



News from Livingston County, NY

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Livingston County Joins “Counties for Kids” Campaign

Geneseo, NY, January 27, 2021 — During the coronavirus pandemic, our youngest children and their families are facing unprecedented challenges and managing household stress. Amidst COVID-19, more than [40 percent](#) of households with young children are worried about paying for basic needs like food or rent, according to the University of Oregon. Additionally, nearly two-thirds of caregivers feel they have lost emotional support since the start of the pandemic. Young children and families in Livingston County are facing loss of family income due to a surge in unemployment, isolation due to social distancing precautions, and disruption or limited services. This in turn affects physical and emotional well-being, especially in young children.

Research also tells us that the most rapid period of brain development occurs within the first three years of life, laying the foundation for all future learning, behavior and health. Now is the time to support young children and ensure they have access to high-quality services during these critical years. By investing in young children early and focusing on the prenatal to three years, counties can see higher returns and reduce the need for more expensive supports later in life.

Livingston County continues to prioritize and support young children in response to the pandemic. These COVID-19-related services include organizing food distribution events during the Spring and Summer of 2020, conducting COVID-19 testing, and implementing contact tracing to include local school districts and day care centers. Benefits and service provision for young families, which include WIC and Mental Health, continue to be offered over the phone or virtually to provide better access. These efforts play a vital role in protecting the health and safety of young children and their families in our community now and years to come.

This is why Livingston County is joining [Counties for Kids](#), a public awareness campaign for county leaders who are committed to making investments in young children. We encourage all counties to join Livingston County and the National Association of Counties Research Foundation in growing the network of champions advancing prenatal to three policies, programs and systems. Livingston County will continue to prioritize the health and wellness of our most vulnerable population to ensure they become healthy adults and to enhance the health of our community.

Ian M. Coyle
Livingston County Administrator

To learn more, visit www.countiesforkids.org

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