Early Childhood Messaging

Preparing SE Kids & Families Together

Messaging meeting December 2019
Foundational Beliefs

The first year's of a child's life are critical for wiring the brain and building the foundation for future learning.

Families and caregivers play an essential role as a child's first teacher.

- If we encourage, support, and coach parents and caregivers on how to accelerate brain development the more effective they will be at it.

- If curiosity, persistence, and self-regulation are the characteristics associated with long-term success, then kids who enter schools with these essential skills will be better prepared, feel more confident and are more likely to experience success.
Kinder, pre-K teachers and child development specialists agree; developing social emotional (non-cognitive) skills form the foundation for learning.

Alaska Developmental Profile assess 13 domains; 4 focus on social & emotional skills.

- **Regulates** feelings and impulses
- Shows **curiosity** in lean new things
- Sustains attention to tasks and **persistence** when challenged.
- Participates positively in a group setting
What will be different as a result of this campaign?

- Families are more engaged and excited to participate in learning with their children
- Parents/caregivers are talking with kids; highly attuned
- Families feel supported, included
- More play
- Less frustration for families and kids
- A centralized, community specific website with info about early childhood opportunities
- Greater connection between early childhood programs and schools
- Linked; access to resources (seamless)
- Kids are ready to learn
- Juneau is a more attractive place to raise a family
Friends, Family, & Facebook are how to reach families with young children according to Sitka School District’s 2019 survey.
GUIDING PRINCIPALS & CAMPAIGN ELEMENTS

01 CULTURALLY RELEVANT

02 ENCOURAGES PLAY & CREATIVITY WITH CONCRETE EXAMPLES

03 VALUE & BUILD CONFIDENCE OF FAMILY ROLES & PRACTICES; STRENGTHS-BASED

04 SUPPORTS INFORMED FAMILY DECISION-MAKING

05 RELATIONSHIPS AT THE CENTER

06 DEVELOPMENTAL TOOLS TO BUILD PERSISTENCE, CURiosity, SELF-REGULATION, AND EXPLORATION
GUIDING PRINCIPALS & CAMPAIGN ELEMENTS

07. Aligned coordinated message & tagline across organizations that are tailored to audiences.

08. Interactive with community.

09. Designed for all reading levels.

10. Local faces/influencers as Messangers.

11. Many channels push out; website, social media, events, publics transit, literacy kits.
“Kindergarten readiness is about laying the foundation and love of learning, not knowing all their letters, numbers, and colors. Academics will be taught in kindergarten. Allowing children to explore the world around them and exposing them to literature and numbers is enough.” – Anonymous survey response
COLLABORATING FOR EARLY CHILDHOOD

AUDIENCE

- Southeast Alaskan adults
- Families & caregivers, including grandparents **
- Caring adults/influencers **
- Educators
- Policy makers
- Employers

CHANNELS

- Social media
- Apps like class dojo
- Family nights
- Public transit & facilities
- Word of mouth
- Include in literacy kits
- Post at childcare, dentist, laundromat, coffee etc.

COORDINATE

- Clear tips & example bank
- Central place for materials
- One coordinator/liason
- Delegation & compromise
- Clear consistent messages with same tag-line
- Interactive with community
- Centralized website
- Expand existing resources?
NEXT STEPS

1) Identify core decision making team and tools.

2) Refine plan using messaging frame (e.g. Spit Fire's Smart Chart)

3) Determine contracting needs and share group priorities with contractor.

4) Prioritize and differentiate audiences and messages.

5) Prioritize resource development or enhancements.
## Appendix A: Initial evaluation of existing material

<table>
<thead>
<tr>
<th>Criteria</th>
<th>AEYC Family Bulletin</th>
<th>Baby Raven Reads PSAs</th>
<th>Best Beginnings videos</th>
<th>Zero to Three posters</th>
<th>Ready Rosie videos</th>
<th>Reading aloud</th>
<th>Born Learning (U. Way)</th>
<th>Ready 4 K</th>
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<tbody>
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<td>Culturally relevant</td>
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<td>Play &amp; creativity: concrete examples</td>
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<td>Valuing &amp; building confidence of family roles, respectful, strengths-based</td>
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<td>Supports informed decision making by families</td>
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<td>Realistic</td>
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<td>Clear tips &amp; examples</td>
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<td>Relationships at the center</td>
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<td>Developmental (Persistence, Play, Self-regulation, Persistence, Curiosity, Exploration &amp; Reading)</td>
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<td>Aligned - co-ordinated message</td>
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<td>Interactive with community</td>
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<td>Readable (all levels of family reading &amp; understanding)</td>
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<td>Access (current, available, or unknown)</td>
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<td>* Social media</td>
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<td>* Events (i.e. Family Nights)</td>
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<td>* Public transit &amp; facilities</td>
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<td>* Literacy kits, materials</td>
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<td>Message everywhere (shared tag line, community using same language)</td>
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<td>Centralized bank or topics &amp; language</td>
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Appendix B: Links to local and national early childhood communication campaigns

**NATIONAL EXAMPLES**

**Zero to Three** - best practices presented in a variety of ways
www.ZerotoThree.org

**Ready Rosie** - Family engagement videos
www.readyrosie.com

United Way's **Born Learning** Campaign
www.bornlearning.org

**LOCAL/ALASKAN EXAMPLES**

**Juneau Family Pages/Bulletin** - monthly newsletter & website
www.juneaufamilies.org

**Baby Raven Reads** - PSAs & other materials
www.sealaskaheritance.org

**Best Beginnings** - Alaska-based videos & PSAs
www.bestbeginningsalaska.org
Appendix C for Future Discussion: Use tools from Smart Chart Strategic Communications to refine plan.

- Determine core audience
- Refine message/tag line