

The Raising of America

EARLY CHILDHOOD AND THE FUTURE OF OUR NATION

A resource guide for screening

The Raising of America

in your Oregon community

Adapted by the Oregon Health Authority from
The Raising of America resource tools for specific use in Oregon communities

Oregon
Health
Authority

PUBLIC HEALTH DIVISION
CENTER FOR PREVENTION &
HEALTH PROMOTION
Maternal and Child Health Section



Background

adapted from www.raisingofamerica.org

The Raising of America grew directly out of California Newsreel's four-hour PBS series, **UNNATURAL CAUSES: Is Inequality Making Us Sick** which explores the root causes of our alarming class and racial inequities in health. The Raising of America documentary series and public engagement campaign seeks to reframe the way we look at early child health and development.

The Raising of America in Three Parts

A Documentary Series that explores how a strong start for all our kids can lead to a healthier, safer, better educated and more prosperous and equitable America.

- Ep 1: The Raising of America
- Ep 2: Once Upon a Time
- Ep 3: Are We Crazy About Our Kids?
- Ep 4: Wounded Places
- Ep 5: DNA is Not Destiny

A National Public Engagement Campaign to reframe the debate about what we as a society can—and should—do to ensure a strong start for every infant.

A Companion Website with video clips, interactives, discussion guides, action guides, resources and more.



Plan a Screening

a checklist to help you get started

A screening of *The Raising of America* film can be as simple as gathering up friends, family and/or colleagues to watch it together and discuss the concepts, ideas, implications and local changes that could be made.

This checklist is a guide for a community-based screening, but can easily be adapted for smaller or larger showings.

Checklist

(for a more detailed outline, visit raisingofamerica.org/plan-screening)

What are your goals?

(i.e. what would you like the audience to discuss?; what specific actions would you like the audience to take?)

What type of event will you host?

(i.e. a big event; an internal screening; conference/workshop)

Find local co-sponsors.

(i.e. are there other in your community who are working on these issues?; are there key professions/agencies that would be important partners?)

Identify speakers/experts to help lead discussion.

(Find a diverse set of local experts and voices to draw attention to existing child health and well-being inequities at the local level, build support for specific social reforms and promising initiatives.)

Plan the details.

Location: Local community centers, churches, schools often have free/low-cost space available.

Promotion: Visit website above for poster templates, project description, postcards, and other helpful materials. Also, use your own email lists, social media, community message boards, etc. to get the word out cheaply and effectively.

Oregon Data

Data to help understand how our state is doing and where we want to improve

Child Poverty Rate (Oregon)¹



Nearly 1 in 4 children in Oregon are living in poverty.

23%

Pre-K Enrollment²



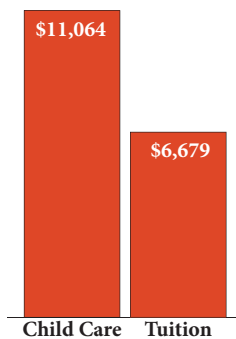
of Oregon children (age 3 up to 5 years old), are enrolled in Pre-K programs.

42%

**Higher skill base at [age] 3 enhances the productivity of later investment...
When the initial base is substantially compromised, so are the returns to later investment.**

~ James Heckman, Nobel laureate.

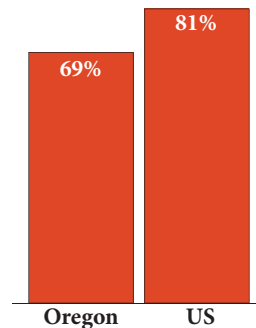
Child Care v Tuition Costs³



The yearly cost of having a single toddler in daycare is almost twice the cost of annual tuition at a public university in Oregon.

**Child care
= 2x
college tuition**

High School Graduation Rates⁴



Oregon has one of the lowest graduation rate in the country.

With the goal of a 100% graduation rate by 2025, we need to focus on early learning and prepare all children for Kindergarten to limit the educational disparities we see in high school.

These data points were chosen because they are available on the county level. For more information about disparities in your area, the Children's First County Data book had an 'Opportunity Index' showing racial and ethnic disparities.

If you are planning a screening in your county, we are happy to help you prepare the same data specific to your county. Contact rebecca.seel@state.or.us for more information.

¹ U.S. Census Bureau. "CP03: Selected Economic Characteristics." 2012 American Community Survey 1-Year Estimates. American FactFinder. Cited in Children First for Oregon, Status of Oregon's Children: County Data Book 2014.

² 2012 U.S.. Census Bureau. "S1401: School Enrollment." 2012 American Community Survey 5-Year Estimates. American FactFinder. Cited in Children First for Oregon, Status of Oregon's Children: County Data Book 2014.

³ [Median annual child care cost]: 2012 county-level cost of childcare from Grobe, D. & Weber, R. 2012 Oregon Child Care Market Price Study. [Average undergraduate tuition for 2011-2012 academic year]: Oregon University System website. Cited in: Child Care and Education in Oregon and its Counties: 2012. Oregon Childcare Research Partnership, Oregon State University.

⁴ U.S Department of Education, Regulatory "Adjusted Cohort Graduation Rate, All Students: 2012-2013". ED Data Express.

Taking Action

People have seen the film, now what?

Using this documentary series is a great way to engage your community to make changes in the current and future lives of children. The level of involvement individuals will take on varies based on many factors. Here are a few suggestions of actions that people can take on a policy level, the community level and on the personal level.

Policy

- **Family Forward Oregon:** FFO's mission is to create a family-forward Oregon where all families can be economically secure and have the time it takes to care for a family.
<http://www.familyforwardoregon.org/>
- **United for Kids:** United for Kids connects and amplifies the collective voice of pro-child Oregonians and organizations to promote public policy change and shared investments that benefit children's health, safety, economic security, and education.
<http://www.orunitedforkids.org/>
- **Fair Shot for All:** Supports solutions that change the rules about work, wages and planning for the future. <http://www.fairshotoregon.org/>

Community

- Get involved with organizations/agencies in your community working to impact issues that you care about. Early childhood is not just affected by early childhood policies. Transportation, housing, wages, urban development, public health, economic policy all impact environments for our youngest children.

Personal

- **Plan a Screening:** Sparking the conversation about early childhood and the future of our nation is what The Raising of America Public Engagement Campaign is all about.
- **Vote:** Find and support candidates and policies that share your values.
<http://sos.oregon.gov/voting/Pages/default.aspx>



Questions?

Visit www.raisingofamerica.org for film information.

For Oregon specific information,
visit www.bitly.com/watchroa

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