



For Immediate Release
October 1, 2012

Contact:
DC Action for Children
HyeSook Chung
202-234-9404
hchung@dckids.org

New Interactive DC KIDS COUNT Databook Reveals Severe Deficits in Neighborhood Assets that Dramatically Limit Children's Ability to Thrive

October 1, 2012 Washington, DC—DC Action for Children will release its 2012 DC KIDS COUNT report this Thursday, October 4, for the first time in an online, interactive format. The new “e-Databook” is filled with neighborhood-level data that policymakers, nonprofits, investors, advocates and community members can use to improve life for a generation of DC children.

One in four children in DC lives in a distressed neighborhood, marked by a lack places to learn, play, buy healthy food and conduct business. Research demonstrates that when children grow up in neighborhoods without these crucial assets, they cannot reach their full potential. DC Action's work is based on the belief that if every neighborhood includes the assets that thriving communities need, the children who live there will have a vastly greater chance at success.

The 2012 DC KIDS COUNT e-Databook includes traditional indicators of success such as child poverty, test scores and educational attainment as well as indicators such as grocery stores, recreation centers, libraries, homeownership and asthma-related ER visits. Taken together, the scope of measures included in the data provides a robust understanding of what makes a healthy neighborhood.

DC Action for Children has pledged to spend the next year providing in-depth training to nonprofit service providers, advocates, community members, policymakers and other stakeholders in how to effectively understand and use the data.

DC Action will launch the new data and advocacy tool at its annual benefit luncheon, which also will honor Denice Cora-Bramble as the 2012 Diane Bernstein Children's Champion. Dr. Cora-Bramble is the acting executive vice president of ambulatory services and the senior vice president of the Diana L. and Stephen A. Goldberg Center for Community Pediatric Health at Children's National Medical Center. She is also a professor of pediatrics at George Washington University School of Medicine.

The luncheon's master of ceremonies will be NBC4 anchor Eun Yang. DC Mayor Vincent Gray, DC Child and Family Services Agency Director Brenda Donald and DataKind Founder and Executive Director Jake Porway will also address the gathering. Porway's organization collaborated with DC Action to recruit a corps of pro bono data scientists to help produce the data in the DC KIDS COUNT e-Databook.

###

Founded in 1992, DC Action for Children (www.dckids.org) is a nonprofit organization focused on improving conditions and outcomes for the District's children, youth and families through public awareness, policy, research and partnerships. DC Action is the KIDS COUNT grantee for the District (supported by the Annie E. Casey Foundation) tracking key indicators of child and family well-being. Follow us on Twitter at @ActforDChildren and like us on Facebook at <http://www.facebook.com/dcaction>.