

BY: Carolyn Kourofsky
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FOR IMMEDIATE RELEASE

In Hard Times, Invest in Children

With the economic forecast gray and gloomy, now's the time to invest—in children.

That's the message The Children's Agenda will deliver to local legislators, business leaders and community organizations at its annual Community Leadership Breakfast at the Memorial Art Gallery on October 16.

"Effective early childhood programs pay dividends to the community even in the short term, within a year or two," said Sara D. Watson, Director of the Partnership for America's Economic Success, who will speak about Rochester's emerging national leadership as an investor in effective programs for children. "And long-term, we need to *grow* our way out of a challenging economy."

"Investing in children is not just a nice thing to do. It's essential to our community's vitality," said Dr. Jeff Kaczorowski, Executive Director of The Children's Agenda.

One example of Rochester's leadership in such investments is the Nurse Family Partnership, a nationally recognized home visitation program spearheaded by The Children's Agenda and developed by the University of Rochester. It has been shown to improve prenatal health and school readiness, and reduce the risks for early antisocial behavior and later youth crime and delinquency.

The Children's Agenda is a non-profit agency that reviews national best practices in children's welfare, studies evidence-based programs, and advocates for those most likely to succeed in Monroe County. Each year, the group analyzes the proposed Monroe County budget to assess its impact on children.

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The mission of The Children's Agenda (www.thechildrensagenda.org) is to be an objective, passionate voice for Monroe County children and youth. TCA drives measurable improvement for the well-being of children by initiating solutions, analyzing policies and programs, identifying evidence-based programs that show evaluated results, and collaborating with local leaders.

The Partnership for America's Economic Success (www.PartnershipforSuccess.org) is a collaboration of 13 donors with a budget of over \$4 million that was created to document the economic returns to the nation of investments in children prenatal to age five. The Partnership has commissioned over 20 research studies and hosts two national conferences each year to disseminate the result and engage business leaders.

Event Summary

What: **The Children's Agenda Community Leadership Breakfast**

Who: **Sara D. Watson, Ph.D.**, Director, Partnership for America's Economic Success and Senior Officer for State Policy Initiatives, The Pew Charitable Trusts
Dr. Jeffrey Kaczorowski, Executive Director, The Children's Agenda

Where: **Memorial Art Gallery**, 500 University Avenue

When: **Thursday, October 16**

7:45a.m. Program

9:00a.m. – 9:30a.m. Speakers available for media interviews

11:00a.m. Following a closed session with The Children's Agenda Board, Dr. Watson will again be available for media interviews

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