



Think Big. Start Small. Fact Sheet

What

Think Big. Start Small. is a public outreach campaign designed to increase awareness of the importance of high quality, early education and care. The messages embedded in the campaign include:

- The importance of high quality child care.
- Recognition of the importance of early learning, which occurs and must be supported in any early childhood setting.
- The important role that the community has in making sure every child has access to high quality early learning and care experiences.

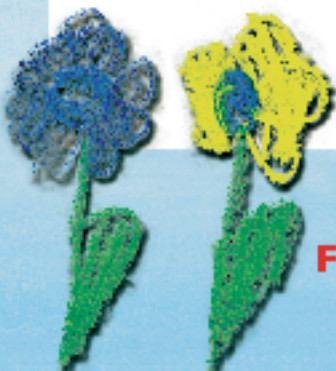
A variety of materials, which convey the campaign message, have been developed. The materials enhance the theme with these basic messages:

- Learning begins at birth.
- Over 70% of young children spend time in early education and care outside their home.
- Caregivers trained in early education are critical to building young minds.
- The opportunities we provide to all children today shape who they will become tomorrow.

The campaign materials include:

- Brochures
- Flyers (distributed in local newspapers and elsewhere)
- Display advertising/print media
- Outdoor/billboards
- TV commercials (:30 spots in English and Spanish)
- Radio commercials (:30 and :60 spots in English, Hmong and Spanish)

continued



For more information, call **1-888-713-KIDS**



Who

The statewide campaign was jointly planned and developed by Child Care Resource and Referral Agencies across the state, Wisconsin Department of Workforce Development, Wisconsin Department of Public Instruction, Wisconsin Department of Health and Family Services, Head Start State Collaboration Project, Wisconsin National Governor's Association Early Childhood Team, Wisconsin Education Council, Wisconsin Early Childhood Association and Wisconsin Child Care Improvement Project.

Milwaukee Public Schools working in partnership with Early Childhood Council of Milwaukee County developed the first phase of the campaign. Core ideas developed for the first phase remain foundational in the statewide effort.

Many local partners funded the development and implementation of the campaign by using federal Locally Matched Child Care Capacity dollars administered locally by the Child Care Resource and Referral Agencies. Local foundations contributed funding making this a public private initiative.

The campaign was created with Mercury Communication Partners, LLC of Brookfield, Wis.
<http://www.mercuryww.com>

When

The campaign was developed over a 9-month period; the first phase debuted in Milwaukee County in March 2001. The statewide kickoff occurred August 2, 2001, followed by local events in individual participating communities. The campaign continues to grow at a statewide level.

Where

The campaign reaches all counties in the state of Wisconsin. Several resource and referral agencies have sufficient funding to purchase paid TV and radio coverage. Other resource and referral agencies will be asking local media outlets to run the TV and radio spots as PSAs.

All Resource and Referral Agencies have printed materials to distribute in the community. Local communities have developed customized campaign plans.

Why

The Wisconsin Early Childhood Collaborating Partners, Wisconsin Child Care Resource and Referral Agencies and others have had development and implementation of a statewide public awareness campaign as a goal for several years. This campaign has as its desired outcome to increase the awareness of consumers, decision makers and leaders as well as all community members about the importance of high quality, early education and care for young children ages birth to 8.

Research says the early years are critical, the education is the key to success, that providers of early learning and care are pivotal in high quality. This campaign aims to send these messages, create understanding and community action to make it happen.

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