

A young girl with dark hair, wearing a light blue sweater, is shown in profile, blowing a dandelion seed. The background is a bright, green field under a clear blue sky. The overall mood is peaceful and natural.

2013 KIDS COUNT in Colorado!

Gunnison & Hinsdale counties

September 17, 2013

**KIDS  
COUNT** !  
in Colorado **2013**

COLORADO CHILDREN'S CAMPAIGN

# 2013 KIDS COUNT in Colorado!



**“Child well-being is a public good that  
benefits all.”**

- American Academy of Pediatrics

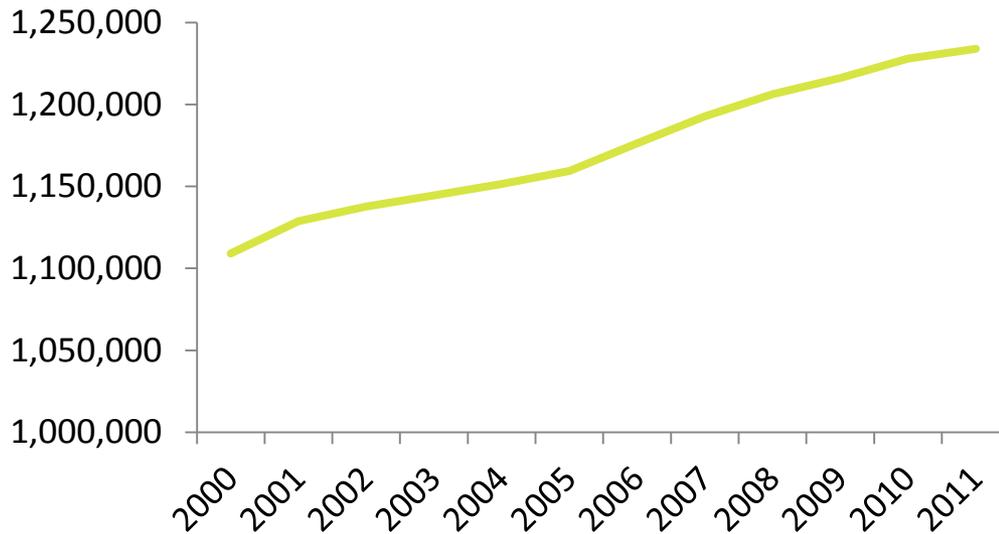


# Colorado's Child Population



# Colorado's Child Population

...is GROWING!



Between 2000 and 2011, Colorado's child population grew by almost 11 percent – to more than **1.2 million children!**

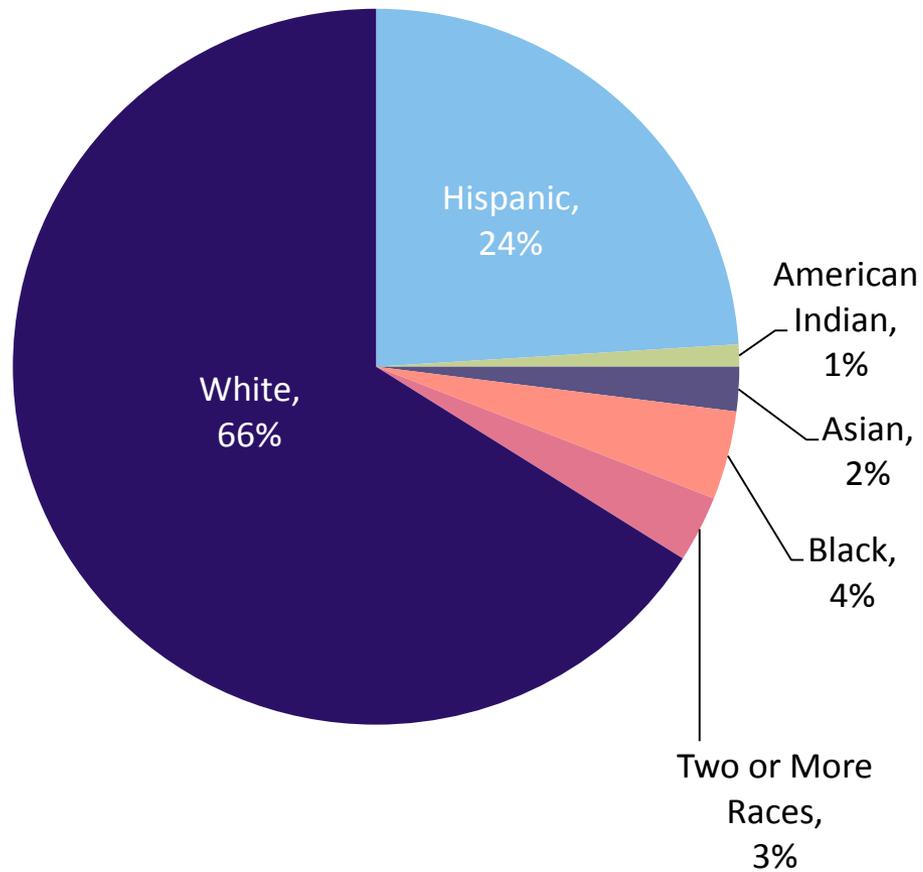
Over the same time period, **Gunnison County's** child population grew by **15 percent (about 375 kids) to 2,867 children.**



# Colorado's Child Population

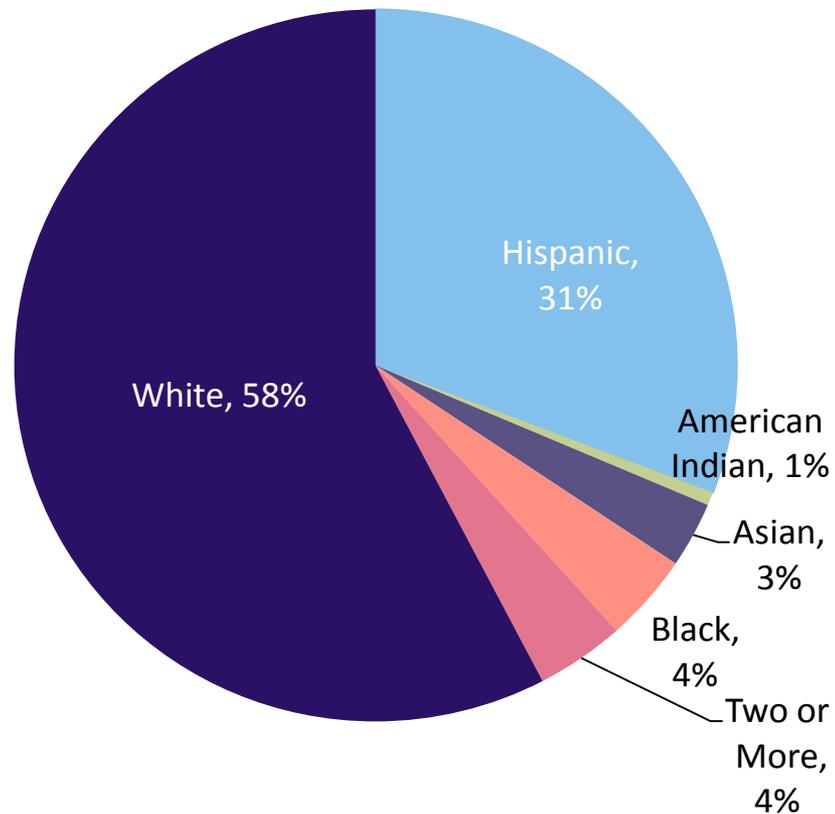
...is CHANGING!

2000

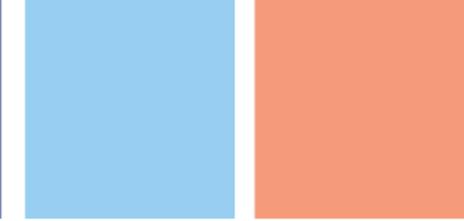


# Colorado's Child Population

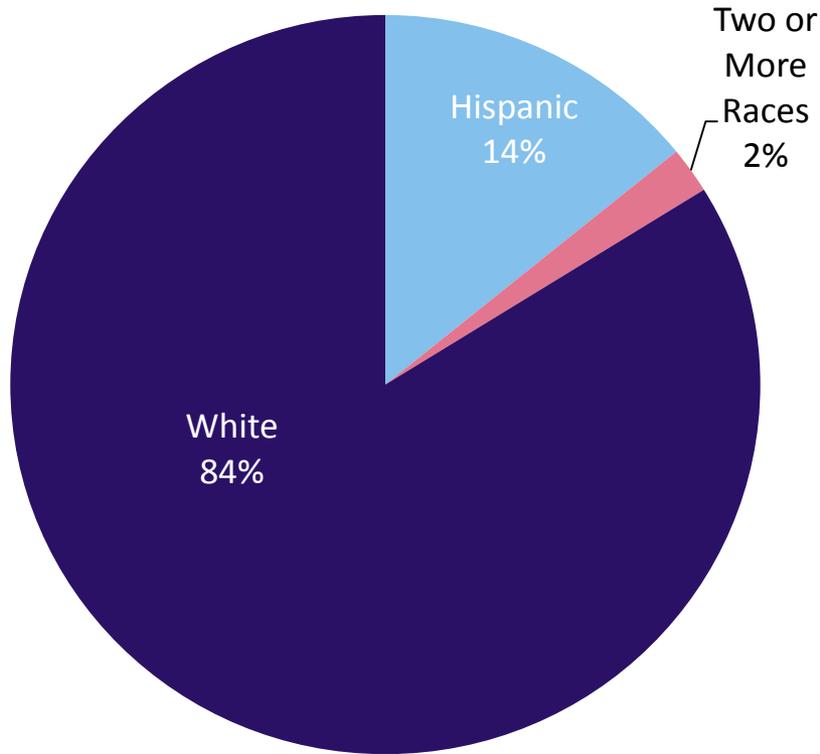
2010



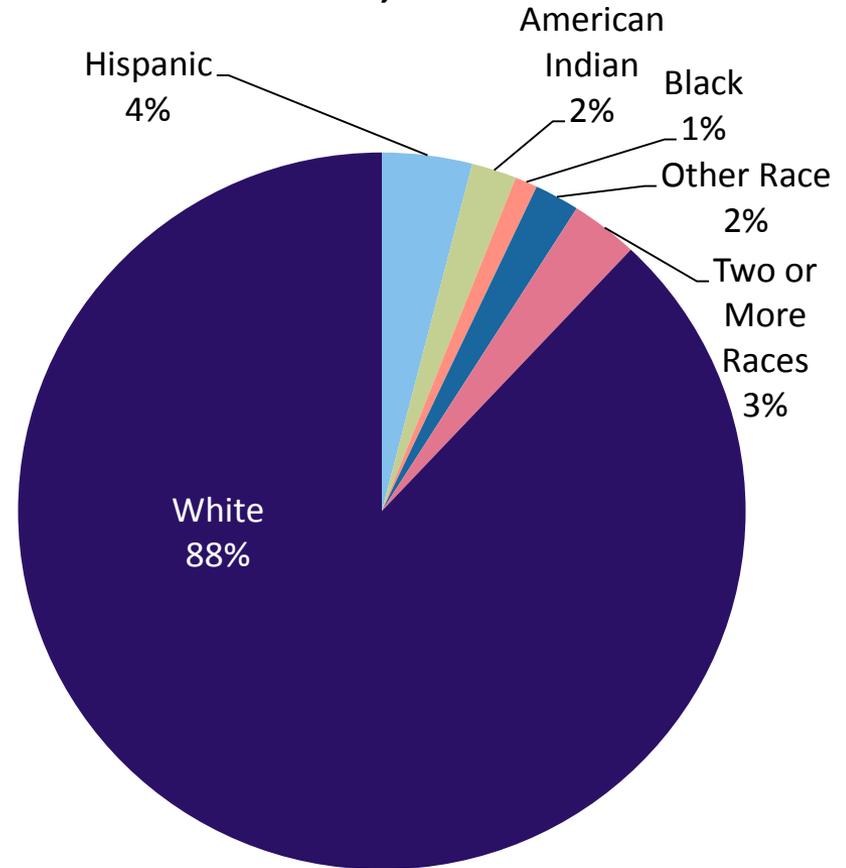
# Gunnison and Hinsdale counties are less diverse than the state as a whole.



## Gunnison, 2010



## Hinsdale, 2010





**OUR VISION**

Every child lives in a family that has the resources to provide for his or her most basic needs.

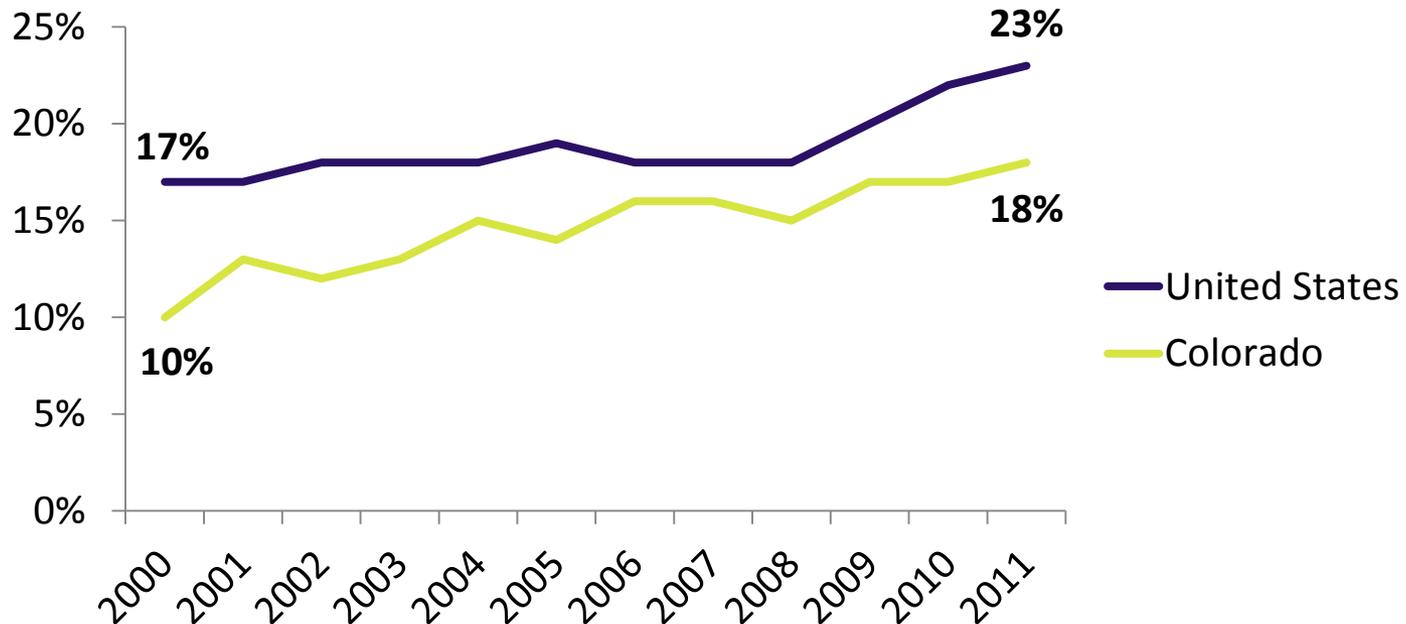
**Family Economic  
Security**

# More than **one in six** Colorado kids lived in poverty in 2011.

## Children Living in Poverty

109%

since 2000





**Second-fastest** growing  
rate of childhood poverty  
in the **nation**

**since 2000**



# What does it mean to be poor?

\$

23,050 / year for a family of four

100 DOLLARS



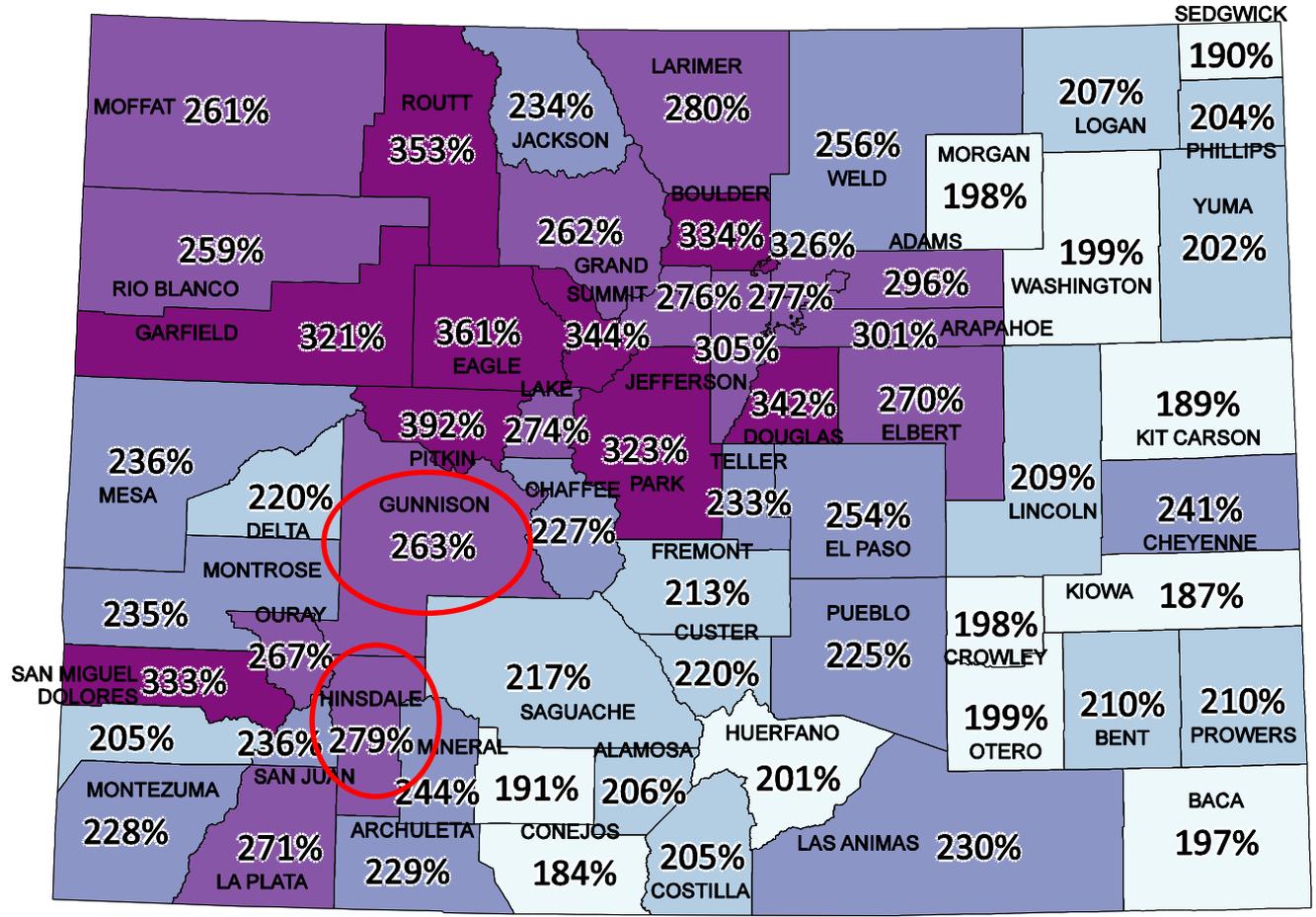
Security features included.  
Details on back.



# More Realistic Estimates of the Cost of Living

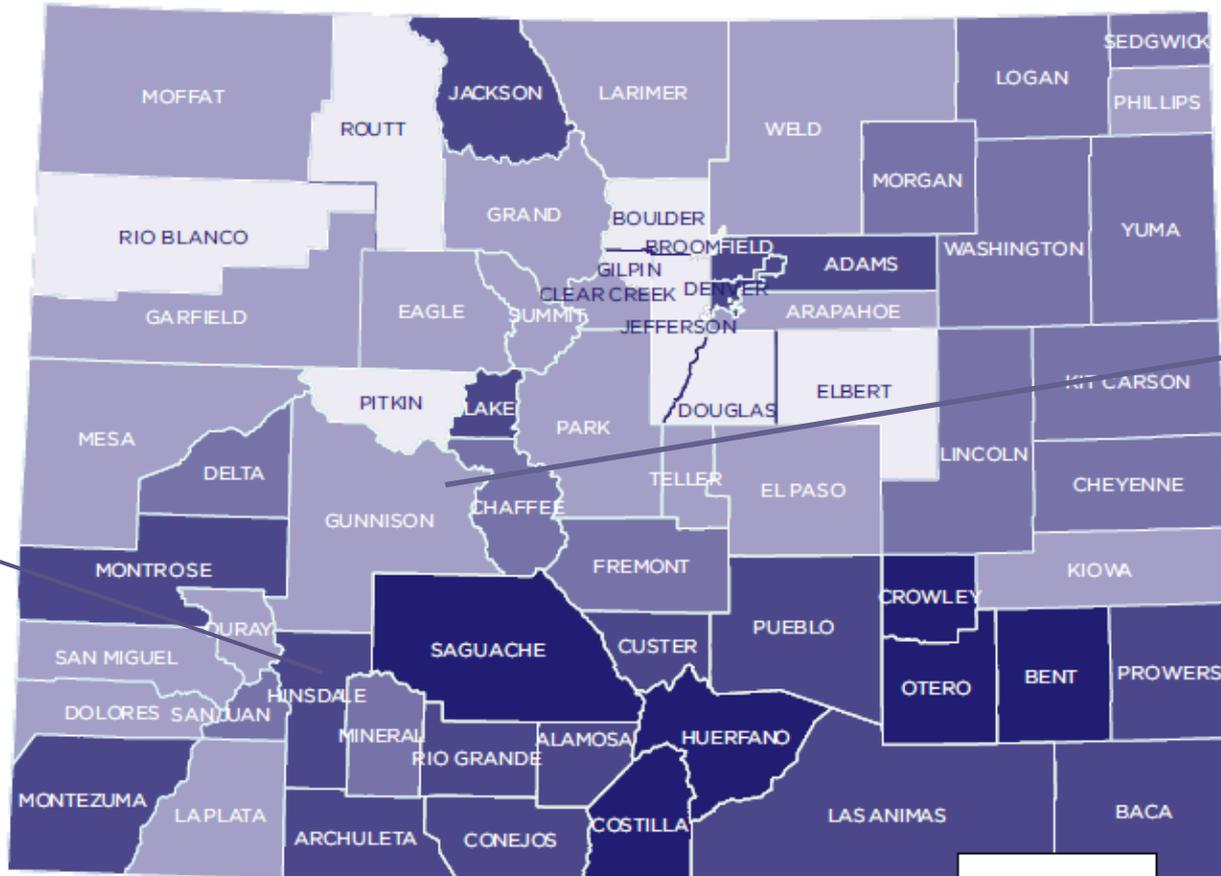
For Families with Two Adults, an Infant and a Preschooler

In Gunnison and Hinsdale counties, it costs more than two and a half times the Federal Poverty Level to meet basic needs for a two-parent family with an infant and a preschooler.



# Child poverty varies by region.

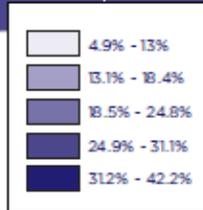
## Children in Poverty by County, 2011



28 percent  
(41 children)

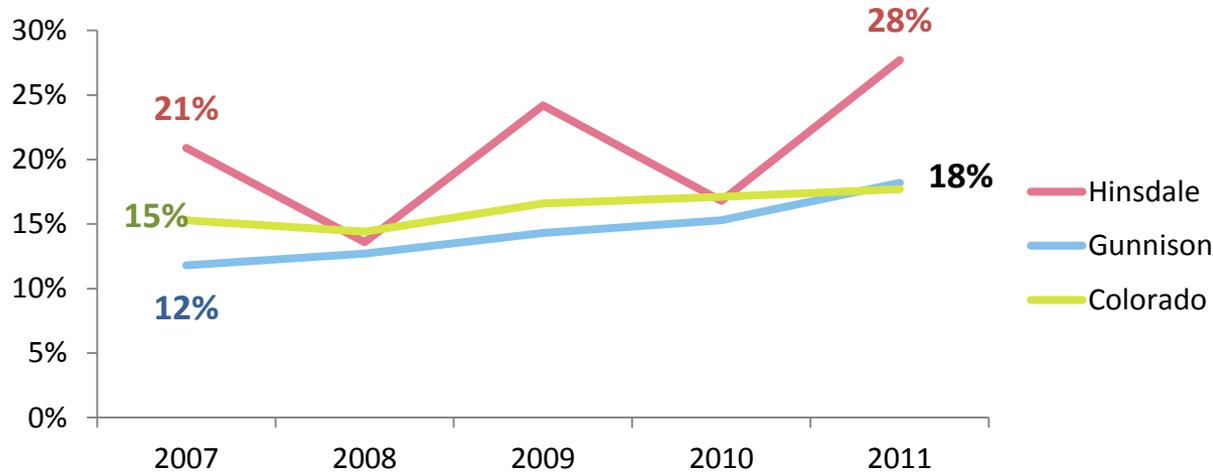
18 percent  
(495 children)

Percent Children in Poverty by County  
U.S. Census Bureau, Small Area Income and Poverty Estimates, 2011



# Child Poverty and the Great Recession in Gunnison and Hinsdale counties

Child Poverty Rates



	Gunnison (2011)	Hinsdale (2011)
<b>Median Household Income</b>	\$43,069 (down 13 percent since 2007)	\$49,024 (up 4 percent since 2007)
<b>Unemployment</b>	6.4% (More than doubled since 2007)	3.7% (Slight increase since 2007)

Colorado (2011)	
<b>Median Household Income</b>	\$55,530
<b>Unemployment</b>	8.6%





# Child Health

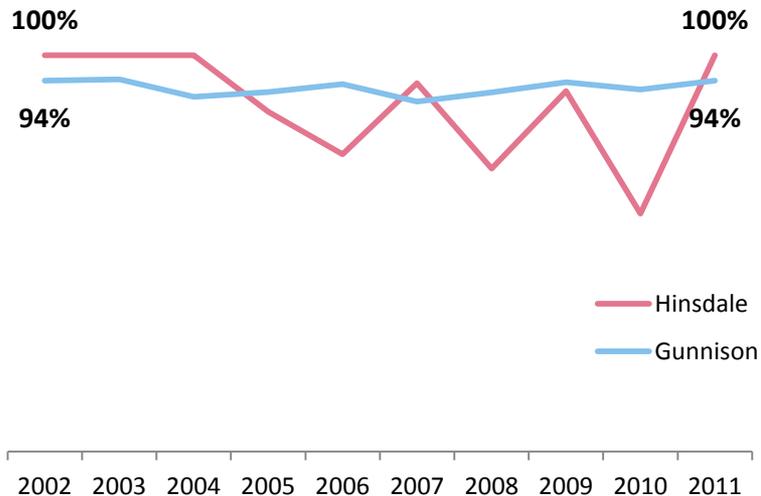
## **OUR VISION**

Every child has the supports to grow up healthy and has access to high-quality health care services.

# Maternal and Infant Health

In 2011...

**94 percent** of Gunnison County babies had mothers who got early prenatal care

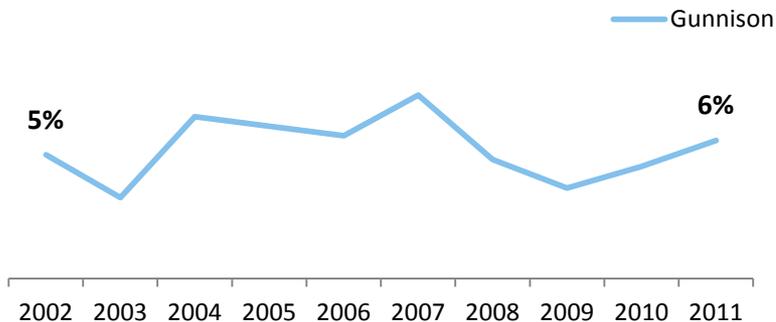


**Colorado = 79 percent**



# Maternal and Infant Health

**6 percent** of all Gunnison County babies had mothers **who smoked during pregnancy**



**Colorado = 7 percent**



# Maternal and Infant Health

**7 percent** of all Gunnison County babies were born to mothers **without a high school diploma**

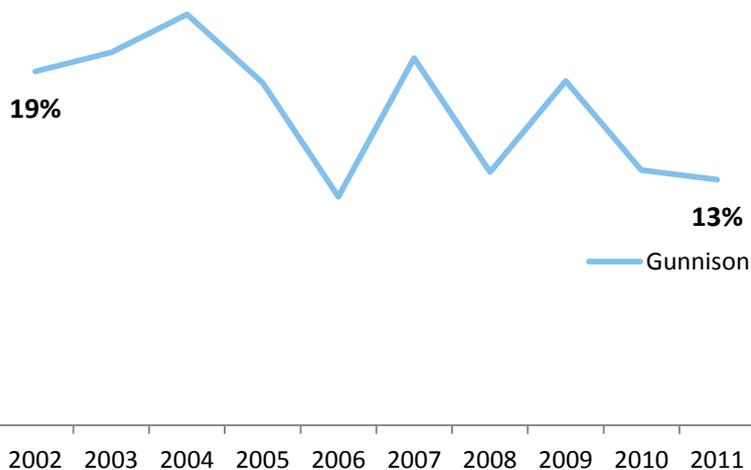


**Colorado = 16 percent**



# Maternal and Infant Health

**13 percent** of all Gunnison County babies were born to a single woman

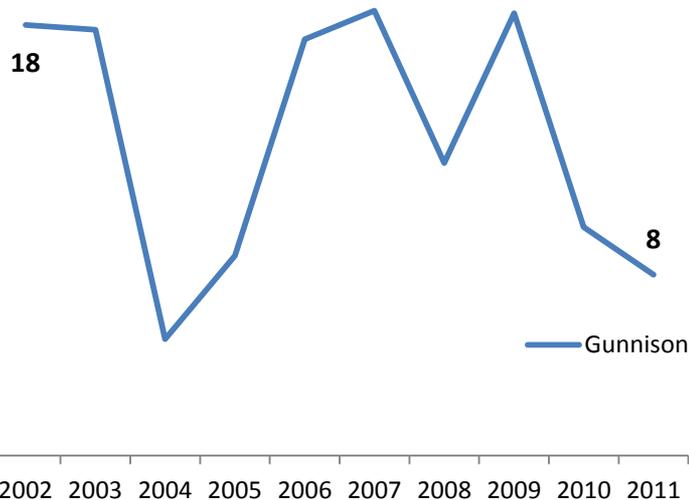


**Colorado = 24 percent**



# Maternal and Infant Health

**8 out of every 1,000** teen girls ages 15 to 19 in Gunnison County **had a baby**



**Colorado = 28**

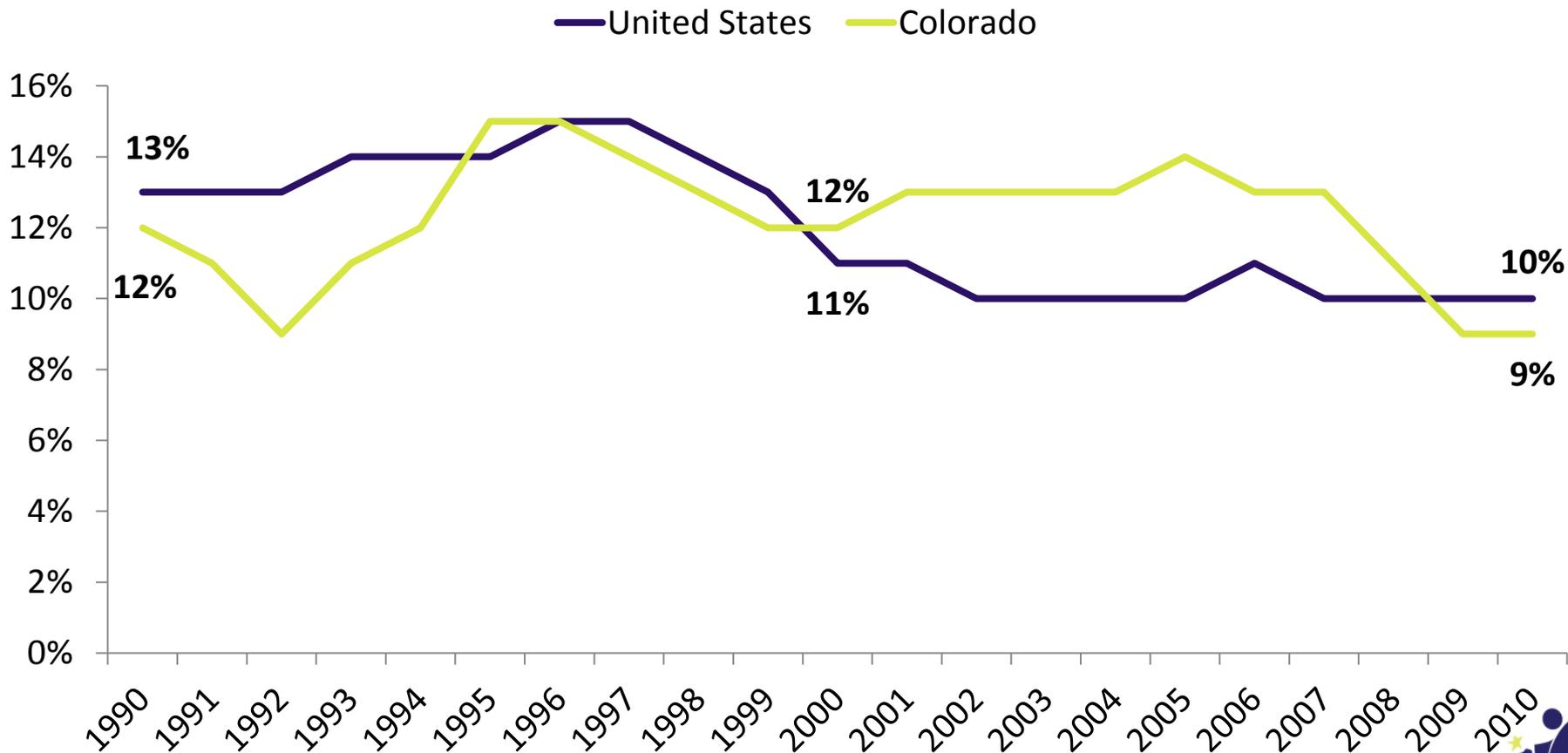
Third-lowest teen birth rate in the state!



# Health Coverage

In 2010, **9 percent** of all Colorado kids under 18 were uninsured.

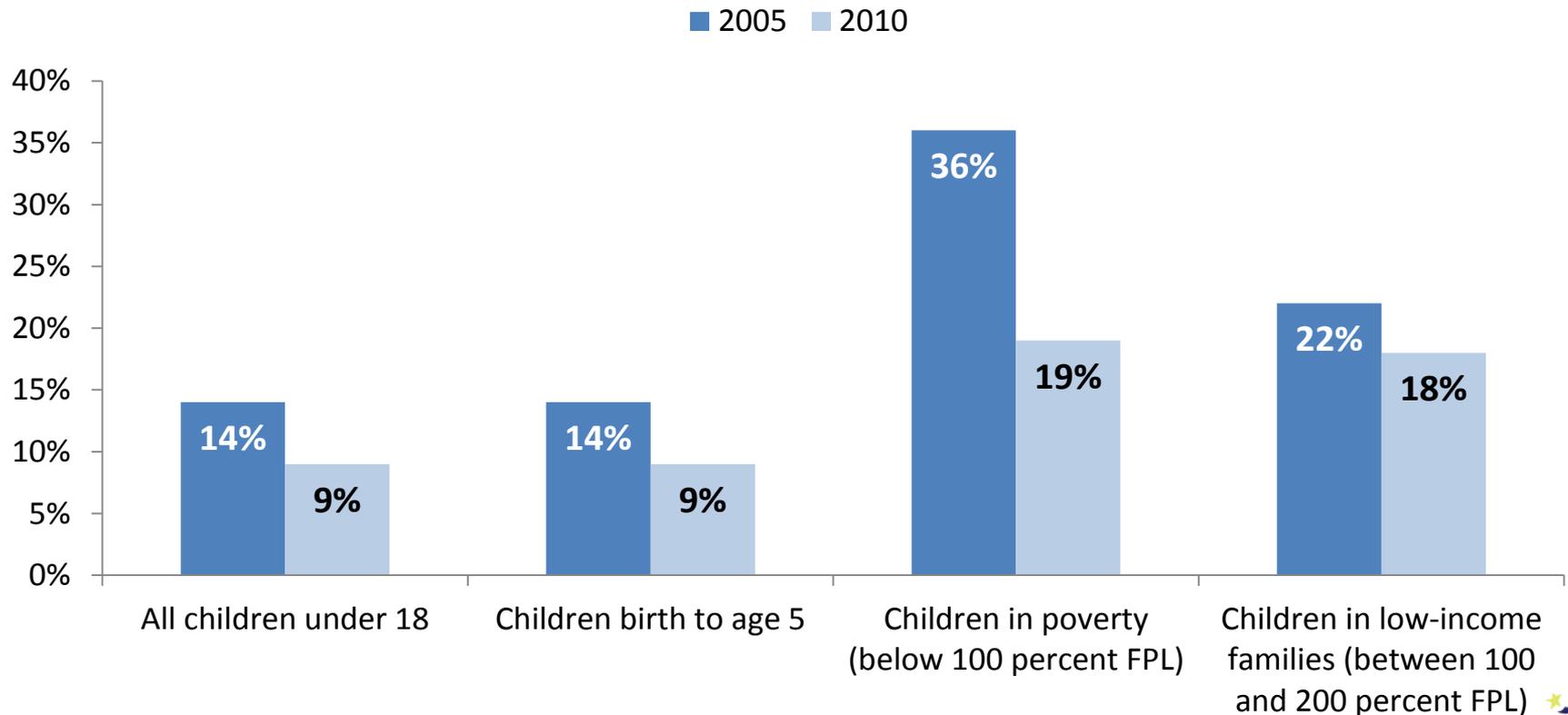
## Children Under 18 Without Health Insurance



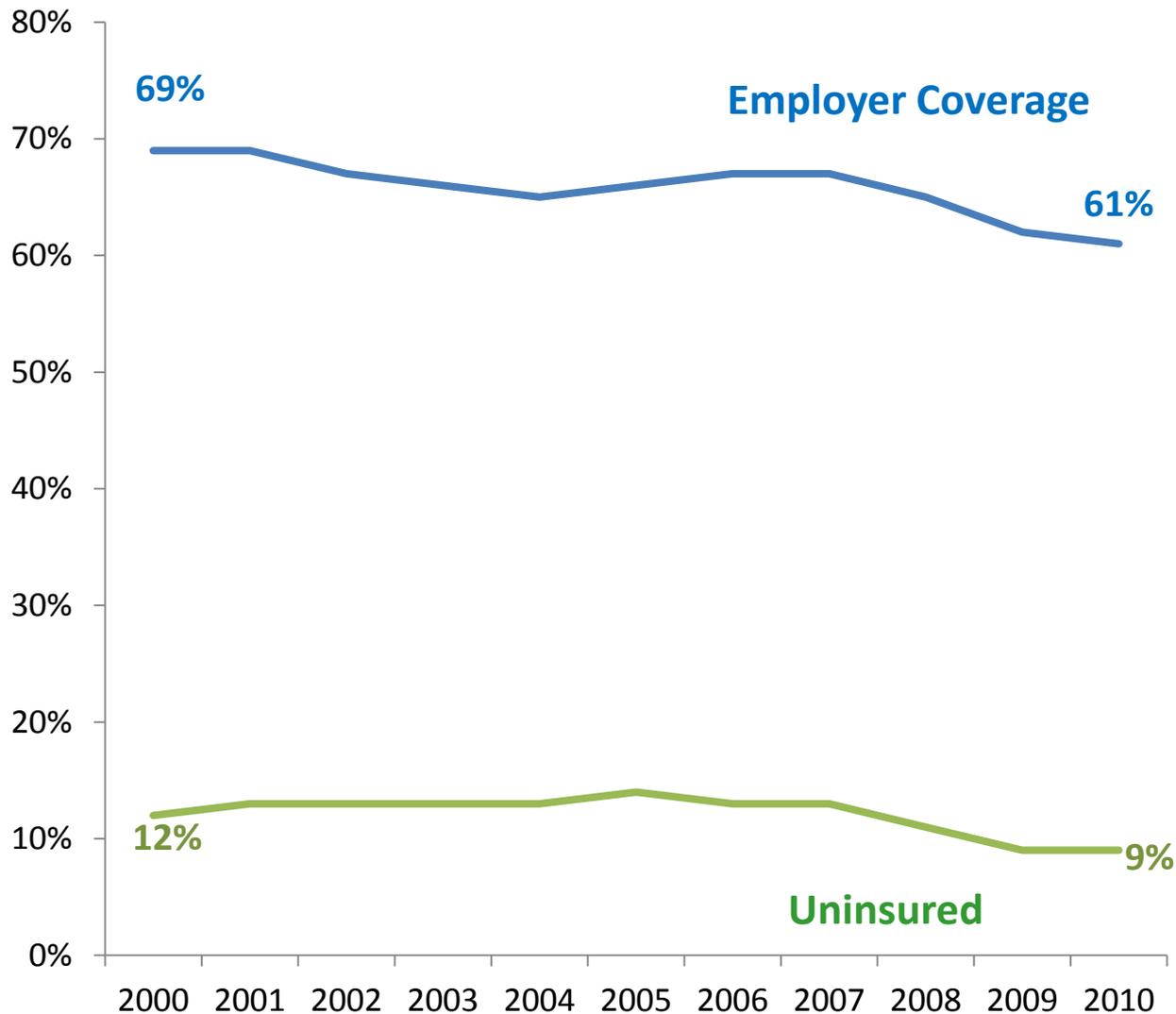
# Disparities in insurance status persist.

Children in poverty and children in low-income families are still about twice as likely to be uninsured.

**Uninsured Children by Group, 2005-2010**



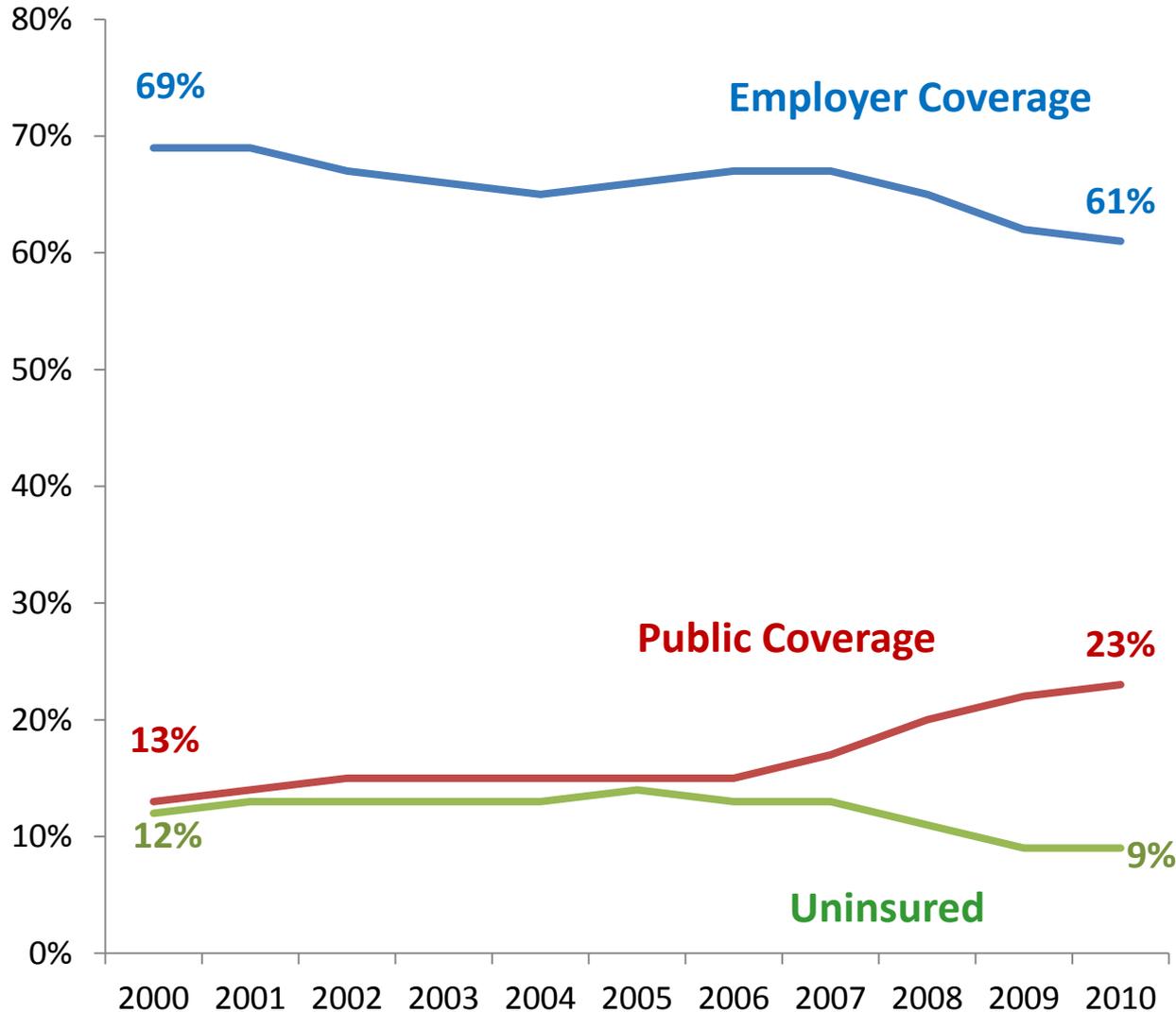
# How are Colorado kids covered?



As the number of Colorado children covered by private insurance declines...



# How are Colorado kids covered?



As the number of Colorado children covered by private insurance declines...

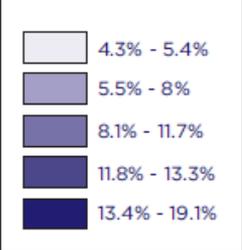
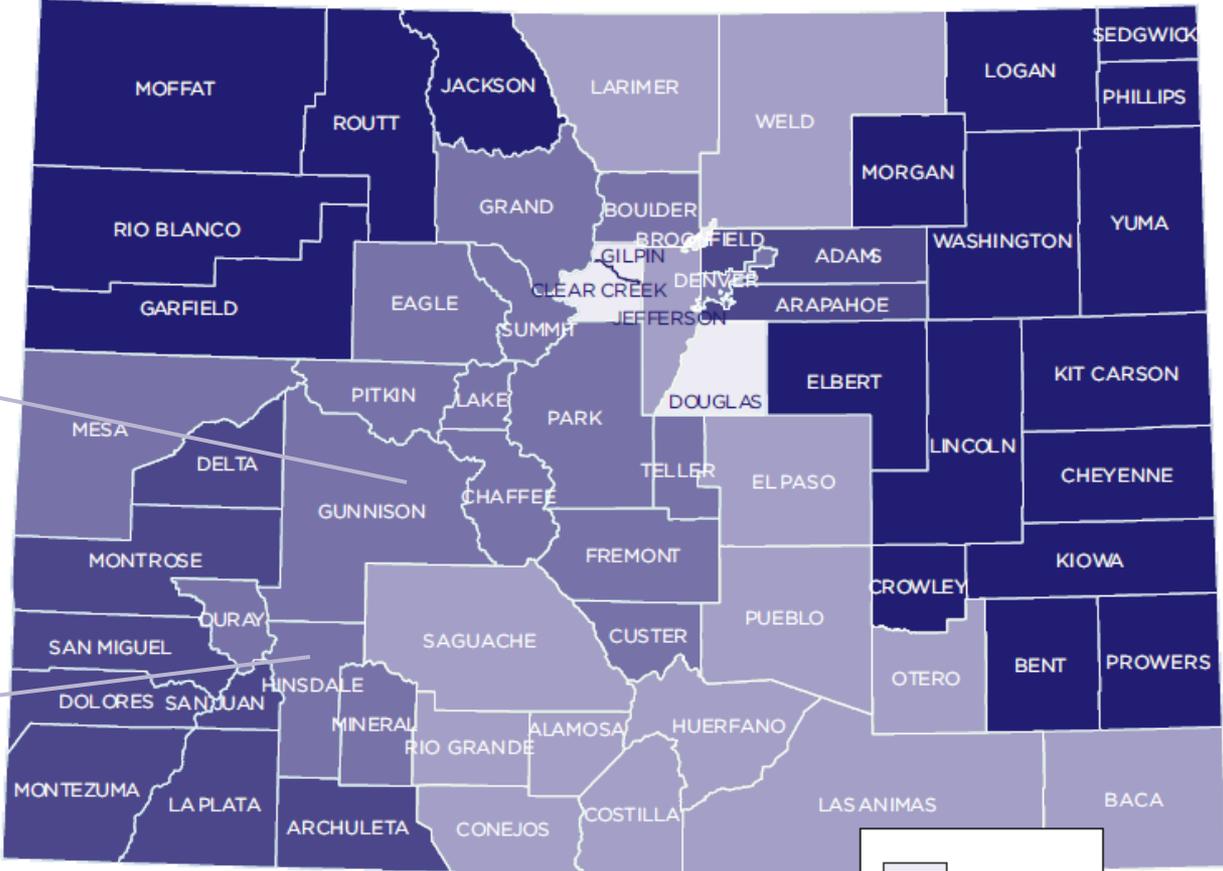
Public programs like **CHP+** and **Medicaid** are providing a buffer.



# Children in Gunnison and Hinsdale counties are more likely to be uninsured

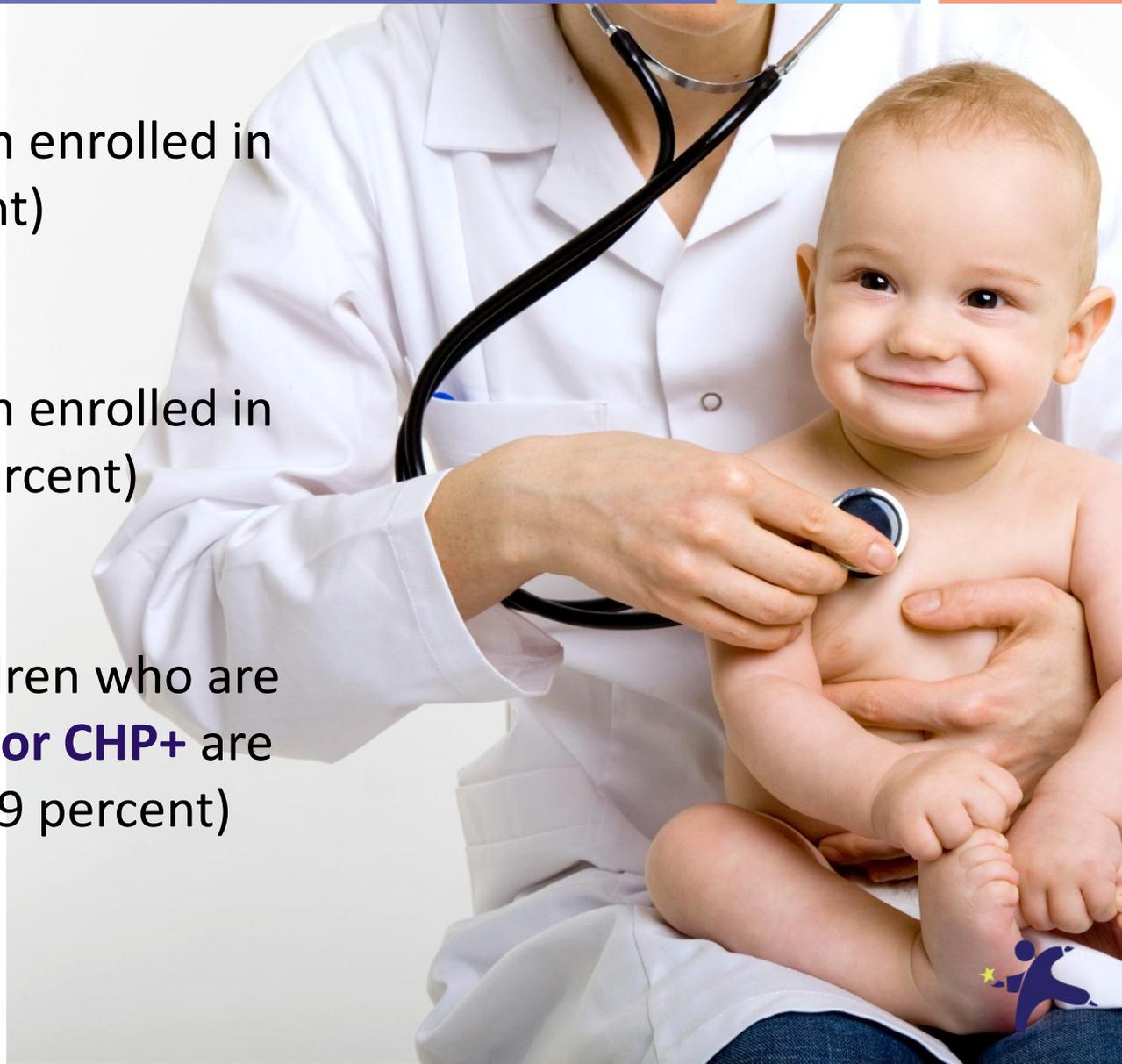
12 percent  
(437 kids)

12 percent  
(25 kids)



# Here in Gunnison County...

- **13 percent** of children enrolled in **CHP+** (CO = 10 percent)
- **22 percent** of children enrolled in **Medicaid** (CO = 30 percent)
- **29 percent** of all children who are eligible for **Medicaid or CHP+** are **NOT enrolled** (CO = 19 percent)
  - 330 children!



# Early Learning and Development

## OUR VISION

Every child has access to supports for healthy development, including quality early childhood care and education.



# Early Language & Literacy Development

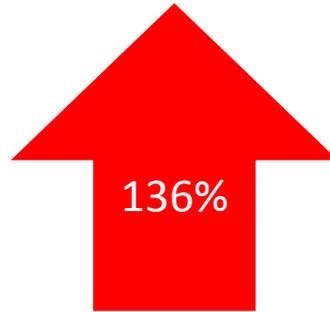
Reading aloud to a young child is one of the **best** ways to promote the development of critical language and literacy skills.

In 2011, **93 percent** of Colorado children ages 1 to 5 had parents who reported **reading to them three or more days per week.**



# More than **one in five** Colorado kids under age 6 lived in poverty in 2011.

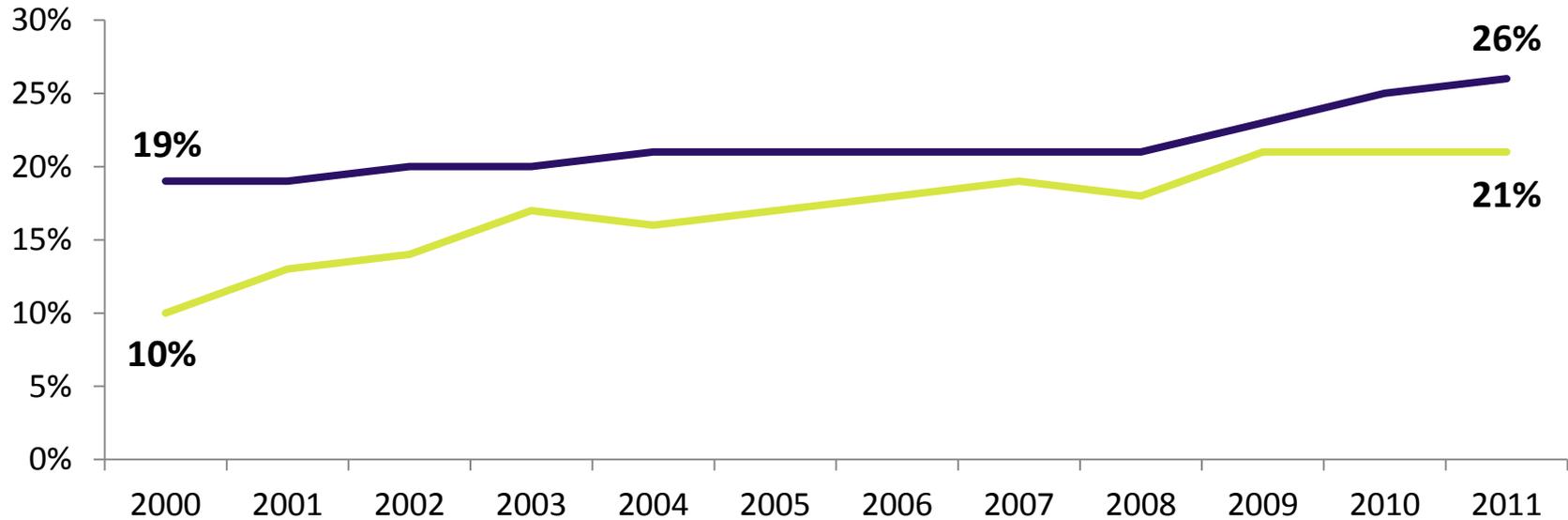
## Children Under 6 in Poverty



136%

since 2000

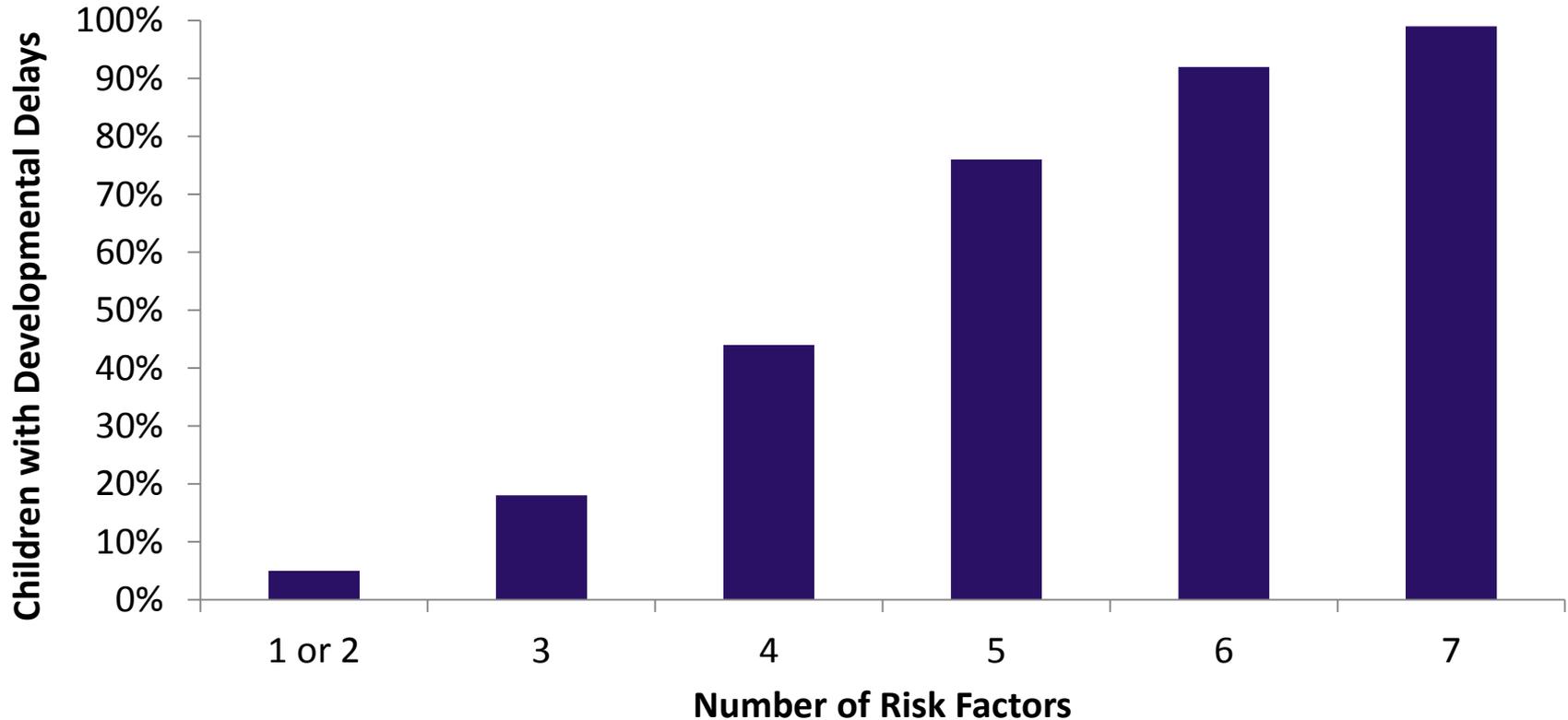
United States Colorado



# Adverse childhood experiences have lifelong impacts.

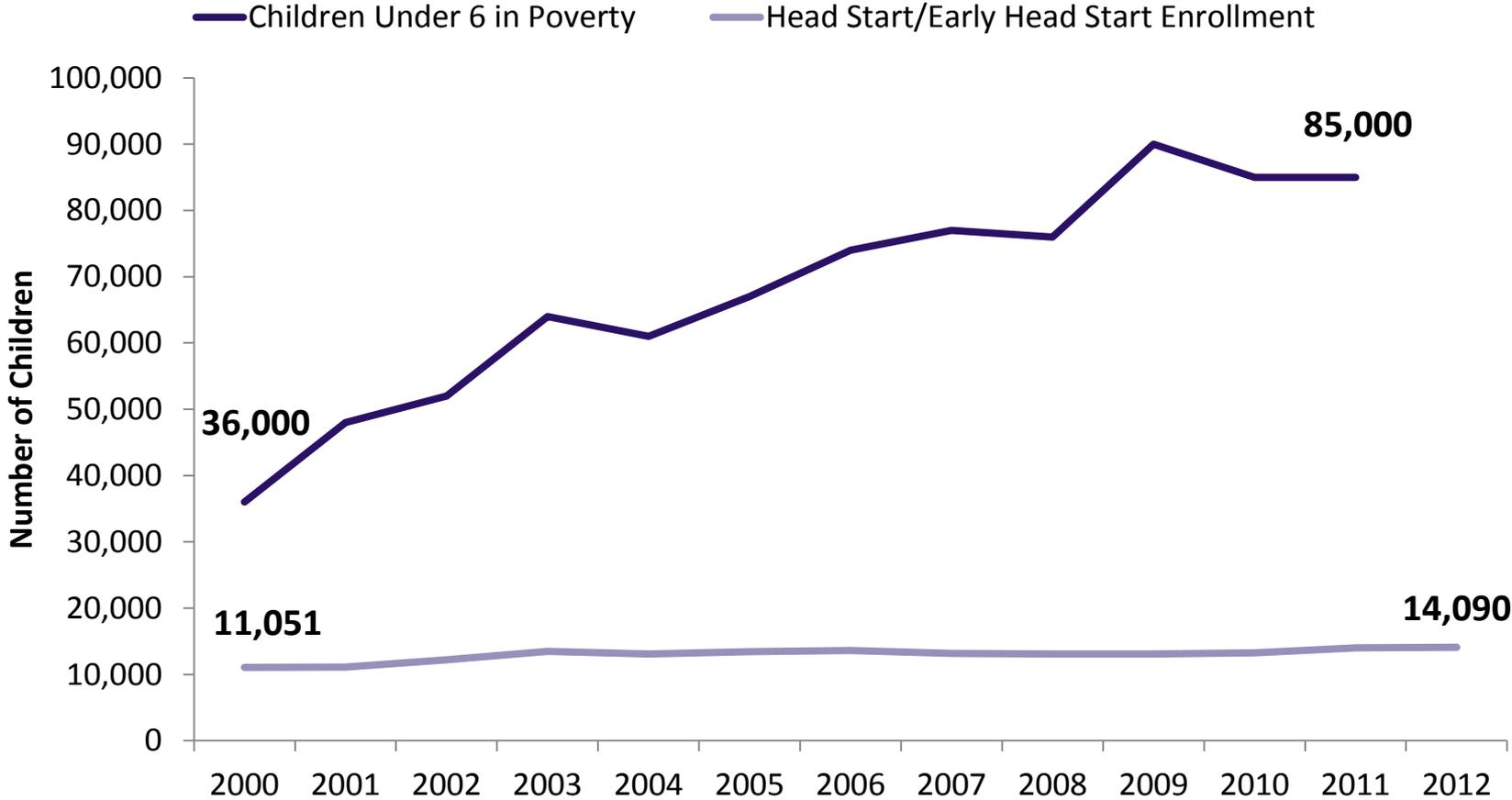
## Toxic Stress and Executive Functioning

Childhood Adversity and Developmental Delays



# Increasing Need, Limited Resources

## Children Under 6 in Poverty and Head Start Enrollment



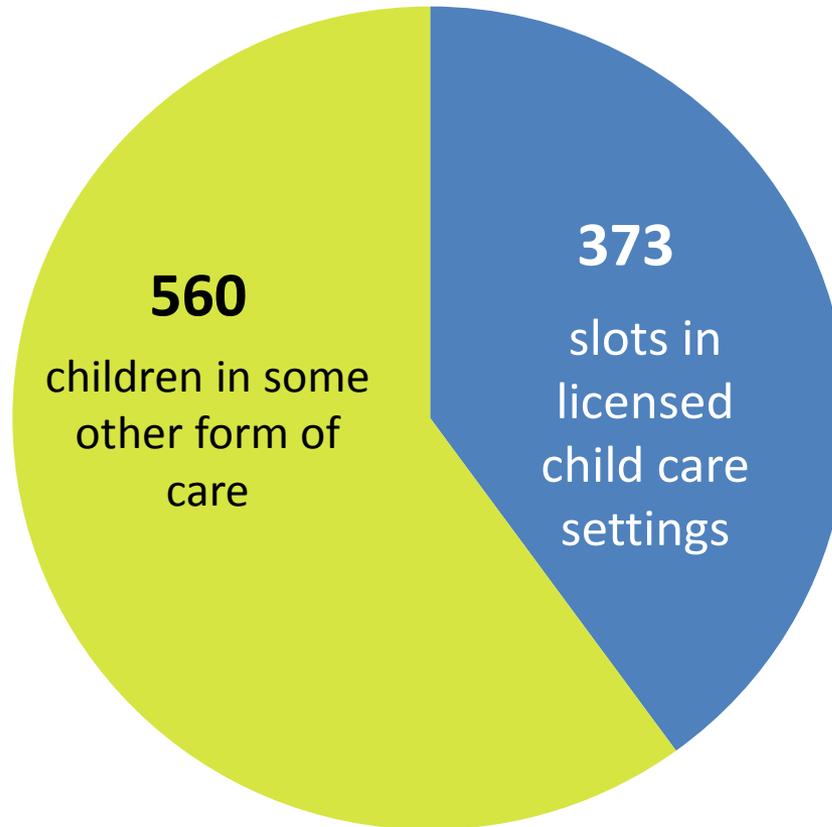
# Child Care Capacity by the Numbers

933

children under age 6 in  
Gunnison County



# Child Care Capacity by the Numbers



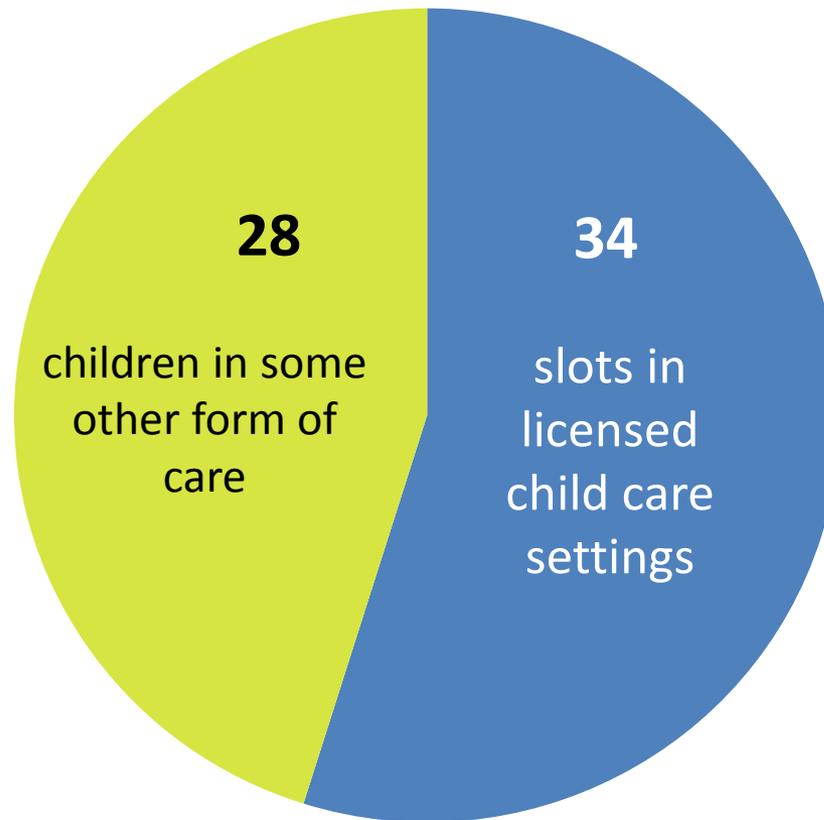
# Child Care Capacity by the Numbers

62

children under age 6 in  
Hinsdale County



# Child Care Capacity by the Numbers



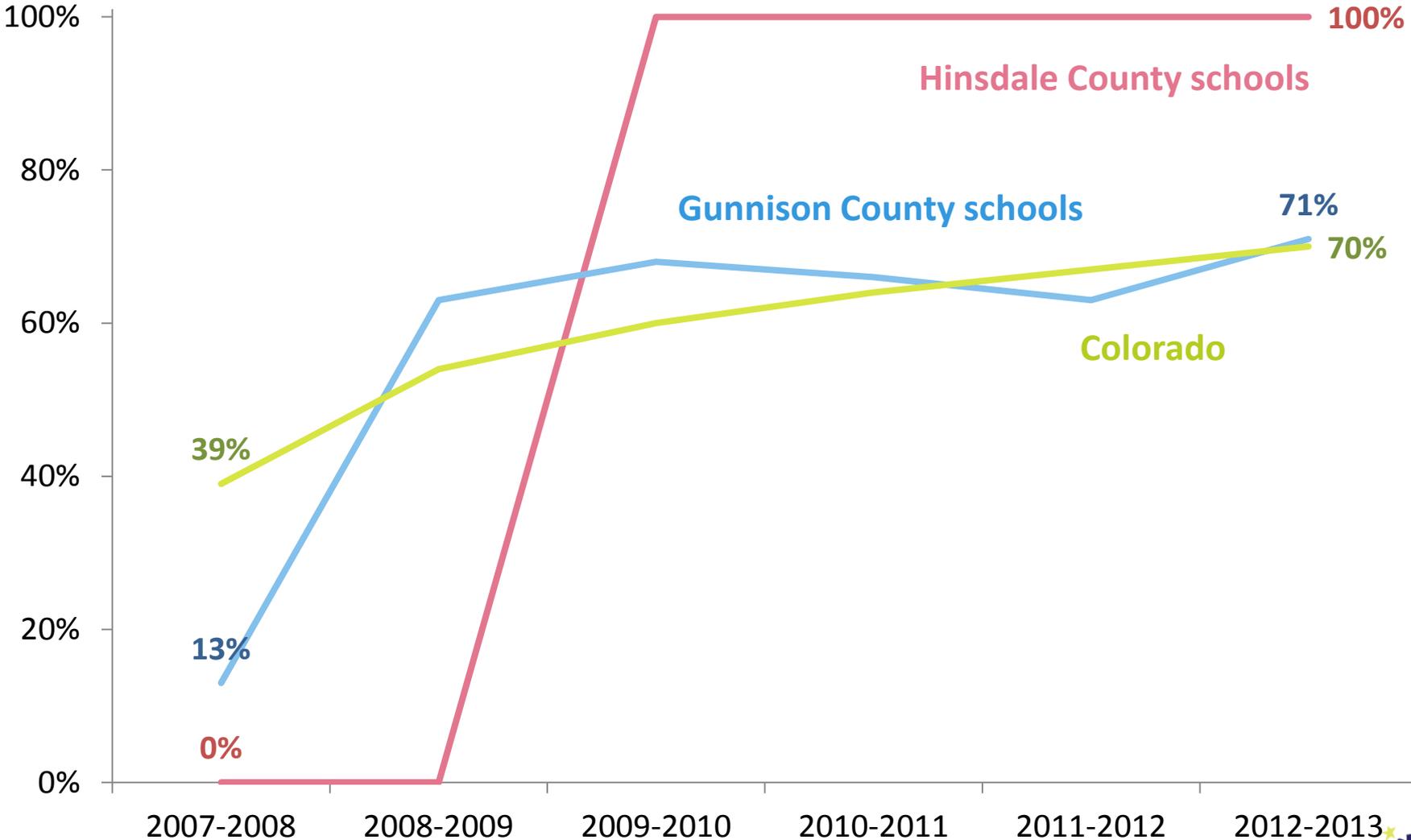


# K-12 Education

## **OUR VISION**

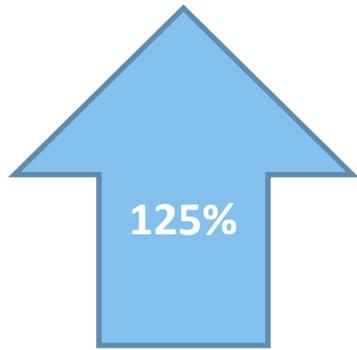
Every child has access to the education he or she needs to graduate from high school, prepared for success in college, career and life.

# Full-Day Kindergarten



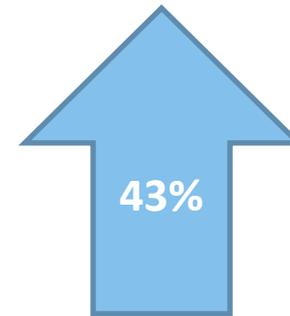
# Changes in Gunnison's student demographics

## English Language Learners



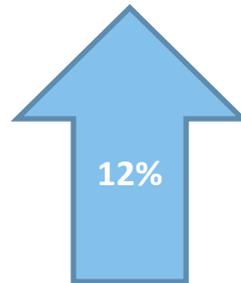
since 2003-2004

## Students qualifying for free or reduced-price lunch



since 2003-2004

## Overall student population

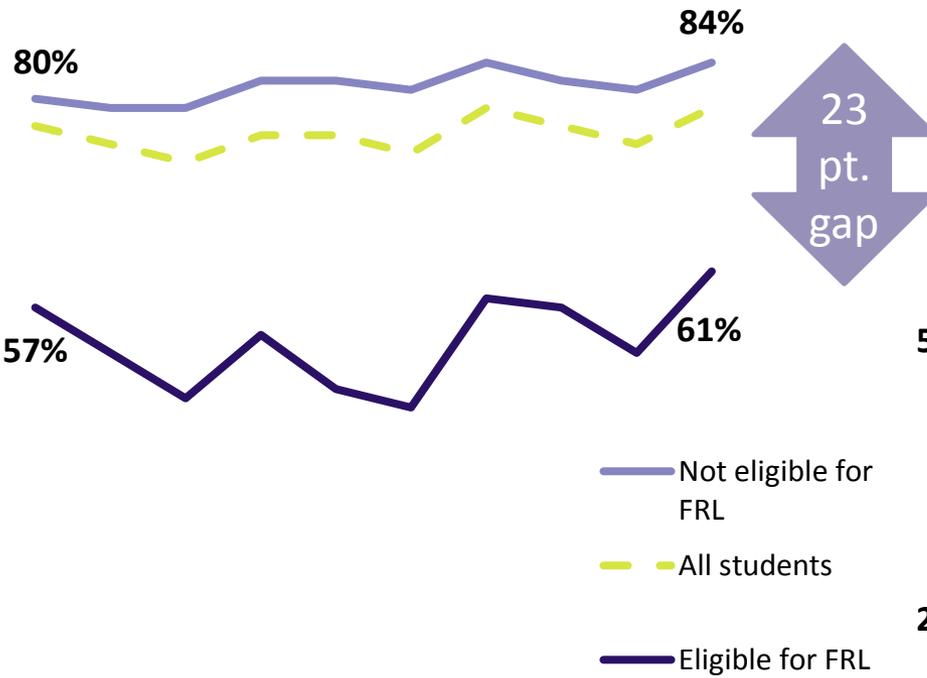


since 2003-2004



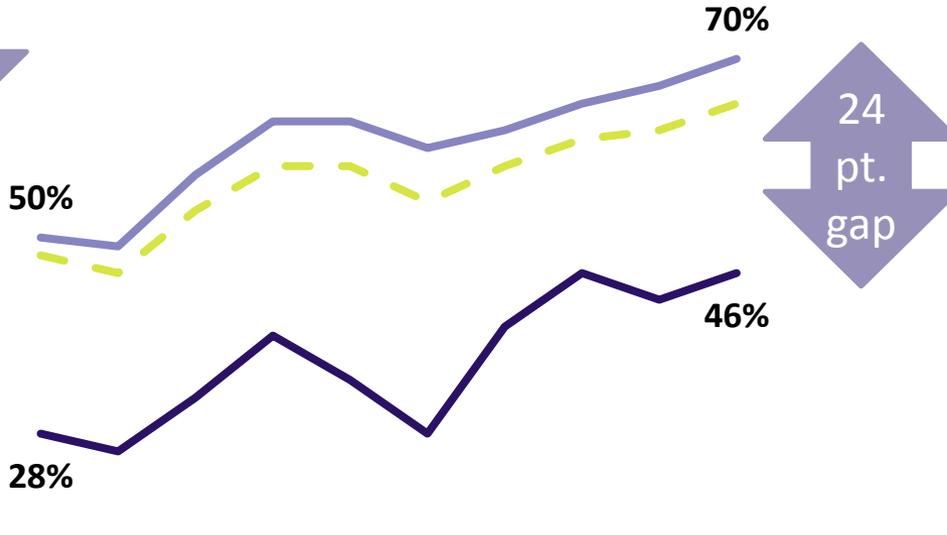
# Gunnison County Achievement Gaps

## CSAP/TCAP Reading Proficiency



2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

## CSAP/TCAP Math Proficiency

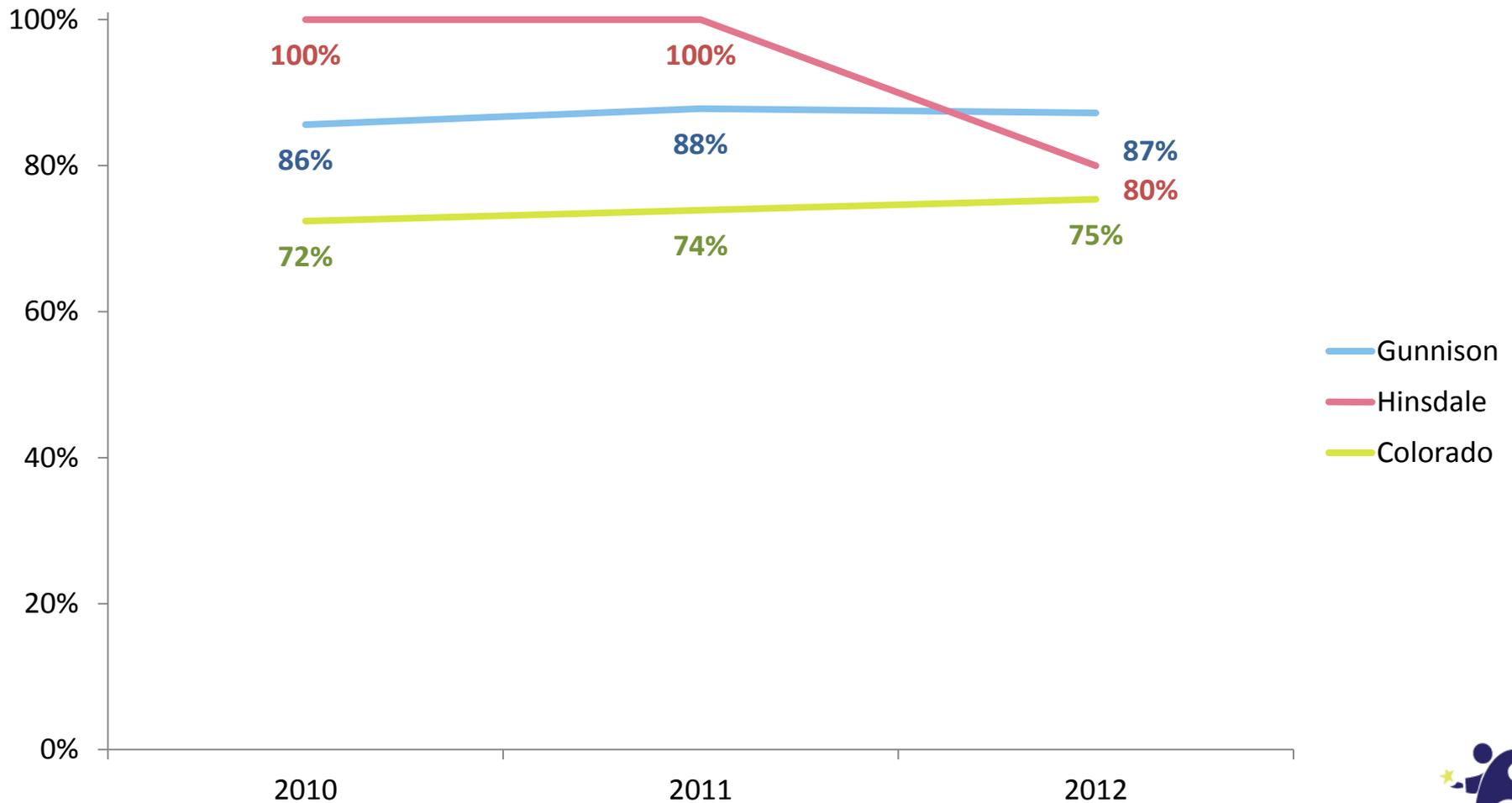


2003 2004 2005 2006 2007 2008 2009 2010 2011 2012



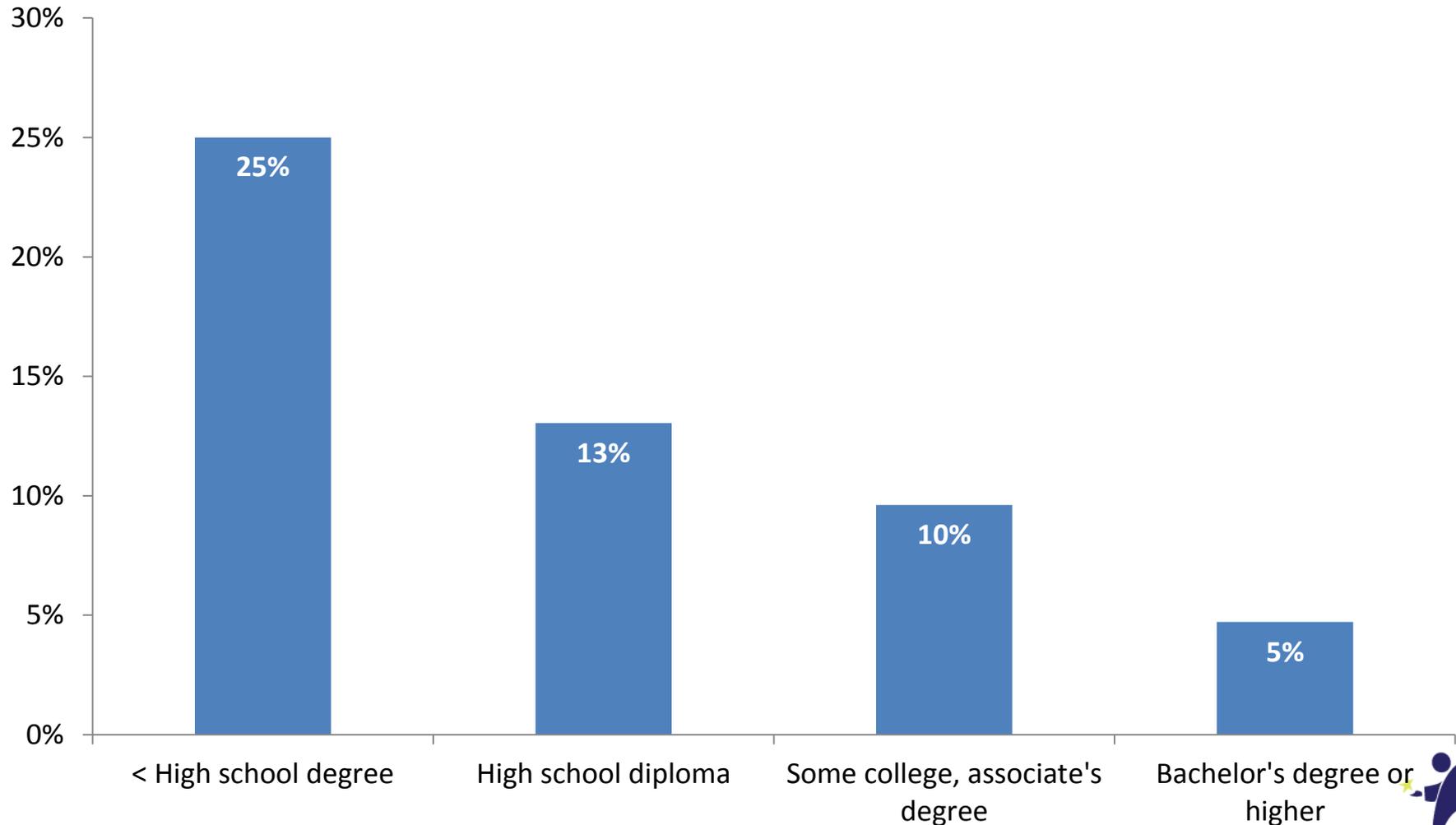
# High School Graduation Rates

## On-Time Graduation Rates



# Future Economic Opportunity

## Colorado Poverty Rates by Educational Attainment



# So much data!

Graduation rates

Infant mortality

Child care capacity

Achievement gaps

Child poverty

Teen birth



Toxic stress

Unemployment

Limited access to early learning programs



What gets measured...

**Gets changed.**



# ADVOCACY

**Advocate:** -n. One who pleads the cause of another.

Legislative advocacy on behalf of children includes supporting laws and policies that are good for children and opposing those that are not.

Effective advocacy requires the use of multiple strategies.

During our 28-year history, the Children's Campaign has become known for its leadership, data collection, lobbying, grassroots mobilization, consensus building and media outreach on behalf of children.



# Legislative Work

## How we engage policy makers and advocates:

- **Education:** “Lunch and Learn” presentations during Session
- **Expertise:** Testifying in committee and developing fact sheets
- **Outreach:** Annual “Doll Day” at the Capitol along with KIDS COUNT release
- **Training and Advocacy:** Early Childhood Advocacy Day and Speak Up for Kids’ Health at the Capitol – Spring 2014
- **Resources:** Candidate outreach packets with district-level fact sheets
- **Local Engagement:** Events with County Commissioners, Civic Organizations, Early Childhood Councils, School Boards and more



# Coalition Work

- **School Finance Partnership**
  - Focused on finding an equitable, innovative solution to funding Colorado schools that reduces achievement gaps and increasing graduation rates
- **Early Childhood Summit**
  - Represents leading early childhood organizations that work to influence statewide policy
- **Early Childhood Colorado Partnership**
  - Committed to ensuring the vision of the Early Childhood Colorado Framework is effectively implemented
- **Insuring Our Future**
  - Provides educational resources that help explain the importance of Medicaid to Colorado's healthcare landscape
- **HEAL (Healthy Eating Active Living) coalition**
  - Works to improve health outcomes in Colorado



# It's About Kids Statewide Network

**It's About Kids (IAK)** is the Colorado Children's Campaign's statewide grassroots advocacy network.

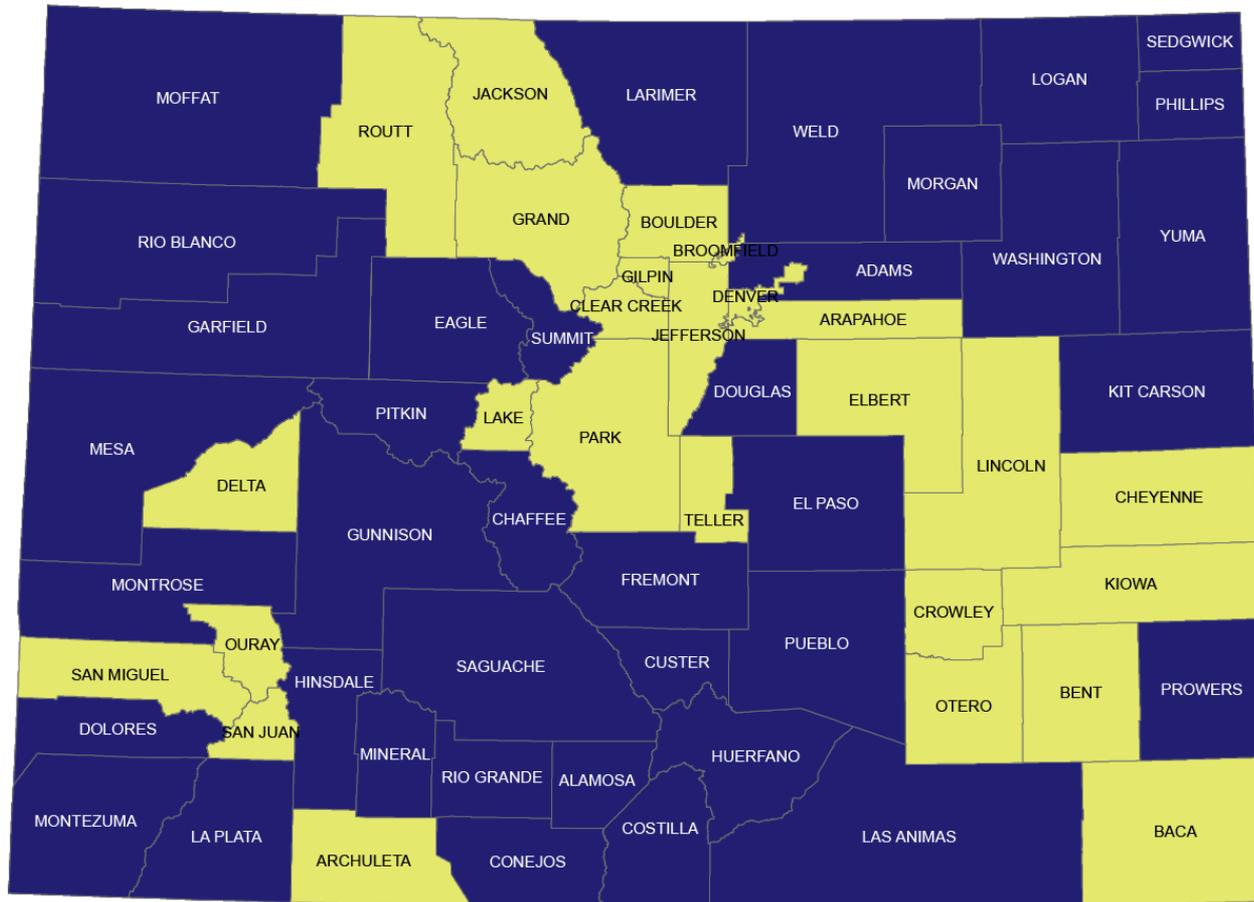
IAK is led by volunteer leaders who provide guidance and direction to their communities and to the Children's Campaign by:

- Voicing the unique needs of children in their communities
- Engaging in regular dialogue with policy staff to help shape and support our legislative agenda
- Establishing and maintaining strong local relationships



# It's About Kids Statewide Network

## Colorado Children's Campaign It's About Kids Network Communities

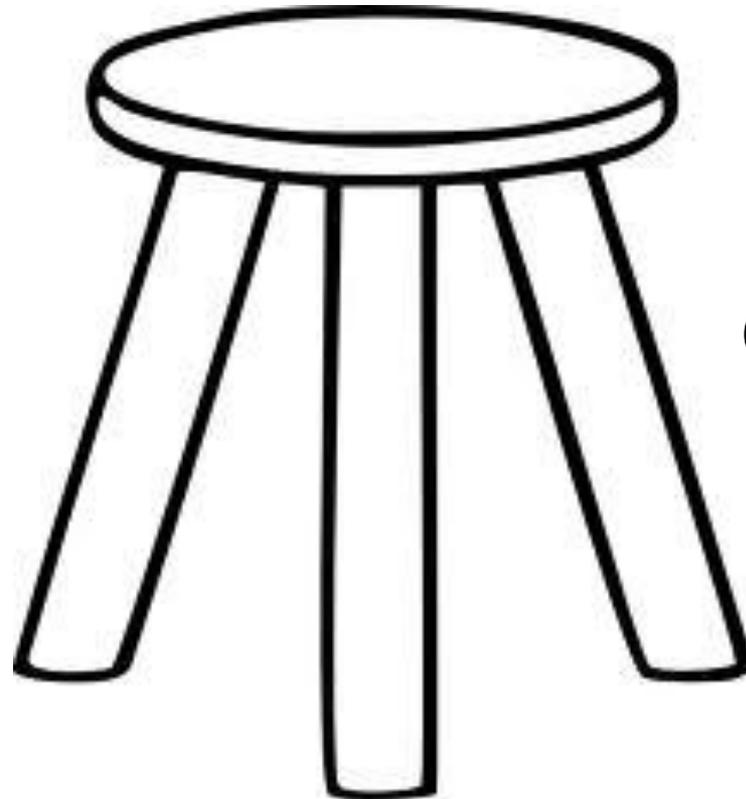


■ IAK Communities



# Three legs of advocacy

**Decision-  
makers**



**Community**

**Media**



# Advocacy

Advocacy is the process of stakeholders making their voices heard on issues that affect their lives and the lives of others at the local, state and national level.

It also means helping policy makers find specific solutions to persistent problems. Most nonprofits can, and do, engage in as much advocacy as possible to achieve their goals.



# Who Can Advocate?

**You—you are the expert!**

When you talk about an issue you care about, you are advocating.



# Advocacy vs Lobbying

Advocacy is focused on **education** about a specific issue on behalf of the people your organization serves.

Lobbying is focused on convincing decision-makers to take a **specific position** on a specific policy or law.



# Examples of Advocacy

- Tell your legislators how a state or federal grant your organization received has helped your constituents.
- Educate a legislator about the effects of a policy on your constituency.
- Invite a legislator to visit your organization so that he/she may see firsthand how federal or state funding or policy affects day-to-day operations and the difference it makes.
- Update members of your own organization on the status of legislation, without a call to action.



# Provide a Narrative

**Tell your story!**

**Tell the story of a child in your community.**

- Facts and statistics only take us so far when advocating to address the challenges children encounter throughout Colorado.
- What do the facts and statistics mean for the lives of children in your community?
- Give life to the facts and statistics by telling a story about a specific child you have known or worked with, or a challenging situation you have witnessed.



# What is Lobbying?

## **Lobbying: Any attempt to influence *specific* legislation**

Lobbying involves attempts to influence specific legislation at the local, state, or federal level:

- Contacting any legislative member, legislative staff, or government employee to influence him or her to propose, support, or oppose specific legislation
- Trying to persuade the public to share your views on a particular legislative proposal



# We are a Resource

[http://www.coloradokids.org/action/2013\\_session/](http://www.coloradokids.org/action/2013_session/)



## Purpose

- Equip child advocates with resources to ensure that children's issues are on the minds of Colorado lawmakers
- Help child advocates and voters become more knowledgeable about the issues affecting kids in their communities and throughout Colorado

## Resources

- Interactive state House, Senate, and Congressional district maps
- District specific fact sheets
- Children's Campaign's 2013 Priorities and Impacts
- Outreach tool kit



# Things You can Do for Kids TODAY

- Visit us at [coloradokids.org](http://coloradokids.org) or on Facebook or Twitter
- Sign up for *KidsFlash*
- Share KIDS COUNT data and stories with your legislators and local decision-makers
- Attend a Town Hall meeting
- Write a letter to the editor
- Visit the Colorado Commits to Kids website ([coloradocommits.com](http://coloradocommits.com)) and ensure you are an informed voter
- Talk to friends and family or post on Facebook whatever statistic was most concerning to you and share your solution



# 2013 Legislative Session



# 2013 Legislative Session

## By the numbers:

- The legislative session lasts 120 days
  - 2<sup>nd</sup> Wednesday of January through 2<sup>nd</sup> Wednesday of May
- 100 Lawmakers
  - 35 Senate
  - 65 House
- 619 bills introduced
  - 440 were passed
  - 179 were killed



# Themes of the 2013 Legislative Session

- New Members
- Democratic Control
- Big Issues and Partisanship
- Continued Economic Recovery



# Themes of the 2013 Legislative Session

## New Members

- Term limits and 2012 election results bring 33 new lawmakers to the Capitol



## Democratic Control

- Democratic Governor
- Democratic Majorities:
  - Senate → 20 D / 15 R
  - House → 37 D / 28 R
- Democrats More United than Republicans



# Themes of the 2013 Legislative Session

## **Big and Controversial Issues Lead to a Highly Emotional and Partisan Legislative Session:**

- Gun Control
- Mental Health Care
- Medicaid Expansion
- Amendment 64 & Marijuana Regulation
- Civil Unions
- ASSET Bill & Immigration Reforms
- Oil & Gas Regulations
- New Energy Standards and Reforms
- Election Reform
- Future School Finance Act



# Amendment 66

- In November, Colorado citizens will vote on whether to approve Amendment 66.
- Amendment 66 fundamentally reforms Colorado's public education financing system and raises additional state revenues specifically dedicated to education.



# How Did We Get To This Stage?

April 2011  
School Finance Partnership convened

August 2012  
School Finance Partnership released report

September 2012  
Senator Johnston and the Children's Campaign convened the Technical Advisory Group

School Finance Partnership and TAG work to improve policy proposal until bill introduction

February 2013  
Senate Bill 213 was introduced in the legislature

May 1, 2013  
Senate Bill 213 passed both chambers of the legislature

May 21, 2013  
Legislation signed into law by Governor Hickenlooper



# Why School Finance Reform?

The best way to ensure a bright future for Colorado is to invest in our students by giving them the skills and the tools they need to compete for the jobs of the future, achieve their potential, and make a better life for themselves and their families.



# Why School Finance Reform?

Colorado kids are succeeding DESPITE school funding, not because of it – graduation rates are up, dropout rates are down, and achievement gaps are closing.

## How can we better meet students' needs?

- Increase funding for special education and gifted & talented students to personalize learning
- Provide more funding to support the successful implementation of Colorado's recent reforms and the world class education system we are building
- Create greater transparency in school and district budgets
- Invest in kids in the early years



# Senate Bill 213 / Amendment 66

- **Funding for At-Risk / English Language Learner (ELL) students driven to the school level**
  - These funds are required to go to the schools the students attend where the principals will have autonomy over the dollars.
- **Accountability implementation**

Critical education reforms had already passed the legislature prior to SB 213, but have in many cases not been fully implemented due to lack of resources. The reforms include standards, assessments, teacher evaluations, and the READ Act.
- **Full day Kindergarten and Preschool**

Allows all Colorado children to have the benefit of early education by fully funding preschool for at-risk students and providing funding for full-day kindergarten all families who want it through the Colorado Preschool Program.
- **Minimum district per pupil funding**

This funding ensures that no district falls below a floor of \$7,000 / pupil.
- **An Innovation Fund**

This fund will be overseen by an independent board to seed and accelerate promising breakthroughs. Funds can be requested for extended school days and longer school years.



# Senate Bill 213 / Amendment 66

- **Special Education**

This funding increases the reimbursement rate for Special Ed student services.

- **Adjusting funding for small / rural schools**

Adds additional funding for small, rural districts to compensate for their diseconomies of scale.

- **Charter school facilities and mill levy equalization**

Provides funds for capital construction (\$18 m) and provides state money to CSI charter schools that is equal to the amount district schools receive in mill levy override funding.

- **Establishment of funding transparency and continuous improvement**

By establishing a multiple count day system to ensure every student matters every day, a budget transparency system that allows parents and communities to know how each dollar is spent in every school, and an ongoing analysis of return on investment, we can rest assured our investments are well-spent.



# Amendment 66 – How Can I Help ??

- **Utilize web resources:**

[www.coloradocommits.com](http://www.coloradocommits.com)

- Fact Sheets
- Volunteer Page
- Latest News

- **Get the facts & spread the word**

- **Commit to VOTE**



# Questions?

Sarah Hughes  
Research Director  
303.620.4527  
sarah@coloradokids.org

Liz Houston  
It's About Kids Network Coordinator  
303.620.4532  
liz@coloradokids.org

KIDS COUNT Data Center  
<http://datacenter.kidscount.org>

**Thank you!**



# Questions?

Sarah Hughes  
Research Director  
303.620.4527  
sarah@coloradokids.org

Liz Houston  
It's About Kids Network Coordinator  
303.620.4532  
liz@coloradokids.org

Dan O'Connell  
Government Affairs Director  
303.620.4569  
dan@coloradokids.org

## Thank you!

