

MyPre-K

Dear Preschool Teachers,

We know that quality early learning experiences make a difference in preparing children for success in school. Since 2002, Success By 6, United Way's early childhood initiative, has been partnering with school districts like yours in developing strategies that will assist in preparing our youngest learners for kindergarten. Since then, we have seen tremendous progress at the state level including adopting BRIGANCE as Kentucky's Common Kindergarten Entry Screener, defining what it means to be kindergarten ready and the recent expansion of our five-star child care quality rating and improvement system.

While we have seen encouraging momentum at the state level, we must now focus on increasing awareness and creating change at the grassroots level by engaging more parents and caregivers in the communities where they live. To accomplish this, Northern Kentucky early childhood partners and school districts have agreed to implement an awareness campaign with a consistent message about the importance of learning experiences designed to increase community demand for high quality full-day preschool.

Our 40 project team members representing teachers, pediatricians, school districts and early childhood partners committed a year of their time and energy to this massive project. Through discovery and research, the project team spoke with 36 NKY families to uncover their motivations, values, and potential barriers to accessing quality early learning experiences. These discussions were then used to inform the campaign messaging and awareness efforts.



The purpose of the general campaign is to show the unlimited potential of young children and elevate Pre-K as the first educational step toward shaping our youth.

United Way and the campaign project team are excited about the potential of reaching more families and what this connection could mean to our communities. Please join us on **October 18th from 4:30-7pm at the Center For Great Neighborhoods (321 W 12th St, Covington, KY 41011)** for a pep rally of sorts, launching our parent portal (MyPre-K.com) and distributing campaign materials to begin our movement!

Attached you will find a sneak peak of the campaign artwork. We hope you will plan to join us on October 18th to learn more!

Special thanks to the project team:

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