







FOR OUR BABIES

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OUR MISSION

A CALL FOR BETTER BEGINNINGS

For Our Babies is a national movement promoting healthy development in U.S. children from conception to age 3. We advocate for the types of environments, experiences, and relationships that infants and toddlers need in order to thrive.

To capitalize on the opportunity that rapid human brain development provides, and to realize the benefits that healthy children provide to all of us, For Our Babies advocates for the following:



PRENATAL CARE

- Prenatal health care coverage for all families, regardless of income, including home-based support and counseling during pregnancy.
- Affordable intervention services for at-risk pregnancies.



PAID LEAVE & WELL BABY CARE

- Paid leave for parents for the first nine months of their child's life.
- Affordable visits to the homes of all newborns for the first two years that include guidance by professionals trained in parenting and healthy development, along with counseling on early emotional, social, intellectual, linguistic, and perceptual/motor development.



SCREENING & FOLLOW-UP SERVICES

- Affordable developmental screenings to identify physical and behavioral needs, with referral to affordable help when needed.
- Affordable services for children with identified special needs.
- Free intervention services for families in crisis.



QUALITY INFANT/TODDLER CARE





- Child care regulations that ensure that care is provided in safe, engaging, and intimate settings.
- Training, compensation, and professional stature for infant and toddler teachers at the same level as K-12 teachers.
- Childcare subsidies for all families.

Why Act Now?

The human brain grows to 85% of its adult size between conception and age 3. This simple biological fact has direct implications for the support of human development during the earliest years of life. Compared to other industrialized nations, the U.S. does little to proactively nurture brain development between conception and age 3. A focus on ensuring healthy development during this timeframe will pay dividends throughout life. Delayed, damaged, or insufficient development is very difficult and expensive to correct later in life. If we ignore the earliest years, we do so to the detriment of our children, families, communities, and nation.



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GET INVOLVED
MAKE A DIFFERENCE FOR OUR BABIES!



SIGN OUR PLEDGE

forourbabies.org/pledge

Help us raise our collective voice to create a brighter future For Our Babies! Our goal is to link together 1 million people who will speak in one voice demanding better treatment of our babies.



SHARE YOUR STORY

forourbabies.org/share

Let others know they aren't alone in their struggles to raise healthy babies. We may feature your story in upcoming For Our Babies activities (with your permission).



VOLUNTEER

forourbabies.org/volunteer

Join with us to create a better beginning for babies. There are many ways that you can make a difference.

○ **Join the National Campaign**

Tell us who you are and what part of our campaign you are most passionate about. We are looking for people like you to work with us to design, develop, and carry out our campaign for babies.

○ **Take Action Locally**

Start up a local For Our Babies action group. We will be happy to help and would love to hear about what you are doing.

○ **Spread The Word**

Pass out this flyer, use social media, write letters to the editor, talk to people who care about babies, use every opportunity to make a difference. You can use our website, tweets, blog, Facebook, YouTube videos, flyers, and more, to spread the word.



DONATE

forourbabies.org/donate

Make a contribution at For Our Babies—every dollar helps!

○ **Support the National Movement**

We are a small passionate team that uses donations to grow this movement.

○ **Support the Local Movement**

You can help grow a local For Our Babies action group or fund your efforts to spread the word.