**Counties for Kids Champions: Letter to the Editor Template**

Dear Editor:

During the coronavirus pandemic, our youngest children and their families are facing unprecedented challenges and managing household stress. Amidst COVID-19, more than [40 percent](https://medium.com/rapid-ec-project) of households with young children are worried about paying for basic needs like food or rent, according to the University of Oregon. Additionally, nearly two-thirds of caregivers feel they have lost emotional support since the start of the pandemic. *[Provide some statements about what young children and families are facing in your county here.]*

Research also tells us that the most rapid period of brain development occurs within the first three years of life, laying the foundation for all future learning, behavior and health. Now is the time to support young children and ensure they have access to high-quality services during these critical years. By investing in young children early and focusing on the prenatal to three years, counties can see higher returns and reduce the need for more expensive supports later in life.

*[We encourage you to share your story here. How is your county prioritizing and supporting children prenatal to three? Why do these efforts matter for young children in your county?]*

This is why [County Name] is joining [Counties for Kids](http://www.countiesforkids.org), a public awareness campaign for county leaders who are committed to making investments in young children. We encourage all counties to join [County Name] and the National Association of Counties Research Foundation in growing the network of champions advancing prenatal to three policies, programs and systems. *[We encourage you to end with a sentence on why this issue matters to you and your community.]*

[Name]

[Title]

*To learn more, visit* [*www.countiesforkids.org*](http://www.countiesforkids.org)