

Born Learning: Levels of Engagement, Examples, and Outcomes

Born Learning is a public engagement campaign helping parents, caregivers, and communities create early learning opportunities for young children. Communities can utilize the toolkit at various levels – while outcomes may be achieved at any level of engagement, a more comprehensive approach will yield the most essential outcomes.

What You Can Do (the Levels of Engagement)	What It Means (Description)	Examples That Illustrate This Engagement	Related Outcomes
PSA Placement <i>...Awareness</i>	<p>Working with local media to ensure placement of PSAs</p> <p>Working with partner organizations and other community groups to use PSAs</p>	<ul style="list-style-type: none"> • Calling/meeting with your local media outlets (TV station Public Affairs/Community Affairs Director; Radio Station General Manager; Newspaper Editor) to ask them to run the PSAs more frequently/more visibly • Campaign partners use Born Learning web banners on their websites • Running loops of TV spots and radio spots in waiting rooms, retail stores and other places where parents/caregivers spend their time • Relationships 	<p>Parents/caregivers understand that children are born learning</p> <p>Parents/caregivers know that interaction in everyday moments encourages learning</p>
Public Relations <i>...Awareness/ Education</i>	<p>Using media relations tactics to get media coverage about the campaign</p> <p>Getting media coverage of the issue</p>	<ul style="list-style-type: none"> • Editorials in the Newspaper • Presentations to Civic Groups (Rotary, Junior League, etc.) • Web Banners • Retail flyers • Retail stores • Presentations at Early Childhood Conferences • Presentations in Economic Development Forums • Newsletters/ other Publications (Paper or electronic) e.g. <ul style="list-style-type: none"> - Child care center/family child care home newsletters - State/Local Chamber of Commerce newsletters - Local affiliate of NAEYC newsletter - Local child care resource and referral newsletter - Faith community newsletters/bulletins - Public library newsletters or publications - Corporate newsletters/publications • Working with the media (public and private TV and radio) to produce/air shows and share information for families and caregivers 	

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<p>Localizing & Basic Fulfillment</p> <p><i>...Education</i></p>	<p>Localizing material</p> <p>Sending material to callers upon request</p>	<ul style="list-style-type: none"> • Protocol developed for telephone responders (211, CCR&R, United Way, SB6, etc.) • Track caller information and materials distributed • Refer to website and mail BLC parenting tools • Conduct follow up calls on a % of callers to gather feedback on tools, answer additional questions • Maintain up-to-date data base of community based resources/ services available to parents/caregivers based on their need(s) 	<p>Parents/Caregivers understand that children are born learning</p> <p>Parents/Caregivers know that interaction in everyday moments encourages learning</p>
<p>Opportunity-Based Material Distribution</p> <p><i>...Education</i></p>	<p>Looking for opportunities to distribute material</p> <p>Not engaging in direct contact with parents or caregivers</p>	<p>Place materials for voluntary pick-up at the following locations:</p> <ul style="list-style-type: none"> • Doctor’s waiting room • Dry Cleaner • Parent Resource table in child care center • Lobby of the library <p>Include materials when distributing other material:</p> <ul style="list-style-type: none"> • Pay checks • Utility bills • Grocery store fliers 	<p>Parents/Caregivers understand that children are born learning</p> <p>Parents/Caregivers know that interaction in everyday moments encourages learning</p>
<p>Third-Party Material Distribution</p> <p><i>...Education/ Action</i></p>	<p>Asking “trusted advisors” like pediatricians, child care providers or parent educators to talk with parents and caregivers about the materials</p> <p>Ask the advisors to help parents apply the concepts to their lives</p>	<ul style="list-style-type: none"> • Low – Trusted sources may be obstetricians, children’s librarian at the public library, etc. • Medium – Materials incorporated in Family Literacy program, Parents as Teachers, Head Start parenting ed curriculum. • High – Parent Mentors or home visitors incorporate parenting tools and “Learning on the Go” tips in multiple, one on one interactive sessions with parents. The professional models the behaviors, encourages the parent to practice behaviors, and provides positive reinforcement. 	<p>Parents/Caregivers understand that children are born learning</p> <p>Parents/Caregivers know that interaction in everyday moments encourages learning</p> <p>Parents/Caregivers are responsive to their child</p> <p>Parents/Caregivers extend language and promote literacy</p>

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<p>Strategic & Intentional Outreach</p> <p><i>...Education/Action</i></p>	<p>Communicating campaign messages & materials to target audiences where they live, play, work, shop, worship, etc.</p>	<ul style="list-style-type: none"> • Distribution targets low-income Hispanic mothers in XYZ neighborhood. • Posters (in Spanish) are displayed in area retail establishments. • Neighborhood based Hispanic faith community puts fliers in “church bulletins”. • Hispanic community leaders trained as advocates and promotion arm to build awareness about training and support opportunities throughout the neighborhood. • Local grocery store posts parenting tips on grocery carts with ideas for talking with children about items in the store and provides a “kids corner” staffed by volunteers who model effective parenting (how to read with children, rhyming games, etc.). • Child care providers in the neighborhood are trained to integrate BLC tools and strategies with children and in parent training. • At story time, librarian models reading with children, talks to parents about reading strategies, and provides tip sheets to parents about picking the right books based on the age of your child. • Establishing and/or expanding neighborhood-based resources for families and caregivers, such as: library and park activities, play and learn group gatherings, regular information sharing and other activities. 	<p>Parents/Caregivers understand that children are born learning</p> <p>Parents/Caregivers know that interaction in everyday moments encourages learning</p> <p>Parents/Caregivers are responsive to their child</p> <p>Parents/Caregivers extend language and promote literacy</p>

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<p>Using Born Learning as a Community Change Tool</p> <p><i>...Action</i></p>	<p>Strategic, proactive media and material distribution activities focused on results with the goal of reaching target audiences at <i>every moment of early learning opportunity</i>.</p> <p>Mobilize and align strategies and resources to ensure that the adults in children's lives support early learning in ways that help children grow up safe, healthy, nurtured, and ready to succeed in school and life.</p>	<ul style="list-style-type: none"> • Businesses provide regular and varied lunch and learn opportunities for parent education. • Neighborhood associations in high teen pregnancy areas influence the city council to provide funds for parent education in high schools. • State and city governments enact new policies and allocate funds for integrating Born Learning parent tools and training parents with children in Head Start Centers. • Community organizations, including schools and hospitals, provide coordinated, high-quality training across family-serving programs to create a service culture that provides research-based protective factors. • Civic and community groups develop and support networks of parents and caregivers who are equipped to apply the best and latest early childhood research in early learning through everyday activities and interactions. 	<p>All of the above plus one or more of the following:</p> <ul style="list-style-type: none"> • Impact on broad, local public systems • Impact on broad, local and state level private systems • Impact on state level Public Policies • Impact on statewide public systems • Impact on level of state funding for early childhood systems

