



Amplifying Illinois' Youngest Generation

A Social Toolkit for Impact

Raising Illinois: A Collective Effort to Close the Opportunity Gap for Our Earliest Learners

Thank you for committing to be a supporter of Raising Illinois! By joining our effort, you'll help to reduce the root causes of disparities and help build the strongest foundation for young children's future success in school and life. Together, we can make Illinois a place for families with infants and toddlers to thrive. Below you will find talking points, data points, social copy and graphics, website language and an email template to help spread the word about Raising Illinois.

To learn more, please visit www.RaisingIllinois.org or contact RaisingIllinois@StartEarly.org.

What is Raising Illinois?

Raising Illinois is a partnership of 800+ diverse individuals and organizations across Illinois committed to supporting our youngest generation by ensuring families can access high-quality health care, engage in quality learning experiences, and establish economic security.

- Raising Illinois is a collective effort to close the opportunity gap for our earliest learners. We are part of a national movement to amplify voices of new parents and early learning and care providers and drive positive and impactful change.
- The science is clear: The first three years of a child's life are the most critical for healthy development. A child's experiences during these years set them up for lifelong success or challenges—we want to ensure they're set up for success.
- We must address the root causes of historical disparities and create an equitable and cohesive early childhood development system for Illinois' expecting families, infants and toddlers, and the communities in which they live.
- Every expecting family, infant and toddler in Illinois should have equitable access to the affordable high-quality learning experiences, health services and economic supports they need during their most formative years—creating the strongest foundation for their success in school and life.
- Our goal is to improve access to high-quality services for **100,000 Illinois infants and toddlers and their families** living under 200% of the Federal Poverty Level (or \$53,000/year for a family of four) by 2025.
- Together, we can make a powerful commitment to our youngest generation, because infants and toddlers **only get one chance at a strong start.**

Data Points

From child care to Early Intervention services, paid family leave and comprehensive prenatal care, many infants, toddlers and families face immense barriers accessing critical services and programs that set children up for success. With greater funding and awareness efforts, these powerful, life-changing programs can be more accessible to families across Illinois.

- **75%** of Illinois' infants and toddlers are left **without access** to child care.¹
 - Only **25% of Illinois'** infants and toddlers have access to licensed child care, with many communities experiencing **access rates of less than 10%**.
- Non-Hispanic Black women are **6x more likely to die** of a pregnancy-related condition than non-Hispanic white women.²
- Babies born to non-Hispanic Black women in Illinois die at **two to three times** the rate of babies born to non-Hispanic white women.³
- Only **43% of eligible families** were served through the public support Special Supplemental Nutrition Program for Women, Infants & Children.⁴
- **60%** of working people in IL have **no access** to *unpaid* family leave.⁵
- Only **4% of children under age 3** receive Early Intervention (EI) services in Illinois.⁶

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- 1 IFF. (April 2019). "Access And Quality For Illinois Children Illinois Early Childhood Education Needs Assessment." Chicago, IL: Illinois Facilities Fund. Retrieved from: https://iff.org/wpcontent/uploads/2019/05/2019_Illinois_ECE_REV_0506.pdf.
 - 2 Taylor, J., Novoa, C., Hamm, K., & Phadke, S. (May 2019). "Eliminating Racial Disparities in Maternal and Infant Mortality A Comprehensive Policy Blueprint." Washington, D.C.: Center for American Progress. Retrieved from: <https://cdn.americanprogress.org/content/uploads/2019/04/30/33000/Maternal-Infant-Mortality-report.pdf>
 - 3 Illinois Department of Public Health. (October 2018). "Illinois Maternal Morbidity and Mortality Report." Springfield, IL: Illinois Department of Public Health. Retrieved from: <http://dph.illinois.gov/sites/default/files/publications/publicationsowhmaternalmorbiditymortalityreport12018.pdf>.
 - 4 EverThrive Illinois. (March 2019). "Making WIC Work in Illinois Opportunities & Recommendations for Program Improvement." Chicago, IL: EverThrive Illinois. Retrieved from: https://www.everthriveil.org/sites/default/files/docs/2019_MakingWICWork.pdf
 - 5 National Partnership for Children and Families. (January 2020). "Paid Family Leave Means a Stronger Illinois." Washington, D.C.: National Partnership for Children and Families. Retrieved from: <https://www.nationalpartnership.org/our-work/resources/economic-justice/paid-leave/paid-leave-means-astronger-illinois.pdf>
 - 6 The National Early Childhood Technical Assistance Center (July 2011). The Importance of Early Intervention for Infants and Toddlers with Disabilities and their Families. Retrieved from: <https://ectacenter.org/-pdfs/pubs/importanceofearlyintervention.pdf>

Palm Card—Share with your community!

Click the image to download a full-size PDF or download using this link:

www.raisingillinois.org/palm-card-amplifying-illinois-youngest-generation-social-toolkit/

CREATING the STRONGEST FOUNDATION for ILLINOIS INFANTS and TODDLERS

The science is clear:

the first three years of a child's life is the most critical for healthy development. Equitable policies help infants, toddlers and their caregivers gain access to programs that support the healthy development.

Infants and toddlers need policies that prioritize them, including:

- Paid Parental Leave
- Comprehensive Prenatal Care
- Expanding the Child Tax Credit
- Expanding access to Early Intervention Services, and more!

Raising Illinois is committed

to ensuring that every Illinois family has equitable access to affordable high-quality learning experiences, health services and economic supports that they need during their most formative years—creating the strongest foundation for their success in school and life.

60%

of IL working people have no access to unpaid family leave.

Babies born to non-Hispanic Black women in IL die at **2–3x** the rate of babies born to non-Hispanic white women.

4%

Only 4% of children under age 3 receive Early Intervention services in IL.

75%

of IL infants & toddlers lack access to child care.



Raising
Illinois

Are you ready to put Illinois' future generations first?

Scan the QR code below or visit www.RaisingIllinois.org to learn more and join!



#RaisingIllinois
#ILPN3

Post on Social!

Below are some sample social media posts you can customize and share on your platforms with your community. Be sure to use #RaisingIllinois and/or #ILPN3 in your posts!

Click each graphic to download a full-size JPG or visit this link to access all graphic options and download from there:

www.raisingillinois.org/news_resources/a-social-toolkit-for-impact/

New Member Social Twitter/Instagram



Post 1 Graphic



Post 1 Alternate Graphic

Post 1 Copy: We're excited to be joining #RaisingIllinois, a partnership of diverse people and orgs across the state committed to supporting infants and toddlers in Illinois. Learn more about #ILPN3 and join us ➡ <https://bit.ly/3GjnGcw>



Post 2 Graphic



Post 2 Alternate Graphic

Post 2 Copy: Do you want to help create positive change for our youngest generation? Check out #RaisingIllinois and join us in ensuring that all young children have access to the high-quality early learning experiences they need to succeed. #ILPN3 <https://bit.ly/3GjnGcw>

Post 3 Copy: Are you a new parent or caregiver? Do you want to advance positive change for IL's infants & toddlers? #RaisingIllinois is working towards ensuring every expecting family has the strongest foundation for success in school and life. Learn more and join us <https://bit.ly/3GjnGcw>

Facebook/LinkedIn



Post 1 Graphic

Post 1 Copy: We're excited to be joining Raising Illinois, a coalition of 800+ diverse people and organizations across Illinois committed to supporting our youngest generation. Raising Illinois is part of a national movement to amplify voices of new parents & early learning and care providers and drive positive and impactful change. To learn more, visit <https://bit.ly/3GjnGcw>



Post 1 Alternate Graphic



Post 2 Graphic

Post 2 Copy: Do you want to be part of creating positive change for Illinois' infants & toddlers? Join me and Raising Illinois to ensure that all young children have access to the high-quality early learning experiences they need. Raising Illinois is a coalition of diverse people and organizations committed to supporting our youngest generation. Learn more and join the movement at <https://bit.ly/3GjnGcw>



Post 2 Alternate Graphic

Post 3 Copy: Are you interested in advancing positive change for Illinois' infants and toddlers? Join Raising Illinois, a coalition of diverse people and organizations committed to setting up the next generation for success. As a proud member, we're working towards ensuring every expecting family has the strong foundation they need. To learn more and join us, visit <https://bit.ly/3GjnGcw>

General Stats Social Twitter/Instagram



Post 1 Graphic

Post 1 Copy: Did you know only 1 in 4 Illinois infants & toddlers can access licensed child care? #RaisingIllinois is set to make high-quality, accessible child care a reality for all children & families. Learn more and join us ➡ <https://bit.ly/3GjnGcw>

Post 2 Copy: The science is clear: The first three years of a child's life are the most critical for healthy development. Want to make a positive change for IL's infants & toddlers? Learn more about #ILPN3 and join us ➡ <https://bit.ly/3GjnGcw>



Post 3 Graphic

Post 3 Copy: Family-friendly work policies are good for the physical and emotional health of families and their communities. That's why #RaisingIllinois is working to make paid leave a reality for more IL families. Learn more and join us ➡ <https://bit.ly/3GjnGcw>



Post 1 Graphic

Post 1 Copy: Did you know only 1 in 4 Illinois infants & toddlers can access licensed child care? Raising Illinois is working to make high-quality, accessible child care a reality for all children and families. Raising Illinois is a coalition of diverse people and organizations committed to supporting Illinois' youngest generation. To learn more and join us, visit <https://bit.ly/3GjnGcw>

Post 2 Copy: The science is clear: The first three years of a child's life are the most critical for healthy development. Help make a positive change during these developmental years by joining Raising Illinois—and ensure that Illinois' infants & toddlers have the support they need to succeed. To learn more, visit <https://bit.ly/3GjnGcw>



Post 3 Graphic

Post 3 Copy: Financial constraints of families can hurt the physical and economic health of those families, their young children and their communities. That's why Raising Illinois is working to make paid leave a reality for more families. Learn more at <https://bit.ly/3GjnGcw>

Post 4 Copy: Nearly 50% of children under age 3 in Illinois identify as nonwhite. Raising Illinois is committed to addressing the root causes of disparities and working to create an equitable and cohesive early childhood development system. Join Raising Illinois, a coalition of diverse people and organizations committed to supporting Illinois' youngest generation. Learn more at <https://bit.ly/3GjnGcw>

Policy Priorities Social Twitter/Instagram



Post 1 Visual

Post 1 Copy: Out of the 25,044 IL children eligible for home visiting, just 15.42% are served. #RaisingIllinois is working to make sure that every IL family who wants visiting services can access them. Learn more #ILPN3 ➡ <https://bit.ly/3Glo0Hz>



Post 2 Visual

Post 2 Copy: Non-Hispanic Black women shouldn't be more likely to die of a pregnancy-related condition than non-Hispanic white women. #RaisingIllinois is committed to alleviating racial disparities by prioritizing comprehensive perinatal supports. Learn more #ILPN3 ➡ <https://bit.ly/3Glo0Hz>

Post 3 Copy: Research is clear: Poverty is the single greatest threat to a child's well-being. Increasing access to available federal and state benefits—such as expanding eligibility for Child Tax Credit—will ensure more families succeed. Learn more #ILPN3 ➡ <https://bit.ly/3wOYRkg>

Post 3 Copy: Research is clear: Poverty is the single greatest threat to a child's well-being. Increasing access to available federal and state benefits—such as expanding eligibility for Child Tax Credit—will ensure more families succeed. Learn more #ILPN3 <https://bit.ly/3wOYRkg/>

Facebook/LinkedIn



Post 1 Graphic

Post 1 Copy: Out of the 25,044 Illinois children eligible for home visiting, just 15.42% are served. Through intentional investment and strategy, Illinois can offer robust services that support expecting parents and those caring for young children to help establish healthy foundations, leverage opportunities for children's developmental and future successes, and achieve their full potential. To learn more about Raising Illinois, a coalition committed to prioritizing Illinois' youngest generation, and our recommended policies, visit <https://bit.ly/3GpzN82>



Post 2 Graphic

Post 2 Copy: According to the Illinois Department of Health, non-Hispanic Black women are 6x more likely to die of a pregnancy-related condition than non-Hispanic white women, and babies born to non-Hispanic Black women in Illinois die at two to three times the rate of babies born to non-Hispanic white women. Many of these deaths are deemed preventable with the expansion and implementation of quality and accessible supports. Raising Illinois is committed to alleviating racial disparities by prioritizing comprehensive perinatal supports. Learn more about Raising Illinois and policies to prioritize infants & toddlers at <https://bit.ly/3GpzN82>

Post 3 Copy: Research is clear: Poverty is the single greatest threat to a child's well-being. Unfortunately, poverty disproportionately impacts young children and families of color. Parents of infants and toddlers face countless barriers when accessing income supports, employment policies that are compatible with parenting (such as paid family and medical leave), and affordable child care programs. Raising Illinois is committed to increasing access to available federal and state benefits—such as expanding eligibility for Child Tax Credit—will ensure more families succeed. Learn more about Raising Illinois and policies to prioritize infants & toddlers at <https://bit.ly/3GpzN82>

Share on your website!

[Insert Name] is proud to be a member of the Raising Illinois coalition, a collective effort to close the opportunity gap for our earliest learners—prioritizing infants and toddlers.

Every expecting family, infant and toddler in Illinois should have equitable access to the affordable high-quality learning experiences, health services and economic supports they need during their most formative years. Together, we can create the strongest foundation for their success in school and life.

To learn more, visit www.RaisingIllinois.org

[Click [here](#) to download the web-safe Raising Illinois logo to import onto your website]

Reach out to your networks!

Dear *[Insert Name]*,

The science is clear: The first three years of life are the most critical for development—setting a child up for lifelong success or lifelong challenges. However, it is in these earliest years where we shortchange our children the most.

Far too many new families, infants and toddlers in Illinois are unable to access quality, affordable, and safe early learning experiences that are so crucial during those earliest years.

In fact, 75% of Illinois' infants & toddlers are left without access to child care. [Insert map / graphic of disparities]

We can make a difference. *[We recently joined] / [We're proud to be working with]* Raising Illinois—a collective effort to close the opportunity gap for our earliest learners. We're working towards ensuring families across Illinois can access high-quality health care, engage in quality learning experiences and establish economic security.

Do you want to help advance early childhood development for Illinois' youngest generation? Be part of our mission to improve access to high-quality services for 100,000 Illinois infants and toddlers and their families earning under 200% of the Federal Poverty Level (or \$53,000/year for a family of four) by 2025. This is just the beginning.

More than 800 diverse individuals and organizations across Illinois have joined the movement to prioritize infants and toddlers and the people who support them. Join us today!

Visit www.RaisingIllinois.org to better understand the challenges Illinois families are facing, learn more about each of our eight policy priorities, share your experience and hear stories from other advocates, and stay up to date on the latest news and opportunities for action regarding early learning and care in the state.

Thank you,
[Insert Name]