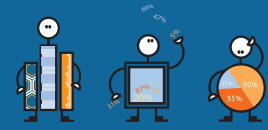




kidsdata.org

We've got your numbers.



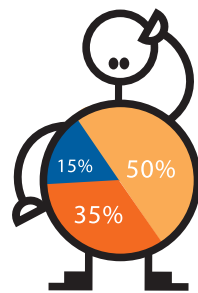
June 2007: Kidsdata, a project of the Lucile Packard Foundation for Children's Health, is expanding to include San Francisco, Marin, Alameda, and Contra Costa counties in the fall of 2007. The site currently covers Santa Clara and San Mateo counties, along with statewide data. This summary provides background information about the website and its expansion. For more information, contact JoAnna Caywood, the foundation's director of research and community initiatives, at joanna.caywood@lpfch.org or (650) 724-1618.

What Is Kidsdata?

- A data website launched in 2004 that offers more than 250 indicators on the health and well being of children.
- Data are regularly updated, and, depending on the source, available for cities, school districts, and counties, along with statewide comparisons.
- You can customize data by year, locale, ethnicity, age, and more, and view the results as tables, maps, or bar, trend, and pie graphs.
- The site also offers descriptions of why each issue matters and what it means, as well as links to related news and research.
- All of the site's content already is public information, pulled together in one place.
- Kidsdata.org has a positive track record. Web usage has grown exponentially over the past year, to about 40,000 monthly visits, and visitors from across the Bay Area regularly use the site. The site also has been nominated twice for a Webby Award, the leading international award for websites.

What Is Its Purpose?

- To promote the health and well being of children by making information easily accessible to policymakers, service providers, grantseekers, media, parents, and others who influence kids' lives.
- To provide data – particularly local data – about children in one place online, so that information seekers don't need to go to multiple sources to get basic facts.
- The site evolved from children's reports in San Mateo and Santa Clara counties. The foundation has been a long-time investor in these local data reports and, based on community interest, built kidsdata.org to make these indicators more accessible and up-to-date on the web and to help identify and track key children's issues over time.



Why Is It Expanding?

- Now that the kidsdata template has been created, the foundation has the capacity to provide this service to other Bay Area counties. The foundation is underwriting the cost for this data expansion.
- Kidsdata can save organizations time and money in collecting similar data.
- The ability to compare data across a wider region will make the information more valuable to grantseekers, policymakers, the media, and others locally who are interested in the well being of kids.
- A recent user survey found that kidsdata is being used for important community efforts, such as advocacy, public education, and program planning; by expanding Bay Area-wide the foundation hopes to broaden the number of individuals who use the site for these purposes.

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