



FOR OUR BABIES

FOROURBABIES.ORG

A CALL FOR BETTER
BEGINNINGS



For Our Babies Campaign – Talking Points

What is the For Our Babies Campaign?

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:

1. Prenatal Care
2. Paid Leave & Well Baby Care
3. Screening & Follow-Up Services
4. Quality Infant/Toddler Care

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.

What You Can Do?

Help us raise our collective voice and make a difference for our babies by:

- Posting the **For Our Babies** sign (page 1) in a prominent place at work, school, church, car window, etc. and help spread the word
- Taking a photo of your posted **For Our Babies** sign and send it to us at followus@forourbabies.org
- Signing Our Pledge @ www.forourbabies.org/pledge
- Sharing Your Story @ www.forourbabies.org/share
- Volunteering @ www.forourbabies.org/volunteer
- Donating @ www.forourbabies.org/donate
- “Like Us” on Facebook @ www.facebook.com/forourbabies
- “Follow Us” on Twitter @ www.twitter.com/forourbabies