

## Inside Access

## Financial Security For All



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### Toolkit: Effective Communications for the Financial Security Field



The issues of wealth inequality and the racial wealth gap have steadily gained media attention in the last few years, however they continue to be challenging concepts to clearly and succinctly communicate to the public. *Effective Communications for the Financial Security Field*, a media toolkit prepared by PolicyLink and The Hatcher Group, lays out effective tools to help organizations set communications goals. The toolkit includes information on

messaging and storytelling; guidelines for working with the media; sample templates for communications tools; and general social media best practices.

### CNN Poll: Is the American Dream Out of Reach for Today's Children?



A recent *CNN* poll, conducted by ORC International, states that six in 10 people feel that the American dream is out of their reach—with 63 percent of all Americans saying that most children in the U.S. won't be better off than their parents. The article goes on to quote Erin Currier, director of the *Economic Mobility Project at Pew Charitable Trusts*, who states that the "vast majority of Americans have higher incomes than their parents, but that's in large part because most families have two earners now...but only half have more wealth. Meanwhile, the savings rate is low and unemployment is high. College costs are rising faster than inflation and student loan debt is exploding." [Read the full CNN article to learn more about the poll.](#)

### New Blog Series: Ideas from the Right



Check out "Ideas from The Right: Conservative Approaches to Tax Credits for Working Families," a new weekly blog series from *Tax Credits for Working Families* designed to showcase new proposals from conservative policymakers and thought leaders on how to improve tax credits for working families—like the EITC and Child Tax Credit for example. [Sign up to receive blog posts as they are released](#), and join the conversation on Facebook or Twitter

@TaxCreditsWF using the hashtag #ideasfromtheright.

### New Paper on CDAs as an Early Childhood Intervention



The asset building program at the New America Foundation has recently released a paper on how Child Development Accounts (CDAs) can have both "lasting and positive effects on children's educational development and can improve their long-term economic outcomes." The paper, *Investing in Children: Child Development Accounts as an Early Childhood Intervention*, is authored by University of Kansas' School of Social Welfare scholars, Terri Friedline and

Nik Schuetz. [Learn more about this work and download a copy of the paper.](#)

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