 1 (best) to 82* (worst)

- 1-20
- 21-40
- 41-60
- 61-82

*Keweenaw County is excluded due to insufficient data.

1. Livingston	11. Midland	21. Marquette	31. Sanilac	41. Kalamazoo	51. Van Buren
2. Clinton	12. Lapeer	22. Benzie	32. Chippewa	42. Gratiot	52. Alpena
3. Washtenaw	13. Monroe	23. Antrim	33. Menominee	43. Branch	53. Saginaw
4. Ottawa	14. Barry	24. Ionia	34. Missaukee	44. Presque Isle	54. Montcalm
5. Oakland	14. Eaton	25. Lenawee	35. St. Clair	45. Cass	55. St. Joseph
6. Leelanau	16. Macomb	26. Huron	36. Delta	46. Ingham	56. Osceola
7. Emmet	17. Allegan	26. Otsego	37. Baraga	47. Ontonagon	57. Cheboygan
8. Houghton	18. Dickinson	28. Alger	38. Mason	48. Tuscola	58. Berrien
9. Grand Traverse	19. Kent	29. Mackinac	39. Arenac	49. Newaygo	59. Ogemaw
10. Charlevoix	20. Isabella	30. Shiawassee	40. Mecosta	50. Bay	60. Hillsdale

61. Crawford	72. Oceana
61. Iron	73. Calhoun
63. Roscommon	73. Clare
64. Jackson	75. Oscoda
65. Genesee	76. Iosco
66. Wayne	77. Schoolcraft
67. Gladwin	78. Manistee
68. Gogebic	79. Muskegon
68. Wexford	80. Luce
70. Montmorency	81. Alcona
71. Kalkaska	82. Lake

Economic Security

Economic Security: County Overview

2017: Child poverty, ages 0-17

Michigan: 19.6%

5 Best Counties	Rate	5 Worst Counties	Rate
Livingston	6.3%	Lake	38.8%
Clinton	7.7%	Clare	37.8%
Ottawa	8.2%	Roscommon	37.8%
Oakland	9.3%	Wayne	33.4%
Leelanau	10.9%	Crawford	30.5%

Number of Counties:

2012 vs. 2017

Ranked	Changed	Improved
83	83	79

Economic Security: County Overview

2017: Young children eligible for food aid (SNAP)

Michigan: 26.1%

5 Best Counties	Rate	5 Worst Counties	Rate
Livingston	7.5%	Wayne	43.6%
Ottawa	8.2%	Lake	43.4%
Leelanau	10.1%	Genesee	38.8%
Keweenaw	10.6%	Saginaw	38.6%
Clinton	11.9%	Iosco	38.6%

Number of Counties:

	2012 vs. 2017	
Ranked	Changed	Improved
83	83	82

2017-2018: Students eligible for free/reduced-price lunch

Michigan: 50.3%

5 Best Counties	Rate	5 Worst Counties	Rate
Livingston	22.3%	Lake	95.3%
Clinton	31.3%	Oceana	74.8%
Washtenaw	32.0%	Oscoda	72.5%
Oakland	34.7%	Roscommon	72.2%
Ottawa	36.3%	Iosco	70.8%

Number of Counties:

	2012 vs. 2018	
Ranked	Changed	Improved
82	78	15

Child Poverty:

1 in 5 Kids
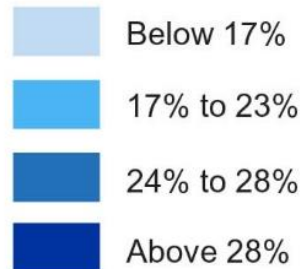
Child Poverty Rates by County

- Below 17%
- 17% to 23%
- 24% to 28%
- Above 28%

Michigan Poverty Rate: 19.6%
Median Poverty Rate: 20.9%

Source: U.S. Census Bureau, Small Area Income and Poverty Estimtes

Key Findings: Economic Security

What does the Federal Poverty Level (FPL) mean for a family of in Michigan?

200%	150%	100%	50%
$49,716 a year	$37,287 a year	$24,858 a year	$12,429 a year
about 41% of kids	about 31% of kids	about 20% of kids	about 9% of kids

Source: National KIDS COUNT, 2017

Key Findings: Economic Security

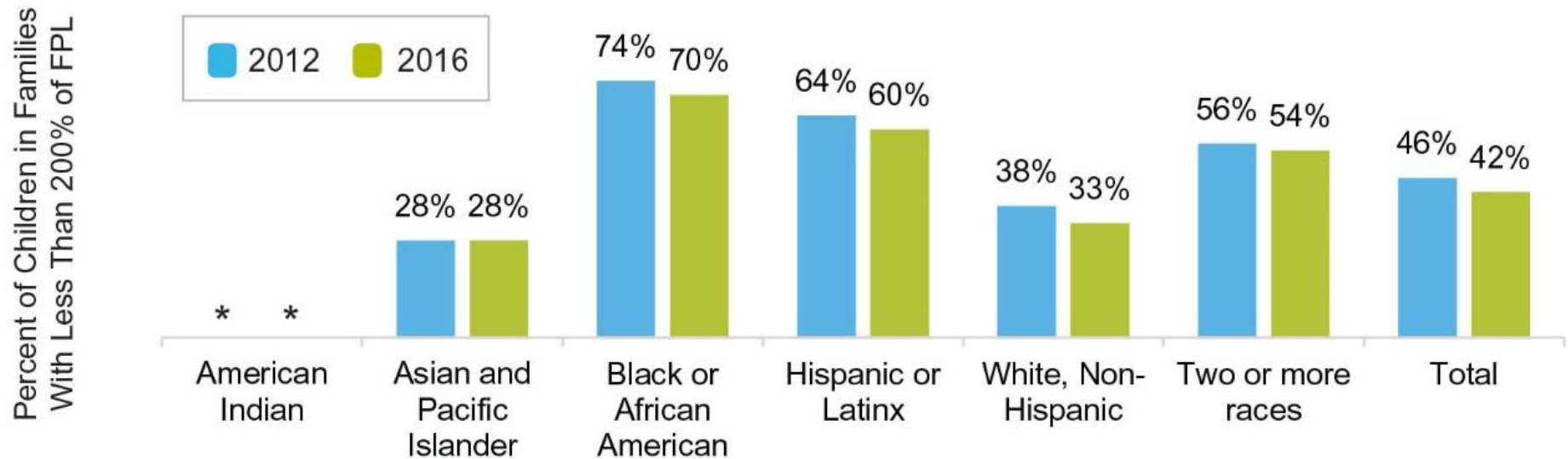Nearly **1** in **4** young adults age 18-24 live in poverty.

19.6% of children in Michigan live in poverty.

1 in **4** children in immigrant families live below the poverty threshold.
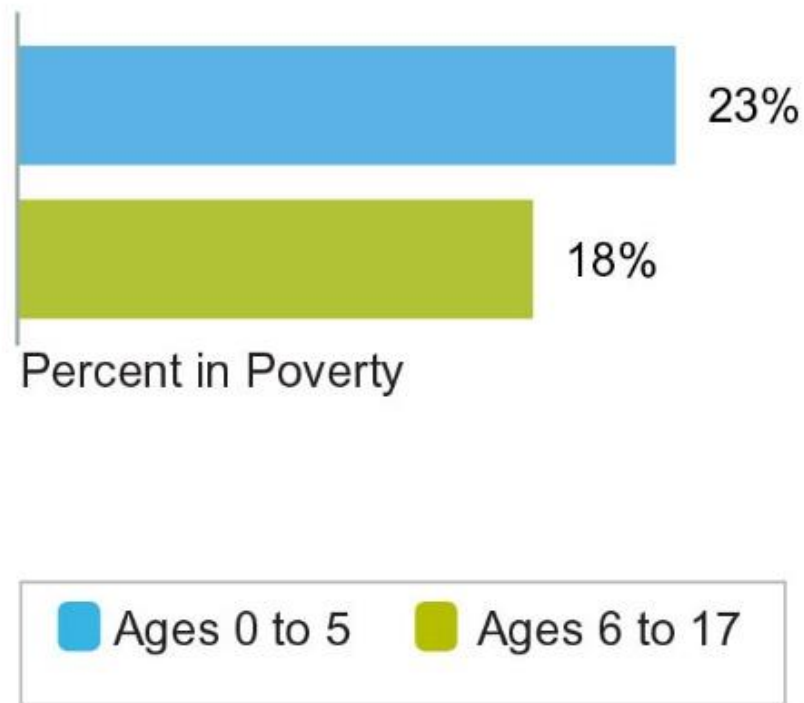
Key Findings: Economic Security

FAMILY INCOME

Percent of Children in Families With Less Than 200% of FPL

Legend: 2012 (blue), 2016 (green)

- American Indian: * * (No data available)
- Asian and Pacific Islander: 2012 28%, 2016 28%
- Black or African American: 2012 74%, 2016 70%
- Hispanic or Latinx: 2012 64%, 2016 60%
- White, Non-Hispanic: 2012 38%, 2016 33%
- Two or more races: 2012 56%, 2016 54%
- Total: 2012 46%, 2016 42%

* No data available

Source: National KIDS COUNT

Key Findings: Economic Security

CHILD POVERTY BY AGE

Percent in Poverty

Ages 0 to 5   Ages 6 to 17

23%
18%

Source: National KIDS COUNT, 2017

Key Findings: Economic Security

CHILD POVERTY IN IMMIGRANT FAMILIES

53%   47%

Not Low Income   Low Income
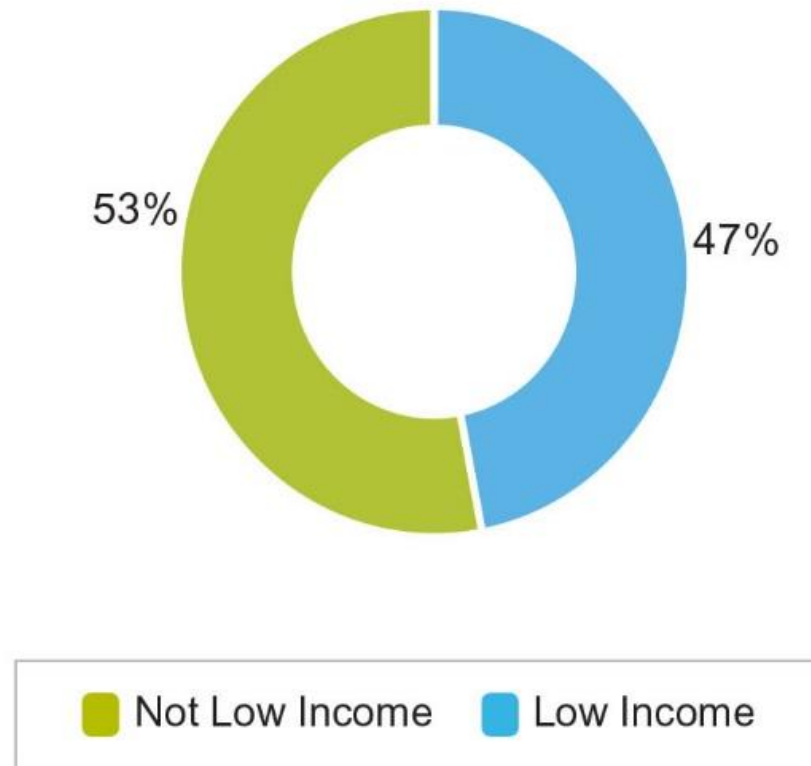
Source: National KIDS COUNT, 2016

Key Findings: Economic Security

OPPORTUNITY YOUTH
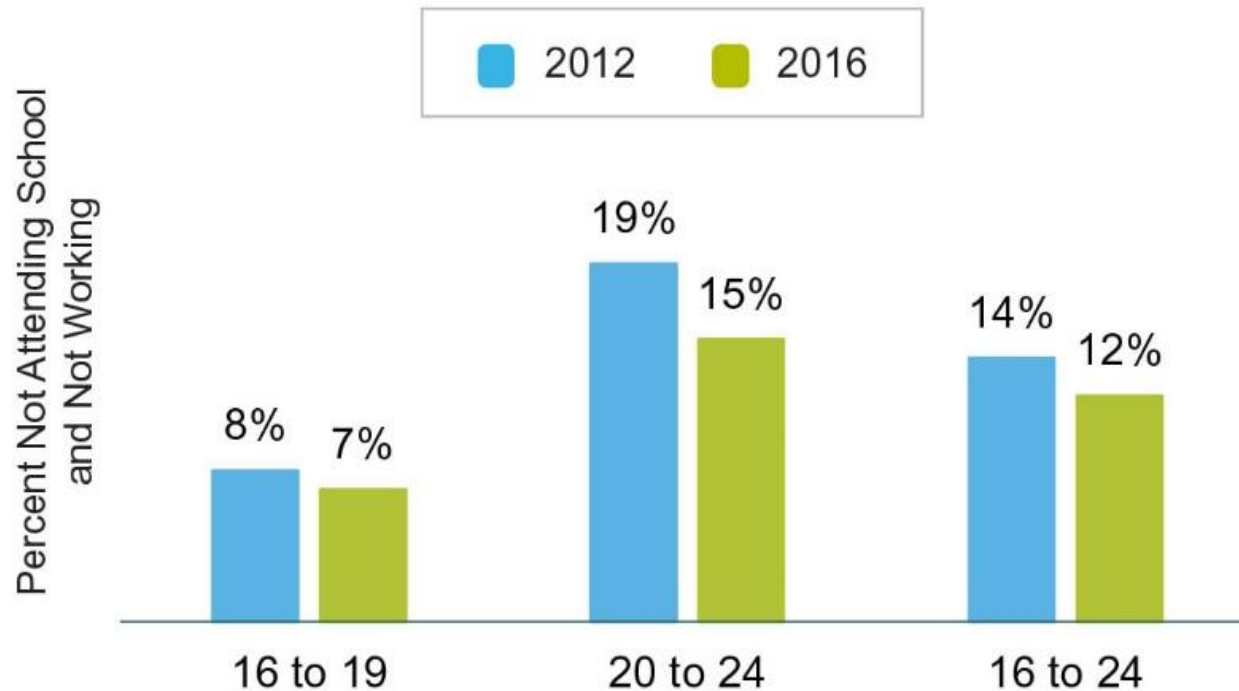
Health &
Safety

Health & Safety: County Overview

2014-2016: Less than adequate prenatal care

Michigan: 32.5%

5 Best Counties	Rate	5 Worst Counties	Rate
Huron	19.5%	Gratiot	51.1%
Oakland	19.6%	Hillsdale	50.9%
Chippewa	20.9%	Schoolcraft	50.0%
Clinton	21.5%	Menominee	49.4%
Crawford	21.7%	Oscoda	49.1%

Number of Counties:

	2010-2012 vs. 2014-2016	
Ranked	Changed	Improved
83	82	19

2014-2016: Low-birthweight babies

Michigan: 8.5%

5 Best Counties	Rate	5 Worst Counties	Rate
Menominee	3.8%	Ontonagon	12.2%
Leelanau	4.5%	Oscoda	11.6%
Missaukee	4.9%	Crawford	11.0%
Otsego	5.2%	Wayne	10.8%
Dickinson	5.4%	Genesee	10.6%
Hillsdale	5.4%		

Number of Counties:

	2010-2012 vs. 2014-2016	
Ranked	Changed	Improved
82	78	37

Health & Safety: County Overview

2014-2016: Infant mortality

Michigan: 6.7 per 1,000

5 Best Counties	Rate	5 Worst Counties	Rate
Isabella	3.5	Gogebic	16.1
Midland	3.5	Oceana	12.1
Marquette	4.2	Saginaw	10.0
Monroe	4.2	Gladwin	9.7
Tuscola	4.2	Wayne	9.3

Number of Counties:

	2010-2012 vs. 2014-2016	
Ranked	Changed	Improved
45	**40**	**20**

2014-2016: Child/Teen deaths, ages 1-19

Michigan: 26.7 per 100,000

5 Best Counties	Rate	5 Worst Counties	Rate
Lapeer	11.4	Menominee	48.9
Marquette	16.4	Cass	45.9
Ionia	17.1	Wexford	45.9
Newaygo	17.4	Manistee	43.4
Clinton	17.9	Otsego	42.5

Number of Counties:

	2010-2012 vs. 2014-2016	
Ranked	Changed	Improved
50	**47**	**23**

Child Lead Poisoning:

17 Counties with Confirmed Cases

Confirmed Lead Poisoning by County Among Children Tested
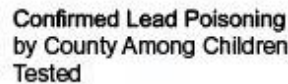
- Zero Confirmed
- Fewer Than 6 Kids Confirmed
- Below 1%
- 1% to 1.5%
- 1.5% to 2%
- Above 2%

Michigan Rate: 1.6%
Median Rate: 0.9%

Source: Michigan Department of Health and Human Services

Key Findings: Health & Safety

CHILD LEAD TESTING

More than
93,000

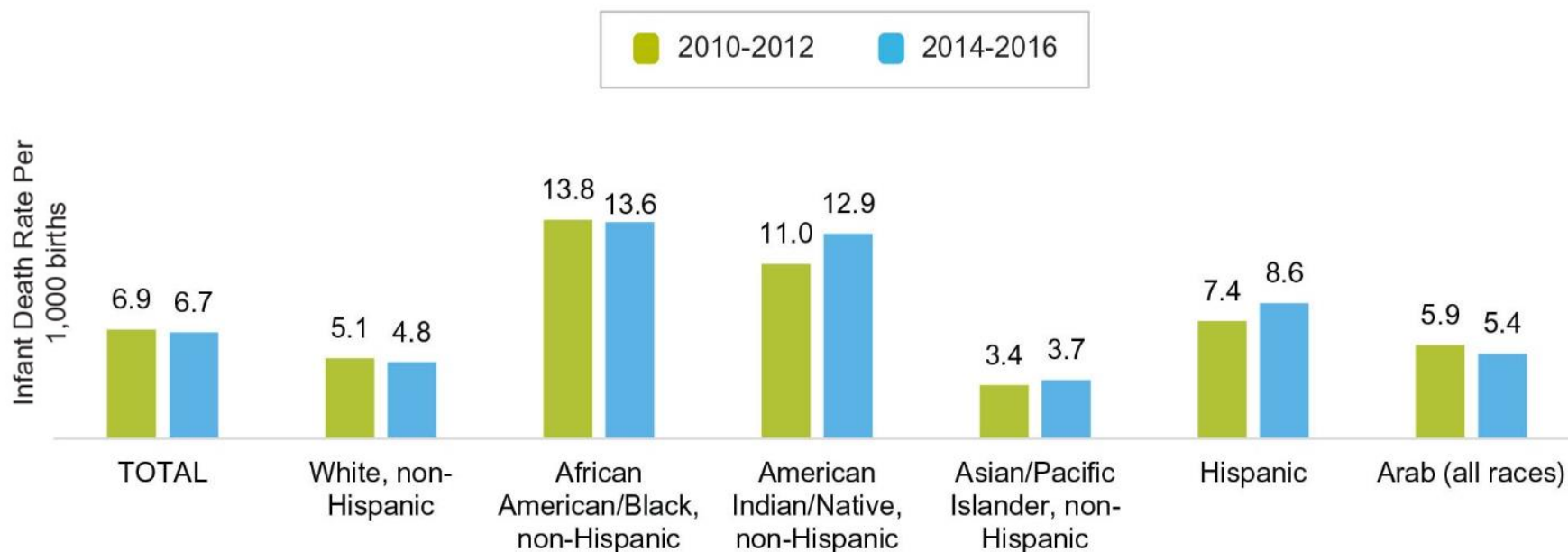1-2-year-olds in Michigan are tested for possible lead poisoning.

40.4%
of all 1-2-year-olds are tested for possible lead poisoning.

44.1%
of all 1-2-year-olds on Medicaid are tested for possible lead poisoning.

Source: Michigan Department of Health and Human Services, 2017

Key Findings: Health & Safety
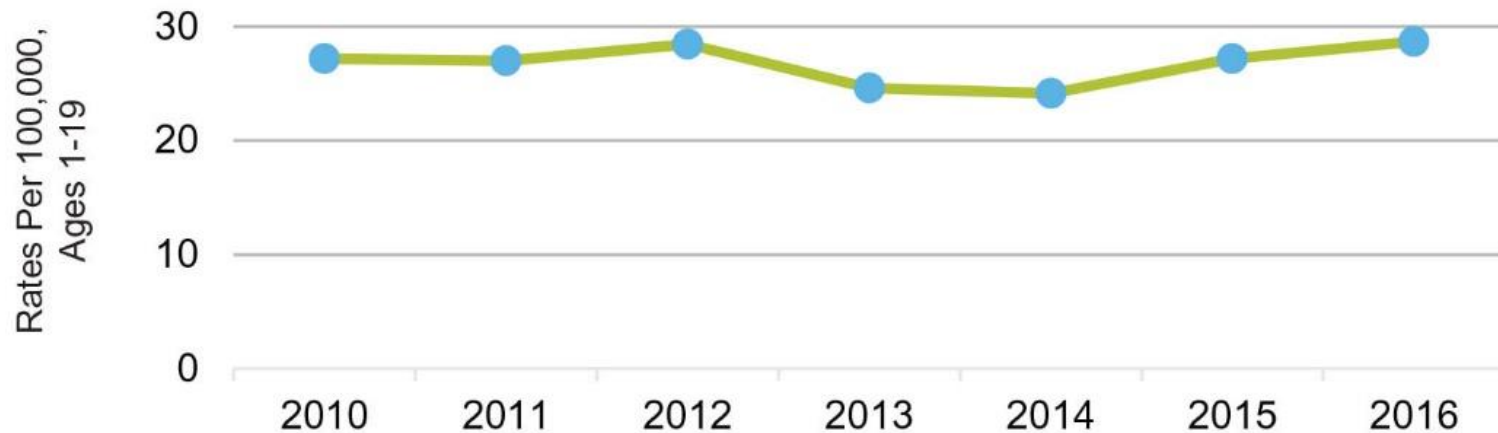
INFANT MORTALITY

Source: Michigan Department of Health and Human Services, Vital Statistics

Key Findings: Health & Safety
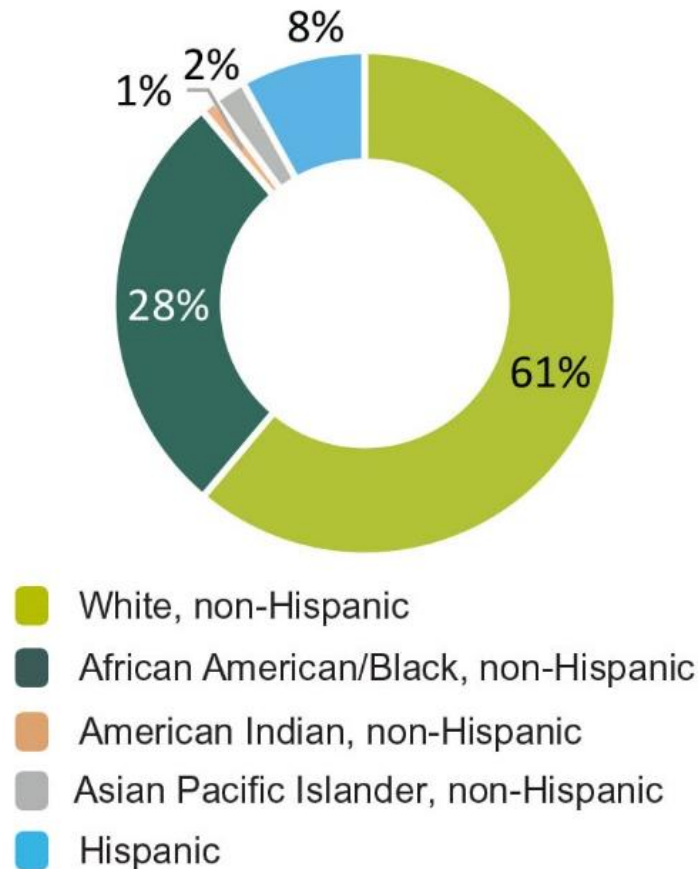
CHILD DEATHS

After declining for two years in a row, child death rates are beginning to climb.

Source: Michigan Department of Health and Human Services, 2016

Key Findings: Health & Safety

CHILD DEATHS BY RACE/ETHNICITY

Legend:
- White, non-Hispanic — 61%
- African American/Black, non-Hispanic — 28%
- American Indian, non-Hispanic — 1%
- Asian Pacific Islander, non-Hispanic — 2%
- Hispanic — 8%

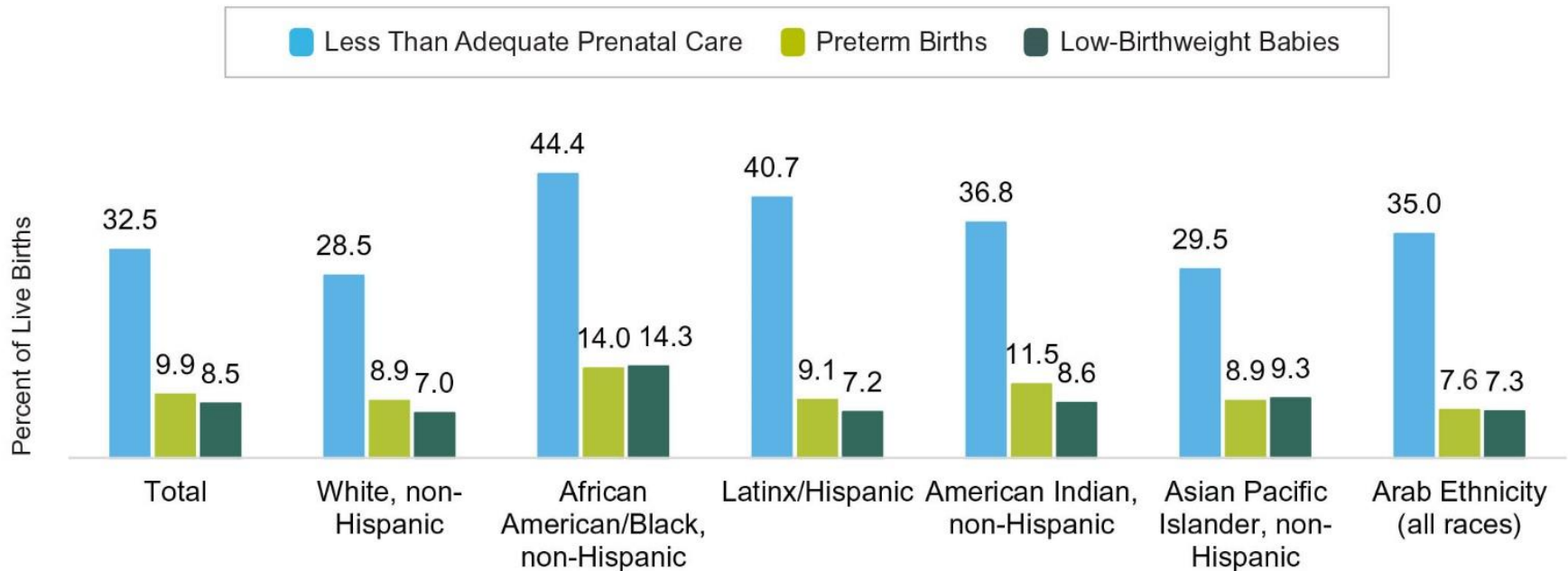Source: Michigan Department of Health and Human Services, 2016

Key Findings: Health & Safety

MATERNAL & INFANT HEALTH

Women of color face more barriers to prenatal care and experience poorer birth outcomes.

Legend: ■ Less Than Adequate Prenatal Care ■ Preterm Births ■ Low-Birthweight Babies

Group	Less Than Adequate Prenatal Care	Preterm Births	Low-Birthweight Babies
Total	32.5	9.9	8.5
White, non-Hispanic	28.5	8.9	7.0
African American/Black, non-Hispanic	44.4	14.0	14.3
Latinx/Hispanic	40.7	9.1	7.2
American Indian, non-Hispanic	36.8	11.5	8.6
Asian Pacific Islander, non-Hispanic	29.5	8.9	9.3
Arab Ethnicity (all races)	35.0	7.6	7.3

Percent of Live Births

Source: Michigan Department of Health and Human Services, 2014-2016

Family &
Community

Family & Community: County Overview

2014-2016: Teen births
Michigan: 19.4 per 1,000

5 Best Counties	Rate	5 Worst Counties	Rate
Livingston	6.3	Schoolcraft	40.7
Washtenaw	6.3	Oceana	39.7
Isabella	8.6	Clare	37.2
Oakland	9.4	Manistee	35.8
Houghton	9.7	Oscoda	35.5
Ottawa	9.7		

Number of Counties:

	2010-2012 vs. 2014-2016	
Ranked	Changed	Improved
82	**82**	**76**

2017: Children in investigated families
Michigan: 113.8 per 1,000

5 Best Counties	Rate	5 Worst Counties	Rate
Keweenaw	40.3	Iosco	250.6
Leelanau	41.1	Lake	245.4
Livingston	52.4	Montcalm	223.3
Oakland	56.2	Wexford	215.9
Ottawa	65.7	Jackson	215.4

Number of Counties:

	2012 vs. 2017	
Ranked	Changed	Improved
83	**82**	**10**

Family & Community: County Overview

2017: Confirmed victims of abuse/neglect
Michigan: 18.9 per 1,000

5 Best Counties	Rate	5 Worst Counties	Rate
Oakland	8.4	Lake	44.2
Clinton	9.0	Gladwin	43.8
Houghton	9.2	Alcona	43.6
Macomb	9.4	Kalkaska	42.2
Leelanau	9.8	Wexford	41.3

Number of Counties:

	2012 vs. 2017	
Ranked	Changed	Improved
82	81	19

2017: Children in out-of-home care
Michigan: 5.1 per 1,000

5 Best Counties	Rate	5 Worst Counties	Rate
Houghton	1.1	Gogebic	20.6
Washtenaw	1.8	Cass	14.6
Clinton	2.0	Crawford	14.1
Missaukee	2.0	Lake	13.4
Oceana	2.1	Oscoda	12.8

Number of Counties:

	2012 vs. 2017	
Ranked	Changed	Improved
80	77	31

Teen Birth Rates Continue to Decrease Significantly

Live Births to Teens Ages 15-19 by County*, 2014-2016 Rate Per 1,000 Teens

Below 20

20-25

25-30

Above 30

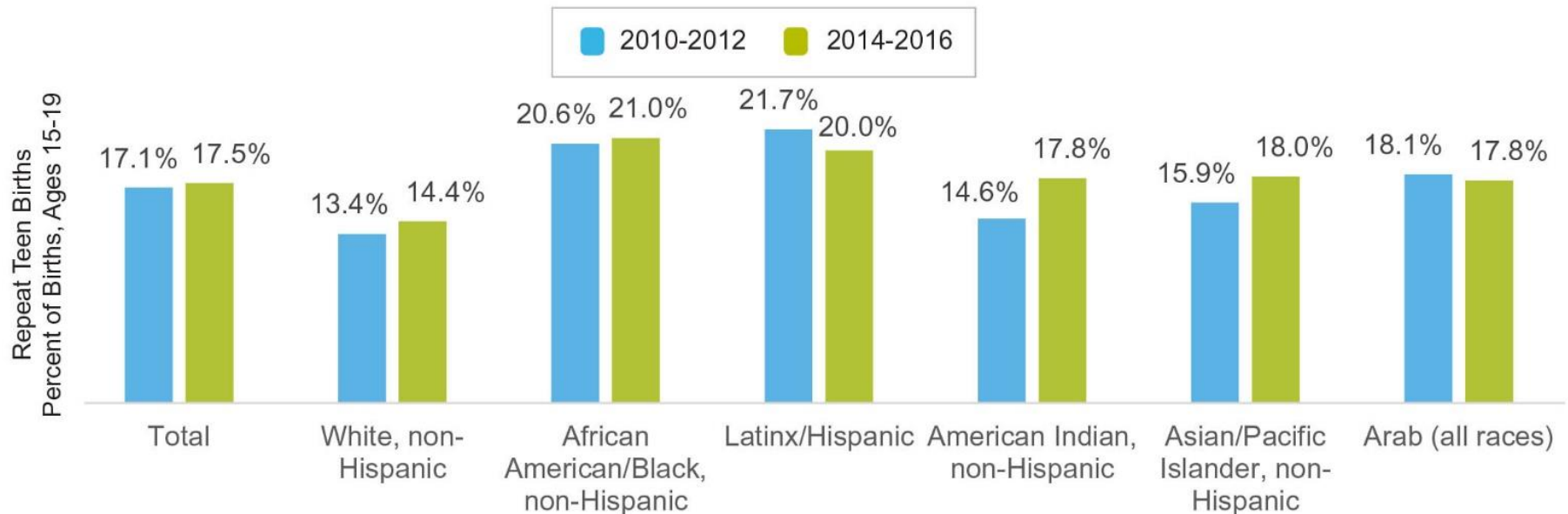*Keweenaw County is excluded due to insufficient data.

Source: Michigan Department of Health and Human Services

Key Findings: Family & Community

REPEAT TEEN BIRTH RATES

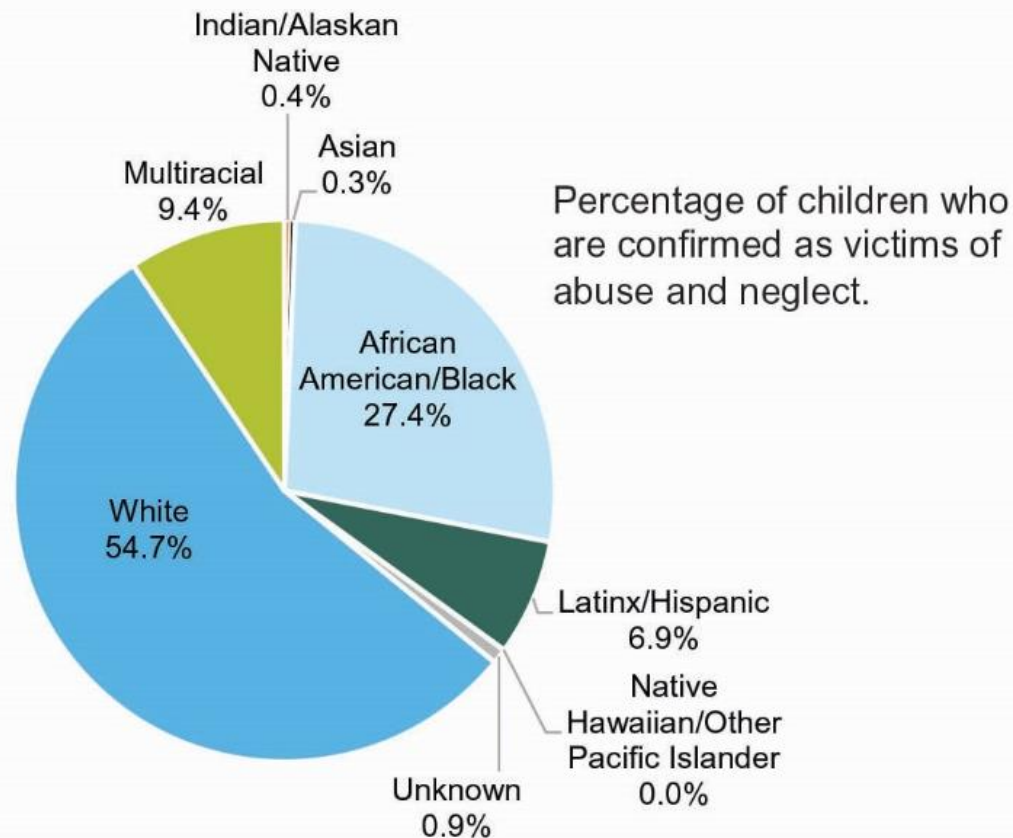More young mothers are having additional children during their teen years.

Legend: 2010-2012 (blue), 2014-2016 (green)

Y-axis: Repeat Teen Births, Percent of Births, Ages 15-19

Category	2010-2012	2014-2016
Total	17.1%	17.5%
White, non-Hispanic	13.4%	14.4%
African American/Black, non-Hispanic	20.6%	21.0%
Latinx/Hispanic	21.7%	20.0%
American Indian, non-Hispanic	14.6%	17.8%
Asian/Pacific Islander, non-Hispanic	15.9%	18.0%
Arab (all races)	18.1%	17.8%

Source: Michigan Department of Health and Human Services

Key Findings: Family & Community

CHILD VICTIMS OF ABUSE & NEGLECT

Percentage of children who are confirmed as victims of abuse and neglect.

Indian/Alaskan Native 0.4%
Asian 0.3%
Multiracial 9.4%
African American/Black 27.4%
White 54.7%
Latinx/Hispanic 6.9%
Native Hawaiian/Other Pacific Islander 0.0%
Unknown 0.9%

Source: Michigan Department of Health and Human Services, 2017

Key Findings: Family & Community
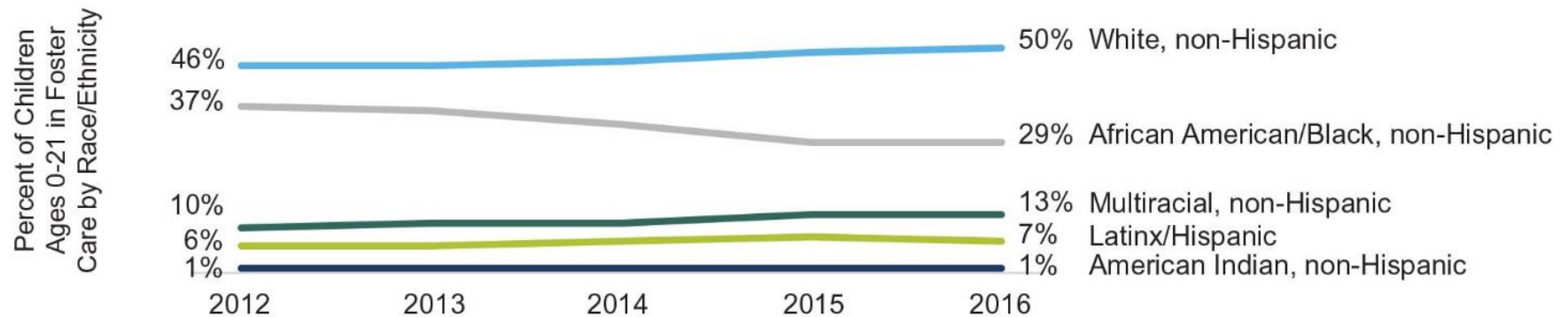
OUT-OF-HOME CARE DUE TO ABUSE & NEGLECT
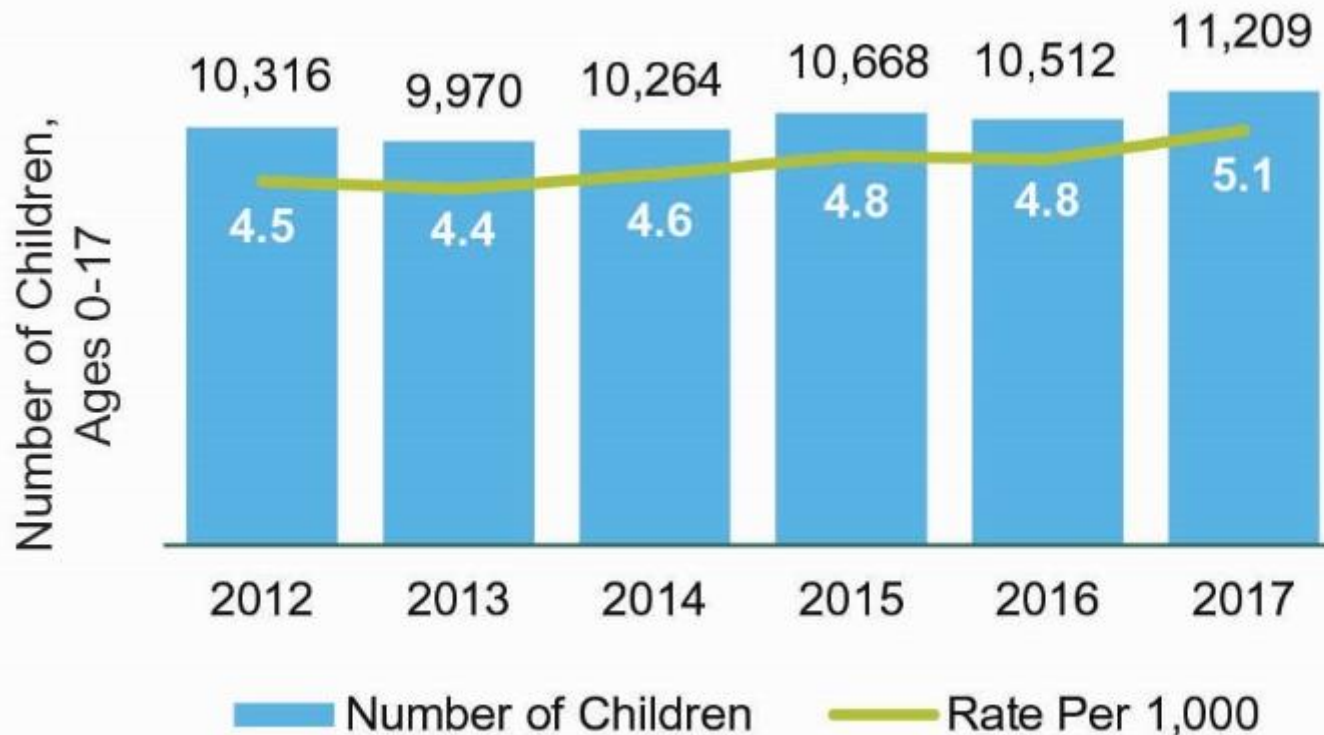
Source: Michigan Department of Health and Human Services

Key Findings: Family & Community

FOSTER CARE BY RACE/ETHNICITY

A disproportionate number of African American children are placed in foster care, and the share of multiracial and White children is increasing.
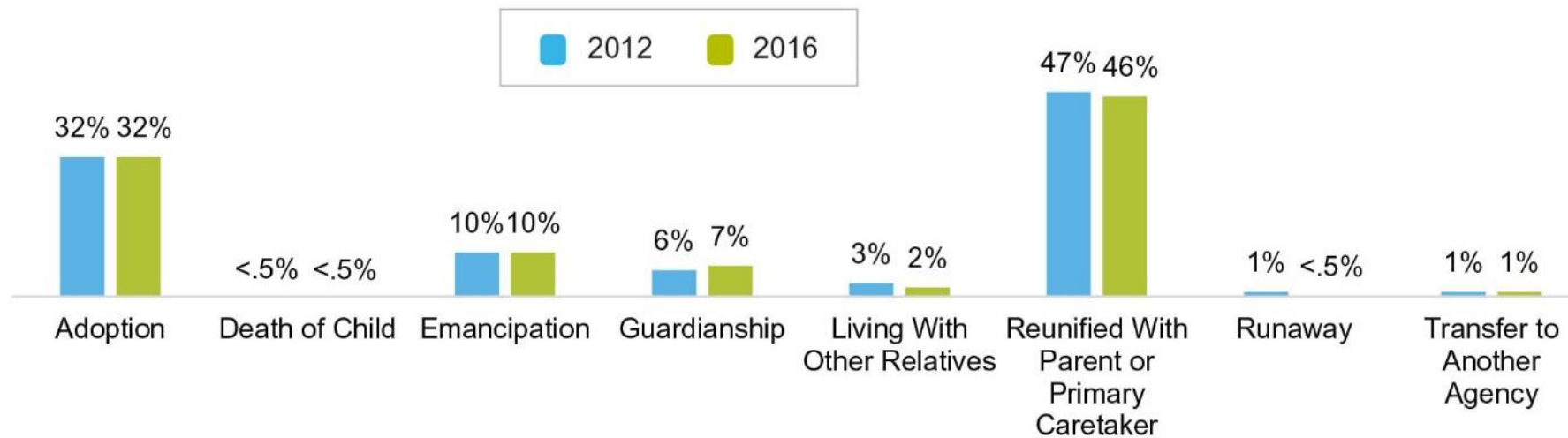

Percent of Children Ages 0-21 in Foster Care by Race/Ethnicity

	2012	2016	
White, non-Hispanic	46%	50%	
African American/Black, non-Hispanic	37%	29%	
Multiracial, non-Hispanic	10%	13%	
Latinx/Hispanic	6%	7%	
American Indian, non-Hispanic	1%	1%	

Source: National KIDS COUNT

Key Findings: Family & Community

FOSTER CARE EXITS

Source: National KIDS COUNT and Fostering Youth Transitions, Annie E. Casey Foundation, 2018

Education

Education:
County Overview

2017: 3- and 4-year-olds not in preschool

Michigan: 52.9%

5 Best Counties	Rate	5 Worst Counties	Rate
Keweenaw	22.2%	Oscoda	70.7%
Iron	32.1%	Houghton	69.3%
Otsego	34.2%	Missaukee	67.5%
Ontonagon	34.4%	Tuscola	67.0%
Cheboygan	38.8%	Gogebic	66.5%

Number of Counties:

	2008-2012 vs. 2013-2017	
Ranked	Changed	Improved
83	**81**	**35**

2018: Third-graders not proficient in English Language Arts

Michigan: 55.6%

5 Best Counties	Rate	5 Worst Counties	Rate
Clinton	34.1%	Montmorency	80.0%
Houghton	34.8%	Roscommon	71.8%
Ottawa	36.3%	Schoolcraft	71.4%
Grand Traverse	42.0%	Luce	70.8%
Livingston	42.0%	Oscoda	69.6%

Number of Counties:

	2015 vs. 2018	
Ranked	Changed	Improved
82	**80**	**15**

Education: County Overview

2018: Eighth-graders not proficient in math

Michigan: 67.3%

5 Best Counties	Rate	5 Worst Counties	Rate
Emmet	41.4%	Alcona	86.5%
Newaygo	50.3%	Luce	86.0%
Crawford	50.4%	Calhoun	84.3%
Ottawa	50.6%	Iron	84.3%
Washtenaw	51.7%	Schoolcraft	84.3%

Number of Counties:

2015 vs. 2018

Ranked	Changed	Improved
80	75	42

Education:
County Overview

2017: Students not graduating on time

Michigan: 19.8%

5 Best Counties	Rate	5 Worst Counties	Rate
Clinton	7.4%	Manistee*	53.0%
Mackinac	8.2%	Berrien*	36.5%
Alger	9.9%	Ogemaw	28.0%
Arenac	10.1%	Lake	26.7%
Ottawa	10.4%	Eaton	25.9%
		Ingham	25.9%

Number of Counties:

Ranked	2012 vs. 2017	
	Changed	Improved
79	**77**	**58**

2018: Students not college ready

Michigan: 65.4%

5 Best Counties	Rate	5 Worst Counties	Rate
Washtenaw	45.2%	Schoolcraft	93.7%
Midland	46.1%	Lake	91.3%
Oakland	52.6%	Osceola	83.8%
Grand Traverse	53.4%	Manistee	80.4%
Ottawa	54.1%	Luce	80.0%

Number of Counties:

Ranked	2016 vs. 2018	
	Changed	Improved
82	**78**	**43**

Nearly 56% of third graders are not proficient in ELA

Third-Graders Not Proficient in English Language Arts by County*

Below 45%
45% to 55%
55% to 65%
Above 65%

Michigan Rate: 55.6%
Median Rate: 54.2%
*Keweenaw County is excluded due to insufficient data.

Source: MI School Data, SY 2017-2018
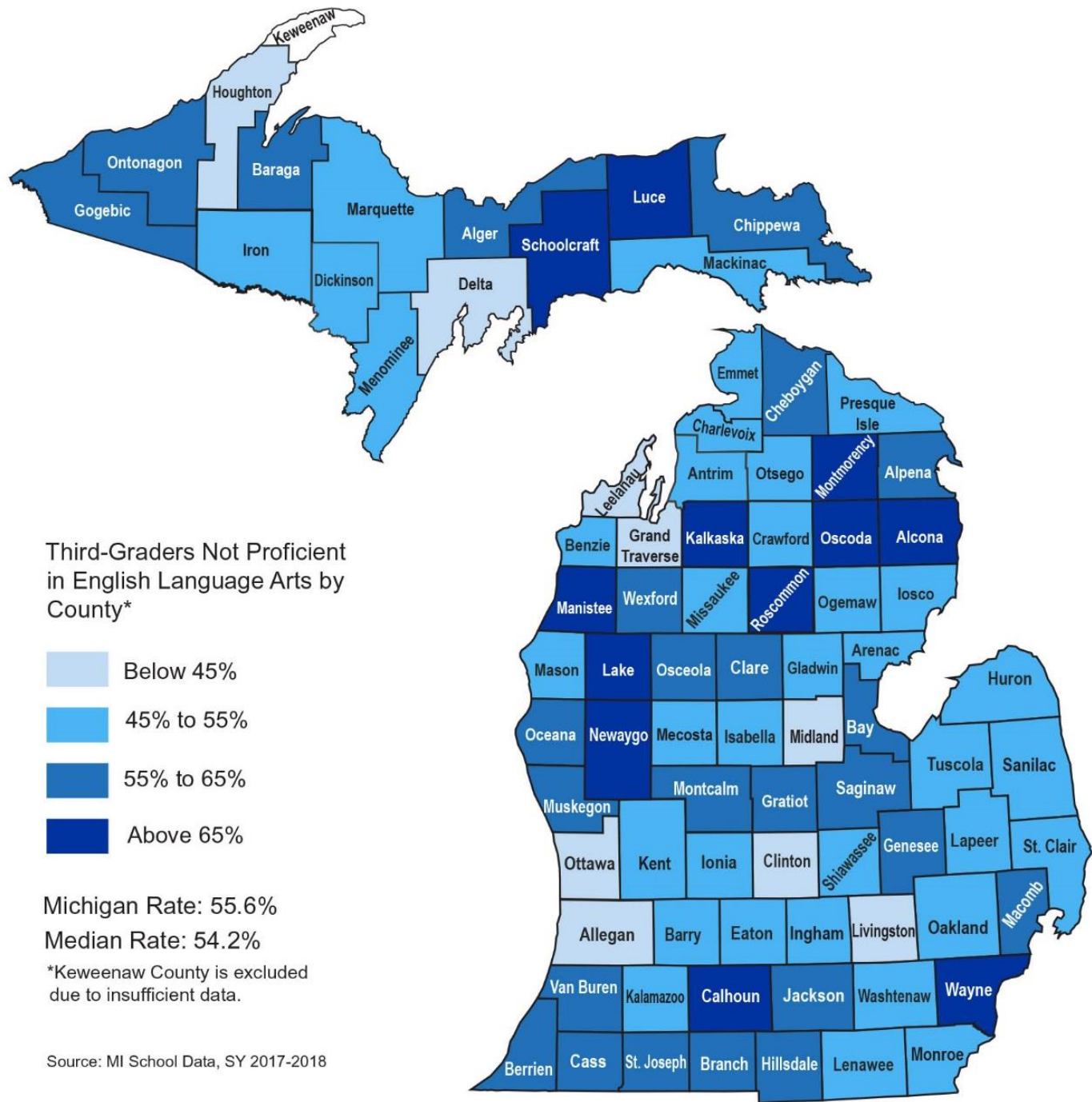
Key Findings: Education

THIRD GRADE READING BY GROUP

Group	Percent
Not English Language Learner	54.4%
English Language Learner	66.8%
Not Economically Disadvantaged	37.4%
Economically Disadvantaged	69.7%
Male	58.6%
White Students	47.7%
Students of Color	70%
All Students	55.6%
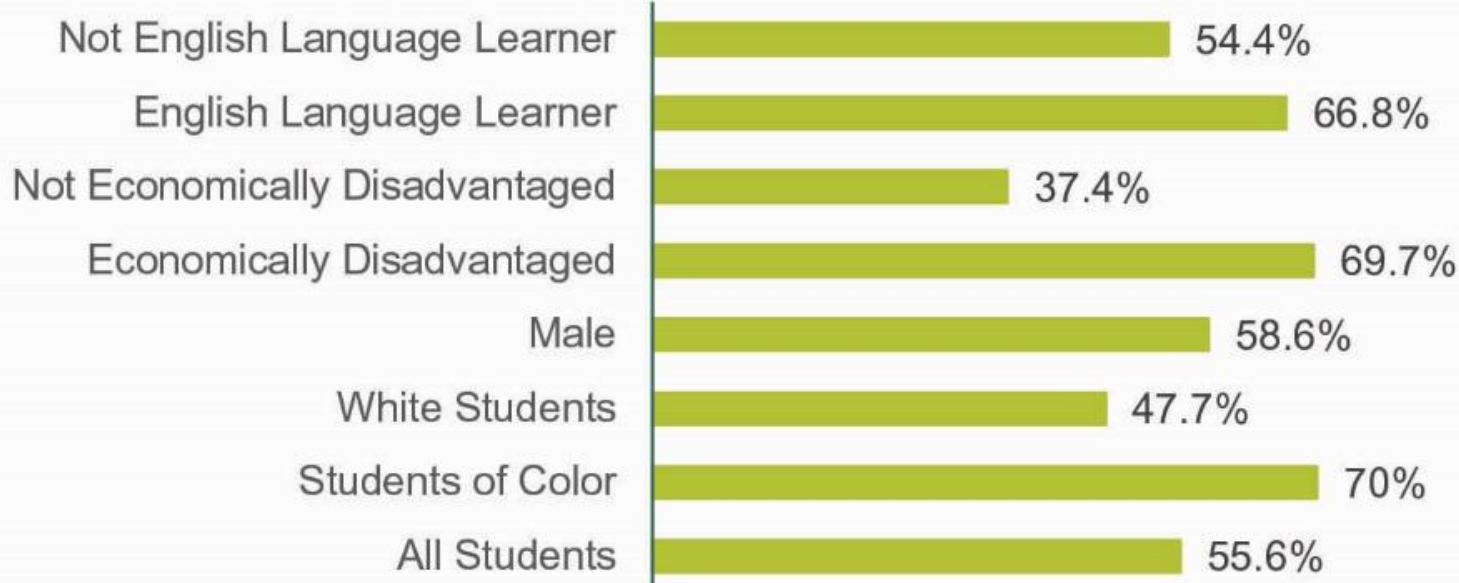
Percent of third-graders NOT Proficient in English Language Arts (ELA)

Source: MI School Data, SY 2017-2018

Key Findings: Family & Community

PRESCHOOL ENROLLMENT

Legend: Not Enrolled · Enrolled

52.9% · 47.1%
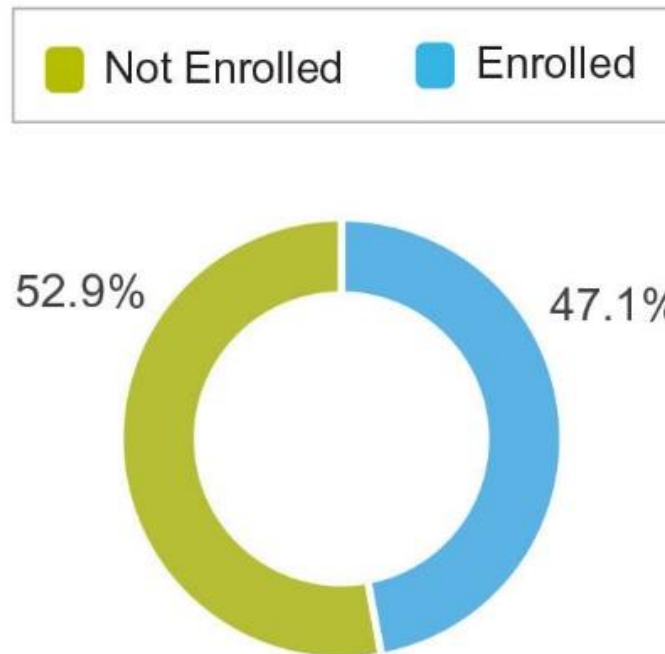
Source: American Community Survey, 2013-2017

Key Findings: Education

HIGH SCHOOL GRADUATION
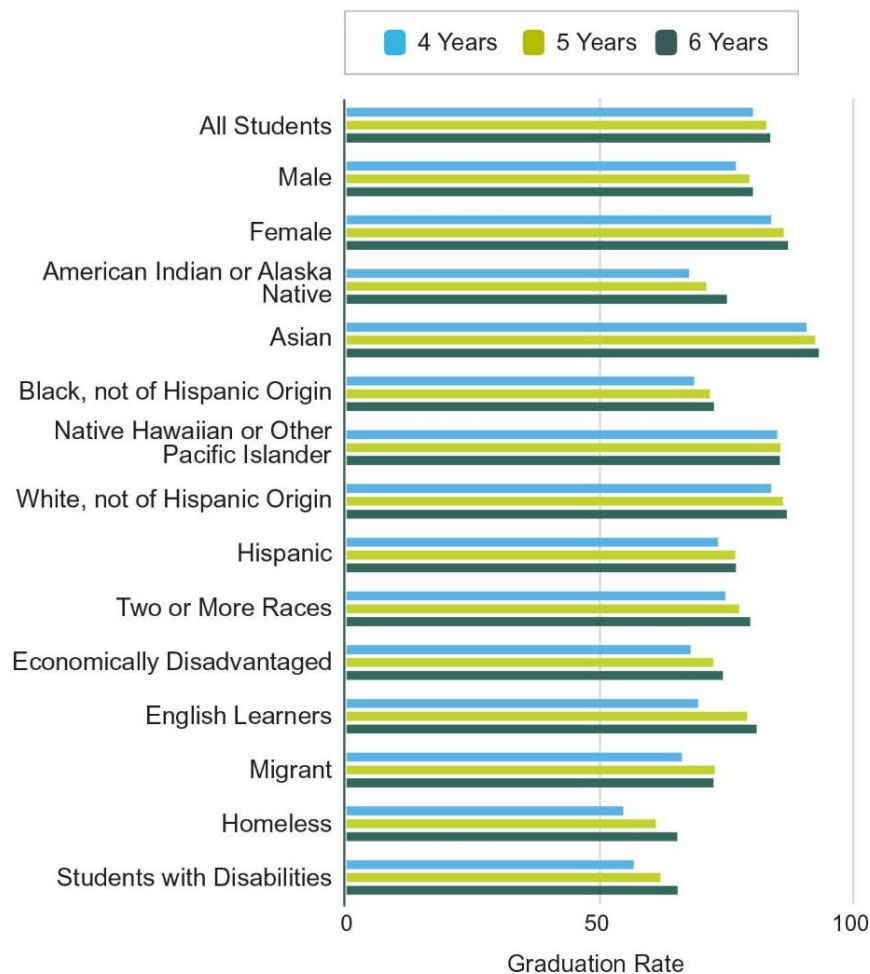
Source: Michigan Department of Education

Key Findings: Education

HIGH SCHOOL COMPLETION – CHARTERS vs. TRADITIONAL
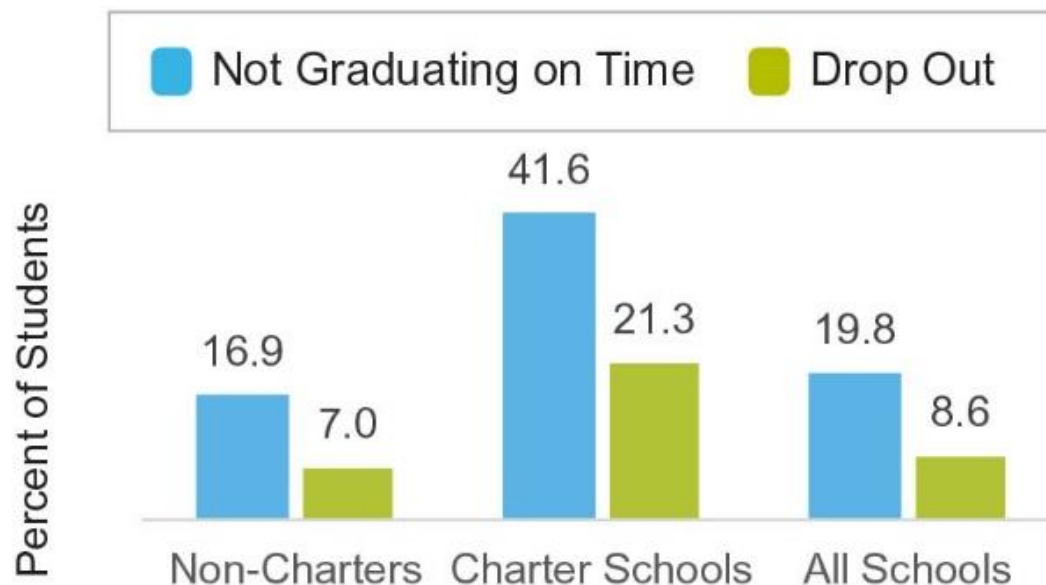
Source: Michigan Department of Education

Key Findings: Education

COLLEGE READINESS

Percent of 11th-Graders NOT Meeting College Readiness Benchmarks

Source: MI School Data, SY 2017-2018
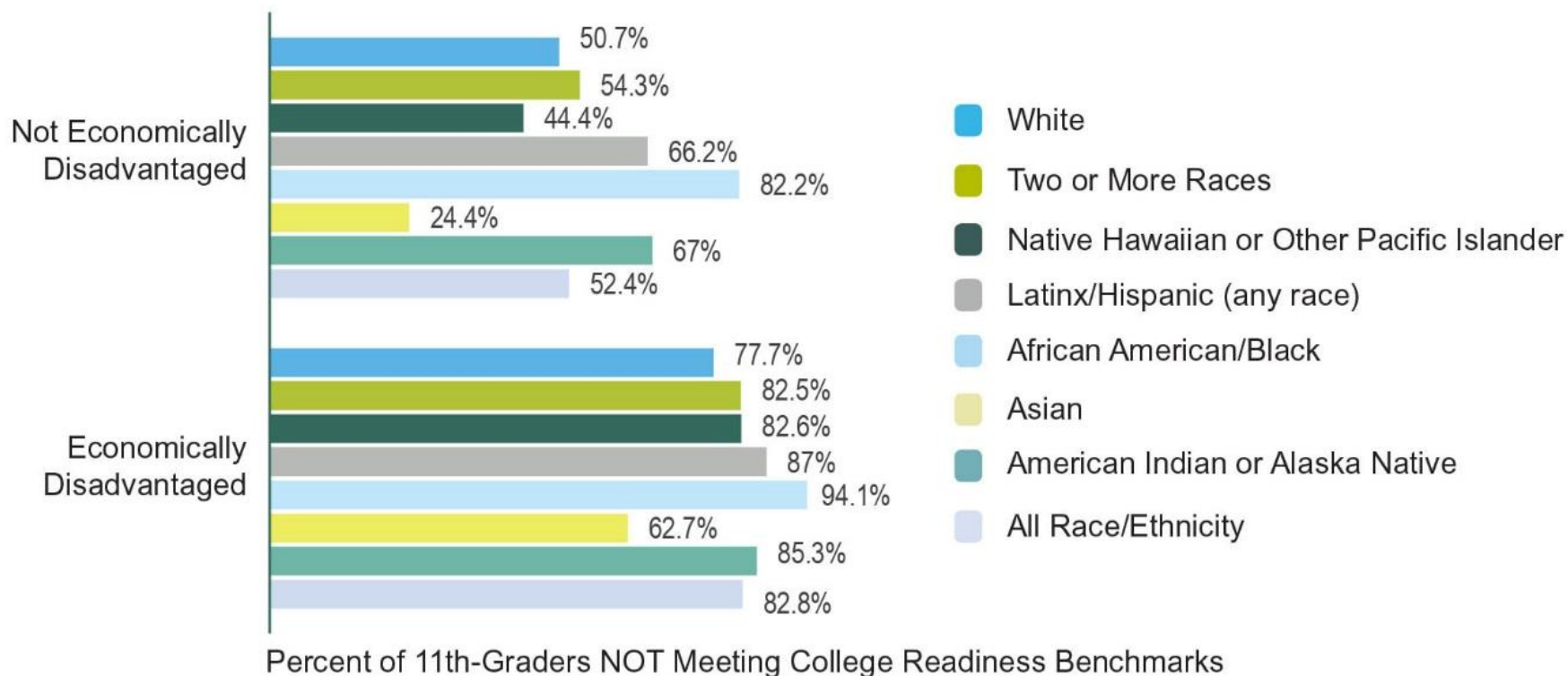
Key Findings: Education

COLLEGE READINESS BY INCOME & ENGLISH LEARNERS

Source: Michigan School Data, SY 2017-2018
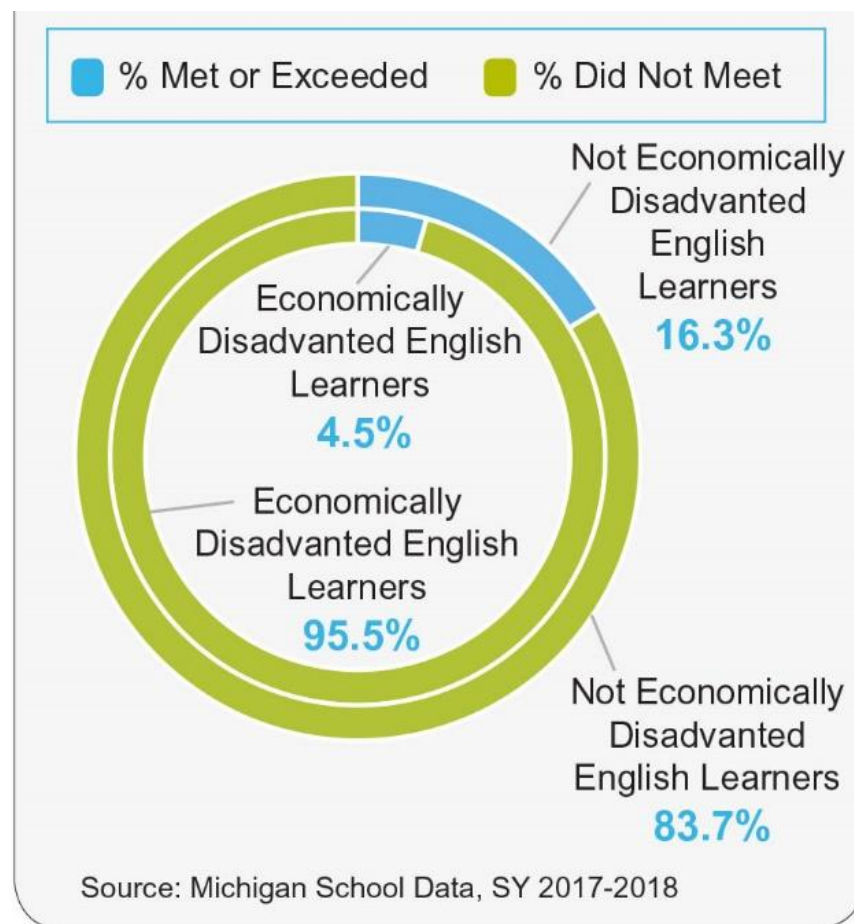
Data into Action

Use a racial and ethnic equity lens to address disparities and increase opportunities for children and families of color

- Strengthen policies that support young people in work, such as expanding the EITC age eligibility

- Expand home visitation programs and strengthen the system by implementing a centralized intake process

- Expand healthcare coverage without the five-year wait period for lawfully residing immigrant children as allowed under CHIPRA

- Raise the age of juvenile jurisdiction from 17- to 18-years-old

- Adequately fund public schools and increase access to postsecondary education and credentialing programs

The Release…

- **Release Date:**

  April 23, 2019

- **Embargo Period:**
  **April 16th until
  12:01am on April 23rd**

2019
KIDS
COUNT
in MICHIGAN
DATA BOOK
What It's Like
to Be a Kid in
Michigan

Embargoed Materials

https://goo.gl/forms/lgkzsGxhbIdRcMN52
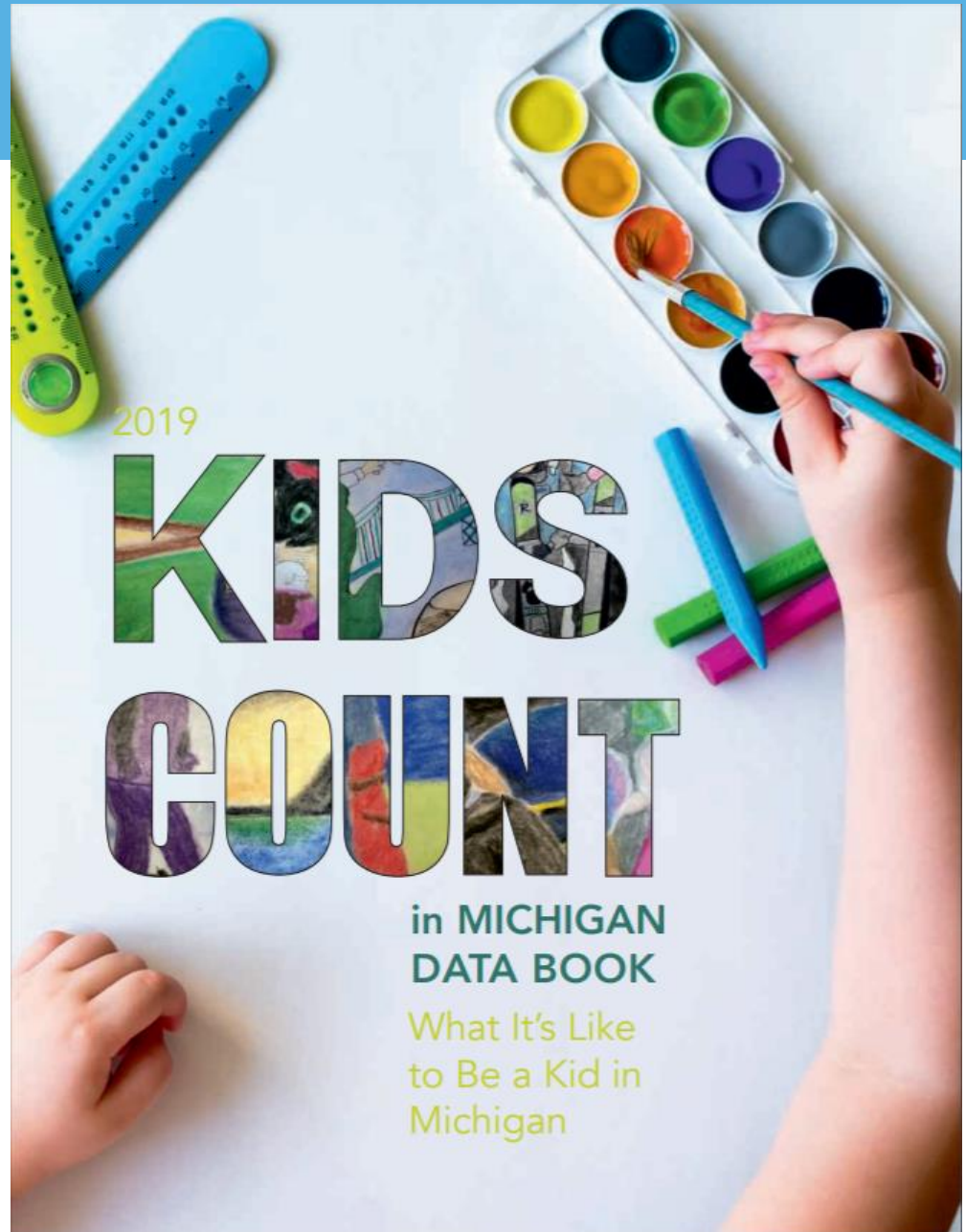
- Complete the form to receive the website link and password

- WRITE IT DOWN or save the link

Join the Partners Call on April 15ᵗʰ

https://zoom.us/meeting/register/0a4d72592536da4c8c34be5db4a05ad8

- Register for the call.

- Come prepared with all of your questions!

3 Things you can do now.

1. Read the embargoed report and review your local profile, identify where your county is doing well or poorly.

2. Join with other advocates to coordinate a release or message.

3. Be ready to comment, write a statement or news release; or plan a news event.

4. Promote the upcoming release using the provided graphics.

3 Things you can do between April 16ᵗʰ and April 23ʳᵈ.

1. Talk to reporters who agree to the embargo.

2. Call reporters, editors, and talk show hosts to see if they are interested.

3. Promote Kids Count and your involvement on social media.

3 Things you can do on April 23rd.

1. Issue a statement, news release, blog, website post or email using local data.

2. Talk to reporters.

3. Post on social media or retweet, like and/or share from the League's social media:

Twitter.com/michleague

Facebook.com/michleague

#KidsCountMI

Tools are available to help.

From the League:

- Sample statement

- Review your statement or release

- Suggested social media

- Shareable graphics

- Local, tailored news release

From our partners:

- Messaging Box

- [Talking About Race Toolkit](#) – *Center for Social Inclusion (CSI)*

Social Media & Shareable Graphics

Sample Social Media Posts for the 2019 Kids Count in Michigan Data Book

We are excited to have you as our partner in our Kids Count work, and local voices and support are especially important with the release of our 2019 Kids Count in Mic[...] are sample Tweets and Facebook posts for you to use to help spread t[...] Kids Count in Michigan Data Book, including local data and our county press releases.

The highlighted text are areas where you can customize the posts where you work and/or the children's issue(s) you are particularly intere[...] localized this content is, the more relevant it will be to your particular fc[...] encourage you to put together your own Tweets and Facebook Posts b[...] content of the book. We do ask that you try to always **use the #KidsC[...]** your social media posts, as that enables us to easily track all of our pa[...] evaluate our outreach efforts.

Finally, **don't forget to extend your social media reach by including[...] Sharable Graphics.** These help attract attention on busy social media[...] our work is about building better lives for all Michigan kids.

SAMPLE TWEETS

Mecosta County

XX

in overall child well-being

Learn more in the
2019 Kids Count
in Michigan Data Book
www.mlpp.org

3 Things you can do after April 23rd.

1. Write a letter to the editor.

2. Write an op-ed column on local data.

3. Use the Kids Count data throughout the year to advocate for kids.

The Data Book is an advocacy tool!

- Talk to your policymakers about your county's data.

- Use the data to assess need and develop strategies.

- Measure outcomes and impact.

- Share on social media all year long!

Questions?

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