



# NC Child

The Voice for North Carolina's Children

## 2015 ANNUAL REPORT



## Dear Friends,

This past year at NC Child has been about four key things: People, Partnerships, Priorities and Policies all with the end goal of creating an environment in which every North Carolina child can thrive and achieve his or her full potential.

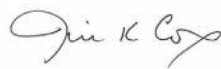
In 2015, we expanded our partnerships, added highly qualified staff to help us carry out our mission, changed the dialogue in our state to focus on our most important priority -- our children, and influenced policies to ensure their wellbeing, their safety and their access to services. This work was only possible because caring supporters like you believed in and invested in children. Thank you.

Your support allowed children to benefit from policy victories such as restoring access to affordable child care, increasing funding for infant mortality prevention and setting new safety regulations to prevent poisoning from e-cigarettes. These victories and more are highlighted in the following pages.

At the end of 2016 NC Child will roll out a strategic plan, providing a blueprint for the next stage in our growth and statewide impact. We will continue to educate elected officials, harness the strength of data, and use our blog, social media, and the press to generate public support for pro-child policies. We will also embark on a new effort to build a strong network of child advocates across the state that will work together to ensure children are our state lawmakers top priority.

The next generation deserves every opportunity to be safe, healthy, well-educated and grow up in a home that is financially secure. When we work together to achieve this vision, kids and families will know we have their best interests at heart. Together we will prioritize policies that build our state's economy, while bringing together the right people and partners to ensure a bright future for every child who calls this state home.

For the kids,



Jill Cox  
Board Chair



Michelle Hughes  
Executive Director



## OUR MISSION

NC Child advances public policies that improve the lives of North Carolina's children. We work statewide to ensure that all children are healthy, safe, well-educated, and economically secure by engaging communities, and informing and influencing decision-makers.

## NC CHILD WORKS TO ACHIEVE THE FOLLOWING RESULTS FOR KIDS



### A STRONG START

The first eight years of a child's life have a lasting impact on later learning, health, and success. When we invest in early education, health, and family support for young children, we provide them with a strong start in life.



### NURTURING HOMES & COMMUNITIES

Children raised in safe, stable, and nurturing environments have the best chance to develop strong brains and bodies that are well-equipped to achieve success in all areas of life.



### HEALTH AND WELLNESS

Healthy children perform better in school and in life. All children need access to high-quality and affordable health insurance, preventive health care, a medical home, and specialized services when necessary.



### FAMILY ECONOMIC SECURITY

Children living in financially secure families are more likely to succeed in school, stay healthy, and achieve economic self-sufficiency as adults.



### HIGH-QUALITY EDUCATION

High quality education, from pre-kindergarten through college and beyond, provides children with the best opportunity for long-term life success.

We utilize **four core strategies** to advance policies that give North Carolina children the opportunity to reach their full potential. These core strategies include **research and data analysis**, **direct advocacy with policy makers**, **strategic communications**, and **community engagement**.

# OUR IMPACT in 2015

## PRO-CHILD POLICY AGENDA

*We advanced a pro-child policy agenda in North Carolina by working with our partners and policy makers to:*

- Restore access to child care subsidies for nearly 1,000 children.
- Secure \$4 million in new funding for infant mortality prevention programs.
- Stop the weakening of safety regulations which would have allowed kindergarteners to drive ATVs.
- Protect thousands of children from poisoning by requiring child safety caps for e-cigarettes.
- Stop legislation that would have resulted in an increased number of 16- and 17-year-olds charged as adults even when committing minor, non-violent crimes

## STRATEGIC COMMUNICATION

*Through our strategic communication efforts, we raised awareness about critical issues impacting North Carolina children:*

- Over 100 news stories featuring NC Child in markets across the state on key issues such as early education, closing the health insurance coverage gap, and reducing child poverty
- Blog posts reaching over 7,000 readers weekly that were regularly picked up by news outlets statewide and shared in social media
- More than 76,000 website page views

## DATA AND RESEARCH

*We provided data and research that informed the decisions of policymakers and community leaders across the state:*

- Community-level child health profiles on all 100 counties disseminated to the media, advocates, and state and local policy makers
  - 6,500 data product downloads on [www.ncchild.org](http://www.ncchild.org)
  - Technical assistance and expertise to multiple government agencies and taskforces, such as the Perinatal Health Strategic Plan Steering Committee; Child Fatality Task Force; and Pathways to Grade-Level Reading Initiative, among others

## COMMUNITY ENGAGEMENT

*We supported community engagement efforts on key policy issues:*

- Weekly legislative summaries and regular alerts to keep our statewide Child Advocacy Network informed
- 600 citizen activists mobilized to contact their legislators to support children
- Hired an experienced Director of Public Engagement to lead the expansion of our network with new communities across North Carolina

## Some highlights of our work that we accomplished with your help!



### 2015 CHILD HEALTH SUMMIT

On March 9, 2015, NC Child and the North Carolina Institute of Medicine co-hosted a statewide Child Health Summit at the Institute for Emerging Issues on the Centennial Campus of NC State University. The summit celebrated 20 years of the *NC Child Health Report Card*, highlighted improvements in child health and safety, and examined the role of public policy in making a meaningful impact on child well-being. Over 100 leading voices for child health attended the summit, including legislators, practitioners, agency officials, advocates, and non-profit leaders. Speakers included: Anita Brown-Graham, JD, Director, Institute for Emerging Issues; Karen McNeil-Miller, Ed.D., President, Kate B. Reynolds Charitable Trust; and James Perrin, MD, FAAP, 2014 President, American Academy of Pediatrics.

*"The Child Health Report Card has been an invaluable resource over the past two decades. By looking at a consistent, comprehensive set of health outcomes every year, we can identify challenges and opportunities, and recognize areas of success."*

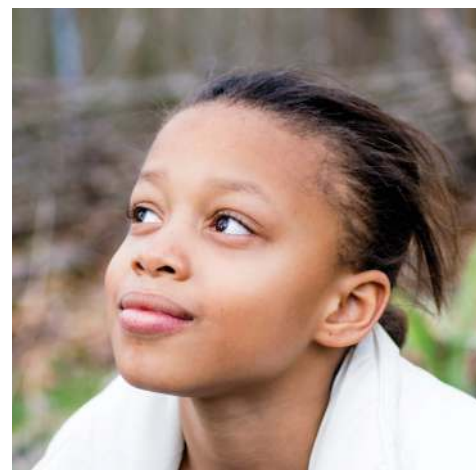
*-Dr. Adam Zolotor, MD, DrPH,  
President of the North Carolina  
Institute of Medicine*

For two decades, the *NC Child Health Report Card* has been a go-to resource for policymakers, advocates, and local communities who work to promote child health and well-being in North Carolina.



### RESTORING CHILD CARE SUBSIDIES FOR HUNDREDS OF WORKING FAMILIES

NC Child knows that high-quality child care is too expensive for many working families. That's why we support funding for vouchers to help parents and caregivers find good care for their children while they work or go to school. In 2014, the state legislature changed the rules for child care vouchers, which took them away from many working families. During the 2015 legislative session, NC Child set out to make things right. After determining the number of children in each county who would lose child care as a result of the new restrictions, we generated media attention through op-eds, blogs, and video profiles of impacted families. Our staff met directly with lawmakers and shared individualized data memos about children affected in their districts. These lobbying efforts, combined with a strategy to mobilize activists to email and call their representatives, persuaded legislators to lift the restrictions that were standing in the way for nearly 1,000 children to receive quality child care in 2015.



### WANT TO LEARN MORE?

Check out the latest NC Child policy updates and data products online at [www.ncchild.org](http://www.ncchild.org)

## FROM DATA TO ACTION: WILKES COUNTY

In 2015, Wilkes community leaders used NC Child's annual County Data Cards to highlight the serious health challenges that children in their community were facing. "Over a third of our children are living in poverty-- that statistic in 2014 from the county data card really stuck with me," said Jenn Wages, program director for The Health Foundation, Inc. "Over 40 percent of children in grades K-8 are either overweight or obese, and their life expectancy as a result is much less. Everything is enmeshed-- economic hardship affects physical, mental and emotional health."



Taking action, the Foundation convened community partners including the local Health Department, the local Smart Start Agency, the Wilkes Regional Medical Center and Wilkes County Schools, to collaborate to improve health outcomes for their community's children. With additional support from state, local, and federal sources, Wilkes County is now using data on the physical health of students in preschool and grades K-8 to plan and implement programs that improve the health and well-being of children and families and to promote community resources that support better health.

*"As a local organization, we rely on the research and policy analysis from NC Child to help inform our advocacy and coalition building work. We value our partnership with NC Child on so many issues critical to the success of children and families."*

*-Greg Borom,  
Director of Advocacy  
Children First/Communities in  
Schools of Buncombe County*

## MAKING MEDICAID WORK FOR CHILDREN AND FAMILIES

Medicaid is a pillar of health care for children in North Carolina, particularly for those living in low- and moderate-income families. Statewide, 40 percent of children receive their health insurance from North Carolina's Medicaid program and 50 percent of births are covered by Medicaid. That's why NC Child acted quickly when state lawmakers proposed a massive overhaul of our state's Medicaid program.

We convened allies like the NC Justice Center, the Autism Society, and the NC Pediatric Society to develop a shared set of principles regarding children's access to high-quality health care, and we used those principles to educate lawmakers and the press. Additionally, NC Child continued to make the case for expanding Medicaid to low-income adults, so that children's parents also have access to health insurance, which is critical for full family health. The Medicaid debate is ongoing, and NC Child won't rest until we assure that children and families get the health care they need.

*"I am SO grateful that NC Child does the Legislative Update so well and so quickly. As a member of the CAN, I rely heavily on this great work to educate and engage our members around the budget. I couldn't do it without you."*

*-Beth Messersmith  
North Carolina Campaign Director, MomsRising*

## THANK YOU TO ALL OF OUR SUPPORTERS.

*In addition to the generosity of individual donors like you, other key funders include:*

Annie E. Casey Foundation, Blue Cross and Blue Shield of North Carolina Foundation, ChildTrust Foundation, Community Catalyst, GlaxoSmithKline, Kate B. Reynolds Charitable Trust, Kulynych Family Foundation, Partnership for America's Children, Tides Foundation, and Z. Smith Reynolds Foundation.

## SPECIAL THANKS TO SPONSORS OF THE 2015 CHILD HEALTH SUMMIT:

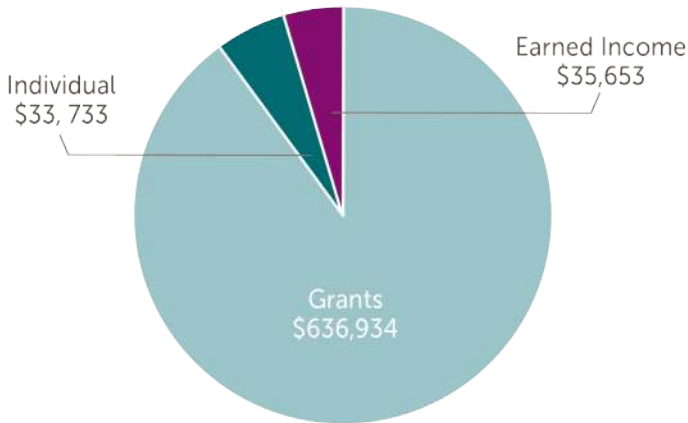
Annie E. Casey Foundation, B&J Custom Printers, Blue Cross and Blue Shield of North Carolina Foundation, Cone Health Foundation, The Duke Endowment, John Rex Endowment, Kate B. Reynolds Charitable Trust, North Carolina Academy of Family Physicians, North Carolina Pediatric Society, North Carolina Community Foundation, UNC Health Care.

"The Kate B. Reynolds Charitable Trust continues to support NC Child because they effectively listen to and represent the voices of low-income children and families. They understand the importance of policy as a lever for improving outcomes for families and conduct critical research in the area of child health to drive evidence-based decision making and policy changes that improve the lives of children."

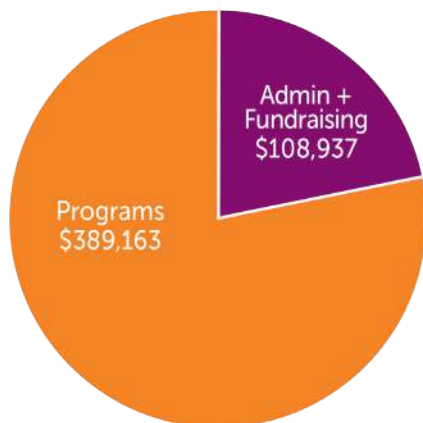
*-Allen Smart  
Vice President of Programs  
Kate B. Reynolds Charitable Trust*

## 2015 FINANCES

### 2015 REVENUE



### 2015 EXPENSES



## JOIN US!

Visit [www.ncchild.org](http://www.ncchild.org) to sign up for our Legislative Updates, InfoNet, Action Alerts, or quarterly newsletter. You can also join the Child Advocacy Network or make a contribution.



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"The Family Success Alliance was fortunate to have the support and experience of NC Child as we developed evaluation plans for our neighborhood-based collective impact collaborative. With a common focus on results-based measures, we were able to apply lessons learned at the state level to our local community in Orange County. Having NC Child's support was particularly important as we began to discuss ways to highlight regional disparities in child health, as the health of children when you look at the county as a whole looks very different than individual neighborhoods. Taking a deeper look into the data allowed us to show those disparities and communicate their significance to local stakeholders."

*-Allison Young, MPH  
Health Informatics Manager  
Orange County Health Department*



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