



State of Connecticut
GENERAL ASSEMBLY

Commission on Children



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Connecticut's Playbook for Prevention to be released on Thursday

Winners are made, not born. With that in mind, the Connecticut Commission on Children and its partners have put together Connecticut's Playbook for Prevention, a "game plan" that parents, educators, care providers, and policymakers can follow to ensure all Connecticut children grow into happy, healthy, and productive adults.

The Playbook will be unveiled at a news conference set for 11 a.m., Thursday, February 14, in Room 1-D of the Legislative Office Building in Hartford.

A website containing the Playbook, www.KidsForCT.org, will be launched by Thursday. Also starting then, free printed copies of the Playbook can be ordered by calling the Commission on Children at (860) 240-0290.

Hall of Fame basketball coach Jim Calhoun touts the Playbook in an intensive media campaign that's reaching out to all Connecticut residents through television, newspaper, and Internet advertising.

The Playbook contains 10 easy-to-read sections:

- About Young Minds
- Home Visiting
- Vaccination & Health
- Food & Exercise
- Early Care & Education
- Safe Learning
- Early Reading
- After School
- Mentoring
- Parent Involvement

The sections give parents, other family members, educators, health-care professionals, day care providers, towns and cities, state leaders, and the public ideas about what they can do to put our most important children's issues squarely at center court. After all, as Coach Calhoun says, "It's all about the kids."

Playbook partners and other experts will be on hand to answer questions about the individual sections.

“Investing in proven policies and practices that assure the sound development of all of our children pays big dividends,” said Commission on Children Chairwoman Emerita Laura Lee Simon, who also chairs the Kids for Connecticut Campaign. “Economists, neuroscientists, developmental psychologists, and educators have clearly demonstrated the individual, societal, and economic benefits that accrue when we make preventive investments in children from birth – and before – through adolescence.”

Simon added that Connecticut “simply cannot afford not to make” such investments. “Success depends entirely on an energetic collaboration between parents, educators, health-care providers, civic and business leaders, the social services, and local and state policymakers,” she said. “A sense of urgency is imperative.”

The Commission’s partners in the Playbook include the Committee for Economic Development, Connecticut Public Broadcasting, the Frameworks Institute, and the National League of Cities’ Institute for Youth Education and Families.

Organizations funding the effort include the Children’s Fund of Connecticut, the Connecticut Health Foundation, the Hartford Foundation for Public Giving, NewAlliance Bank, the Rockefeller Brothers Fund, Paul Newman, the Universal Health Care Foundation, and the state of Connecticut.

Partners in the media campaign included Decker Advertising of Glastonbury and Makiaris Media Marketing of Middletown.

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