



## Campaign That Asks "Is it Good for the Children?" Prompts Changes in Kansas City

Campaign to mobilize the community to address the needs of children

### SUMMARY

From 1997 through 1999, the [Partnership for Children](#)—an alliance of Greater Kansas City business, civic, religious, education and philanthropic communities including the Greater Kansas City Community Foundation—developed a campaign to mobilize community support for children and youth in Greater Kansas City.

From 2000 to 2003, the partnership conducted audience research and began to build community support for an improved and expanded system of early childhood care and education in Greater Kansas City.

### Key Results

- In an annual telephone survey of 1,500 randomly selected adults in Greater Kansas City in 1998, respondents reported spending more time with their own and other children. By 1999, 72 percent of the respondents had heard of the #1 Question, of whom 74 percent used the question for decision-making in their daily lives.
- The number of volunteers recorded by the United Way's Volunteer Action Center increased from an annual average of 750 volunteers to 2,593 volunteers in 1998.
- The Partnership for Children influenced change in a number of institutions in Kansas City. For instance, the Ewing Marion Kauffman Foundation contributed \$1,000,000 to establish a scholarship program to improve child-care providers' skills.
- Project staff completed a public education and engagement plan to increase public support and funding for an improved system of early care and learning. They also began to implement the plan through radio ads.

### Funding

The Robert Wood Johnson Foundation (RWJF) made two grants to the Greater Kansas City Community Foundation totaling \$948,095 to support the Partnership for Children.

Other organizations provided more than \$1.4 million in funding. (See [Appendix 1](#) for a complete list.)

## THE PROBLEM

In 1991, the Greater Kansas City Community Foundation and the Heart of America United Way launched the Partnership for Children, an alliance of business, civic, religious, education and philanthropic leaders devoted to improving conditions for children and youth in the two Kansas and three Missouri counties that comprise Greater Kansas City.

The Partnership for Children advocates for children in the areas of health, child care, safety and security, youth development and education. Since 1992, it has issued annual "Report Cards" that measure progress in these areas. When the Report Card was first issued, the overall grade was a D+: half the city's very young children were not immunized, one-quarter of the city's freshmen would not graduate from high school, one-fifth of all babies were born to mothers without prenatal care and one-sixth of all young children lived in poverty. Non-white babies were twice as likely as white babies to die in their first year.

In 1995, the Partnership for Children began to look beyond traditional advocacy to develop ways to engage large numbers of citizens in positive personal and organizational behaviors on behalf of children. The initiative that resulted was a social marketing campaign called *The #1 Question: Is It Good for the Children?* (Social marketing uses commercial marketing tools—such as audience research—to guide campaign development and delivery, but the campaign "sells" behaviors that benefit individuals and society rather than a commercial product.)

The #1 Question Campaign would encourage community members to take positive steps to foster the well-being of their children and the community's future by applying one question—*Is it good for the children?*—to everything they did within their homes, neighborhoods, schools, businesses, places of worship, and in issues of public and corporate policy.

## CONTEXT

Although RWJF does not have an explicit goal to improve children's health, a substantial portion of its funds have supported children's health initiatives; from 1972 to 2000, RWJF provided more than \$860 million to improve children's health and health care. Over the same period, RWJF's funding emphasis shifted away from using carefully evaluated demonstration programs to test new solutions, to supporting projects and programs that used focused collaboration to try to improve multiple health-related outcomes within a community or region.

When the first grant for this social marketing campaign was made in 1996, staff members in a group that addressed the goal of improving access to health care had focused attention on improving the health and safety of children in distressed urban communities, including the development of substance abuse prevention programs, violence prevention programs, and after-school programs.

Efforts in this area had led to a national program called the *Urban Health Initiative: Working to Ensure the Health and Safety of Children*, a program to work closely with five cities for a period of up to 10 years in an effort to improve the health and safety of their young people.

RWJF staff considered the Partnership for Children's #1 Question Campaign consistent with their goals for children's health initiatives because it proposed to improve the health of children in an urban area and make the region a better environment for children.

Because research shows that nurturing and responsive relationships during the first three years of life are crucial to the brain's development and the child's ability to function in later years, RWJF went on to provide partial support between 1997 and 2000 for the Early Childhood Public Engagement Campaign (see [Program Results Report](#) on ID#s 030977 and 031746).

This \$21 million national campaign sought to raise public awareness about the importance of early childhood development, increase public will to make high-quality resources and services available to families and improve programs and policies for young children and families.

## THE PROJECT

From 1997 through 1999, staff from the Partnership for Children used funds from RWJF (grant ID# 030376) to develop and implement a social marketing campaign—*The #1 Question: Is It Good for the Children?*—to mobilize community support around children and youth in Greater Kansas City.

From 2000–2003, project staff used a second RWJF grant (grant ID# 038023) to apply the support garnered for children during the first grant to the accomplishment of a specific objective: namely, support to improve and increase access to early childhood care and education in Greater Kansas City.

In addition to the grants from RWJF, seven other organizations provided more than \$1.4 million in funding from 1997 to 2003. Many others contributed in-kind support. See [Appendix 1](#) for a complete list.

## **ID# 030376**

The first phase of the campaign sought to:

- Increase involvement of adults in the lives of children, as measured by the amount and type of support they provide to youth.
- Double volunteerism among adults.
- Increase by 10 percent the volunteerism among youth ages 16 to 21.
- Increase the adoption of child-friendly corporate policies.
- Consideration of public policy decisions in light of the #1 Question.
- Increase immunization rates from 72 percent to 90 percent.
- Increase positive alternatives to youth violence.
- Increase child care provider training and compensation to child care workers.

Although the project initially proposed to establish a fund to help finance the opening of public schools during non-school hours, they later dropped this goal in order to focus on early childhood care and education, hoping other organizations would pick it up.

The project employed a combination of marketing techniques, outreach and collaboration to build public awareness of the campaign, persuade people to ask "Is it good for the children?" in all decision-making and advance campaign goals. Project staff launched the campaign in April 1997 and built public awareness through a six-week media "blitz" of paid television, radio and print advertising. Television advertising was repeated in October 1997 and March 1998; radio ads and unpaid media coverage continued through 2000.

Project staff personally contacted some 450 area business, civic and religious leaders to enlist their support, encouraging them to adopt the question as a guiding principle in their places of business, spread information about the campaign and persuade others within their sphere of influence to use the #1 Question in all decision-making.

To achieve changes in institutional behavior and policy, project staff formed collaborative partnerships with regional and local community-based organizations and agencies, faith communities and business groups. They included groups such as the Heart of America United Way, the Metropolitan Council on Child Care, the Kansas City Star, YouthNet (a nonprofit organization that promotes after-school youth development programs), the Mid America Immunization Coalition, the Greater Kansas City Chamber of Commerce and local school districts (see [Appendix 2](#) for an expanded list).

The Partnership for Children contracted the Corporate Communications Group, a nationwide communications firm, to develop television, radio and print ads for the campaign and to book all their media buys. To assess changes in public awareness and behavior in relation to children's well-being, the partnership contracted the Work Group on Health Promotion and Community Development of the University of Kansas to conduct a telephone survey of adults in Greater Kansas City annually from 1997 to 1999.

## **Results**

Project staff reported changes in public attitudes, behaviors and organizational policy on behalf of children as a result of The #1 Question Campaign, although they did not report to RWJF progress toward all goals.

- **An annual telephone survey of 1,500 randomly selected adults in Greater Kansas City was conducted from 1997 to 1999.** It recorded respondents' awareness of the campaign, time and activities with children, volunteer activities, support of youth organizations and other actions to support the well-being of children, such as voting on certain issues.
  - **In 1997, 92 percent of respondents said it was "extremely important" or "important" for adults in the metropolitan area to ask the #1 Question when making decisions in their own lives.**
  - **Respondents in 1998 reported spending more time with their own and other children "at home," "in places of worship" and "in the neighborhood."** Time adults spent with children in places of worship increased again from 1998 to 1999.
  - **Some 82 percent of respondents in 1998 said they gave money to agencies serving children and youth during the past 30 days, a 15 percent increase over baseline data from 1997.**
  - **In 1999, 72 percent of the survey respondents had heard of the #1 Question, of whom 74 percent used the question for decision-making in their daily lives.** Some 91 percent used the question for decision-making at home, 41 percent for decisions in the neighborhood, 35 percent for decisions in places of worship, 34 percent for decisions in school, 30 percent for decisions in a place of business and 21 percent for decisions in health care.
  - **Volunteering to work for organizations or agencies serving children and youth among respondents and doing things directly with children at the organization of agency increased significantly from 1998 to 1999.**
  - **Between 1998 and 1999, respondents voting on a school-related issue increased from 41 to 50 percent.**

- **The number of volunteers recorded by the United Way's Volunteer Action Center increased from a six-year average of 750 volunteers per year to 2,593 volunteers in 1998.** The center received 1,656 additional calls from potential volunteers that did not result in referral to an agency or organization.
- **The Partnership for Children influenced change in a number of institutions in Kansas City.** According to *Implementing a Social Marketing Effort* by the University of Kansas Work Group for Health Promotion and Community Development [online](#), these included "Bank of America and Utilicorp adopting a flextime policy so their employees could volunteer with youth up to two hours a week and the Ewing Marion Kauffman Foundation granting \$1,000,000 for scholarships to improve child-care providers' skills. The community's response to the #1 Question Campaign indirectly brought about changes that would benefit area children and youth, too. One group used the question as a way to defeat a proposed zoning change that would have allowed any convenience store with two or more gas pumps to sell liquor in their community. Another used it as a rallying point to prevent the establishment of a self-wash car wash near several schools and churches because community members were concerned about potential drug-dealing activities at the site. In choosing to support a referendum to establish new park space, voters were encouraged to consider the #1 Question when in the ballot booth."
- **The number of adults serving as role models for young people in the YouthFriends program increased from 1,500 in 1996 to 3,000 in 1997.** Several area employers adopted policies that provide release time for employees to participate in YouthFriends.
- **By 2000, More than 250 civic, business, legislative, school and faith groups had formally or informally adopted the #1 Question as a guiding principle, and civic institutions and leaders considered the question in policy decisions.** Groups included three area city councils (Independence, Mo., Kansas City, Mo., and Belton, Mo.), the Greater Kansas City Chamber of Commerce, the Junior League of Kansas City, Missouri, and three of the 11 school districts in Greater Kansas City. The City Council of Kansas City, Mo., passed a resolution to print the #1 Question—*Is it good for the children?*—on all purchase orders and on fact sheets that accompany new resolutions being considered by the Council. In the "Kansas City State of the City Address," the mayor cited the #1 Question as the guiding principle for the city.
- **The #1 Question was used to rally voters to defeat proposed legislation considered unhealthy for children and to support policies to benefit children.** In 1999, the #1 Question Campaign was influential in the defeat of a Missouri constitutional amendment to allow citizens to carry concealed weapons. In 1997 and 1998, four local Missouri school districts—Belton, Raymore-Peculiar, Hickman Mills and Lee's Summit—used the #1 Question to help persuade voters to pass a bond levy.
- **The immunization rate for children birth to age three in public health clinics moved from 51 percent in 1995 to 85 percent in 2000.**



- **The Partnership for Children and Heart of America United Way (its co-founder) collaborated on a project to assist child care centers in reaching national accreditation.** From 1997 to 2001, the number of accredited early childhood education centers increased from 15 to 73.

## **ID# 038023**

In 2000, when the #1 Question Campaign had become perhaps the most advanced community-based social marketing campaign in the nation and had served as a model for other communities, RWJF provided additional funding to support a second phase of the campaign similarly focused on harnessing community will to make improved early childhood care and education available to all local families.

RWJF had also supported Healthy Steps: A Program to Improve Early Childhood Development (see [Program Results Report](#) on ID#s 031255 and 040304) and the nurse home-visitation work of David Olds (see [Program Results Report](#) on the *Nurse-Family Partnership Program*).

The second phase of the project (2000–2003) proposed to take broad community support developed during campaign and apply it to two goals: increase funding for an improved and expanded early care and learning system so that children in Greater Kansas City have access to affordable early care and education, and increase family-friendly workplace policies. To this end, the Partnership for Children staff established the Early Learning Board—a group of civic, business and philanthropic leaders—to maintain the focus of the campaign, develop strategies and leverage additional funds.

Project staff produced television and radio ads on the need for quality early care and education and began to air them in late 2001. However, staff decided to put off the full-blown campaign that had been planned, when discussions within the Partnership for Children led to the conclusion that without more research to understand leaders' and other individuals' attitudes toward this issue, the campaign would be unsuccessful.

With permission from RWJF, Partnership for Children staff reallocated a portion of the grant funds to conduct audience research. In 2002, the partnership contracted VML, a nationwide advertising agency, to use the information gathered through the research to create a public engagement plan. See [Results](#) for details on the research and plan.

## **Results**

- **Project staff, their collaborators, VML and research subcontractors conducted research to understand leaders' and voters' attitudes toward early childhood care and education, and their willingness to provide funding.** For key findings and recommendations from the research activities listed below, see [Findings and Recommendations](#).

- To determine the level of civic leadership support for the issue, project staff interviewed 19 representatives of local entities (including philanthropic foundations, early childhood service providers, business leaders, nonprofit organizations and the U.S. Department of Health and Human Services) from August to September 2001.
- In December 2001, the Washington-based Global Strategy Group, a research and communications firm that specializes in analyzing voter attitudes, conducted four focus groups to learn how voters in Greater Kansas City felt about early learning.
- In February 2002, Public Opinion Strategies, a national political and public affairs research firm, conducted a telephone survey of 1,000 registered voters in Greater Kansas City to determine their views, perceptions and willingness to fund early learning programs with public funding.
- **Project staff completed a research-based public education and engagement plan to increase public support and funding for an improved system of early childhood care and learning.** The plan addresses:
  - Organizational issues, such as the appointment of a Public Engagement Coordinating Committee comprised of representatives from local advocacy groups, the administrative structure of the campaign and the deployment of resources statewide in both Missouri and Kansas.
  - Educational strategies, including networking among key stakeholders (labor, trial lawyers, Chambers of Commerce, teachers' groups and women's organizations), meetings with legislators and the formation of a cadre of volunteers called the Children's Corp.
  - Strategies to motivate voters, primarily through groups advocating on behalf of children's concerns and reaching voters through direct mail, phone and radio.
  - Timeline and budgetary concerns. The campaign began in 2004 and will continue for three years (see [Afterward](#) for details).

## Findings and Recommendations

Findings the Partnership for Children reported from their research included the following:

### ***Selected Findings from Interviews with Children's Advocates, Private Funders and Policy Leaders***

- **An overwhelming majority of the 19 people interviewed believed that the quality of the existing system of early childhood education should be the region's first priority.** Targeted strategies to improve the existing system should be sustained and/or expanded before tackling other issues that impact young children (e.g., connections to health care).



- **Participants felt that the key cornerstones of an early education system were education, compensation to attract and retain staff and accreditation so that parents have objective criteria by which to judge their early education options.** Funding issues elicited the greatest skepticism and disagreement among participants. For instance, service providers and child advocates were most likely to envision a comprehensive system built on public funding, while civic and business leaders preferred to postpone the issue of public funding until first implementing other quality improvements and exhausting existing sources of funding.
- **Participants noted a number of significant hurdles in gaining support for a comprehensive early education system, including the following:**
  - **Garnering public education support without creating negative associations will be a troublesome tightrope.** Most participants adamantly believed that associating an early education system with the local school district would be politically unacceptable. Association with existing "low income" programs could hinder widespread support because parents might react with the view that "my tax dollars" would go out of "my neighborhood" to help "somebody else's kid across town."
  - **Early childhood education in Greater Kansas City lacks a powerful, persuasive champion.**
  - **A system focused on center-based care may stumble over longstanding cultural beliefs about parental responsibilities.** The notion of "state involvement" in early care suggests an undermining of family responsibilities that many find distasteful.

## Recommendations

- **What makes the system good may not be what sells the system.** Provider education, compensation and accreditation appear to be cornerstones of a quality early childhood education system, but they are hard to explain and costly to implement. While these components represent the "engine" that makes the system function properly, they may not be the "features" that sell the concept.
- **The funding debate requires rethinking the project's scope and implementation.** Funding promises to be the most volatile issue in creating an acceptable early childhood educational system. The larger the geographic scope of this undertaking, the more contentious the debate will become.
- **Developing a single positioning strategy probably will not succeed in Kansas City.** Given the difficulty of building bi-state public consensus around a single, clear position without a strong, top-down initiative or political champion, it may be advisable to develop and test a segmented approach to rolling out the campaign.

### ***Selected Findings from Four Focus Groups on Brand Positioning***

- **More than half the 52 focus group members preferred that a metrowide early education system be positioned as a "parent's resource."** The concept was appealing because it seemed to resonate with the widespread belief that parents are the first and most important teachers. Participants felt less strongly about a positioning strategy focused on "strengthening the education foundation" and "improving quality." Participants viewed the concepts of "ready for kindergarten" and "insuring that children were on track" even more tepidly.

### ***Selected Findings from the Survey of Registered Voters***

- **Of the 1,000 registered voters surveyed, 27 percent said education was the most important problem in the Greater Kansas City area.** Some 15 percent chose transportation, 14 percent the economy, 13 percent crime, 5 percent taxes and 4 percent state government.
- **Some 69 percent of the voters surveyed believed that birth to five learning is most important to the child's development.**
- **Of those surveyed, 45 percent believed that investing public funding in elementary schools would be the best way to improve the quality of learning for children.**
- **Kansas City area voters responded favorably to the idea of a program that provides "expanded access to parent education and high quality early learning programs" and equally well to a program that would improve "the quality of teaching in early learning programs."** Both concepts won majority support for raising local taxes.

### ***Recommendations***

- **With education being a top concern across the region, the political environment is ripe for a discussion of the early childhood learning issues.**
- **Voters understand the importance of early learning but have not considered public funding for these programs their responsibility.** Although the majority stated that they believe early childhood learning is most important to development, few cited it as a prime concern. This discrepancy provides leverage to re-cast early childhood learning as part of the public trust.
- **A combination of features from the "parent education" and "teacher quality" programs would attack early learning challenges both at home and at school.** Preference for one program type seemed to be driven by attitudes toward the parents' role in education. Those favoring teacher quality programs stated that they believed parents fail as early childhood educators. Those who favored parent education stated their belief that the responsibility for early learning rests with parents.

## Communications

In April 1997, project staff held a major press conference at the Kansas City Zoo to launch the #1 Question Campaign. For the first grant (ID# 030376), project staff worked with the Corporate Communications Group to produce and air at least 14 television ads and four radio ads. Advertising vehicles included paid television, radio and print advertisements, flyers, bumper stickers, billboards, posters on buses and other collateral materials. The Kansas City Royals baseball team aired a 15-second public service announcement for the campaign on the stadium Jumbotron during each home game in 1997.

In the seven years since the campaign was launched, the advertising resulted in more than 250 references to and opinion pieces about the #1 Question in local media—e.g., newspapers, radio and television. The *Kansas City Star*, a collaborating organization, published the great majority of these articles. Local ABC, NBC, CBS and Fox broadcast affiliates covered the campaign in news programs. Project staff uses the Partnership for Children's general database of 46,000 people to distribute communications about the campaign, along with other information concerning child and youth issues.

The Partnership for Children also collaborated with KCUR-FM in the RWJF-funded national program, *Sound Partners for Community Health*, a program to enable local public radio and TV stations to create special health care programming and partnerships for community actions (for more information see [Program Results Report](#)). Their programming focused on childhood immunization. (For more about *Sound Partners*, see the RWJF Anthology, *To Improve Health and Healthcare, 2001*.)

During the second grant (ID# 038023), project staff developed and broadcast nine 60-second ads on the critical need for quality early education in the *Fall 2001 Radio Campaign*, and made numerous presentations to organizations throughout the Kansas City area. Project staff produced five reports (including three by VML, the consultant) that describe the research and detail the findings. Further information about the #1 Question Campaign and other work of the Partnership for Children can be found at their [website](#). See the [Bibliography](#) for more details.

## LESSONS LEARNED

### 1. Research can sometimes help multiple stakeholders reach consensus.

Stakeholders in this project—including the business community, charitable foundations, educators, public officials, child care providers and the public—came to the table with varying levels of interest about the value of sustained public investment in quality early learning. To address this challenge, project staff conducted a series of opinion surveys and focus groups that they used to inform their communications strategy and targeted messages. Staff also addressed this challenge by investing in the

completion of a public engagement/public education campaign. (Project Director/Ellis)

2. **Increasing contact with and activities to educate elected officials at the state and local levels may help preserve existing funding when political and/or economic environments are fluctuating.** Political philosophies and levels of funding often change with each new administration at local, state and federal levels. The struggling economy presents its own set of challenges, because it fosters uncertainty across the public and private sectors (in addition, this initiative struggled with the impact of post-September 11th budget tightening in both sectors). At the same time, a struggling economic environment makes the education of elected officials and public administrators even more critical, particularly when efforts to support families compete for funding against other government functions. To address this challenge, project staff increased their education of, and interaction with, state and local elected officials, and achieved a measure of success in preserving current levels of funding for early learning. (Project Director/Ellis)
3. **As campaign goals change, staff must adjust campaign messages to reflect the new goals and raise sufficient funds to sustain paid advertising.** The campaign raised public awareness of children's issues and secured commitments from adults to use the #1 Question in their decision-making, but it did not change other adult behaviors (for example, donating money). Because a communication campaign can change only the specific behavior it targets (such as decision-making), new messages must be designed and delivered to the audience as the campaign goals change. A larger budget for paid media and revised messages might have changed more adult behaviors. (Project Director/Caccamo)

## AFTERWARD

Although extended into 2003, RWJF's second grant for the #1 Question Campaign was originally scheduled to end in 2001. As staff at the Partnership for Children looked for sustainable funding and felt the challenges posed by post-September 11th cutbacks in public and private funding, they seized an opportunity to reframe the early learning initiative to appeal to a larger body of funders. Research the Partnership had conducted for another of its initiatives, Voices for Children, found that broad and sustained public support existed for after-school programs, in part because parents believe these programs keep their children of all ages safe.

In 2001, the Partnership for Children convened organizations in Greater Kansas City to address out-of-school-time care for young children coupled with activities for older youth. Participating organizations include the Local Investment Commission; Boys and Girls Club; YMCA; area school districts; Youth Opportunities Unlimited; and YouthNet. In 2002, the group launched an initiative called the Network of Opportunity for Children

and Youth. The goals of the network, into which the Partnership for Children folded its early learning campaign, include:

- Supporting programs in meeting quality standards, including workforce development and expanding the skills and knowledge of teachers and staff.
- Helping families connect with quality programs and learn about the benefits of quality learning experiences for children of all ages.
- Increasing public awareness and understanding of the importance of making high-quality programs available to all children.
- Investigating financing strategies that offer feasible options for sustaining the Network of Opportunity.
- Investigating options for the governance of a metropolitan-wide agency to collect and disperse public and private funds.

The Partnership for Children staff used a \$50,000 grant from the Greater Kansas City Community Foundation to complete a business plan for the Network of Opportunity and a \$20,000 grant from the Ewing Marion Kauffman Foundation to engage expert readers to review the plan. In May 2003, the Greater Kansas City Community Foundation awarded a four-year, \$1 million grant to support the public education and engagement campaign. The partnership will use a \$1 million grant from the U.S. Department of Education's Fund for the Improvement of Education awarded in 2004 for program development and implementation.

On May 17, 2004, the Partnership for Children announced the start of their Missouri public engagement campaign for the Network of Opportunity by circulating a press release to more than 400 television, radio and news sources across the state. The partnership continues to seek funds to complete the early learning campaign.

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Grant ID# 30376, 38023

Program area: Vulnerable Populations

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## APPENDIX 1

### Other Funders

*(Current as of the end date of the program; provided by the program's management; not verified by RWJF.)*

Funders from 1997 to 2003 included:

- American Academy of Matrimonial Lawyers, \$3,500
- Blue Cross/Blue Shield, \$15,000
- Francis Families Foundation, \$75,000
- Kaiser Permanente, \$40,000
- Kansas Health Foundation, \$100,000
- Ewing Marion Kauffman Foundation, \$1,000,000
- Partnership for Children, \$99,640

The following organizations contributed significant in-kind support:

- Coalition of Community Foundations for Youth
- Columbia HCA Hospital
- Corporate Communications Group
- DDB Needham Advertising
- Greater Kansas City Community Foundation
- Hall Family Foundation
- Heart of America United Way
- Junior League of Johnson and Wyandotte County
- Junior League of Kansas City, Missouri
- Kansas City Area Transportation Authority
- Kansas City Star
- KCUR FM
- Partnership for Children
- YouthFriends



## APPENDIX 2

### Selected Collaborators

*(Current as of the end date of the program; provided by the program's management; not verified by RWJF.)*

Ad Hoc Group Against Crime	Local Investment Commission
Corporate Communications Group	Local school districts
Ewing Marion Kauffman Foundation	Maternal Child Health Coalition
Faith communities	Metropolitan Council on Early Learning (formerly the Metropolitan Council on Child Care)
Francis Families Foundation	Mid America Immunization Coalition
Greater Kansas City Chamber of Commerce	Missouri Citizens for Children
Greater Kansas City Community Foundation	Missouri Department of Elementary and Secondary Education
Heart of America United Way	Missouri Department of Health
Junior League of Johnson and Wyandotte County	Missouri Department of Mental Health
Junior League of Kansas City, Missouri	Missouri Department of Social Services
Kansas Action for Children	Partners in Quality
Kansas City Civic Council	YouthFriends
<i>Kansas City Star</i>	YouthNet
Kansas Department of Health	
KCUR FM (NPR affiliate; Sound Partners)	

## BIBLIOGRAPHY

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### Reports

*Greater Kansas City's Children Prepared for Success in School: A Business Plan for Building the Infrastructure for High-Quality Early Intervention.* Kansas City, MO: Metropolitan Council on Child Care, 2001.

"How Can YOU Help Spread the Message of the #1 Question Campaign?" Kansas City, MO: Partnership for Children.

"Is It Good for the Children? Fact Sheet" Kansas City, MO: Partnership for Children.

"Is It Good for the Children? In Business" Kansas City, MO: Partnership for Children.

"Is It Good for the Children? In Health Care" Kansas City, MO: Partnership for Children.

"Is It Good for the Children? In Homes" Kansas City, MO: Partnership for Children.

"Is It Good for the Children? In Neighborhoods" Kansas City, MO: Partnership for Children.

"Is It Good for the Children? In Worship" Kansas City, MO: Partnership for Children.

Partnership for Children. *Is It Good for the Children: Focus Group—A Fountain of Knowledge.* Kansas City, MO: Partnership for Children, 1997.

VML. *Branding and Marketing Recommendations, Greater Kansas City Early Learning System.* Kansas City, MO: VML, 2002.

VML. *Bridging the Gap—Building Sustainable Support: 2002 Communications Strategy.* Kansas City, MO: VML, 2002.

VML. *Bright Now—Public Engagement Plan and Budget.* Kansas City, MO: VML, 2002.

"What if your next decision were guided by one simple, elegant question?" (brochure) Kansas City, MO: Partnership for Children.

"Whom Can I Contact to Become Involved with Children?" (brochure) Kansas City, MO: Partnership for Children.

### Audio-Visuals and Computer Software

*#1 Question Awareness Television Commercials.* Twelve 15-second commercials featuring community members asking others to use the #1 Question in making their decisions. Kansas City, MO: Partnership for Children. Aired in 1997.

*#1 Question Awareness Television Commercials.* Two one-minute television commercials asking members of local associations to use the #1 Question in making their decisions. Kansas City, MO: Partnership for Children. Aired in 1997.

*Kansas City's #1 Question.* Video on getting citizens involved with children and to build awareness of the #1 Question Campaign. Kansas City, MO: Partnership for Children, 1997. Aired on KMBC-TV 9 (ABC affiliate) during January 1998.

*Kansas City's #1 Question.* Audio on having citizens make a promise to their children regarding the use of the #1 Question in their decision-making. Kansas City, MO: Partnership for Children, 1998.

*#1 Question Commitment Radio Commercials.* Four one-minute radio commercials asking member of local associations to make a promise to use the #1 Question in making their decisions. Kansas City, MO: Partnership for Children. Aired during April and May 1998.

*Fall 2001 Radio Campaign.* Kansas City, MO: Partnership for Children. Aired November 1, 2001 to December 14, 2001. Nine 60-second advertisements on CD-ROM.

## **Survey Instruments**

"Family/workplace Policies Survey." Partnership for Children, fielded April 1998.

"Health and Our Children Survey." Partnership for Children, fielded April 1998.

"Behavioral Survey of Community Caring for Children and Youth." University of Kansas, fielded June–July 1997.

"Second Behavioral Survey of Community Caring for Children and Youth." University of Kansas, fielded July 1998.

"Third Behavioral Survey of Community Caring for Children and Youth." University of Kansas, fielded July 1999.

## **Grantee Websites**

<http://pfc.org/issues> features a brief description of the #1 Question Campaign with links to other Partnership for Children initiatives. Kansas City, MO: Partnership for Children.