

justdream

e-news from your Children's Board

May 6, 2011

HAPPY MOTHER'S DAY!



In this edition:

- Youths Overcome Adversity
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- Robotics Inspires Students

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Cover Story: Happy Mother's Day!

Did you know that the first official celebration of mothers in the United States took place in 1858? Anna Reeves Jarvis campaigned for a Mothers' Work Day in her home state of West Virginia to raise awareness about local sanitation issues. When Jarvis passed away in 1905, her daughter Anna pursued a national mother's day in honor of her own activist mom. Anna's efforts paid off when in 1914 Mother's Day was recognized as a national holiday by Presidential proclamation.

Did you know that motherhood is commemorated in national celebrations around the globe? From Australia to Zimbabwe, more than 60 countries celebrate Mother's Day together with Americans on the second Sunday in May. In the United Kingdom, Mothering Sunday is held on the fourth Sunday of the Lenten Season. March 8 marks the celebration of moms in most countries of the Former Soviet Union, while the Arab world honors mothers on the Vernal Equinox (March 21).

Did you know that every September, Americans honor military mothers who have lost a son or daughter during active duty? Known as Gold Star Mother's Day, the holiday has been set by Presidential proclamation since 1936 for the last Sunday in September. Gold Star Mothers is the name of a bereavement support group started by Grace Darling Seibold, whose son was killed in combat over France during World War I.

Did you know that on Mother's Day, the President of the United States issues an annual proclamation reaffirming the national significance of mothers to the American people?

Did you know that stepmoms in America have their own special holiday on May 1st? Of course, you are welcome to honor your stepmom on Mother's Day, too!



Did you know that more than 83 million mothers are living today in the United States, according to the U.S. Census Bureau? There are approximately 2 billion mothers living worldwide.

Did you know that in the United States, 56% of all women between the ages of 15 and 44 are mothers? The percentage spikes to 82% for women between the ages of 40 and 44.

Did you know that the average age at which a woman becomes a mom for the first time is 25.1 years? That's up from 21 years of age in 1970. Every year, about 4.3 million American women give birth to a new baby.

Did you know that modern moms have an average family size of two children, while mothers in the 1950s had an average of 3.5 kids? In the 1700s, women gave birth to seven to ten children each.

Did you know that there are 10.4 million single moms in America living with children under the age of 18? This is up from 3.4 million single moms in 1970.

Did you know that seven out of 10 moms with a child over the age of one work outside the home? In 1976, 39% of moms worked full-time. For those moms with a child under the age of one, 55% work outside the home, as compared to 31% in 1976.

Did you know that 81% of American children younger than 6 eat dinner with their mothers most evenings? 66% of the 6-and-under-set eat dinner regularly with their dads, too.

Did you know that nearly 96% of all Americans participate in Mother's Day celebrations in some way? For example, the holiday is the peak day for long distance carriers and one of the busiest days of the year for restaurants.

Did you know that the founder of Mother's Day, Anna Jarvis, was vehemently opposed to the commercialization of the holiday? "I wanted it to be a day of sentiment, not profit," she once said. Despite Jarvis' opposition, Mother's Day is the second biggest gift-giving holiday in America, preceded only by Christmas. The National Retail Foundation estimates that Americans will spend more than \$14 billion a year on Mother's Day.

See <http://www.holidays.net/mother/didyouknow.htm#culture/life-health/>.

Children's Board Links to Jobs, Events, Facebook, Twitter

Go to www.facebook.com/MyCBHC and see the latest **Children's Board Facebook** postings. Follow the **Children's Board** on **Twitter** at www.twitter.com/MyCBHC.

Jobs & Volunteer Opportunities - Go to http://www.childrensboard.org/jobs_volunteer_opportunities.aspx and click on the top link for updated postings in Hillsborough County.

Calendar - Go to <http://www.childrensboard.org/calendar.aspx> to access the upcoming community and provider calendar.

Achieve the Dream Stories



Columnist Shares About Youths Forging Ahead Despite Adversity

Column by Ernest Hooper, St. Petersburg Times, March, 2011:

As parents, we strive to provide and protect. We want to give our children the basic necessities, insulate them from the ills of society and pray they don't have to deal with a debilitating disease. We worry about any child who doesn't get those advantages. But the Tampa Bay teenagers I met at Disney's Dreamers Academy defy that logic. Not only have they survived such challenges, but in a twisted way, they have developed traits from their perils that are uncommon among a lot of adolescents. Appreciation, resiliency, strength, composure, maturity. Love.

Consider Chardeni Shelton, a 16-year-old from Brandon, who speaks of her difficulties without breaking down. "Ever since I was born, my mom was a drug addict," Chardeni said. "My mom died when I was 8 or 9. It was hard for me to find out that my mom died in a hospital on drugs. I was emotional. But my stepmom is my inspiration. All of her family, they just brought me and my sister in as their own. It was just a good feeling to know I was appreciated and accepted into this woman's life."

Tampa's Mark West, 15, considers the plight of Chardeni and many of the other 110 kids at the four-day seminar and says his challenges pale in comparison to what they confronted at an early age. You want to stop and remind Mark that he battled kidney cancer as a young child. But he knows.

De'Mia Middleton, 15, also knows about the ravages of cancer. Her brother lost his eyesight to retinoblastoma but gave her an appreciation for her own life. "I'm understanding the meaning of how you should live your life and pursue your dreams," said De'Mia, a freshman honor student at Blake High School in Tampa. It's a theme repeated often during the star-studded weekend at the Disney resort.

Comedian and syndicated radio host Steve Harvey partnered with Disney in 2007 to create the inspiring experience for at-risk youths. He revels at the opportunity to change the lives of these kids, and he speaks bluntly to them about the problems they have overcome and the challenges they will face in the future. Harvey's brand and Disney's influence help attract stars such as American Idol winner Ruben Studdard, New York Jets running back LaDainian Tomlinson, actors Tamera Mowry and Raven-Symone, and gospel singer Yolanda Adams.

"My message to the children is make sure you never give up," said Adams, describing herself as a dream nurturer. "There will be roadblocks, there will be detours, there will be people who say you can't. That's fine for them, but giving up is not an option. "When you give up, you're telling God you didn't put enough in me to be as strong as you think I am."

So the students walk away with tools, knowledge and inspiration to fuel their dreams. It seems the curveballs tossed their way have somehow made them better prepared for life's toughest pitches.

See <http://www.tampabay.com/news/humaninterest/foundation-helps-physically-disabled-students-go-to-college/1162860>.

Foster Teen Featured in Children's Board Heart Gallery Finds Adoptive Home

J.J. went into foster care at age 3 and one adoption didn't last. He was featured in the **Children's Board** Heart Gallery of Tampa Bay. Now 15, he has found a special adoptive couple. He was adopted this spring and has won a most-improved student award. See <http://www.tampabay.com/features/humaninterest/it-was-too-late-for-foster-teen-to-find-a-new-family-8212-or-was-it/1167695>.

Hillsborough Grade 4 FCAT Writing Scores Are Number 1 in the State

The FCAT writing results announced May 4 were cause for celebration in Hillsborough County, where fourth-grade scores were the highest in the state. "I'm on cloud nine," said Christi Buell, principal of Sulphur Springs Elementary School, where 99 percent of the fourth-graders scored 4 or above. See <http://www.tampabay.com/news/education/k12/hillsborough-fourth-graders-get-states-highest-fcat-writing-scores/1167851>.

Robotics Institute Inspires Rising Middle School Tech Stars

There's a whirr of activity in the 700 building at McLane Middle School in Brandon, as students chase down Lego dragsters, sit in front of graph paper like mad scientists designing their next robot and tap away on a keyboard, writing computer programs that could potentially solve world problems.

Welcome to the Robotics Institute. This special program, funded with a federal grant, plucks the brightest of the bright from schools all over Hillsborough County. The program is designed to pique their interest in various careers that might require engineering, math and science skills. Above that, it is simply a way to expand their horizons and their knowledge. McLane Middle is the only school in the county that offers the program.

Let's just say it appears to be working. The institute's VEX Robotics team recently was named 2011 U.S. national champion. And earlier this month, they returned from the VEX Robotics World Championship in Orlando with the Educate Award for doing the best job at engaging students in STEM - science, technology, engineering and math - a White House initiative to get kids more involved in those fields.

See <http://brandonnews2.tbo.com/content/2011/apr/27/BRNEWSO8-grants-fund-it/>.



McLane Middle School students are building solar-powered robot vehicles in the school's Robotics Institute program. The students will compete at a solar sprint event in Cocoa Beach in early May. The institute's VEX Robotics team recently was named 2011 U.S. national champion. (Photos and story by the St. Petersburg Times.)

Local News

Children's Board Announces 2011 Business Plan Competition Briefing

The Children's Board of Hillsborough County will have a briefing about its 2011 Business Plan Competition from 9-11 a.m. on Tuesday, May 24 at the Children's Board, 1002 E. Palm Avenue, Tampa. See the website for more information about training sessions that will follow the information session.

See http://www.childrensboard.org/business_plan_competition.aspx.

Children's Board Heart Gallery Gets Media Coverage at Tallahassee Event

A special photography exhibit touring the state of Florida could literally change the lives of some children forever. The Florida Association of Heart Galleries hosted a festive unveiling of the exhibit at the state Capitol on May 3. It features the photos of foster children hoping to find adoptive homes.

Jesse Miller of the **Children's Board** Heart Gallery of Tampa Bay says the effort hopes to help foster children find permanent, loving homes. "Sometimes a Heart Gallery plants a seed of adoption and they make a very visceral connection with the photograph and it does work. It has amazing success. We have about 40 percent of our kids in the gallery find permanent homes by the end of the touring year." The display at the state Capitol will remain in place through June 30. See <http://www.wtsp.com/news/florida/article/190254/19/Childrens-photo-gallery-hopes-to-change-lives?odyssey=mod|news|img|FRONTPAGE|p> for a news story from WTSP Ch. 10 and a video news link.

Children's Board KidzCreate Gallery of Art News and Events

The **Children's Board** Kidzcreate Gallery of Art provided a donation of prints from Sydney's School for Autism in South Tampa which were a hit at the All Children's Hospital Auction on April 9 to support All Children's Hospital Therapy Center (also in South Tampa). The Therapy Center provides outpatient rehab services for children with autism and related disabilities. The Sydney's School for Autism and Disabilities will be the featured art in an upcoming exhibit on the first floor of the **Children's Board**.

See the May Family Justice Center Newsletter

Read the Family Justice Center Newsletter for the latest news and events from FJC and the Sexual Abuse Information Network. See www.fjchc.org/newsletter/May2011.htm

Read the Latest Rural Social Services Partnership E-Newsletter

See <http://tiny.cc/6zi69>.

'Frameworks' is New Name for Ophelia Project

Frameworks, the former Ophelia Project and Boys Initiative, hosted the 2011 Head Heart Luncheon on April 7 at A La Carte Pavilion in Tampa to honor Hillsborough County Schools Superintendent MaryEllen Elia and two members of the Teens in action high school youth program, Rebecca Turkel and Aakash Anand. Guest Speaker was Jo Ann Freiberg, a consultant on bullying and school climate improvement. The luncheon for about 400 guests raised approximately \$42,000.

Jane Murphy: Zero Exposure to Alcohol During Pregnancy is Best Advice

Jane Murphy, Executive Director of the Zero Exposure Program at the Healthy Start Coalition of Hillsborough County, commented to Tampa Bay's Fox TV, Channel 13 on April 11 that zero exposure to alcohol during pregnancy is the best advice for mothers-to-be. Otherwise, babies can run the risk of fetal alcohol syndrome. Click on the video at <http://tiny.cc/e5qlq1>.

Gorski Column: The Biologic Toll of Stress Can Begin in the Womb


This month's *On Call* column with the **Children's Board's** Dr. Peter Gorski illustrates the difference between early intervention and primary prevention in pointing to our best shot for helping every child grow healthy and successful. As his column indicates, the biologic toll of stress can begin in the womb. See http://www.childrensboard.org/on_call_dr_gorski.asp.

Check Out This Week's Programs on CBHC Radio - http://www.childrensboard.org/cbhc_radio.


New Exhibit Coming in May to the CBHC Gallery

Featuring the art of Children from **Sydney's School for Autism and disabilities**

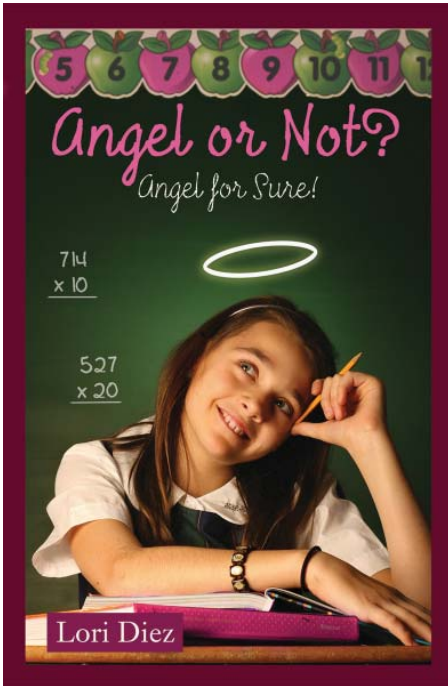
Presenting an exhibit filled with vibrant color expressing love, happiness, and the joy experienced while creating these artworks.



All Children's Hospital Auction April 9th will feature prints of this art to help raise funds for the South Tampa Therapy Center



Local Children's Book Author, Lori Diez, to Appear on Lifetime Network May 17



Children's book author Lori Diez of Odessa will be the guest speaker on "The Balancing Act," a show on the Lifetime Channel, on May 17 at 7 a.m. EDT and PDT. She will discuss her book, *Angel or Not? Angel for Sure!* and her dreams of helping the **Children's Board Heart Gallery of Tampa Bay**.

"A mother of three, Diez was adopted as a child and is passionate about the cause. She is donating 75 percent of the proceeds of the sale of the book to the Heart Gallery, a traveling exhibit of portraits and audio clips of children in foster care awaiting adoptive families.

Angel or Not? Angel for Sure! is about a fourth-grader at a Catholic school who, when faced with a bully, has to choose between good decisions and bad ones. The 200-page book became a family affair. Daughter Alexis provided the inspiration for Angel, and her friends appear as characters at her school. Alexis also modeled for the cover photo. Diez' older son, Randy Jr., inspired the main boy character and her younger son, Michael, sketched the illustrations. To buy the book, [see http://www.angelforsure.com/](http://www.angelforsure.com/).

See previous newspaper stories about Diez' book at <http://www.tampabay.com/news/humaninterest/an-odessa-author-hopes-her-book-helps-foster-kids-find-permanent-homes/1138816> and <http://northwest2.tbo.com/content/2010/oct/27/271728/books-sales-to-help-foster-children/>.

Gaither Hopes Its Students Get Hooked on Books by Reading Them on Nooks -
<http://carrollwood2.tbo.com/content/2011/apr/27/CWNEWSO3-gaither-hopes-its-students-get-hooked-on-/>.

Magnetic Donates More Than 1100 New Books to County Head Start -
<http://www.digitaljournal.com/pr/28603>.

Hillsborough Homeless Numbers Double to 17,755; 23 Percent Are Children -
<http://tiny.cc/1h8zn>.

Hillsborough Schools Move Money to Plug \$97 Million Gap -
<http://www2.tbo.com/news/metro/2011/apr/22/MENEWSO14-hillsborough-schools-move-money-to-plug--ar-201589/>.

Commissioners Seek Applications For Citizen Boards -
http://www.hillsboroughcounty.org/communications/news/releaseoutput.cfm?r_id=10398.

Hospitals Discuss Medicaid Network for Eligible Area Children and Adults

Hospitals in the Tampa Bay region that long have vied for patients now may band together to take on a bigger competitor: the managed care industry. At stake: the multibillion-dollar business of caring for Florida's poorest residents. Tampa General Hospital, All Children's Hospital and BayCare Health System — which includes the St. Joseph's hospitals, Morton Plant and St. Anthony's — are discussing forming a network to coordinate care for low-income children, pregnant women and poor adults on Medicaid.

The concept would allow the not-for-profit hospitals to compete directly with for-profit managed care plans. The driver? Gov. Rick Scott and the Legislature plan sweeping changes to the Medicaid program, which at \$20 billion annually represents one of the state's biggest expenses. Because the hospitals have so much at stake, their leaders have started planning. Seventy percent of patients at All Children's are covered by Medicaid, as are half the moms who give birth at St. Joseph's Women's Hospital. At Tampa General, nearly 75 percent of deliveries and one in five patients overall are covered by Medicaid. "We feel we're better together," All Children CEO Gary Carnes said. "And it would be more cost-effective to be together than if we all are doing different plans." Facing a \$4 billion budget deficit, state lawmakers have targeted cuts to Medicaid, which accounts for more than one-fourth of the state's total budget.

See <http://www.tampabay.com/news/health/tampa-bays-medicaid-patients-up-for-grabs/1165728>.

Training at CBHC Educates Providers About Domestic Violence's Effect on Kids

Training providers about how domestic violence affects raising young children was the focus of an Early Childhood Council (ECC) training at the **Children's Board of Hillsborough County** on April 29. Nikki Daniels, executive director of the Family Justice Center (FJC), presented the training, which included learning about the dynamics of domestic violence and the pattern of power and control in these complex relationships. Children from homes where domestic violence occurs are physically or sexually abused and/or seriously neglected at a rate 15 times the national average. In addition, approximately 45-75 percent of battered women in shelters have reported the presence of child abuse in their home. Both ECC and FJC are funded partners of the **Children's Board**.



Nikki Daniels of the Family Justice Center trained providers about domestic violence and its effect on children.

Neighborhood News

UACDC Youth Prodigy Program Wins State Award for Innovation

From the Tampa Tribune: The Prodigy program recently took nine of its youth to Tallahassee to receive the 2011 Community Innovation Award as part of Children's Week at the state Capitol. Prodigy was one of four organizations statewide to receive this award, which was judged by the United Way of Florida. Prodigy is a project of the University Area Community Development Corporation (UACDC), in partnership with the University of South Florida School of Social Work and Bay Area Youth Services. The Community Innovation Awards honors organizations pursuing systemic change through collaboration, and meshing of programs and funding to address critical issues facing children and families

"The Prodigy program has been around for 10 years," said Julian Garcia Jr., UACDC's executive director. "It's nice to have recognition from our peers as a program that's really impacting the lives of youth." Nearly 4,000 children in Florida each year benefit from life skills learned through Prodigy, held at locations in seven Florida counties. The program, offered to children and teens ages 7 to 17, provides a safe arena with structured lessons on communication, problem-solving and conflict resolution through visual and performing arts. The youth participate in dance, drawing, art, music, acting and other arts-related classes, all provided free of charge. "Almost 90 percent of the youth in the program stay out of trouble for a full year after the program," said Garcia. "What's more impressive is spending time talking to the Prodigy kids and letting them tell you, firsthand, how the program has transformed their lives."

Family Atmosphere Attracts Family Support & Resource Center's Helpers

For more than three years, Ken Roberson has spent a good portion of his free time volunteering at the Brandon Family Support & Resource Center. He and fellow volunteer Christina Villagomez recommend it. "I used to bring both of my daughters in regularly for classes, but eventually I signed up as an official volunteer," Roberson said. With his 4-year-old still attending, he helps out with Spanish and music classes, plus a course about growing.

"I volunteer because of the good family atmosphere and the fact that everybody is helpful," he said. He also serves as president of the Family Community Advisory Council, which helps determine programs to offer at the center.

Villagomez has also been a volunteer at the resource center for more than three years, since her oldest daughter, Olivia, was a year old. "I answer phones, greet people. It's a family environment," Villagomez said. "It's kid-friendly and a place where, as a mom, you can come when you can. Things come up. You have to be able to be flexible." Villagomez also previously served as president of the Family Community Advisory Council.

There are five resource centers in Hillsborough County and each is geared to its surrounding community. The **Children's Board of Hillsborough County** funds the centers, Bright Beginnings manages them and the Healthy Start Coalition of Hillsborough County provides fiscal and program management. The Brandon center is at 1277 Kingsway Road. Call (813) 740-4634.

See <http://brandonnews2.tbo.com/content/2011/apr/27/BRNEWSO10-family-atmosphere-attracts-centers-help/>.

Christina Villagomez, with 1-year-old daughter Isabel, and Ken Roberson with his 4-year-old daughter Jaelyn, are both regular volunteers at the Brandon Family Support & Resource Center, helping out with various classes, greeting visitors and preparing for events. (Photo by St. Petersburg Times)



Advocacy

Commentary: Help Your Children Become 'Drown-Proof'

Commentary by Laura Dye, Tampa Area Metropolitan YMCA, in the Tampa Tribune: Sadly, as our state's temperatures rise so do the numbers of accidental drowning deaths of children. Every year, about 300 toddlers drown in residential swimming pools. And more than 800 children ages 14 and under die from drowning. Another 4,000 visit the emergency room following near-drowning incidents. Our lifestyle and proximity to water make it imperative that children be provided with proper water-safety skills.

The Tampa Metropolitan Area YMCA works with many different partners to educate parents and children, heighten community awareness and save lives. For instance, the Y recently provided water-safety curriculum and classroom materials for all K-5 physical education teachers in Hillsborough County Public Schools. The curriculum was designed to meet the Next Generation Sunshine State Standards and ensures students have the necessary tools to protect themselves and their families. The Y also works with the Tampa Housing Authority, the Hillsborough Water Safety Team and **The Children's Board of Hillsborough County** to provide free lessons to children who otherwise wouldn't have the opportunity for instruction. These lessons incorporate life-saving water safety skills, foundational swimming techniques and character-building activities.

See <http://www2.tbo.com/news/opinion/2011/mar/12/MEOPINO2-helping-your-children-become-drown-proof-ar-6008/>.

Guardians Ad Litem Provide a Voice for the Young in Times of Need

A guardian ad litem volunteer's unique perspective, creative problem-solving skills and effective solutions are valued by many dependency court judges and participating key colleagues in the child welfare arena.

See <http://www2.tbo.com/content/2011/apr/15/MEOPINO2-providing-a-voice-for-the-young-in-times-/news-opinion-commentary/>.

State News

As Legislative Session Winds Down, Schools, Medicaid Face Big Tax Cuts

The 2011 Florida Legislature is winding down. The big budget losers: Hospitals statewide will face a \$510 million cut, or 12 percent, in Medicaid reimbursements. Public school funding is down by 8 percent or \$540 per student. Thousands of state jobs are being eliminated. The Legislature had to cut \$4 billion from the budget in order to cope with weak tax collections.

See <http://www.tampabay.com/news/politics/stateroundup/lawmakers-agree-on-68-billion-budget-tax-cuts/1167471>.

See the Florida Children's Services Council Legislative Updates -

See http://www.floridacsc.org/advocacy/capitol_connection.php.

Head of Children's Movement: Legislature Underfunds Florida's Kids

David Lawrence Jr., president and co-chair of the Children's Movement of Florida, says in a commentary that children are clearly not a priority of the 2011 Florida Legislature. See <http://www.tampabay.com/opinion/columns/legislature-shows-no-love-for-children/116751>.

Florida's Preschool Attendance Among Highest, But Funding Among Lowest -

<http://www.orlandosentinel.com/news/local/pb-state-low-pre-k-spending-20110425,0.5165899.story>.

Florida Ranks Last in Nation in Providing Dental Care for Poor Kids -

See <http://www.sun-sentinel.com/health/fl-hk-dental-access-20110424,0.5348620.story>.

National News

Web Resource: Building Resilience in Children and Youth Dealing with Trauma -

See http://www.samhsa.gov/children/trauma_resilience.asp.

4-THE-CHILD Has New Resources Available About Trauma in Early Childhood

The Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice's Safe Start Initiative has developed six tip sheets about trauma-informed care for children exposed to violence. The tip sheets address parents and caregivers, child welfare staff, early childhood providers, engaging men and fathers, domestic violence and homeless shelters and teachers.

See <http://www.safestartcenter.org/resources/tip-sheets.php>.

Study: Bullying Connected to Violence, Substance Abuse, Poor Grades

A new study underscores something researchers have known for some time regarding bullying: Kids involved in it are more likely to display risk factors such as poor grades and drug and alcohol use. They're also more likely to have witnessed or been directly involved in violence within their families, researchers reported - a link that previously had been established only in smaller studies.

The bullying report was published in the Centers for Disease Control and Prevention's Morbidity and Mortality Weekly Report. It was based on the Massachusetts Youth Health Survey, an anonymous survey of nearly 6,000 public middle and high school students conducted in January 2009. In addition to a panel of questions about their grades, health, drug use and violence in their families and more, the Massachusetts students were asked two questions about bullying - were they perpetrators of bullying and were they victims of bullying. Based on their answers, kids were divided into four groups: bullies (perpetrators only), bully victims (those who inflicted and received abuse), victims and 'neither' (kids who weren't involved with bullying at all).

The survey found that 43.9 percent of middle school respondents were affected by bullying and 30.5 percent of high school respondents. The odds for most of the risk factors for bullying considered by the survey (such as drinking or mental health problems) were 'significantly elevated' for bullies, victims and bully victims. Bully victims in middle and high school were more than three times as likely to report seriously considering suicide, intentionally injuring themselves, being physically hurt by a family member and witnessing violence in their family. They were more likely to have been exposed to family violence than bullies, who in turn were more likely to have been exposed than victims, who in turn were more likely to have been exposed than kids who were neither bullies nor victims, the survey reported. The authors urged states to continue their work on bullying prevention.

See <http://www.tampabay.com/incoming/bullying-family-strife-linked-in-study/1165538>.

25 Percent of U.S. Children Are Being Raised by One Parent

Twenty five percent of children in the United States are being raised by a single parent, a percentage that has been on the rise and is higher than the 14.9 percent average for other developed countries, according to a report.

See http://today.msnbc.msn.com/id/41908801/ns/today-today_health/.

Government Seeks to Limit Food Ads Aimed at Kids -

http://www.nytimes.com/2011/04/29/business/29label.html?_r=1.