

# Are you Pro-Kid?



## What is The Children's Movement of California?

The Movement resulted from years of research and interviews around the state asking the question: "Almost everyone cares about kids, so why do kids fare so poorly in the public policymaking process?" The answer: the strong, broad-based, diverse support for kids' well-being is too diffuse to have the impact it should on the policymaking process.

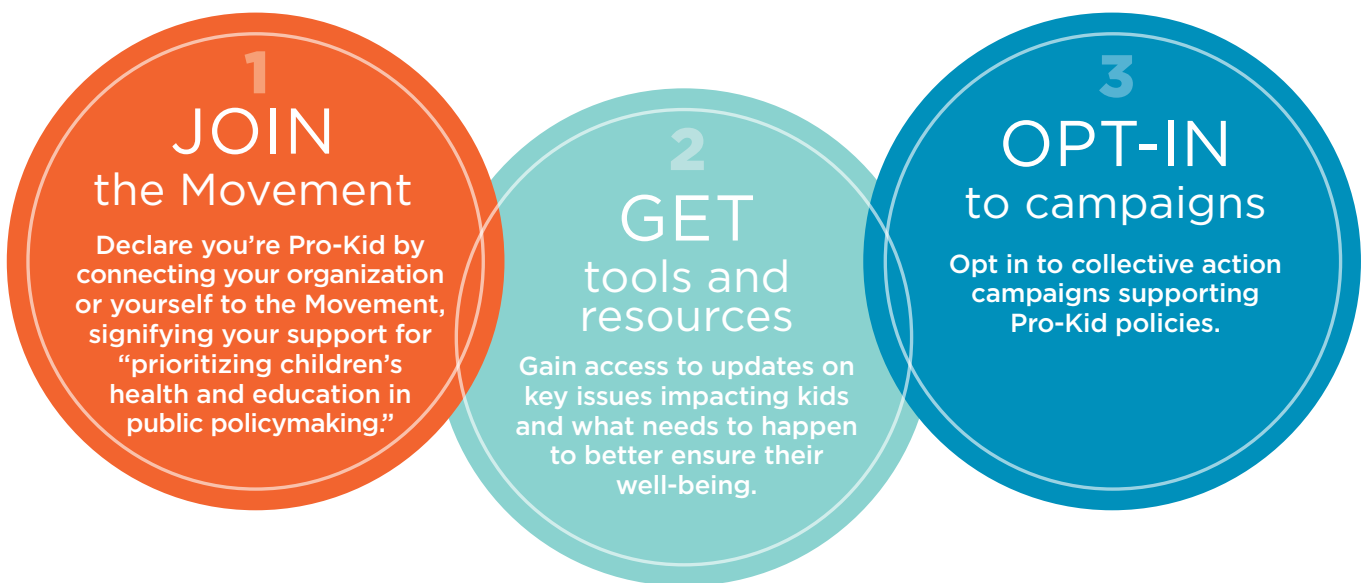
The response: The Children's Movement of California. Over 1,700 business, labor, education, parent, health, local government, civil rights, and faith-, and community-based organizations around the state have already joined the "Pro-Kid" list, demonstrating their powerful support for children. All of these groups receive information on a range of children's issues and opportunities to opt-in to policy campaigns, so that hundreds of diverse organizations are unified in their message to make children the top priority.

## What does membership in the Movement mean?

Joining the Movement simply means being publicly identified as "Pro-Kid" and wanting children prioritized in policymaking. That's it. That's the only commitment.

Once your organization signs up, it will be listed with hundreds of other organizations throughout the state that are also Pro-Kid. Individuals are also welcomed to join. Pro-Kid organizations and individuals receive information and resources on a variety of issues, easy-to-use tools to support local advocacy around children, and opportunities to opt-in to collective statewide action campaigns.

## How do I get involved?



**Who is Children Now?** Children Now is a non-partisan, umbrella research, policy development, and advocacy organization dedicated to promoting children's health, education, and child welfare in California. The organization coordinates The Children's Movement of California.

