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* effort 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* and invest in our future.
* Every child deserves a strong start in life. The foundation we provide for them shapes their future and the future of our communities.
* The science is clear. Babies’ brains develop faster from birth to age three than at any other time of life. Their early experiences- both positive and negative- build the foundation for brain architecture and physical and mental health that will support their ability to learn, grow and thrive.
* Public policy can help ensure babies get the best possible start, but policies have not kept up to meet the needs of today’s parents and caregivers. And opportunities for young children to grow and flourish are not shared equally by all infants, toddlers, and families, reflecting past and present systemic racism and barriers to critical resources.
* When babies and toddlers have resources and opportunities that support good health, strong families, and positive early learning experiences, it will lead to communities that are stronger, smarter, healthier, and fairer.
* 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. The experiences we have in our earliest years lay the groundwork for the rest of 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 *Think Babies*—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* effort that ZERO TO THREE created to bring attention to what babies and their families need to thrive including good health, strong families, and positive early learning experiences.
* We are focused on [SELECT POLICY PRIORITIES FROM LIST BELOW AND INSERT RELEVANT MESSAGE POINTS DESCRIBING WHY IF PRIOIRITIES HAVE BEEN SELECTED]:
  + High-Quality, Affordable Child Care
  + Paid Family and Medical Leave
  + Early Head Start
  + Infant and Early Childhood Mental Health Services
  + Economic Security
  + Child Welfare
  + Voluntary, Evidence-Based Home Visiting
  + Affordable, Quality Health Care
  + Child and Family Screenings and Supports
  + Nutrition Services
* 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

Every child deserves a strong start in life. The foundation we provide for them shapes their future and the future of our communities. Babies’ brains develop faster from birth to age three than at any other time of life.

Yet opportunities to grow and flourish are not shared equally by all infants, toddlers, and families. 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 *Think Babies* from ZERO TO THREE, a call to action for federal and state policymakers to prioritize the needs of infants, toddlers and their families and invest in our future. Join us— learn more at [WEBSITE] and sign up at [www.thinkbabies.org](http://www.thinkbabies.org).