

Dear Kids Count release partners:

Thanks to all of you who have participated in the briefings and others who have expressed interest in the Jan. 24 release of the *Kids Count in Michigan Data Book 2011: Health Matters*.

We'll be making the report and press release available to reporters Jan. 19 on an embargoed basis. Please send reporters to jputnam@milhs.org for access to the embargoed report as we need to confirm that they agree to the embargo before allowing them access to the materials. The embargo lifts at 12:01 a.m. (That means you can't print or air any data prior to Jan. 24. If something airs or is posted at 11 p.m. Jan. 23, it breaks the embargo but anything after midnight does not)

As reporters agree to the embargo, we'll give them local advocates' contact information and let you know the names of the reporters who have agreed to the embargo.

Three things you can do now:

1. Read the embargoed report and look for areas where your county is doing well or doing poorly compared with other counties (No. 1 is the best ranking in the state.)
2. Join with other advocates in your area to coordinate a release or a message.
3. Be ready to comment; write a statement or press release (see attached template); or plan a press event.

(Note: It's OK to call reporters to talk up the coming release, letting them know embargoed copies will be available from MLHS starting Jan. 19)

Three things you can do Jan 19-Jan 24

1. Talk with reporters who have agreed to the embargo and have been given access to the embargoed site. We'll let you know who they are.
2. Hold a press event Jan. 24
3. Send your statement/press release on Jan. 24

(Note: Please let Michele Corey Michele@michiganschildren.org know your plans)

Three things you can do after Jan. 24

1. Write a letter to the editor summarizing the Kids Count data (see template)
2. Write an op-ed on local Kids Count data and what it means
3. Look for ways throughout the year to use Kids Count data to advocate for programs or policies improve the lives of children

