



**For immediate release:**

Contact: Alisha Saville

[aws@newsreel.org](mailto:aws@newsreel.org); 1-719-301-7427

## **Watch *The Raising of America* in April Free Online Streaming**

**Streaming of Acclaimed Documentary Series  
Marks National Public Health Week,  
the Week of the Young Child  
National Child Abuse Prevention Month,  
and National Minority Health Month**

**How Our Nation Thrives Tomorrow Depends on How  
Our Youngest Children Fare Today, Documentary Argues**

(San Francisco) April brings with it National Public Health Week (April 4 – 10), the Week of the Young Child (April 10-16), National Child Abuse Prevention Month and National Minority Health Month. People around the country will be watching the acclaimed documentary series, *The Raising of America: Early Childhood and the Future of Our Nation*, and discussing initiatives that can better ensure every baby and young child the opportunity to thrive.

**All five episodes of *The Raising of America* can be watched for free from April 1 – April 17 at [www.raisingofamerica.org](http://www.raisingofamerica.org).**

The groundbreaking, five-part series asks: Why has the well-being of American children fallen to 26th place in the world? How can the growing squeeze on parents—for time, for money and for resources—literally alter the developing brains of their babies and young children? And how might we do better?



*The Raising of America* reframes the way Americans look at early child health and development. It expands the conversation beyond parenting to include how social conditions, public policies and racial and economic inequities can impede parental efforts to nurture, care for, and guide their youngest children.

Barry Zuckerman, MD, founder of Reach Out and Read, says, “*The Raising of America* is an extraordinarily important and moving film...Anyone caring about our country’s future needs to see it, discuss it, and ask our politicians how they propose to improve conditions for all our youngest children and their families.”

Marry Bassett, MD, MPH, New York City Commissioner of Health, adds, “*The Raising of America* offers a powerful wake-up call. If we continue to fail our children and our families, we will fail as a country....We can—and must—all do more.”

Scientific research repeatedly underscores how a child’s earliest surroundings and relationships shape the developing brain, building the foundations for life-long success. Exposure to nurturing or adverse environments in the early years affects how people think, feel and relate to others as they age, their capacities for empathy, anger and impulse control, and even love.

But parents and caregivers are increasingly pressed for time, money and resources by a fend-for-yourself society. And their babies pay the price. According to UNICEF, child well-being in the U.S. has fallen to 26th of 29 nations. A growing number of children face learning, behavioral and physical health challenges.

But children’s health is not all that is at risk, researchers argue. We are also under-developing America. If we want children to do better in school and in life—and the nation to prosper—the early years are vital.

The studies are many. But few popular media have translated the science into a compelling new narrative challenging conventional thinking about society’s interest and responsibilities in these first crucial years—until *The Raising of America*.



More than 650 public engagement partners and countless others are convening community dialogs, policy forums, trainings and other events built around the film series. Rather than blame parents, they are asking instead what organizations, municipalities, states and even the nation might do better to help parents be the parents they want to be—and provide every child the opportunity for a strong start.

The nation stands at a crossroads, the series suggests. Will it commit to making a nurturing childhood ecology the birthright of every baby? Or will it squander its own future?

*The Raising of America* was produced by [California Newsreel](#) in association with [Vital Pictures](#). Major funding was provided by the W.K. Kellogg Foundation and The California Endowment. Additional funding from Kaiser Permanente and the Blue Cross and Blue Shield of Minnesota Foundation. Public engagement activities were underwritten in part by the U.S. Centers for Disease Control.

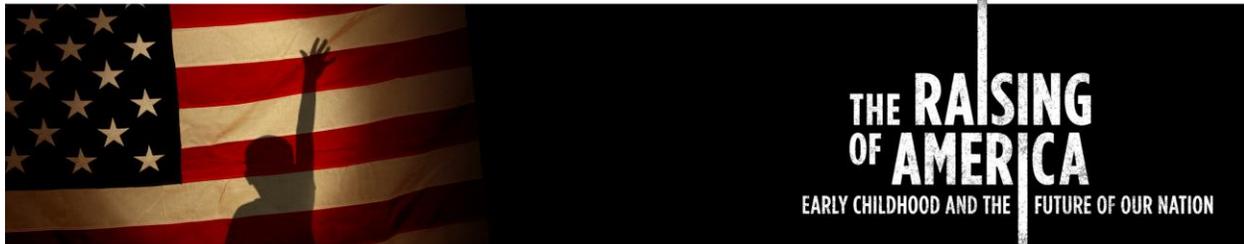
Video clips, interactives, toolkits, DVDs and other resources can be found at the companion website at [www.raisingofamerica.org](http://www.raisingofamerica.org).

## THE DOCUMENTARY SERIES

### **Episode 1: *THE RAISING OF AMERICA – Signature Hour* (58 min.)**

The hour-long umbrella episode interweaves the latest discoveries from neuroscience with the stories of families and communities doing all they can to provide the nurturing environments all babies and young children need to thrive. But too often individual efforts are hindered by social conditions that depress children’s future learning, earning and emotional and even physical health. If we aspire to a healthier, safer, better educated, more prosperous and equitable nation, shouldn’t we invest in all our young children and their families now? They won’t fail us, but we can’t fail them.

### **Episode 2: *ONCE UPON A TIME: When Childcare for All Wasn’t Just a Fairy Tale* (32 min.)**



Imagine how things might be different if, for the past four decades, all children in the U.S. had access to high-quality early care and ed. It almost happened.

**Episode 3: *ARE WE CRAZY ABOUT OUR KIDS* (32 min.)**

Investing in high-quality early care and education pays for itself in many ways and many times over. So, what is holding us back?

**Episode 4: *WOUNDED PLACES: Confronting Childhood PTSD in America's Shell-Shocked Cities* (42 min.)**

Too many of our children, especially children of color in neighborhoods of concentrated poverty, experience adversity, violence, neglect and other forms of trauma and show symptoms similar to PTSD—except there is no ‘post.’ How can traumatized children and neighborhoods heal?

**Episode 5: *DNA IS NOT DESTINY: How the Outside Gets Under the Skin* (37 min.)**

New scientific discoveries reveal how fetal and early childhood environments—chemical, family, socioeconomic—literally become part of us. They alter not the genes babies inherit but the epigenetic “volume controls” which turn genes on and off, sometimes with enduring effects.

**For more resources, visit:**

- *The Raising of America*: [www.raisingofamerica.org](http://www.raisingofamerica.org)
- The Week of the Young Child: <https://www.naeyc.org/woyc>
- National Public Health Week: <http://www.nphw.org/>
- National Child Abuse Prevention Month

**FOR THE PRESS**

For stills, an embeddable 30-second trailer, and other background materials visit <http://raisingofamerica.org/press-kit>.