



Kiwanis[®]
International

Changing
children's lives



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Kiwanis
Young Children
Priority One

Kiwanis International launched the Young Children: Priority One program in October of 1990 in an effort to focus on the needs of children age 0–5. In the years since Young Children: Priority One (YCPO) was introduced, remarkable advances in technology have changed our understanding of human brain development during the first few years of life. These findings confirm the importance of Kiwanis’ involvement in YCPO projects—and the impact we can have on society by focusing on children in these developmental stages. This is especially true for children who are at risk and more likely to fail in school and in society. **Kiwanis can literally change those children’s lives. This is true no matter where in the world a child lives.**



Changing children’s lives

There are so many children in need and so many ways to help. YCPO project ideas fall into four categories—maternal and infant health, child care and development, parent education and support, and safety and pediatric trauma. If children’s needs in your community don’t fit these areas, feel free to innovate. Here are some tips to get you started.

Learn about your community. Since children’s needs vary from community to community, learn what those needs are and determine how your club can make a difference.

Know who to talk to. Approach local agencies or nonprofit groups already involved in the community.

Work together. Collaborate with other organizations so you can do more for children.

Think globally. Tackle the challenges that face children in every country—child abuse and neglect, hunger, the need for medical treatment, and exposure to the toxic effects of alcohol, cigarette smoke or drugs in utero.

Get help. Check out the helpful resources at www.KiwanisOne.org/ycpo. If you can’t find a service bulletin that fits your project, the staff at Kiwanis International and YCPO committee can help. Just give us a call at 317-875-8755, ext. 411 (worldwide), or 800-KIWANIS (USA and Canada). Or send an e-mail to helpline@kiwanis.org.



Addressing the needs of children age 0–5
www.KiwanisOne.org/ycpo