



THE RAISING OF AMERICA

**A Documentary Series and Public Engagement Campaign
For Video Release in 2014; National PBS Broadcast TBD**

Linking Early Child Health and Development to a More Prosperous and More Equitable America

- ***A 6-part Documentary Series*** (*Opening hour-long feature, plus five 30-minute supporting episodes*)
How a strong start for all our kids leads not only to better individual outcomes, but also a healthier, more prosperous and equitable America.
- **A National Public Engagement Campaign**
To reframe the debate about what we as a society can—and should—do to ensure every infant a strong start.
- **A Companion Website**
With video clips, interactives, discussion guides, action toolkits and other resources.

LAUNCH EVENTS

We're encouraging organizations to convene "Sneak Preview" launch events built around the opening hour-long episode of *The Raising of America* in cities across the nation in Fall 2014, prior to the national PBS broadcast.

This episode explores why, when we all want what's best for our children, child well-being in the U.S. is so much worse than the other rich nations? Why do we allow our most vulnerable children to fall so much further behind the median? How does the growing squeeze on young families and caregivers—squeezed for time, money and resources—'drip down' on infants and young children and alter the wiring of their developing brains and bio-regulatory systems with potential long-term consequences?

As the show moves back and forth between the science of human development and the stories of families and communities struggling to provide the rich and responsive environments all children need to thrive, it becomes clear how social conditions and growing inequities in America impede their every effort. But it doesn't have to be this way.

This film invites audiences to explore what initiatives and national priorities might enable all our children the opportunity for a strong start while building a more prosperous and equitable future for our nation?

Launch Events take this a step further through a forum which, after the screening, shifts the focus from the screen back to the community and explore the challenges communities are facing and opportunities in the short-term and the long-term, asking: what as a society, can—and should—we do to give all infants an opportunity for a strong start?

OBJECTIVES:

- Sneak Preview Launch Events (250 – 750+ people) in 50 sites across the country Fall 2014.
- Bring together community members, advocates, policymakers, educators, practitioners, researchers and more from a diverse range of sectors.
- Use the opportunity to promote meaningful conversations and highlight local and state actions which can strengthen communities and improve the conditions faced by families with young children.

HOW?

A lead organization in each city invites other local organizations – community-based groups, public health agencies, child advocates, social service agencies, local foundations, racial justice advocates, pediatrics departments, etc. – to join as co-sponsors and produce a launch event.

RESPONSIBILITIES OF LOCAL LEAD

1. Invite co-sponsors / partners to join
2. Head the program planning in consultation with others: acquire a copy of the film, who will introduce, select a panel to throw the locus of attention off the screen to innovative local initiatives.
3. Logistics: Book the venue, the projection and sound equipment, the food, literature tables for co-sponsors, etc.
4. Coordinate local promotion and publicity.
5. Publicity and planning materials: California Newsreel will provide templates for posters, Facebook, Twitter, press releases, etc. that can be adapted as needed.
6. Handouts: Newsreel will provide sample handouts that can be adapted and reproduced for attendees.
7. Evaluation: Complete an online feedback form about the event, panel discussion and audience engagement along with any next steps that emerged.

CRITERIA FOR LOCAL LEAD

1. The commitment, the capacity and the connections to carry off the event.
2. A commitment to diversity and inclusion.
3. Representatives of community based organizations are key! Both in the planning process and on the panel / forum following the screening.

FOR MORE INFORMATION

www.raisingofamerica.org

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