

Sample Social Media Posts and Graphics

Family Economic Stability: Work Supports and Tax Credits

- States that implement policies to support education, employment, and boost wages for parents can improve family economic stability & children's health. <https://rwjf.ws/2J4D2qo> [Insert tag - details below]
 - FB: @RobertWoodJohnsonFoundation
 - Twitter: @RWJF
- [Link](#) to download the social graphic pictured below:



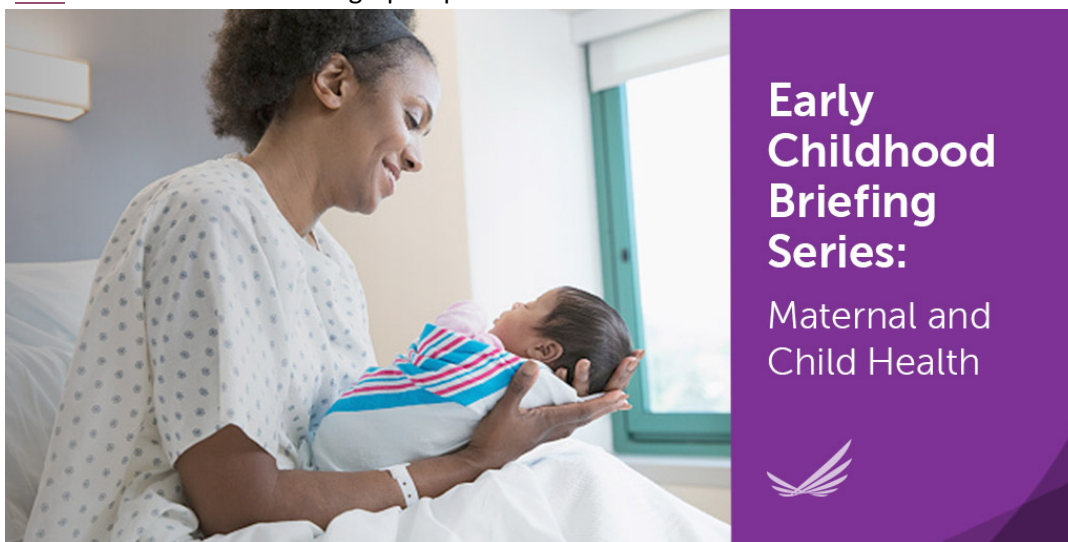
Early Care and Education

- Find out more about how states can design, implement and fund policies/programs that address the early care and education needs of young children and their families. <https://rwjf.ws/2VbJnBY> [Insert tag - details below]
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Maternal and Child Health

- Maternal and infant mortality rates are high, and trends are moving in the wrong direction. State policies can support the multifaceted approaches needed to improve maternal and child health. <https://rwjf.ws/2Wu3i0I> [Insert tag - details below]
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The Importance of the First Years of Life

- Investments in early childhood can advance other state priorities like educational performance, economic development, reductions in crime, and lower spending on health care and special education services. <https://rwjf.ws/2Vkhexw> [Insert tag - details below]
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Healthy Food and Nutrition

- Ensuring all families have access to healthy foods and adequate nutrition is foundational for child development, educational and health outcomes. <https://rwjf.ws/2PSBqRi> [Insert tag - details below]
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Family and Medical Leave

- A vast majority of parents with young children actively participate in the workforce, yet most do not have access to paid family and medical leave. Find out what state policymakers can do to expand access. <https://rwjf.ws/2DVnj8V> [Insert tag - details below]
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Sample E-newsletter Copy

Policies and investments at the state level can go a long way in ensuring children get a healthy start in life. States are laboratories for innovations that influence the health and well-being of its residents, and this role has only expanded with the greater flexibility being given to the states, especially as gridlock in Washington, D.C. inspires more local action.

The Robert Wood Johnson Foundation recently released a series of information-packed issue briefs on [early childhood development](#), all written with a state policy and decision-maker audience in mind.

These six briefs cover topics including family economic stability, early care and education, maternal and child health, the importance of the first three years, healthy food and nutrition, and family and medical leave. Each brief addresses the basics of program structure, financing, and operations; summarizes the available research on health impacts; forecasts the most pressing challenges state leaders will face; and point toward best practices from around the country.

Use these briefs as part of your efforts to educate governors and legislators about key policies to promote healthy development. It's another set of tools to support states in implementing policies that will improve health and well-being within their own borders, and across the country, in the most equitable manner possible.