



AT-A-GLANCE

Infant and Toddler Child Care Public Knowledge & Engagement



There is growing interest across the country in providing effective messages and information to the public regarding the importance of the first 3 years of life and how parents, family, and other caregivers, as well as early childhood professionals and policymakers, can work within their roles to provide the best start for babies and toddlers. There are new as well as existing efforts to engage parents and the public that may be of interest to States and communities. They include:

National Campaigns

“Learn the Signs. Act Early” is a public awareness campaign launched in 2005 by the Centers for Disease Control and Prevention (CDC) and its partners to increase the understanding of developmental milestones and the importance of acting early when a possible delay is noticed. The earlier a child with a developmental delay receives appropriate assessment and intervention, the more likely the child is to reach full potential. The program provides information of importance to parents of young children, health care professionals, caregivers, and other early care and education professionals, as well as individuals and organizations who would like to support the program at the community level. There are a variety of materials including fact sheets, PSAs (both TV and radio), and a media kit.

For additional information:

http://www.circ.uab.edu/act_early.htm

For materials:

<http://www.cdc.gov/ncbddd/autism/actearly>

Born Learning is a public engagement campaign to help parents, caregivers, and communities know how to create quality early learning opportunities for young children. The *Born Learning* campaign includes nationwide television, radio, newspaper, magazine, billboard, transit and Web banner ads (all in English and Spanish); parent and caregiver education materials that can be customized locally; a Web site with action tips, information and resources for parents and caregivers; and support for community mobilization activities. *Born Learning* is a partnership between United Way, the Ad Council, and Civitas.

For additional information:

contact@bornlearning.org

For materials:

www.bornlearning.org

For PSA copies:

pschildkraut@adcouncil.org, Phone: (212) 984-1928

The Magic of Everyday Moments National Education Campaign was developed in partnership by ZERO TO THREE and the Johnson & Johnson Pediatric Institute and is designed to help parents and other caregivers understand and gain ideas for how to use simple, everyday moments to promote children's social, emotional, and intellectual development.

For additional information:

tsalyers@zerotothree.org

For materials:

<http://www.zerotothree.org/magic>

Parenting Counts Campaign produced by KCTS/Seattle Television, in cooperation with PBS, has developed a public broadcasting, multimedia initiative entitled *Parenting Counts: A Focus on Early Learning*. Using content provided by the Talaris Research Institute, the *Parenting Counts* campaign disseminates research-based information about how very young children think, feel, and learn and supports parents with examples of best parenting practices. The *Parenting Counts* campaign includes on-air and print resources targeted at parents and caregivers, as well as training materials for outreach professionals. The campaign features six 60-second television spots on parenting, Web resources, early learning workshops, parenting brochures, and mini-grants. The entire campaign models best parenting practices and is designed in an easy-to-use and easy-to-understand format.

For more information:

<http://www.talaris.org/parentingcounts.htm>

For materials:

Talaris Research Institute

P.O. Box 45040

Seattle, WA 98145

Phone: (206) 529-6898, PBS Parents

<http://www.pbs.org/parents/earlylearning>



State Campaign

BrainNet is an initiative of the Washington State Department of Social and Health Services, Division of Child Care and Early Learning, and is a strategic alliance of public and private partners that promote healthy optimal brain development through training, public awareness and education to multiple target audiences throughout the State.

Over 13,000 people have been trained statewide in early brain development research and its implications. Groups of trainers have been organized in local communities across the State to train others such as child care providers and parents. They also speak to interested local groups, and generally serve as locally based information contacts for public awareness and outreach.

The campaign develops information for distribution in various formats, accessible to varied audiences. A Web site, brochures, and annual training events are made available for trainers, parents, and the community to access updated information on brain research and its implications.

For more information:

Division of Child Care and Early Learning
PO Box 45480, Olympia, WA 98504
Telephone: 360-725-4665

For materials:

<http://www1.dshs.wa.gov/esa/dccel/bnmain.shtml>

Resources

Early Care and Education Collaborative is a multiyear project of eight State-based organizations, coordinated by the Communications Consortium Media Center, to design and implement strategic public education strategies aimed at creating the public will to expand the supply and quality of early care and education resources. Web site: <http://www.earlycare.org>

The National Child Care Information Center has compiled a list of national organizations, State organizations, and publications that have information about national and State efforts to use

public education campaigns to create public awareness of the need to support high-quality child care. Web site: <http://www.nccic.org>

ZERO TO THREE (ZTT) provides Web-based and print materials for parents, caregivers, and other early childhood professionals on children's development. Parent and caregiver materials include information on development, play, music, movement, and school readiness. ZTT provides a series called Brain Wonders. There is also a special section for military families. Web site: <http://www.zerotothree.org/>