Children Now, A Non-Profit Organization Devoted To Youth In America Essay, Research Paper

As the slogan states, “The goal is change. The work is broad. Success is measured by results.” Children Now is an independent, non-partisan, non-profit voice that speaks for all children in the United States. This organization moves public attitude, government, community, and family to become more committed to children in our society. It urges leaders to motivate those they influence to act on the behalf of children. It seized the critical opportunity to support parents and help kids. After all, “being young in America is risky.”

Basically, Children Now is working for the good of children. However, the people the organization is focusing on changing is everyone else who could possibly affect youth. For instance, it tries to reach parents, lawmakers, media, business men and women, community leaders, and citizens of any sort. Yet, this concerted effort is for the children. Children Now even attracts celebrity endorsements, national partners, and national television coverage. That’s successful for a non-profit organization who is, in a way, fighting the media.

Some issues that the organization deals with are sexuality, violence, drugs, AIDS, and alcohol. Internet, radio, television, billboards, and other mediums that children view usually present a skewed and unhealthy image of current social issues. Children Now tries to circumvent all the “garbage” available by working with insitutions like The Boys and Girls Club to spread a message: children should be valued and respected. One of their national campaigns is “Talking With Kids . . .” which encourages parents and other caring adults to simply start as soon as possible in conversing with young people about life issues. Truth is what children need to hear. Another program developed by Children Now is “Youth Voices”. This is a communication tool utilizing the Internet to spread kids’ messages about current events and issues. The polls, questionaires, and surveys are used to solicit opinions, ideas, questions, and answers from young participants nationwide. It also allows youth to control some of what they see, read, and hear around them.

Once a family gets involved with Children Now or any of it’s sub-organizations, there are boundless opportunities for parents and children alike. There are events to attend, such as the concert and talk session geared for today’s youth about current social issues, featuring Gloria Estefan and N\*Sync. Also, there are pamphlets and brochures to obtain which give information about various programs and events, as well as actually being pieces for children to read and contemplate. Further, there are occassionally programs on television sponsored by Children Now.