



OK FUTURES CORE MESSAGES

October 2019

Context

- Each work and phrase is based on research locally and nationally
- These are core messages and will be the basis for talking points, toolkit, website content etc
- Feedback is requested and must be limited to glaring omissions that make or break the meaning and/or use of the message itself.
- Some are more appropriate for certain target audiences but ALL resonate with ALL audiences
- A word smith process is not requested but rather, taking the previous points, the question is can you live with these?

Core Messages

1. Research shows that quality early experiences with parents or a trusted caregiver help children with problem solving, confidence, learning to get along with others, get ready for school, and handle emotions, all of which establishes a good foundation for school and life.
2. Quality early learning is simply defined as a safe, trusting, and nurturing environment with a parent, caregiver, or teacher that helps children build problem solving skills and confidence, learn to get along with others, get ready for school, and handle emotions, all of which establishes a good foundation for school and life.
3. There are 2000 days between birth and kindergarten and 90% of the brain develops during this timeframe. This is some of the most important time for parents and caregivers to provide newborns, babies, and young children with nurturing and engaging experiences at home or in preschool.
4. Quality early learning experiences help kids prepare for Kindergarten and help to ensure they develop language skills so they can read at grade level and graduate on time.
5. A baby's brain rapidly develops during the first three years of life. Quality early learning provides parents with the tools to engage and nurture their child and establish a positive foundation for healthy development. A child who has a secure and nurturing relationship with a caregiver encourages the growth of their rapidly developing brain.

6. Babies are born learning. Singing, talking, and engaging, especially in their first three years, will help parents provide a strong foundation for children putting them on a path to learn and grow.
7. Babies are born learning. Singing, talking, and engaging children as babies will build a child's language skills long before they can talk or understand what is being said, providing a strong foundation for future learning and interactions with others.
8. Strong families are the building blocks of a strong society. Parents deserve to have the tools they want and need to support young children with stable, nurturing environments in their earliest years to help achieve thriving and healthy families and communities.
9. Parents are a child's first teacher and families are the building blocks of a strong families and society. Quality early learning provides parents the tools they can use to support young children with stable, nurturing environments in their earliest years to help achieve thriving families and communities.
10. When kids are supported with loving and nurturing relationships and a brain stimulating environment, it puts them on the path to educational achievement, including being prepared for Kindergarten, reading at grade level, graduating on time and beyond.
11. Quality and reliable early learning and care allows parents to work without worrying about their children and that care ensures businesses have a workforce that is reliable and consistent.
12. The children in quality early learning today are the workforce of tomorrow. Quality early learning allows our children to build and learn key life and work skills such as problem solving, getting along with others, reading at grade level, and graduating on time. All of these are building blocks for success in school, work, and life and reduce the skills gap for businesses that have a tough time filling key positions.
13. Child care providers are small businesses that hire people, pay taxes, buy equipment and supplies...they are true economic engines for our communities. So not only are they providing local businesses with reliable workforce but they are molding and shaping your future workforce while at the same time contributing to our economy as fellow business owners.