

# Public Opinion Research: Infant-Early Childhood Mental Health Social Media Toolkit



Public policies have been slow to catch up with the science of early childhood development, specifically the rapid brain development in the first three years of life that lays the foundation for future health, behavior, and learning. ZERO TO THREE and the Robert Wood Johnson Foundation commissioned a national survey of voters, including parents of young children, testing messages and policies about the importance of supporting the emotional development of young children ages zero to three. We identified the messages and policies that best resonate with voters, demonstrating opportunities to better support early childhood development.

## Promotional Materials

We have posted the survey findings [on our website](#) and need your help to promote them! To make it easy to share, we've crafted some suggested social media posts. But we welcome you to create your own! Please be sure to include the #ThinkBabies hashtag.

### Facebook

Nine in 10 voters surveyed believe brain development in babies and toddlers is an important topic; but half say they know little or nothing about it. Learn more about their perceptions. #ThinkBabies <http://bit.ly/2nXC3Pi>

96% of voters surveyed say it's important to support the healthy emotional development of young children. Check out findings from this national survey here: <http://bit.ly/2nXC3Pi> #ThinkBabies

86% of voters surveyed across parties support expanding access to affordable, quality child care for working families. See what other policies voters in this survey support. #ThinkBabies <http://bit.ly/2nXC3Pi>

### Twitter

Public policies have been slow to catch up with the science of #earlychildhood development. Read more about voters' opinions on this topic. #ThinkBabies <http://bit.ly/2nXC3Pi>

96% of voters surveyed say it's important to support the healthy emotional development of young children. See more of what surveyed voters have to say here: <http://bit.ly/2nXC3Pi> #ThinkBabies

83% of voters surveyed support giving #parents more flexible paid time off options to spend more time at home with their #babies. More here: <http://bit.ly/2nXC3Pi> #ThinkBabies

### Images

We have also designed images to pair with your posts. **Check out the next page for graphics.** To use the images, right click and "Save as Picture" to your computer.

## Questions?

Email us at [policycenter@zerotothree.org](mailto:policycenter@zerotothree.org). Thank you for your support!

Twitter

**96%** of those surveyed say it's important to support the healthy emotional development of children ages 3 and younger.



Source: Voter Attitudes Toward Emotional Development in Young Children and Infants, Survey Findings, Sept. 2017 | [www.RWJF.org](http://www.RWJF.org) & [www.ZEROTOTHREE.org](http://www.ZEROTOTHREE.org)

**86%** of those surveyed support expanding access to affordable, quality child care for working families.



Source: Voter Attitudes Toward Emotional Development in Young Children and Infants, Survey Findings, Sept. 2017 | [www.RWJF.org](http://www.RWJF.org) & [www.ZEROTOTHREE.org](http://www.ZEROTOTHREE.org)

**83%** of those surveyed support giving new parents more flexible paid time off options to spend more time at home with their babies.



Source: Voter Attitudes Toward Emotional Development in Young Children and Infants, Survey Findings, Sept. 2017 | [www.RWJF.org](http://www.RWJF.org) & [www.ZEROTOTHREE.org](http://www.ZEROTOTHREE.org)

Facebook

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**ZERO TO THREE**  
Early connections last a lifetime



Make their potential our priority.



Robert Wood Johnson Foundation

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