The following message materials will help you communicate about *Strolling Thunder* as you plan for and hold your event in your state or community. Use the talking points to recruit families to tell their stories; engage coalition members and other early childhood advocates in the event; and explain why policymakers must *Think Babies*.We’ve also included an elevator speech, which you can repurpose as content on your website.

Core Messages

* [ORGANIZATION] is joining ZERO TO THREE’s *Think Babies* campaign to bring *Strolling Thunder* to [STATE/LOCAL AREA] on [DATE].
* Families from across [STATE/LOCAL AREA] will share their stories with our [POLICYMAKERS/OTHER COMMUNITY LEADERS] and urge them to *Think Babies*—for stronger families, vibrant communities, and a prosperous country.
* The science is clear: our brains grow faster between the ages of 0 and 3 than at any later point in our lives. When we *Think Babies* and invest in infants, toddlers, and their families, we ensure a strong future for us all.
* Be part of the team that’s fighting for our future. Learn more at [WEBSITE] and sign up at [www.thinkbabies.org](http://www.thinkbabies.org).

Talking Points

* The science is clear: our brains grow faster between the ages of 0 and 3 than at any later point in our lives.
* Decisions that affect babies and families happen at all levels of government, not only in Washington, D.C.
* That’s why [ORGANIZATION] is urging our policymakers to *Think Babies*. We’re bringing *Strolling Thunder*—the flagship advocacy event of the campaign—to [STATE/LOCAL AREA] on [DATE].
* Families from across [STATE/LOCAL AREA] will share their stories with our [POLICYMAKERS/OTHER COMMUNITY LEADERS] and urge them to *Think Babies*—for stronger families, vibrant communities, and a prosperous country.
* It’s all part of the *Think Babies* campaign that ZERO TO THREE created to bring attention to what babies and their families need to thrive. The campaign’s priorities include: quality, affordable child care; time for parents to bond with their babies; healthy emotional development; and strong physical health and nutrition.
* We are focused on [SELECT POLICY PRIORITIES FROM LIST BELOW AND INSERT RELEVANT MESSAGE POINTS DESCRIBING WHY IF PRIOIRITIES HAVE BEEN SELECTED]:
  + [ACCESS TO AFFORDABLE, QUALITY CHILD CARE FOR INFANTS AND TODDLERS]
  + [TIME FOR PARENTS TO BOND WITH THEIR BABIES]
  + [HEALTHY EMOTIONAL DEVELOPMENT]
  + [STRONG PHYSICAL HEALTH AND NUTRITION]
* We know that the state where a baby is born makes a big difference in their chance for a strong start in life. Overall, [STATE] ranks in the [1st, 2nd, 3rd, 4th] tier looking at areas essential to give our babies the best beginning, but all states have room to grow. [FIND YOUR STATE RANKING [HERE](https://stateofbabies.org/states/)]
* When we *Think Babies* and invest in infants, toddlers, and their families, we ensure a strong future for us all. Learn more at [WEBSITE] and sign up at [www.thinkbabies.org](http://www.thinkbabies.org).

Elevator Speech

The science is clear: our brains grow faster between the ages of 0 and 3 than at any later point in our lives. We need to tell our policymakers to *Think Babies*—for stronger families, vibrant communities, and a prosperous country. That’s why we are bringing babies and families from across [STATE/LOCAL AREA] to [STATE/LOCAL AREA] for *Strolling Thunder* on [DATE]. Families will share their stories with our [POLICYMAKERS/OTHER COMMUNITY LEADERS] and encourage them to support policies such as [STATE/LOCAL PRIORITIES]. It’s all part of the *Think Babies* campaign that ZERO TO THREE created to bring attention to what babies and their families need to thrive. Join us— learn more at [WEBSITE] and sign up at [www.thinkbabies.org](http://www.thinkbabies.org).