



DRAFT BRANDING AND MESSAGING PORTFOLIO

GENERAL MESSAGING

Children are born ready to learn

Problem: Children are born ready to learn but may not have access to the experiences or environments that foster healthy brain development such as engaged child-parent interaction, quality childcare or healthcare.

Childcare providers, parents and families need tools to succeed

Solution: To provide communities, childcare providers, parents and families with the tools and resources they need so that every child is nurtured and cared for from birth, to ensure quality early childhood learning opportunities and healthy brain development.

Smart Start brings communities together and provides the tools and resources they need

Smart Start's Role: Smart Start brings communities together—parents, child care and health care providers, educators, business people, elected officials—and provides the tools and resources they need to fully engage young children in learning opportunities so they can grow to be healthy, productive and well-rounded students, parents, workers and leaders.

Invest in Smart Start

Call to Action: Invest in Smart Start today, to ensure our children grow up to be healthy, productive adults who will continue to build a strong, vibrant North Carolina.

The North Carolina Partnership for Children

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 www.smartstart.org  [/smartstart](https://www.facebook.com/smartstart)  [@ncsmartstart](https://twitter.com/ncsmartstart)  [/ncsmartstart](https://www.youtube.com/ncsmartstart)

AUDIENCE SPECIFIC MESSAGING

Elected Officials:

Public resources are being spent to correct issues that should never have happened

Problem: Too many public resources are being depleted by intervention services – special education, correctional facilities, public assistance -- in an effort to correct issues that should not have come to be.

Public resources should be directed towards prevention

Solution: If public resources are directed further upstream to ensure high quality early childhood programs and services, North Carolina can prevent costly intervention services down the road.

Smart Start is your go to resource on the needs of North Carolina and your community

Role: Smart Start is a national model that combines the expertise and reach of a 100-county strong statewide organization with local decision making to address the specific needs of communities in each congressional district so that our children have the opportunity to learn, lead productive lives and contribute to a strong, vibrant North Carolina.

Increase public investments in Smart Start

Call to Action: Increase public investments in Smart Start and early education initiatives in order to enhance the fiscal stability of North Carolina.

Funders:

Increase public investments in Smart Start

Problem: Smart Start local partnerships are not adequately funded through public funds.

We need to layer private funds on top of public investments

Solution: Layering private funds on top of public investments in early care and education creates opportunity for significant impact benefiting North Carolina's children and families.

Smart Start leverage public and private funds to achieve positive outcomes

Role: Smart Start is a strong, diverse, fiscally responsible network of early childhood experts that effectively leverage the public private partnership to achieve positive outcomes for children.

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Business and Professionals:

North Carolina needs a strong workforce

Problem: North Carolina needs a strong workforce to compete in a global market.

Workforce development begins at birth

Solution: Workforce development begins at birth by investing and building a strong foundation for children to become productive members of society.

Smart Start invests in innovative, evidenced-based early childhood programs

Role: Smart Start invests in innovative, evidenced-based early childhood programs to ensure our children are well educated and prepared to succeed in life as future parents, workers and leaders who will build our community and contribute to a strong, vibrant North Carolina.

Become a champion for children and invest in early education

Call to Action: Become a champion for children and invest in early education so that children are engaged in early learning experiences in order to create a strong workforce.

Parents and Families:

It's hard for families to find and access quality care and education

Problem: There are challenges identifying resources for and accessing high quality early care and education.

Families need more resources to become more engaged

Solution: Increase parent and family engagement, as well as access and availability to high quality early care and education.

Smart Start helps parents and families get a great start in life

Role: Smart Start helps parents and families ensure their children get a great start in life by providing quality child care, enriching learning opportunities and family support during the critical first years of a child's life.

Connect with your Smart Start

Call to Action: With 75 local partnership across North Carolina, there is a Smart Start in your community. Connect with your Smart Start and learn more about how you and your family can be involved.