

NCIT MAY 2024

May All Babies Thrive Month
In Case You Missed It



May All Babies Thrive Month Overview

The NCIT took the month of May to celebrate our infants and toddlers with National Baby Day and raising the alarm for needed investments and solutions for the key issues impacting infants and toddlers.

Key Highlights:

- Held **4** webinars with **386** participants
- Posted **315** social posts with **414.9K+** total impressions and **3,190** post engagements

APRIL 30

Strolling Thunder

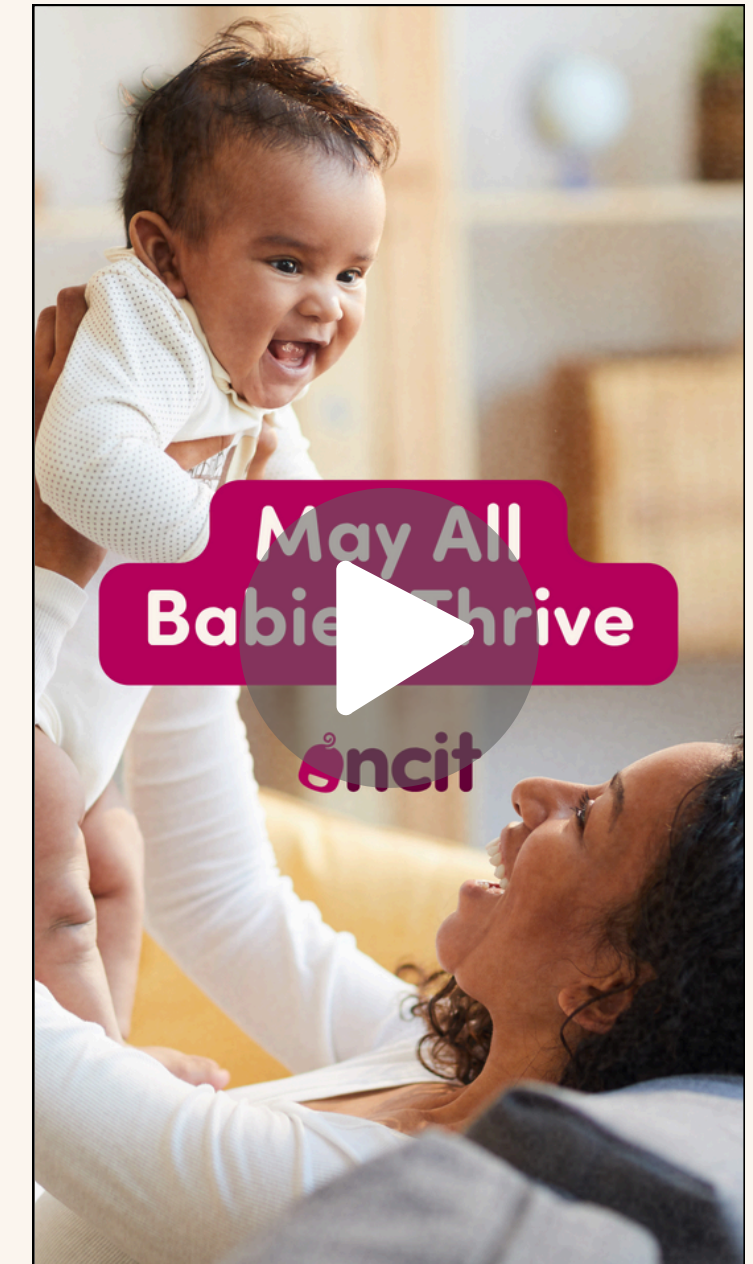
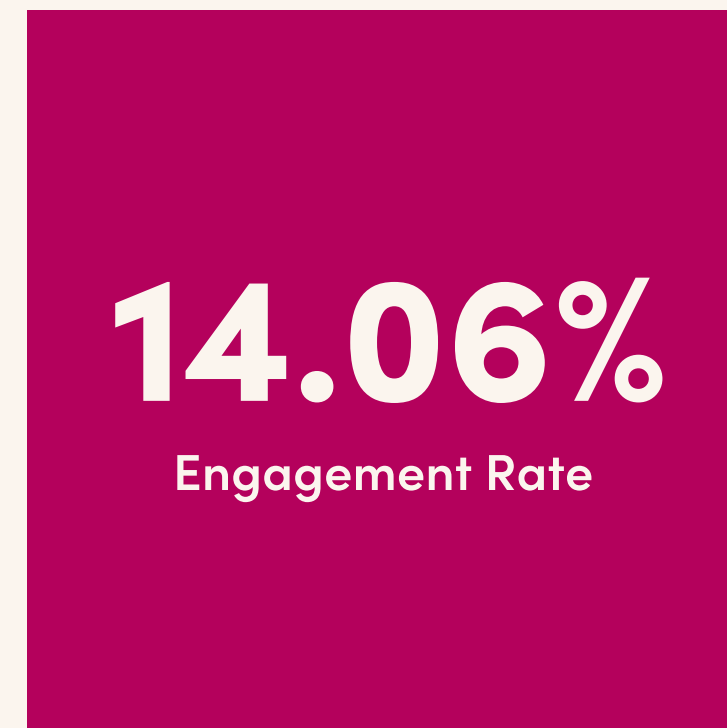
NCIT joined Think Babies in its annual day of action, Strolling Thunder. ZERO TO THREE brought a baby and their family from all 50 states and DC to Capitol Hill to tell their Members of Congress to Think Babies!

Families amplified the need for Congress to invest in policies that support good health, strong families, and positive early learning experiences – because when babies succeed, we all succeed.

MAY 1

May All Babies Thrive Month Kickoff

NCIT kicked off the start of the **#May4Babies Month of Action!** All children need a healthy start with family support and access to quality care and learning opportunities. No more maybes for our babies. We're committed to ensuring every child has what they need to succeed.

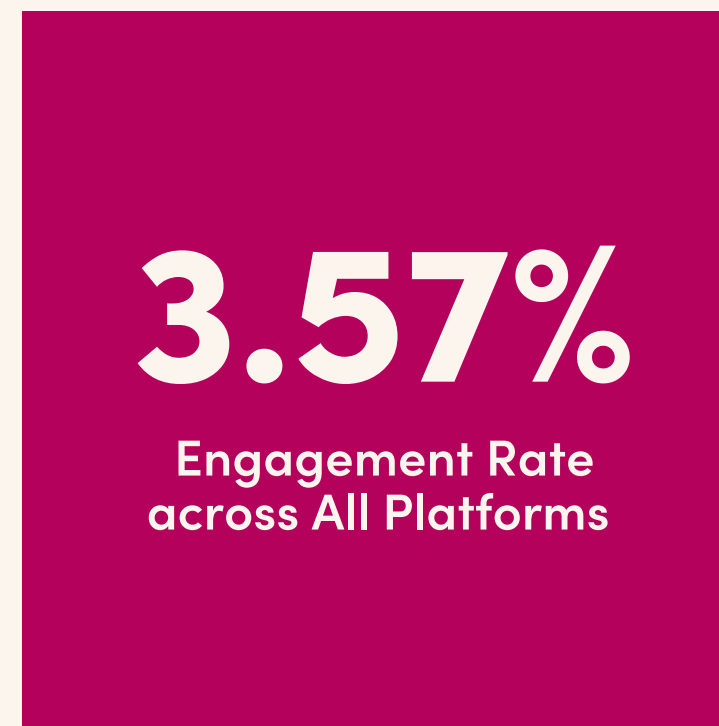
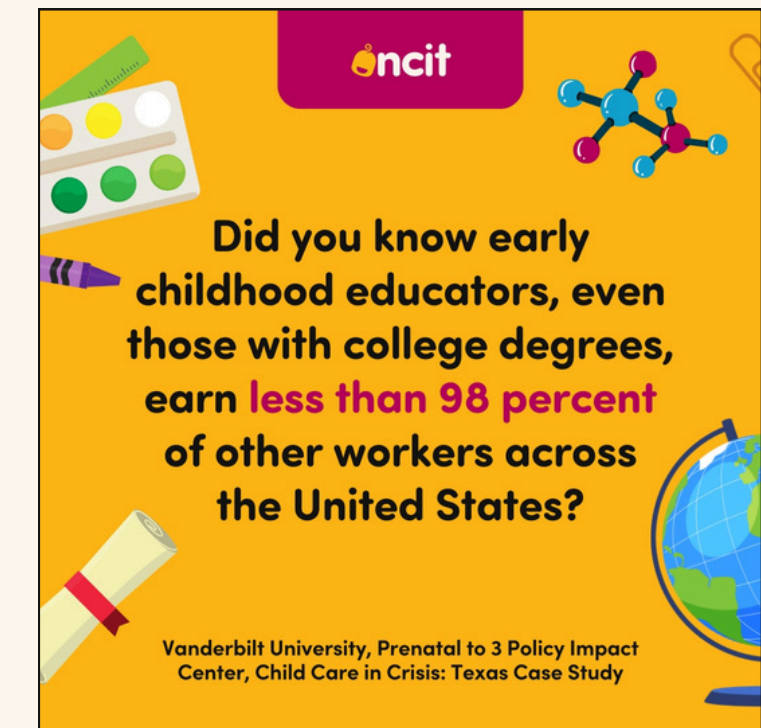
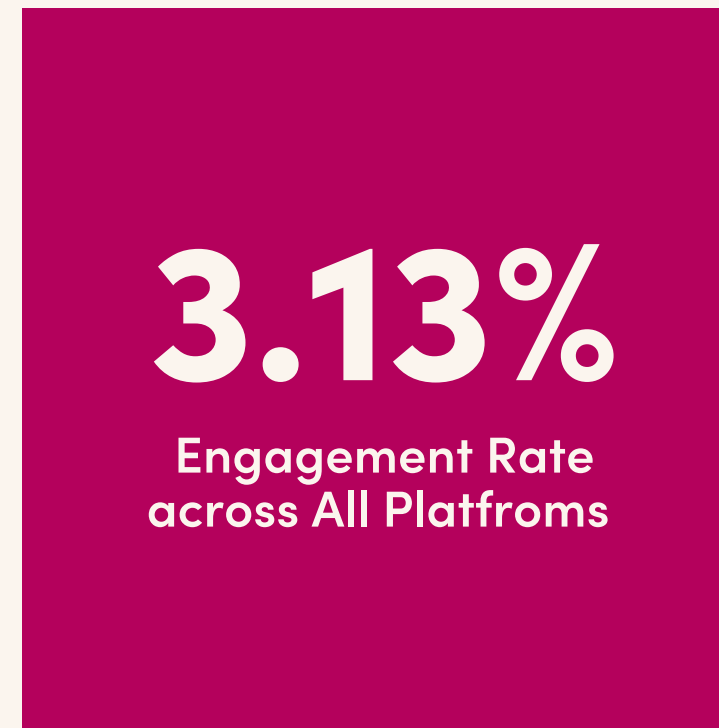


MAY 1
Worthy Wage Day

For **#WorthyWageDay**, NCIT and partners raised awareness of the low wages earned by early childhood workers and the impact that underfunding of early childhood education has on young children and educator retention. Early childhood educators and workers are vital and deserve rights, resources, living wages, and respect.

MAY 2
#NationalBabyDay

This **#NationalBabyDay**, NCIT joined ZERO TO THREE for a digital day of action urging Congress to Think Babies by investing in the programs and policies babies need to thrive.



MAY 2

The Importance of SNAP for Children Prenatal-to-Three Webinar

The NCIT hosted a webinar about The Importance of SNAP for Children Prenatal-to-Three, covering why SNAP is a critical PN-3 program and sharing lessons from a state campaign that expanded access to SNAP.

161

Webinar Participants

37

States Represented

MAY 4

May the Force be With You (Star Wars Fun Day)

NCIT and other partners joined the Jedi council of early development to advocate for all younglings across the galaxy! **#MayThe4th**

7.14%

Engagement Rate across Meta Platforms



MAY 5

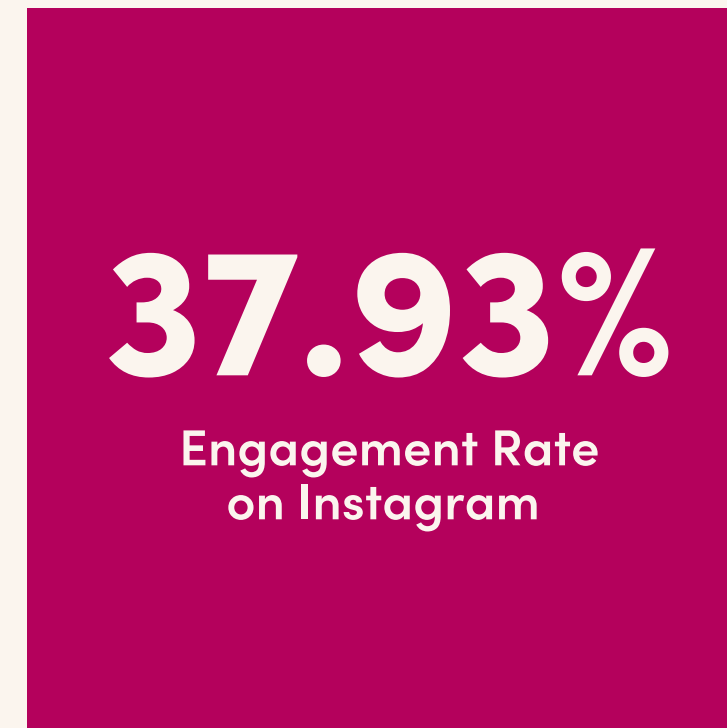
**International Day
of the Midwife**

On International Day of the Midwife, we honored the hard work that midwives do in supporting the full spectrum of pregnancy, birth, and postpartum. From granny midwives of the mid-20th Century to the midwife clinicians of today, it's imperative to recognize the important work and care that midwives provide.

MAY 8-9

**Latino Infant Initiative:
Shaping the Future in CA & TX**

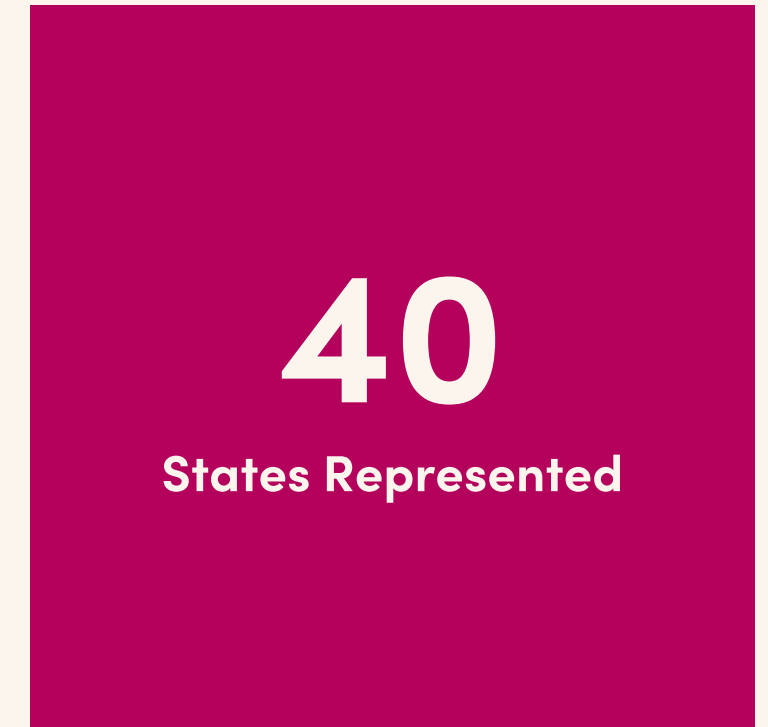
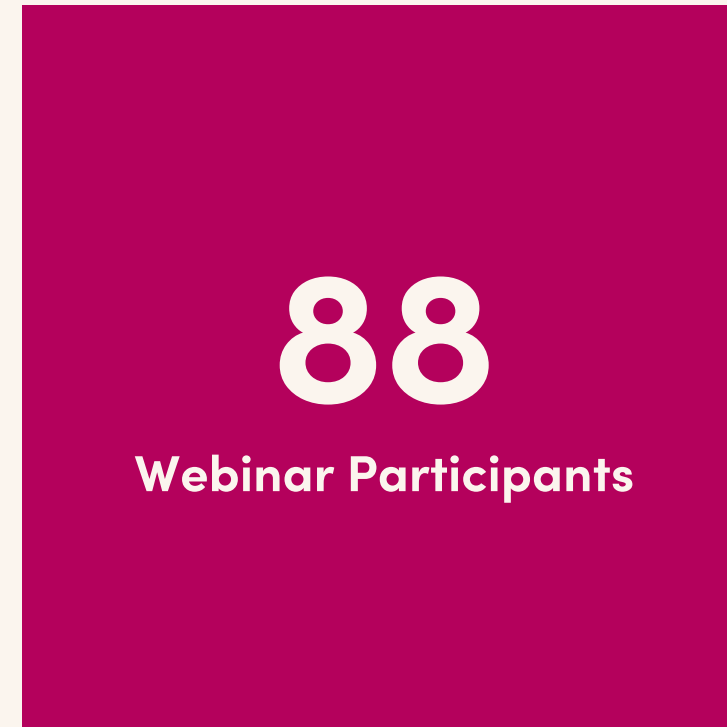
NCIT joined Abriendo Puertas/Opening Doors and UnidosUS for a two-part webinar series, delving into the specific challenges and opportunities facing Latino families in California and Texas.



MAY 9

Influencing the Inside Game Policy Advocacy on State Budgets & Appropriations

We hosted a webinar for our advocates to ground them in the basics of understanding the budget & appropriations process, equipping them with the necessary details to navigate budget advocacy strategically and successfully for infants and toddlers.



MAY 9

**MomsRising:
Mothers for Childcare**

NCIT celebrated Latina moms in Vista Hermosa with MomsRising, focusing on how we can take action for our families.



MAY 9

National Children's Mental Health Awareness Day

At NCIT, we recognize that infant and early childhood mental health starts at the very beginning – before babies even utter their first words. For **Children's Mental Health Awareness Day**, we shared and encouraged advocates to share PN-3 mental health content and resources.

MAY 10

Provider Appreciation Day:
ChildCare Aware

Provider Appreciation Day®, convened by ChildCare Aware, was a day of amplifying our collective gratitude for those who support our youngest children's social, emotional, and physical care. We encouraged our advocates and followers to request an official proclamation from elected officials to recognize Provider Appreciation Day (PAD).



4.97%

Engagement Rate
across all Platforms



13.71%

Engagement Rate across
all Meta Platforms



MAY 10

Home-based Child Care Helps Babies Thrive

Resource

In support of our May All Babies Thrive campaign, we shared Home Grown Childcare's helpful resource on how home-based child care helps babies thrive.



HOME GROWN

Home-based child care helps babies thrive!

Home-based child care supports the development of babies and sets them up for futures where they thrive. It is the most common child care arrangement for babies.

- 1 Home-based child care is the preferred option for many families with infants because of the intimate setting.**

More parents choose home-based child care for their infants than any other care type. Home-based care is often the best or only option available for families in rural areas and for families needing care during nontraditional hours, like evenings, nights, and weekends. This care is often the most familiar, flexible, convenient, personal, and affordable option for families.

Home-based child care is the most prevalent child care placement for infants and toddlers: 30% of infants and toddlers attend home-based child care as their primary care arrangement. (NSECE, 2019).

"The first thing I noticed when I visited Patty Lord's home-based child care is that she was wearing one baby and playing with a couple of toddlers at the same time. Every child was getting Patty's love and attention. It just seemed like a natural and nurturing place for a baby."
—Janelle Messer, North Carolina
- 2 Home-based child care stimulates infant brain development.**

What makes home-based child care the preferred option for many families is not just the intimate setting it provides for young children but also the way it addresses the specific developmental needs of infants and toddlers. For babies and toddlers, that sense of safety and belonging is the bedrock of both physical and mental health.

"When the care is developmentally appropriate, children realize significant lifetime gains through better outcomes in education, health, social behaviors, and employment."
—Dr. Brenda Jones Harden, Professor of Children and Families at the University of Maryland

MAY 13

#DayWithoutChildCare

For #DayWithoutChildCare, child care providers, parents, and supporters walked out of their places of work to illustrate how our economy relies on child care. NCIT provided resources to those advocating for living wages and affordable child care, urging elected leaders to swiftly address America's child care crisis.

7.3%

Engagement Rate
across all Platforms

**#daywithout
childcare**

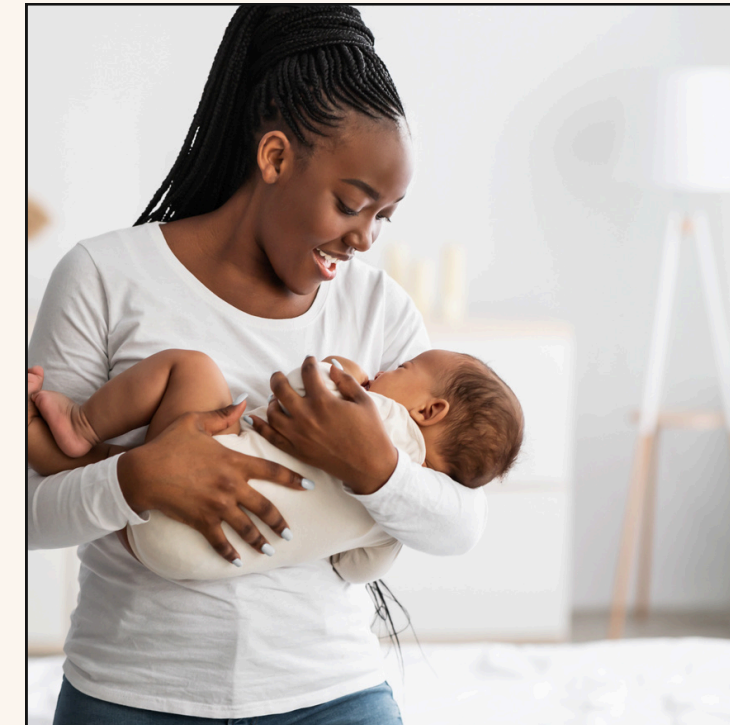


MAY 16

**Frank Porter Graham
Child Development
Institute, Equity Research
Action Coalition:**

Rising Together

NCIT joined the Equity Research Action Coalition at FPG Child Development Institute for an interactive working session to dive deeper into the **Black Child National Agenda Data Dashboard and Strategic Plan Template.**



MAY 16

**Early Childhood
Developmental Health System:**

Evidence to Impact Center:
Systems Change in Early
Childhood Using the Water of
Systems Change Framework

We were honored to join Early Childhood Developmental Health Systems (ECDHS): Evidence to Impact Center's webinar introducing The Water of Systems Change framework and how it can be applied to early childhood systems—building efforts by early childhood and health systems leaders.



MAY 18

Head Start's Birthday

Happy Birthday Head Start! NCIT celebrated 58 years of Head Start's incredible work transforming the lives of over 37 Million children and their families nationwide.

15.22%

Engagement Rate across all Meta Platforms



MAY 21

Baby Bonds: Building Financial Security

Webinar

NCIT invited advocates to Abriendo Puertas' webinar exploring **Baby Bonds and the development of a Baby Bond pilot for New Mexico** led by local implementation partner Partnership for Community Action.

We hope you joined us to learn about this transformative policy with the potential to pave the way for financial security and equity for generations to come.



MAY 22

Opening the Doors to Emotional Intelligence: Cultivating Emotional Health in Parents and Children

Webinar

We joined Abriendo Puertas for an interactive presentation on the importance of emotional intelligence and how to develop the skills necessary to raise emotionally healthy children.

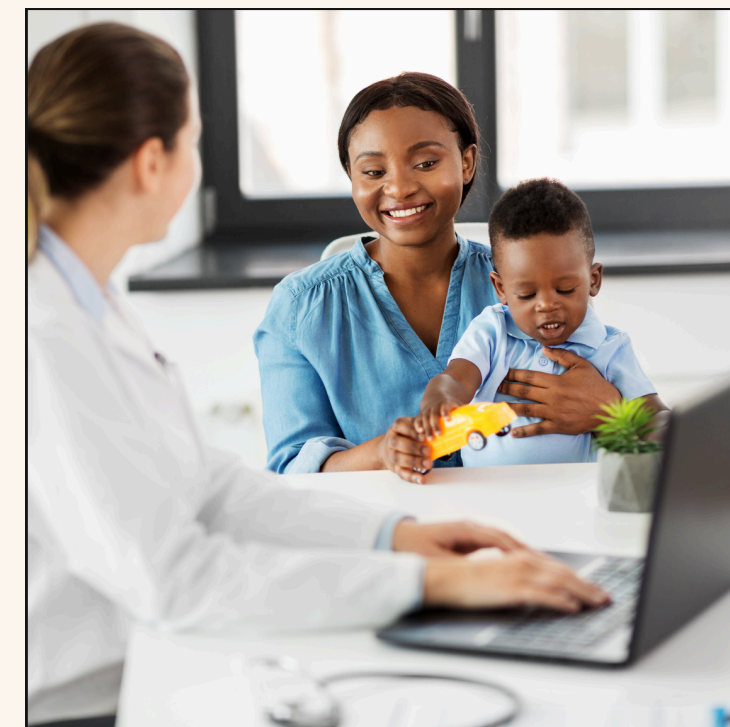


MAY 22

Sutter County Children & Families Commission:

What New Parents Really Need: A Maternal Mental Health Conference

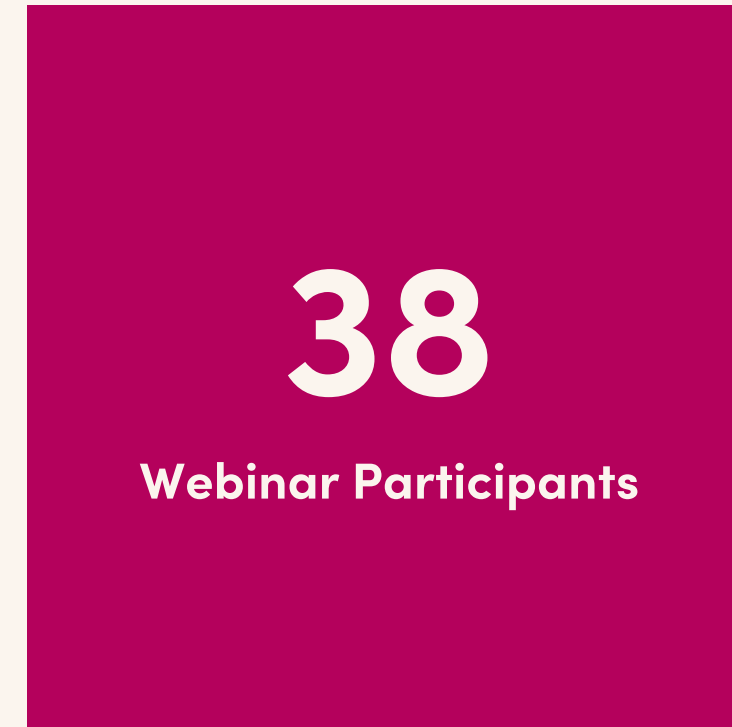
NCIT was excited to promote Sutter County Children & Families Commission's conference, designed for family supporters, healthcare providers, and advocates alike. This informative conference equipped participants with essential tools and resources to address new parenthood and its impact on mental health.



MAY 23

Infant-Toddler Oral Disease Prevention Webinar

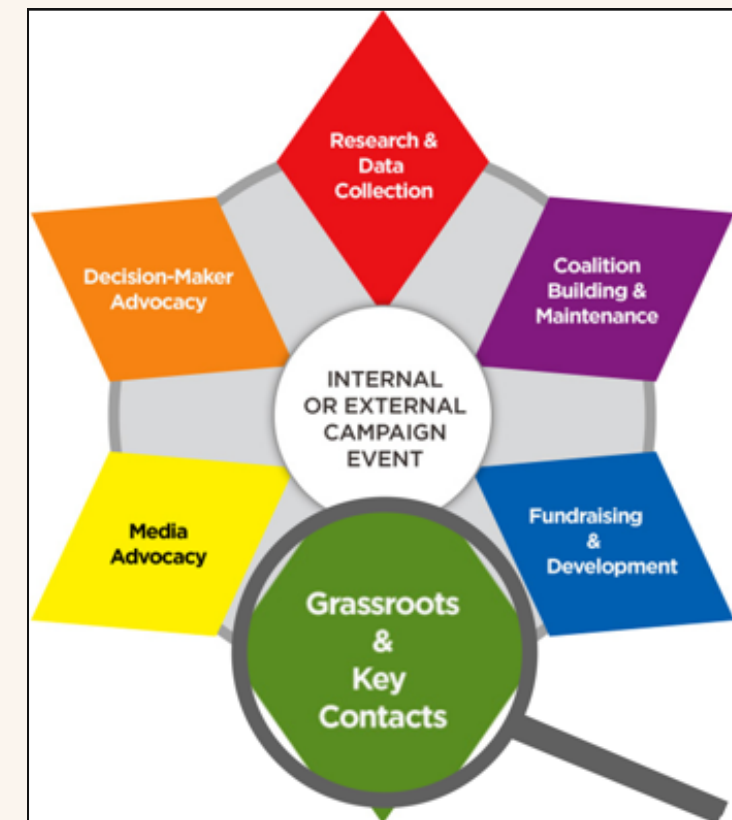
We know there's nothing more precious than a child's smile! The NCIT hosted a vital webinar with Dr. Sue Keller, who shared her expertise on preventing oral diseases in infants and toddlers.



MAY 23

Power Prism®: Grassroots Training

NCIT was thrilled to host the **Power Prism®: Grassroots Training** webinar for advocates. This session emphasized the unique position of grassroots advocates as constituents with direct access to elected officials, offering insights into how to effectively engage them.

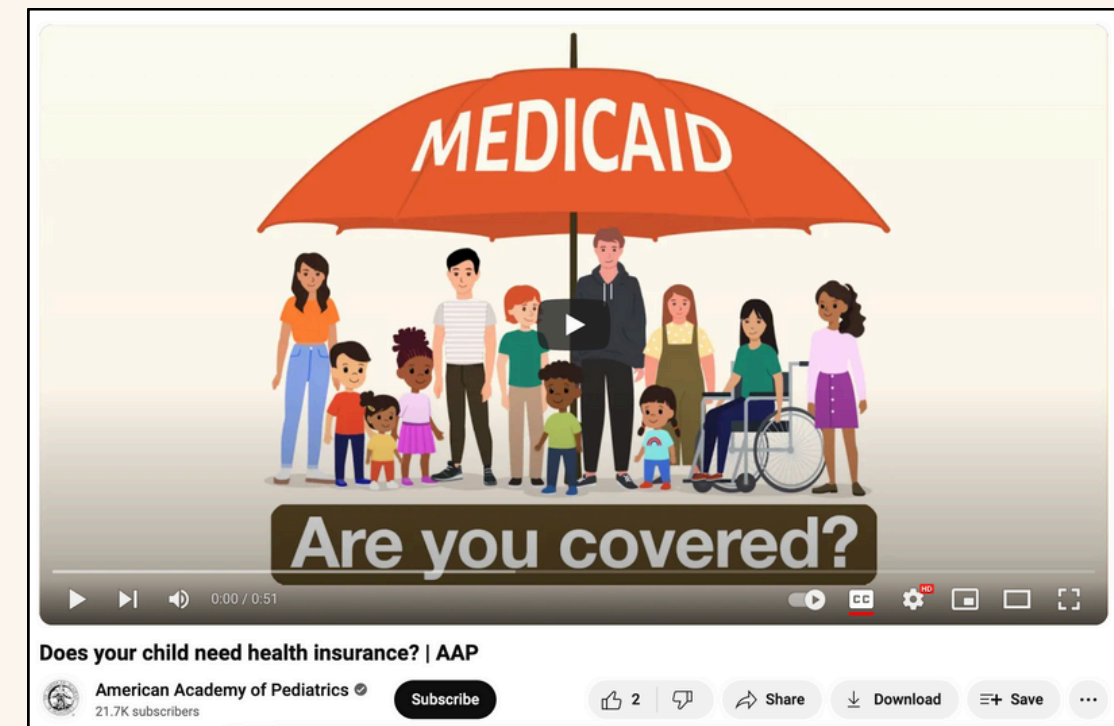


MAY 25

American Academy of Pediatrics Video:

Medicaid Health Benefit Education Video

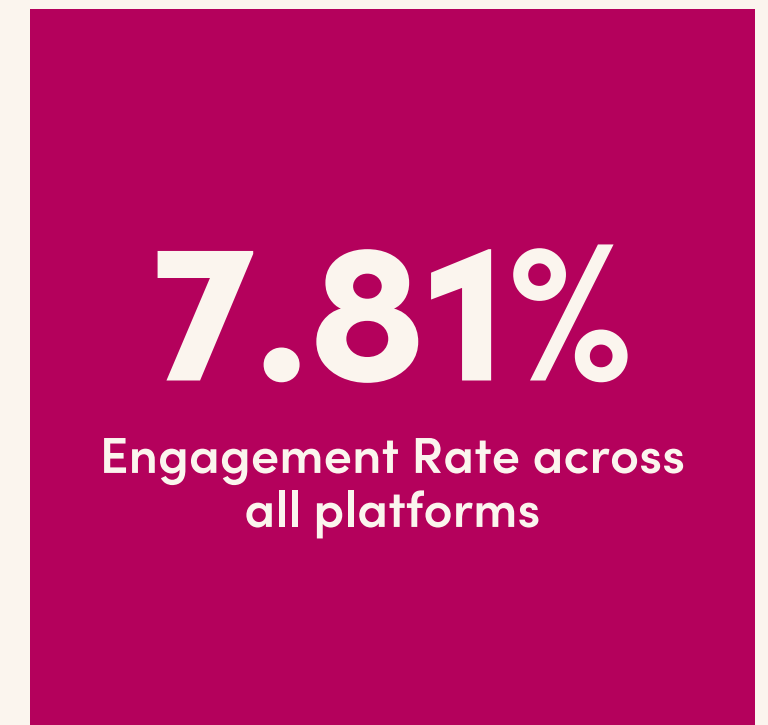
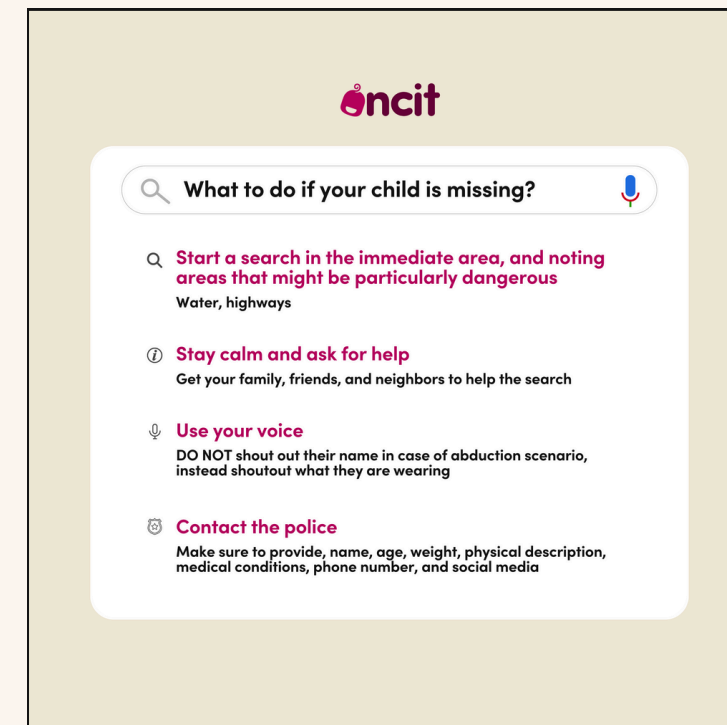
The NCIT spotlighted the American Academy of Pediatrics' video resource for families who may have recently lost health coverage as a result of the ongoing Medicaid unwinding, with helpful insight into how to get coverage for your child.



MAY 25

Missing Child's Day

The NCIT highlighted **Missing Children's Day on May 25th**. This day is recognized as a day to honor those who work tirelessly to find missing children and to serve as an opportunity for families, care providers, neighbors, and communities to learn new tips to help keep our children safe.



MAY 30

**Family & Community
Engagement Peer Group:**

Latino Infant Initiative

We were thrilled to open the May meeting of the Family and Community Engagement Peer Group to everyone! Participants explored the Latino Infant Initiative, a collaboration between UnidosUS and Abriendo Puertas.

This initiative focuses on influencing policies to ensure all Latino infants, toddlers, and their families have equitable access to high-quality, culturally responsive programs that foster healthy development and learning.

99


Webinar Participants

40

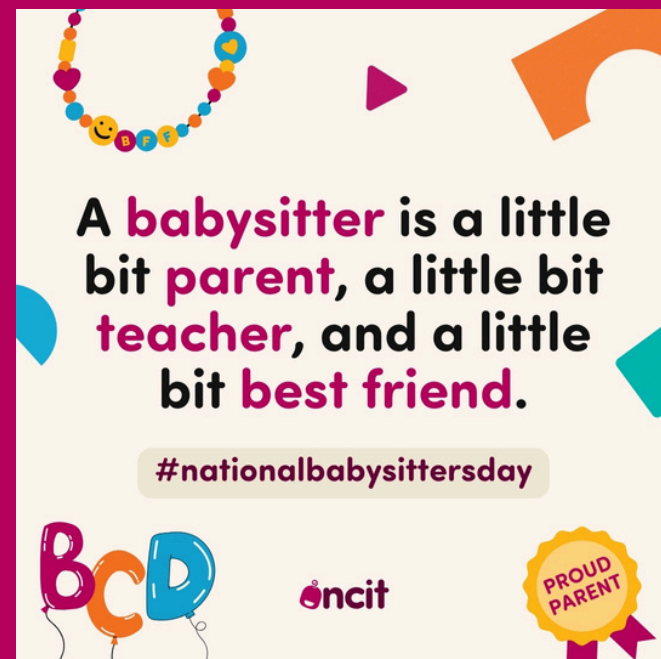
States Represented



Social Content Highlights

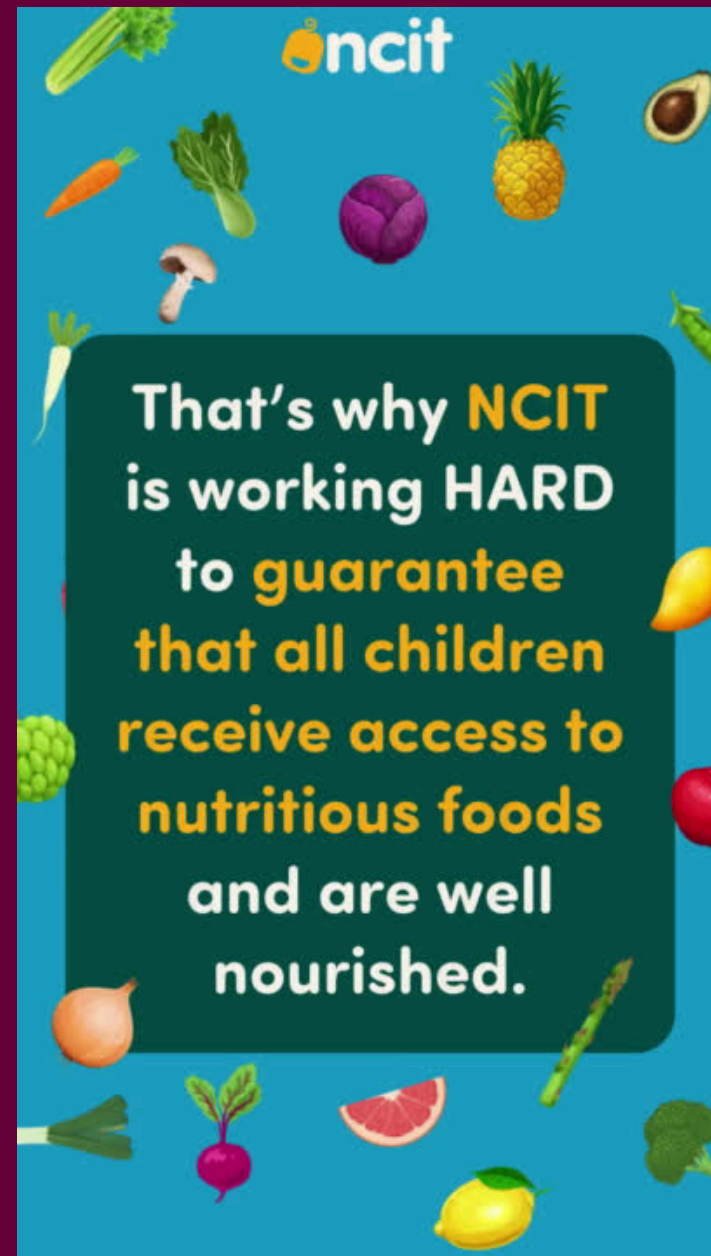
- NCIT's **social focus** was to highlight key holidays, events, collaborations, and partnerships while creating entertaining and educational content for our social media audience.
 - NCIT created over **315 posts** across **5** different platforms.
 - Through our **May All Babies Thrive** social campaign, our online communities were able to get involved in NCIT-focused initiatives, advocacy, and education, which increased sharing and website visits.
 - In May, NCIT gained over **489** new followers and garnered a **9.54%** average engagement rate per post. Promoted content has yielded over **15.9k Page Engagements** for NCIT profiles on Facebook and Instagram.
- 

Social Post Highlights

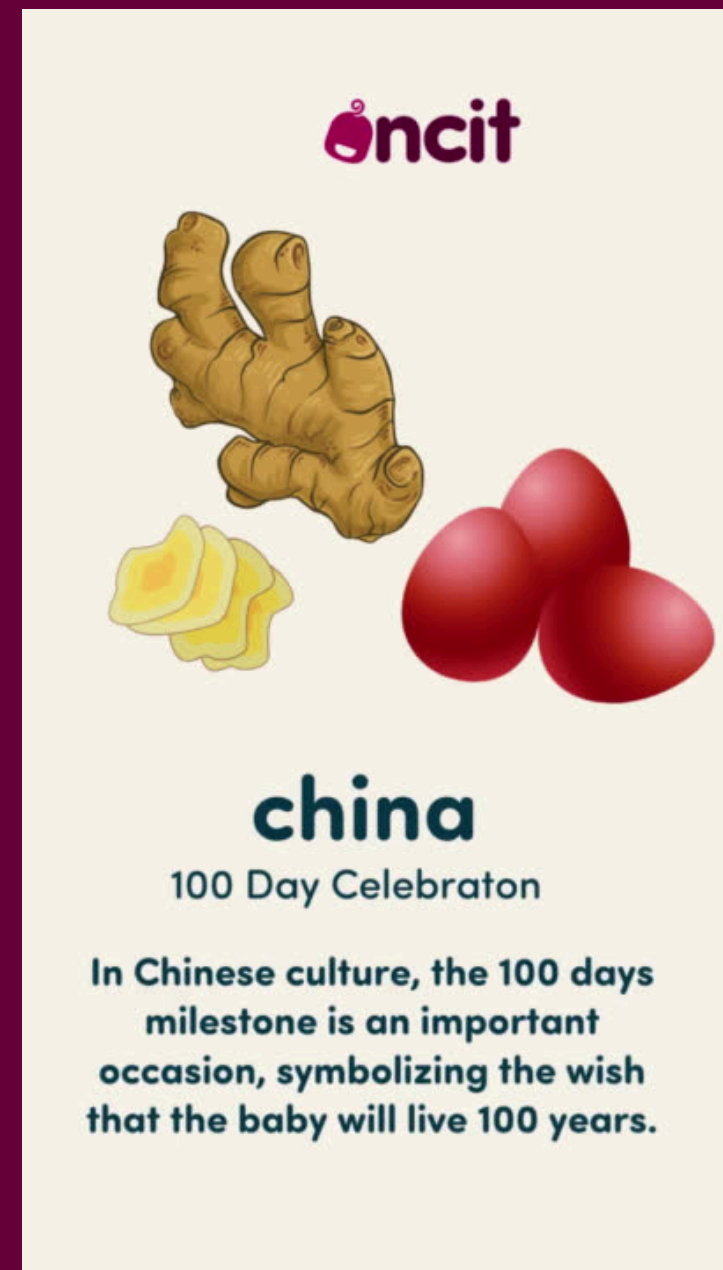


Posts distributed on Facebook, Instagram, Twitter, and LinkedIn

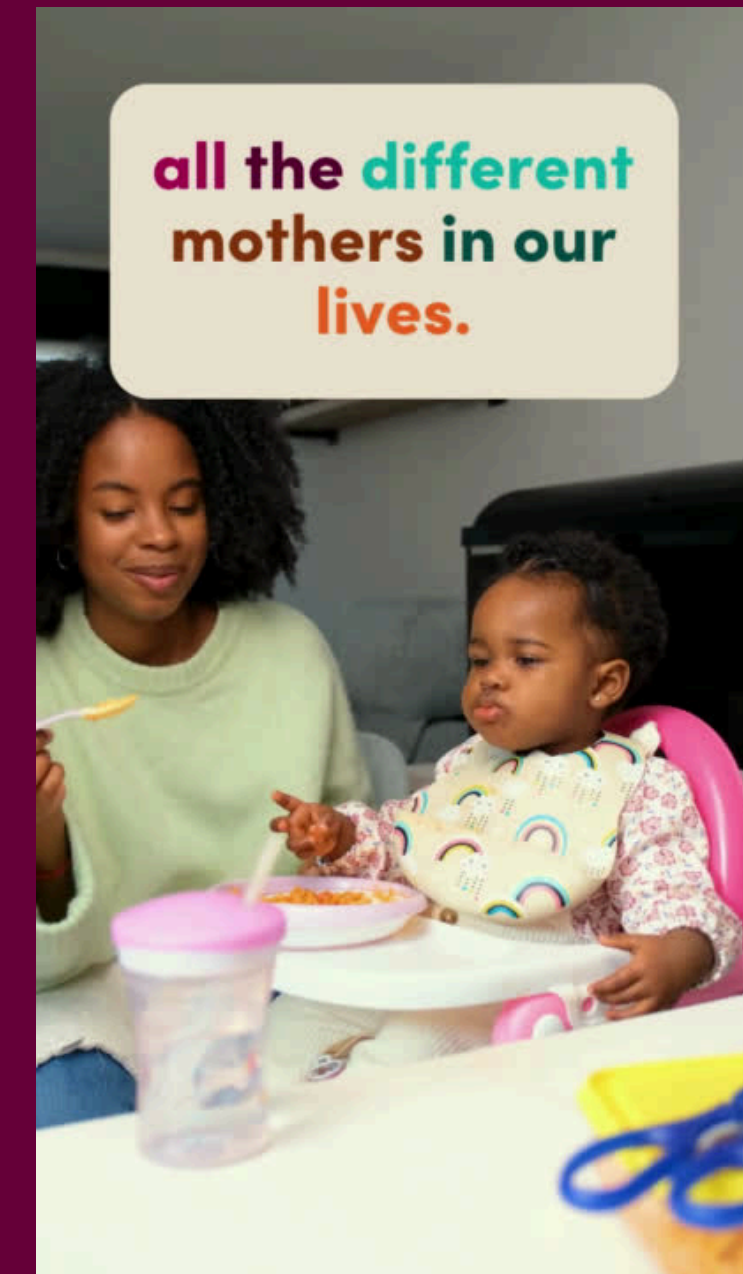
Instagram Reels



Fruits and Veggies Day



Celebrating AANHPI Heritage



Mother's Day

Partner Highlight Posts

Spotlighting NCIT partner organizations

Partner Organization Spotlight



Children At Risk serves as a catalyst for change to improve the quality of life for children through strategic research, public policy analysis, education, collaboration, and advocacy.

ncit

childrenatrisk.org

Children at Risk

Partner Organization Spotlight



Nebraska Early Childhood Collaborative is more than a concept, it's a community, with passionate professionals bringing their vision and mission to life. This team has matched not only our rigorous standards of experience and care, but has exceeded our hopes with their compassion in action.

ncit

nebraskaeearly.org

Nebraska Early Childhood Collaborative

partner organization spotlight



Texans Care for Children is non-profit, non-partisan, multi-issue children's policy organization. We develop policy solutions, produce research, and engage Texas community leaders to educate policymakers, the media, and the public about what works to improve the well-being of Texas children and families.

ncit

txchildren.org

Texas Care for Children

partner organization spotlight



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™

American Academy of Pediatrics is an organization of 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults.

ncit

www.aap.org

American Academy of Pediatrics

partner organization spotlight



The Walls Project leads programs, events, and alliances that work to break through and tear down the societal walls that discourage or prevent people from living safe, healthy, and prosperous lives.


"Our organization offers a bold vision for what's possible in a community, creating pathways for economic prosperity; lifetime learning; creative expression; and healthy living for all, particularly for those impacted by poverty."

ncit

www.thewallsproject.org

The WALLS Project

Posts distributed on Facebook, Instagram, Twitter, LinkedIn



**national
collaborative
for infants
& toddlers**