



Children NOW

Children Now utilizes research and mass communications to make the well being of children a top priority across the nation

- Easy to Learn
- Easy to Donate
- Easy to Act
- Easy to Link

Publications
Reports, Action Guides and complete documents online

Donate Now
Your contributions help us do our work

Take Action
Urgent issues affecting children

Newsroom
Resources for journalists covering children's issues

Links Directory
Are you listed?

Employment
Current job openings

About Us
Programs overview, board of directors

Receive Our **FREE e-Newsletters** and Take Action For Kids

Clear Mission Statement

Revolving, dated newsfeed of children's issues

Easy Site Search

Multiple ways to learn and act: clicking link takes viewer to detail; high level of interactivity encouraged

E-Newsletter Action Alert Signups in multiple locations

FREE Stuff encourages involvement

Site info repeated; multiple ways to find links; donate, get info, take action

Contact Info repeated on each site page

Health
We aim to improve access to care for children and adolescents, as well as the quality of care they receive.

As California's **recall election** approaches, opinion polls show that voters are split over **Proposition 54**. The measure, known on the recall ballot as the *Classification by Race, Ethnicity, Color or National Origin Initiative*, would prohibit state agencies from collecting and analyzing data on race, ethnicity, color and national origin.

We believe children's health will be jeopardized if Proposition 54 passes. **Please join Children Now in opposing this ballot initiative on October 7th.**

[See how Children Now uses data on race and ethnicity.](#)

Visit www.Defeat54.org

Working Families
We aim to improve the lives of children in working families, particularly those with fewer financial resources.

Take Action! Save Head Start

Alert public officials about legislation that can significantly improve the lives of California's children in just a few easy clicks. [Subscribe now.](#)

Talking With Kids
Our partner **Web site** helps parents talk with their kids about tough issues, like sex, AIDS, violence, drugs and alcohol.

Talk With Your Kids

Raising a child is probably the most gratifying and toughest job any of us will ever have. Today's issues are more difficult for children to understand, and for adults to explain. [Visit our Talking with Kids Web site for your FREE parent guide.](#)

Related News...

6-2-03
[Big Media Win, Little Kids Lose...](#)

5-21-03
[TV Shows Cut by Half after Media](#)

Search Our Site:

California Focus
We provide annual statistical reviews on the status of California's children at both the state and the county level.

Despite comparatively high levels of income and wealth, **Children Now's Report Card 2002 and The State of Our Children** companion reports find California trailing the nation across wide-ranging measures of education, health and economic security. [View the press release](#)

Coming Soon: Children Now's *Report Card 2003* and *California County Data Book* will be available soon. We will notify our subscribers by email, so make sure you're on our list. [Subscribe now.](#)

Children & the Media
We work to improve the quality of news and entertainment media both for children and about children's issues.

Big Media, Little Kids: Media Consolidation and Children's Television Programming

Children Now's new study shows a dramatic decrease in children's TV programming following a rise in media consolidation.

- [View press release](#)
- [View report highlights](#)

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