

---

## **Clinton Presidential Records Digital Records Marker**

---

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a publication.

---

Publications have not been scanned in their entirety for the purpose of digitization. To see the full publication please search online or visit the Clinton Presidential Library's Research Room.

---

# VISIONS

VOLUME TWO • NUMBER TWO • SPRING/SUMMER 1994

## NEW MATTEL INITIATIVE IS "HELPING KIDS GROW"

Growing up healthy. It's not an unreasonable request for a parent to make for his or her child. Yet the reality is that a substantial number of children in the United States don't have even the basic health care services, like vaccinations, available to them to guard against the most harmful childhood diseases.

Seeking to reverse this dangerous trend, The Mattel Foundation recently announced the creation of "Helping Kids Grow," a company-sponsored program designed to support several national children's health care organizations through a multi-year commitment. The concept behind the program is a fundamental one: to increase the availability of medical services to children throughout the U.S.

"The lack of access to basic health services for America's children can only be described as a national emergency," said Jill Barad, Mattel's president and chief operating officer. "A child in Cuba or Colombia has a better chance of being vaccinated than a child in the U.S. One of the leading barriers to immunization is the simple fact that millions of children in this country don't have regular access to

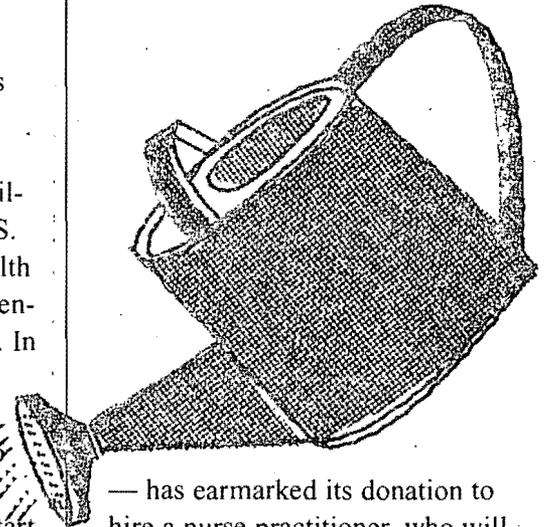
basic health care."

As part of the Foundation's commitment, an initial fund of \$900,000 has been established to provide financial assistance to children's health clinics in several U.S. cities, beginning in 1994. Six health care clinics across the U.S. will benefit from the fund this year alone. In addition, \$1 million in proceeds from the sale of a Dr. Barbie doll (a pediatrician) will be donated to fund the program.

The Charles Drew Head Start Medical Clinic in Compton, California was the first organization to receive a donation from the Helping Kids Grow program. That donation will be used to nearly double the size of the Drew Head Start site and expand services to the siblings of its current patient population of 1,550 underprivileged children.

The program's second recipient — the New City Health Center in Chicago

helping  
Kids grow



— has earmarked its donation to hire a nurse practitioner, who will support four Head Start Centers and deliver weekly on-site health services to each school. Additional children's health clinics in Washington, D.C.; Dallas, Atlanta and Buffalo, New York will also receive funding this year.

Providing guidance and direction for the Helping Kids Grow program is a Board of Advisors made up of several noted experts in the field of children's health and welfare. Those advisors include: Marian Wright Edelman, founder of the Children's Defense Fund; Dr. Reed Tuckson, president, Charles R. Drew University of Medicine and Science; Jennifer Perry, executive director, Children's Action Network; Rae Grad, co-director, National

Continued on page 4