



Race2Great



How we can make WV a **TOP 20** Place to be a Kid by 2025

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Since 1990, WV KIDS COUNT's vision has been to **Make West Virginia a Great Place to Be a Kid.** Despite our progress, we are a perennial bottom-15 finisher in the national KIDS COUNT child well-being rankings. But KIDS COUNT is determined to achieve our vision and will take the lead in a bold "Race" to move West Virginia from 43rd in the nation to one of the **Top 20 best places to be a kid by 2025.**



Race 20Great

Let's make WV a **TOP 20** Place to be a Kid!

We will realize our vision with a **Race to Great Policy Campaign** that will engage legislative, policy and community leaders, as well as grassroots advocates, **in championing 4 key policy changes:**

1 Establish a WV Earned Income Tax Credit
With more than 30 years of proven results at the federal level and in 32 states, a WV Earned Income Tax Credit (EITC) would supplement wages and lift thousands of children out of poverty each year

2 Provide high-quality preschool for all 3-year-olds
in childcare settings and Headstart programs as recommended by the WV Early Childhood Planning Task Force

3 Increase the tobacco tax
to significantly reduce our highest-in-the-nation pregnancy smoking rates and our very high rate of low-birthweight babies

4 Implement WV's comprehensive health & sex ed curriculum to significantly reduce our teen birth rate, which is nearly twice the national rate



continued —>



KIDS COUNT has an **ideal opportunity** to take on a **leadership role** in a **"Race to Great" Policy Campaign**

Our mission to provide trusted data and powerful alliances has given us the stature necessary to:

- Identify the key policies that can finally make West Virginia a great place to be a kid; and
- Align WV's top child advocacy organizations & legislative policy champions around those policies.

Race To Great - How to Make West Virginia A Great Place to be a Kid in Five Years With Four Key Policy Changes

will be launched in 2016 to build support among advocates, policymakers, opinion leaders, government administrators, editorial boards and the general public around four key policies we can implement by 2020 to improve our child well-being ranking to the top 20 by 2025.

The campaign will also:

- Identify a legislative champion for each policy;
- Mobilize grassroots and "grass tops" support to implement each policy by 2020;
- Build consensus around the best ways to close the race and poverty gap in each indicator.

Following The 2016 Race to Great Campaign, KIDS COUNT will :

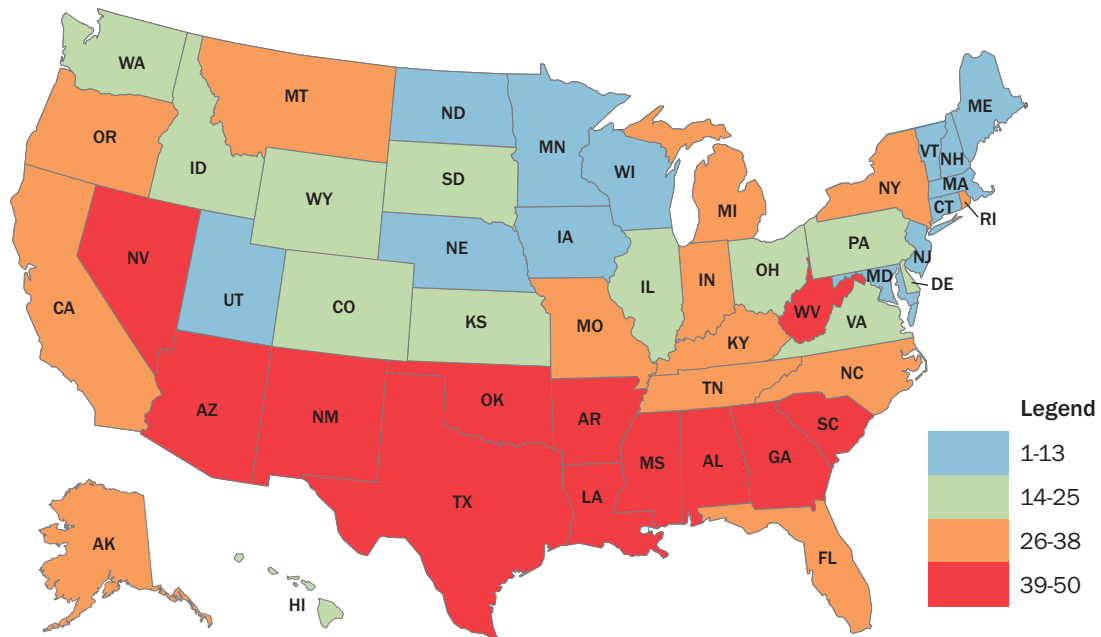
- Coordinate implementation of a grassroots/grass tops policy advocacy strategy;
- Monitor legislative progress;
- Mobilize support of the four policies; and
- Communicate any policy victories to our supporters.

After the 2017 legislative session, we will meet with The Race to Great policy "anchors," or lead advocacy organizations, to develop a strategy for any remaining policy issues and repeat the process as needed through 2020. Our ultimate goal is for West Virginia to be in the top 20 of the Annie E. Casey Foundation's National Child Well-Being Rankings by 2025.



For more information, contact Laura Gandee at 304-345-2101 or laura@wvkidscount.org

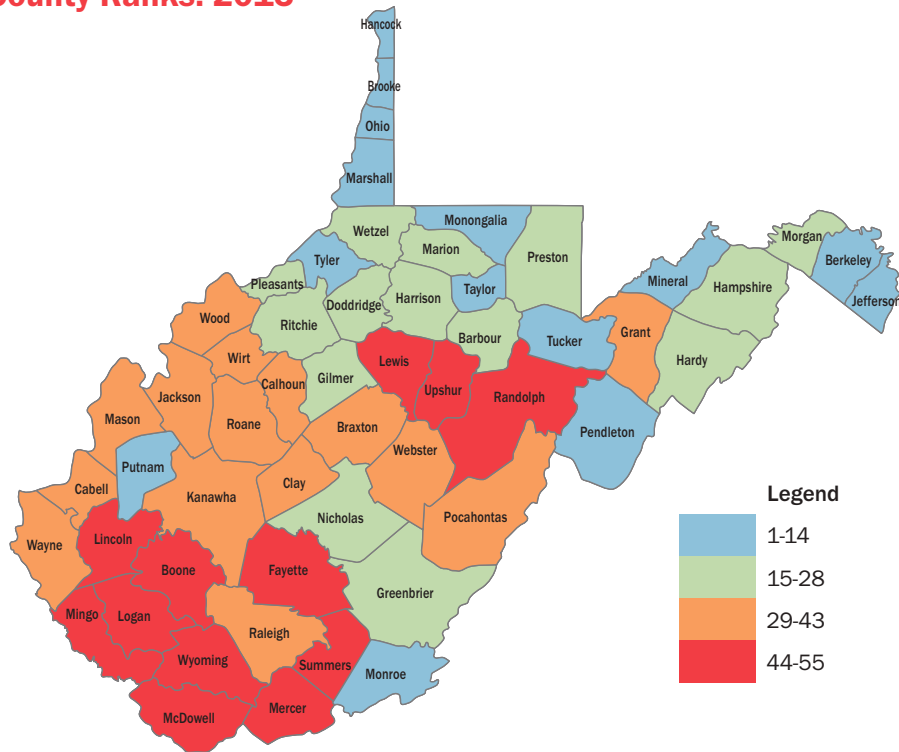
Overall State Ranks: 2015



Rank	State	Rank	State	Rank	State
1	Minnesota	18	South Dakota	35	North Carolina
2	New Hampshire	19	Washington	36	Tennessee
3	Massachusetts	20	Illinois	37	Florida
4	Iowa	21	Colorado	38	California
5	Vermont	22	Idaho	39	Oklahoma
6	Connecticut	23	Ohio	40	Georgia
7	North Dakota	24	Hawaii	41	Texas
8	New Jersey	25	Delaware	42	South Carolina
9	Utah	26	Missouri	43	West Virginia
10	Nebraska	27	Alaska	44	Arkansas
11	Maryland	28	New York	45	Alabama
12	Maine	29	Oregon	46	Arizona
13	Wisconsin	30	Montana	47	Nevada
14	Virginia	31	Rhode Island	48	Louisiana
15	Kansas	32	Indiana	49	New Mexico
16	Wyoming	33	Michigan	50	Mississippi
17	Pennsylvania	34	Kentucky	NR	District of Columbia

Overall Rank for each state was obtained in the following manner. First, we converted the state numerical values for the most recent year for each of the 16 key indicators into standard scores. We summed those standard scores within their domains to create a domain standard score for each of the 50 states. We then summed the four domain standard scores to get a total standard score for each state. Finally, we ranked the states on the basis of their total standard score in sequential order from highest/best (1) to lowest/worst (50). Standard scores were derived by subtracting the mean score from the observed score and dividing the amount by the standard deviation for that distribution of scores. All measures were given the same weight in calculating the total standard score.

Overall County Ranks: 2015



Rank	County	Rank	County	Rank	County
1	Pendleton	19	Pleasants	39	Pocahontas
2	Jefferson	21	Doddridge	40	Calhoun
3	Monongalia	22	Harrison	41	Cabell
4	Putnam	23	Ritchie	42	Clay
5	Ohio	24	Hampshire	43	Roane
6	Tyler	24	Preston	44	Lewis
7	Mineral	26	Gilmer	45	Fayette
8	Monroe	27	Wetzel	46	Upshur
9	Brooke	28	Hardy	47	Summers
10	Tucker	29	Wirt	48	Mercer
11	Marshall	30	Grant	49	Boone
12	Taylor	30	Jackson	50	Randolph
13	Hancock	32	Wood	51	Wyoming
14	Berkeley	33	Braxton	52	Logan
15	Marion	34	Kanawha	53	Lincoln
16	Greenbrier	35	Webster	54	Mingo
17	Morgan	36	Mason	55	McDowell
18	Barbour	37	Wayne		
19	Nicholas	38	Raleigh		

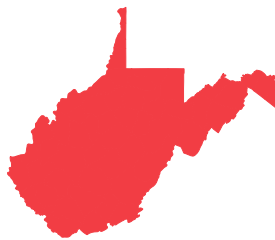
A county's overall rank is determined by the sum of a county's standing on the 11 core measures of the condition of children arranged in sequential order from highest/best (1) to lowest/worst (55). The measures are as follows: percent low birth-weight babies; infant mortality rate; child and teen death rate; percent four-year-olds enrolled in pre-kindergarten; percent children under age 6 who live in families with parents in the labor force; percent fourth graders who scored below proficient in reading/language arts; percent eighth graders who scored below proficient in math; teen birth rate; percent high school dropouts; percent children in poverty; and percent births to mothers with less than a 12th grade education.

West Virginia Profile

	Indicators	2005 Rate/%	2014 Rate/%	2014 U.S. Rate	Worse					Better				
R2G	Percent low birth-weight babies	9.2%	9.4%	8.0%	2.2%									
	Infant mortality rate (per 1,000 live births)	7.9	7.2	NA						8.9%				
	Child and teen death rate (ages 1-19 per 100,000 children/teens)	42.6	33.7	24.9						20.9%				
	Percent four year olds enrolled in Pre-Kindergarten	39.8%	67.3%	NA						69.2%				
	Percent children under age 6 who live in families with parents in the labor force	54.2%	57.6%	NA						6.3%				
	Percent fourth graders who scored below proficient in reading/language arts	NA	55.0%	30.0%	NM									
	Percent eighth graders who scored below proficient in math	NA	75.0%	32.0%	NM									
R2G	Teen birth rate (ages 15-19 per 1,000 females)	43.4	40.6	26.7						6.5%				
	Percent high school dropouts	16.8%	8.3%	NA						50.6%				
R2G	Percent children in poverty	25.5%	26.3%	22.2%	3.1%									
	Percent births to mothers with less than a 12th grade education	18.4%	15.7%	NA						14.7%				

Background Facts

	2005	2014	% Change
Total population	1,816,856	1,850,326	1.8%
Percent all families with related children who receive cash assistance	3.1%	1.8%	-43.4%
Total population under age 18	382,497	380,147	-0.6%
Percent population under age 18	21.1%	20.5%	-2.8%
Percent minority population	5.0%	6.5%	30.0%
Percent children under 18 who are minority	5.9%	8.4%	42.4%



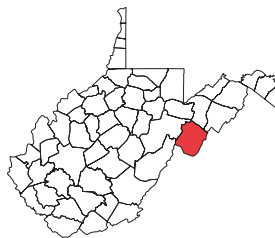
Pendleton County

Composite County Rank: 1

Indicators	2005 Rate/%	2014 Rate/%	State Rate/%	2014 Rank	Worse					Better				
					[Progress bars and percentages]									
R2G Percent low birth-weight babies	6.5%	7.1%	9.4%	4	9.9%									
Infant mortality rate (per 1,000 live births)	0.0	0.0	7.2	1	NM									
Child and teen death rate (ages 1-19 per 100,000 children/teens)	44.5	23.5	33.7	17						47.1%				
Percent four year olds enrolled in Pre-Kindergarten	59.7%	82.6%	67.3%	18						38.4%				
Percent children under age 6 who live in families with parents in the labor force	63.1%	55.4%	57.6%	28	12.2%									
Percent fourth graders who scored below proficient in reading/language arts	NA	47.7%	55.0%	4	NM									
Percent eighth graders who scored below proficient in math	NA	60.7%	75.0%	4	NM									
R2G Teen birth rate (ages 15-19 per 1,000 females)	28.8	23.9	40.6	6						16.9%				
Percent high school dropouts	11.8%	2.2%	9.1%	4						81.1%				
R2G Percent children in poverty	17.5%	26.8%	26.3%	25	53.1%									
Percent births to mothers with less than a 12th grade education	10.9%	11.5%	15.7%	4	5.4%									

Background Facts

	2005	2014	% Change
Total population	7,844	7,371	-6.0%
Percent all families with related children who receive cash assistance	1.3%	1.2%	-5.7%
Total population under age 18	1,629	1,310	-19.6%
Percent population under age 18	20.8%	17.8%	-14.6%
Percent minority population	3.9%	4.4%	12.0%
Percent children under 18 who are minority	4.8%	6.9%	44.7%



Child Population Demographics

County	2014 Children under age 1	2014 Children age 1	2014 Children age 2	2014 Children age 3	2014 Children age 4	2014 Children age 5	2014 Total Children under age 6
Barbour	191	190	186	154	172	183	1,076
Berkeley	1,400	1,442	1,364	1,306	1,384	1,493	8,389
Boone	242	250	267	293	307	281	1,640
Braxton	172	177	165	166	152	147	979
Brooke	174	181	163	196	184	216	1,114
Cabell	1,260	1,280	1,185	1,107	1,109	1,083	7,024
Calhoun	61	67	70	85	87	83	453
Clay	108	124	114	121	112	108	687
Doddridge	69	66	60	65	76	71	407
Fayette	501	522	536	571	520	510	3,160
Gilmer	58	65	78	77	71	66	415
Grant	110	121	129	122	123	121	726
Greenbrier	396	409	397	360	358	354	2,274
Hampshire	215	215	208	204	240	242	1,324
Hancock	297	287	288	302	298	315	1,787
Hardy	146	143	140	141	147	141	858
Harrison	768	783	822	816	820	820	4,829
Jackson	317	315	318	320	311	344	1,925
Jefferson	594	594	624	615	608	683	3,718
Kanawha	2,164	2,138	2,219	2,072	2,099	2,053	12,745
Lewis	189	177	184	203	188	178	1,119
Lincoln	257	263	241	269	239	252	1,521
Logan	414	435	437	442	369	335	2,432
McDowell	267	277	264	246	227	216	1,497
Marion	624	645	665	689	646	618	3,887
Marshall	341	370	305	341	348	323	2,028
Mason	283	282	317	278	274	286	1,720
Mercer	754	805	833	791	761	707	4,651
Mineral	285	301	272	272	319	313	1,762
Mingo	352	324	340	322	315	301	1,954
Monongalia	1,075	1,018	1,045	1,107	933	924	6,102
Monroe	144	153	143	140	158	160	898
Morgan	131	135	146	142	153	166	873
Nicholas	301	302	300	296	302	300	1,801
Ohio	514	491	497	459	428	422	2,811
Pendleton	66	70	76	55	69	69	405
Pleasants	70	69	66	73	73	70	421
Pocahontas	80	80	89	95	80	84	508
Preston	317	310	361	348	336	364	2,036
Putnam	562	559	630	652	664	666	3,733
Raleigh	965	971	989	990	964	953	5,832
Randolph	326	333	312	307	294	282	1,854
Ritchie	92	89	97	100	97	111	586
Roane	172	166	174	168	149	156	985
Summers	106	100	111	119	114	135	685
Taylor	179	185	180	181	192	206	1,123
Tucker	58	61	53	55	59	57	343
Tyler	100	87	81	70	80	101	519
Upshur	287	291	265	251	284	280	1,658
Wayne	381	390	384	406	443	479	2,483
Webster	94	97	109	103	93	93	589
Wetzel	158	166	178	178	166	129	975
Wirt	63	60	63	67	60	69	382
Wood	873	955	903	997	965	959	5,652
Wyoming	224	224	246	263	251	269	1,477
West Virginia	20,347	20,610	20,689	20,568	20,271	20,347	122,832