



**An Introduction to
Every Child Matters in Nevada**
Making Children a Local and National Priority

EVERY CHILD *matters* **in Nevada**

A partnership between UNLV's Nevada Institute for Children's Research and Policy, The Children's Cabinet,
and Every Child Matters Education Fund

What is Every Child Matters?

- **Every Child Matters is:** a non-profit, non-partisan organization whose mission is to make children a national political priority. Every Child Matters in Nevada is an advocacy campaign for children.
- **Every Child Matters DOES NOT:**
 - Endorse any particular candidate
 - Support any particular political party
- **Every Child Matters DOES:**
 - Attend candidate events
 - Encourage candidates to talk about children's issues
 - Direct policy-maker education
 - Outreach during key federal and state election campaigns
 - Partnership with other child advocacy organizations
 - Media outreach and public forums
 - Voter Registration



Every Child Matters uses all the tools and tactics available to 501(c)(3) non-profit organizations, including....

□ Earned Media Events

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Gay pride parade and festival today in Reno

BY GUY CLIFTON • GCLIFTON@RGJ.COM • AUGUST 14, 2010

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With a gold crown and a sash reading "Mr. Gay Latino 2010", Jose Alaya was all smiles at Reno Pride on Saturday.

"It's an exciting day for sure," said Alaya, a 33-year-old Sparks resident. "It's exciting to stand up for ourselves and to celebrate who we are."

RGJ JOURNAL JOG 2010
Benefiting the RSG Foundation

Hundreds of people, gay and straight, turned out for the annual festival, which included a parade and a day of entertainment and activities at Wingfield Park in downtown Reno.

"People's lives have gone on as they did before, but for the people who are domestic partners, their lives have changed significantly for the better," he said.

Parks and Fukerson were among a large contingent of people campaigning for U.S. Senate Majority Leader Harry Reid, D-Nev., who is locked in a tough reelection battle with Republican Sharron Angle.

"If Sharron Angle is elected, it will set us back 40, 50, 100 years," Fukerson said. "It's a huge election year."

The nonprofit child advocacy group, "Every Child Matters in Nevada," was among the vendors handing out information during the event.

"One of our purposes is to make children a priority in the upcoming legislative session," said volunteer Mathew Maggy. "With the economy the way it is, it's easy for children's issues to get overlooked."

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Gia Gauthier, 8 of Reno throws out glitter Saturday during the Gay Pride Parade in downtown Reno. (RGJ)

More Local News Headlines

- [More Washoe County minority students take ACT](#)
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- [Balloon race concludes with spirits high, financials low](#)
- [Wild horse advocates blast planned roundup](#)
- [Man pleads guilty to 1997 Reno rape \(1\)](#)

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- [Cory Farley: For a real vacation, follow Farley's Secrets of Memorable Road Trips \(1\)](#)
- [3 vehicle crash reported at southbound US 395 near Golden Valley \(3\)](#)
- [Inam: NYC mosque site is not 'hallowed ground' \(12\)](#)
- [Forecast: Chance of thunderstorms today, sunny and warm all week](#)
- [More Washoe County minority students take ACT](#)

Local Op-Eds



LETTER TO THE EDITOR:

We owe it to the children to take voting seriously

Christopher Daniels, Reno
Saturday, Aug. 7, 2010 | 2:02 a.m.

As the election draws closer, we voters cannot afford to be disheartened by the political process. We need to do our part and become an informed and educated electorate.

We need to show up to the polls in November and vote for representatives strongly committed to causes that matter most to us, and especially to represent those who do not have a voice, Nevada's children.

The children need our help. Nevada has one of the worst high school graduation rates in the country. If you want to help improve graduation rates, contact the candidates and ask what they plan to do to provide high-quality education to our children, and then hold them accountable for bringing those plans to fruition.

We have the opportunity to elect representatives – regardless of party affiliation – who will fight for children, families and communities of this state, and we have a responsibility to do so.

The writer is assistant coordinator of the Northern Nevada region of Every Child Matters, a national nonpartisan group seeking to make children and families a political priority.



LETTER TO THE EDITOR:

Nevada ranks notoriously low on children's issues

Benjamin Albers, Reno
Monday, Sept. 13, 2010 | 2:02 a.m.

It was great to hear the gubernatorial candidates focusing on education in their latest debate. However, the debate on children's issues does not stop there. It's time for candidates in all races to focus on children and discuss how our state is going to deal with child abuse and neglect, access to pre-kindergarten and after-school programming, access to medical care, and child poverty.

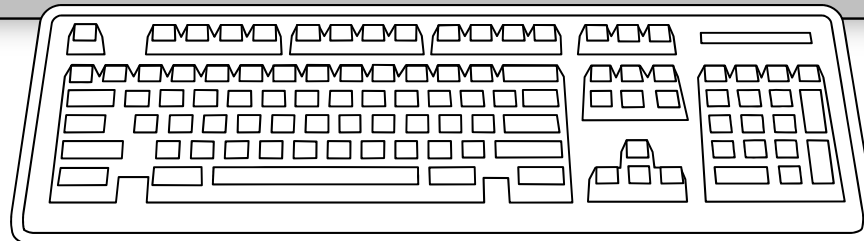
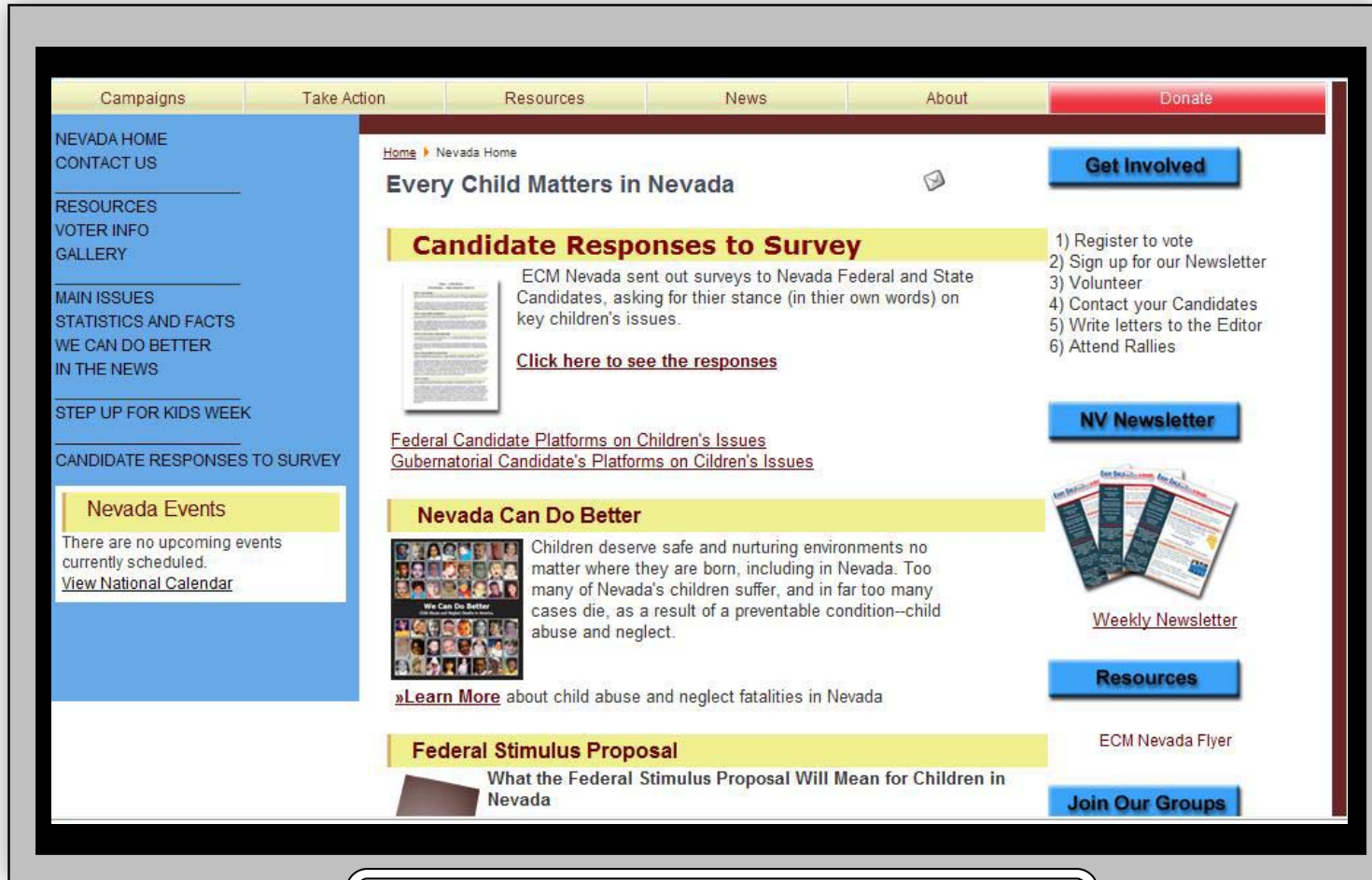
Nationally, Nevada is recognized as a state that does not make investments in children. As of 2009, Nevada ranked last in the enrollment of 3- and 4-year-olds in state pre-kindergarten programs, last in federal contributions for after-school programs, 47th in per capita spending on protecting abused children, and 46th in the percentage of uninsured children.

Dealing with the many problems that plague Nevada's children should be a priority issue in this upcoming election. The gubernatorial debate on education should be the catalyst for a broader discussion on the many other issues that affect our state's children.

Show that children are a priority to you by voicing your concerns to your candidates, attend candidate forums that focus on children's issues, and vote this election for candidates who support our children.

The writer is assistant coordinator of Every Child Matters Nevada, part of a national nonpartisan group seeking to make children and families a political priority. The organization is hosting candidate forums statewide that focus on children's issues.

Web Site & Social Networking



□ Candidate Forums

Upcoming Events:

Candidate Educational Breakfast

October 2nd, 2010 SNV

October 9th, 2010 NNV

Local/State Candidate Forum

October 13th, 2010 (tentative)

Federal Candidate Forum

October 19th or 20th, 2010 SNV

2008 Candidate Forum



□ Additional Activities



- Voter Registration
- Candidate Surveys
- Candidate Meetings
- Community Events
- Rallies/Forums/Debates
- Child Care Serving Sites

❑ Why do we need Every Child Matters in Nevada?

Nevada is failing our children.

There are 681,033 children under 18 in Nevada

- Overall ranking of 44 on 10 Child well being indicators Nevada
- 47th in uninsured children - 42nd in juvenile incarceration
- 40th Child abuse fatalities - 44th Child welfare expenditures

- Source: Geography Matters Report by ECM Education Fund 2008

– Pre-K

- 3-4 Year Olds Not Enrolled in a nursery school, pre-school, or pre-kindergarten education program (2007) - 56,425 (72.3%)
- Nevada is ranked 50th in percentage of 3-4 year olds enrolled in state Pre-K and Head Start
- Percent of 4th Graders Scoring below Basic Reading Levels (2009) - 43%

- Source: Homeland Insecurity 2009

□ Every Child Matters: Main Focus

- Children in Poverty
- Early Childhood & Pre-K education
- After School Care & Programs
- Abuse and Neglect
- Health Care



□ Every Child Matters: Children in Poverty

Of the 681,033 children in Nevada:

- 99,000 live in poverty
- Home Foreclosures (2008-2009) - 189,790



Ask the Candidates

What will you do to help families become more financially stable?



□ Every Child Matters: After School Care

- Over one-fourth of Nevada's children are left alone every day after school
- Nevada is ranked 50th in per child federal contributions to after school care
- Why should we care?
 - Drug abuse
 - Sexual Activity
 - Juvenile Delinquency



□ Ask the Candidates

What is your plan to keep children safe and supervised in the late afternoon and early evening hours?



□ Every Child Matters: Child Abuse and Neglect

In Nevada:

- Total number of child abuse and neglect reports (2008) - 20,321
- Child Abuse Victims (2008) - 5,417
- Child Abuse Deaths (2001-2008) - 81

□ Ask the Candidates

What are your plans to keep all children safe from violence in their homes, schools and communities?



❑ **Every Child Matters: Health Care**

- Children Not Covered by Health Insurance at Any Time (2008) - 115,000
- Share of Medicaid-enrolled children not getting dental care (2007) - 73%
- Additional Children Covered by Expansion of the State Children's Health Insurance Program - 37,400

□ Ask the Candidates

- How do you propose to ensure that children grow up healthy and have access to comprehensive health care?



□ Every Child Matters: Early Childhood

- High quality early childhood programs benefit children and the community
 - 85% of a child's brain development occurs in early childhood
 - Today's children are tomorrow's workforce, investing in high quality education today will yield benefits well into the future.
- In Nevada, early childhood learning programs cost more than tuition at a Nevada public university.

□ Ask the Candidates

What is your position on offering all children high quality early learning and care, including preschool programs?





□ How Can You Help?

- Write letters to the editor
- Call candidates
- Register to vote
- Vote on election day
- Attend candidate events
- Volunteer at Every Child Matters events



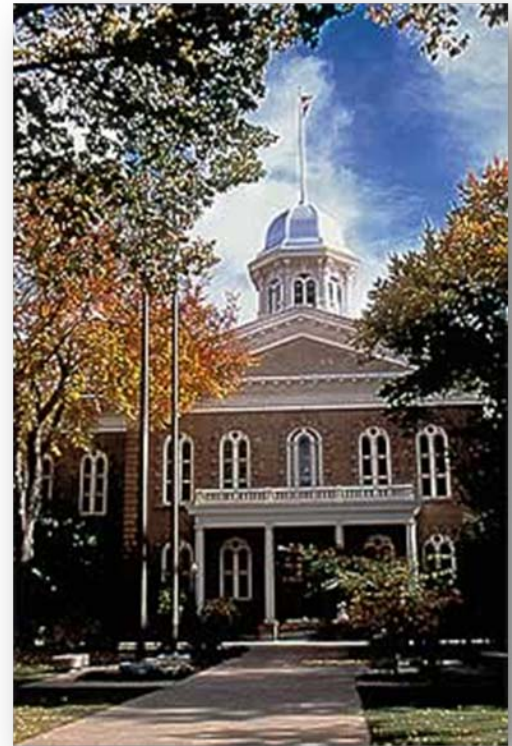
Volunteer Recruitment

- ECM will need volunteers for:
 - Voter Registration through October 2nd
 - Phone banking the entire weekend prior to the election,
 - Upcoming Candidate Breakfast on October 2nd SNV and October 9th NNV
 - Local Candidate Forum in both SNV & NNV Date TBA
 - Federal Forum in SNV



□ How to Contact Candidates

- Attend Candidate events
- Call local office
- Email official website
- Send letters to campaign offices



Working as a group can have a stronger impact.

Do's And Don'ts When Advocating for a Non-Profit Non-Partisan Group



DON'T

- Mention a candidate's or party's name.
- Answer any questions about how you will be voting.
- Answer any questions about your party or candidate preferences.
- Ask people you work with how they will vote or what candidate or party they support.
- Publicize, talk about or mention which candidates agree with the position Every Child Matters supports.
- Display any materials on your person or carry any signs that support a candidate or a party.
- Distribute information other than that provided by ECM.

DO

- Encourage voting among parents, staff and community.
- When given the opportunity, talk briefly about the importance of voting in general.
- Refer parents and staff to the ECM fliers that encourages voting
- Thank parents and staff for taking the time to listen to you.
- Work to forge partnerships that don't already exist with community organizations.
- Call your representatives to encourage them to voice their stances on children's issues, complete the ECM questionnaire, and participate in local forums that focus on children.
- VOTE!!!!!!!!!!!!

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and Every Child Matters Education Fund



Every Child Matters in Nevada **Making Children a Local and National Priority**

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