



# GRAYS HARBOR EARLY CHILDHOOD

POSITIVE PUBLIC AWARENESS CAMPAIGN



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2025 KNOW.GO.PROVIDE.GROW.  
COMMUNICATIONS TOOLKIT

In partnership with Grays Harbor County Public Health  
and the Grays Harbor Early Learning Coalition



# 01 Our Introduction

## Early Childhood Developmental Health Systems: Evidence to Impact

The first three years of life lay the foundation for social, emotional, and physical development throughout the life course. Early childhood development is impacted by the systems that children, parents, and families find themselves in. These systems can facilitate coordination across sectors, promote equity, and amplify the voices of families and communities. Comprehensive early childhood systems bring together health, early care and education, child welfare, and other human services and community supports to create a seamless continuum of care for thriving children and families.



### Grays Harbor County Public Health + Grays Harbor Early Learning Coalition Stakeholder Group

Launch a positive public awareness communications campaign that will:

- Educate the community at-large about the benefits of early childhood development.
- Showcase the importance and positive impacts of an early learning system that integrates child care, developmental services, and health care to reach improved outcomes for children and families.

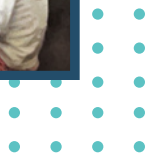


This increased awareness will lead to broader community support for early learning initiatives, contributing to the long-term sustainability of the system. Families will be better informed and more likely to seek out early learning and health care resources for their children. We hope this communications toolkit will be used to create coordinated campaign messaging that promotes positive community norms around parents seeking resources for early childhood support.

# >>> Contents:



- Key Messaging
- Social Media Messaging + Graphics
- Sample Newsletter Article
- Sample Press Release
- Know.Go.Provide.Grow. Materials
- Additional Talking Points
- Call to Action
- Conclusion



## 02 Key Messaging:



### Know.Go.Provide.Grow.




**Know. Go. Provide. Grow.** is a strong, action-oriented choice for a public awareness campaign about early learning because it is:

- Simple + Memorable
- Action-Driven + Engaging
- Clearly Defines the Message
- Adaptable for Different Audiences







**KNOW:**

**Raise Awareness: Why is early learning important?**

- Early childhood development lays the foundation for lifelong learning and success.

## Key Points:



- 90% of brain development occurs before the age of 5.
- Early experiences impact cognitive, social, and emotional development.
- Early learning improves educational outcomes and reduces future social costs.



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**GO:**

**Support & Action: Join Grays Harbor Early Learning Coalition!**

- Encourage people to engage in and support early childhood programs or policies empowers them to take an active role in our community. [www.ghelc.org](http://www.ghelc.org)

## Key Points:



- Communities with strong early childhood programs experience better social outcomes, such as lower crime rates, stronger local economies, and healthier families.
- Taking action by supporting local initiatives (e.g., donating, volunteering, advocating for policies) positively impacts the entire community.



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## Invest & Contribute:

- Provide resources to early childhood programs and early learning networks ensures all children have access to quality learning experiences.



## Key Points:



- Early investment in children reduces the need for later interventions in education, healthcare, and social services, saving taxpayers money in the long run.
- Businesses benefit from a well-educated workforce. Investing in early childhood care and education improves future job readiness and economic growth.



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## Healthy Communities:

- A focus on early development means building a community where every child has the opportunity to thrive, benefiting future generations.



## Key Points:



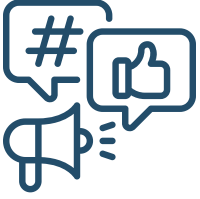
- As children grow, they contribute to the workforce, health, and social well-being of the community.
- A focus on early development means building a community where every child has the opportunity to thrive, benefiting future generations.



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This section is intended to make sharing campaign messaging through social media channels cohesive and simplistic with sample messaging based on target audience and a variety of graphic images to accompany text.

**Hashtag: #GHKnowGoProvideGrow**

## Sample Messages

**Target Audience:** Community At-Large

- 🔊 Investing in our future starts with early learning!
- 💡 Know: The first five years shape a child's future.
- 🚀 Go: Learn how early learning strengthens our community.
- 👉 Provide: Support programs that help families and kids.
- 🌱 Grow: A thriving community begins with strong early foundations.
- 🔗 Learn more: [www.ghelc.org](http://www.ghelc.org)

#GHKnowGoProvideGrow

**Image: sample\_image\_1**

**Target Audience:** Community At-Large

- 🏠 Strong communities start with strong beginnings! 🏠
- 💡 Know: Kids who access early learning do better in school and life.
- 🚀 Go: Discover local programs that support young children.
- 👉 Provide: Volunteer, donate, or spread the word!
- 🌱 Grow: When children thrive, our entire community benefits.
- 🔗 Learn more: [www.ghelc.org](http://www.ghelc.org)

#GHKnowGoProvideGrow

**Image: sample\_image\_2**

# Social Media Messaging + Graphics Continued



Hashtag: #GHKnowGoProvideGrow

## Sample Messages

**Target Audience:** Parents/Caregivers

✨ Give your child the best start in life! ✨

💡 Know: 90% of brain growth happens before age 5!

🚀 Go: Explore early learning resources near you.

👐 Provide: Read, talk, and play with your child every day.

🌱 Grow: Your child's future starts now!

🔗 Find resources: [www.ghelc.org](http://www.ghelc.org)

#GHKnowGoProvideGrow

**Image:** sample\_image\_3

**Target Audience:** Parents/Caregivers

👤❤️ Parents—you've got this!

🧠 KNOW: Early moments shape your child's future.

🚀 GO: Join Connect, Play, Learn groups for fun + connection.

👐 PROVIDE: Get one-on-one support through Parents as Teachers.

🌱 GROW: Strong families = thriving kids!

🔗 Learn more: [healthygh.org/parenting](http://healthygh.org/parenting)

#GHKnowGoProvideGrow

**Image:** sample\_image\_4



# Social Media Messaging + Graphics Continued



Hashtag: #GHKnowGoProvideGrow

## Sample Messages

**Target Audience:** Business Owners

A thriving workforce starts with strong early learning!

💡 **KNOW:** Employees with access to quality childcare are more productive.

🚀 **GO:** Explore family-friendly workplace policies.

👉 **PROVIDE:** Support early learning programs in your community.

🌱 **GROW:** Invest in the future workforce today!

Join us in making early learning a priority: [\[Insert Link\]](#)

#GHKnowGoProvideGrow

**Image:** [sample image 5](#)

**Target Audience:** Policy Makers + Advocates

🚀 Invest in Early Learning. Strengthen Our Future.

🧠 **KNOW:** Every \$1 invested in early childhood education saves \$7 in future costs.

🚀 **GO:** Prioritize policies that strengthen early learning systems.

👉 **PROVIDE:** Support funding that ensures access to quality programs for all families.

🌱 **GROW:** Higher graduation rates, lower crime, and a stronger economy benefit everyone.

🔗 Learn more: [www.ghelc.org](http://www.ghelc.org)

#GHKnowGoProvideGrow

**Image:** [sample image 6](#)



# Social Media Messaging + Graphics Continued



Hashtag: #GHKnowGoProvideGrow

## Sample Messages

**Target Audience:** Parents/Caregivers

- ☀️ Every child's development is unique — and every milestone matters! ☀️
- 🧠 Know: Early connections shape learning, growth, and relationships for life.
- 🌍 Go: Families don't have to navigate this journey alone—support is nearby.
- 💬 Provide: Encourage your child's development through play, routines, and conversations.
- 🌱 Grow: With the right tools and support, children of all abilities can thrive.
- 💜 At South Sound Parent to Parent (SSP2P), families find guidance, peer support, and resources that make a difference.
- 🔗 Learn more: [www.ssp2p.org](http://www.ssp2p.org)

#GHKnowGoProvideGrow

**Image:** [sample\\_image\\_7](#)

**Target Audience:** Parents/Caregivers

- 🧠 Know: Quality child care supports healthy child development and prepares kids for success in school and beyond.
- 🌍 Go: Child Care Action Council connects families with trusted, local child care options and family support programs.
- 💬 Provide: By choosing quality care, you're giving your child safe spaces to learn, grow, and explore.
- 🌱 Grow: Strong families build strong communities!
- 💜 Find resources and support at: [www.ccacwa.org](http://www.ccacwa.org)

#GHKnowGoProvideGrow

**Image:** [sample\\_image\\_8](#)

## 04 Sample Newsletter Article

### The Power of Early Learning

Did you know that 90% of a child's brain develops before age five? Early learning plays a critical role in shaping a child's future, impacting everything from school readiness to lifelong success. When children have access to high-quality early learning experiences, our entire community benefits—from stronger families to a more skilled workforce. That's why we're supporting **Know. Go. Provide. Grow.**, a public awareness campaign dedicated to ensuring every child has the opportunities they need to thrive.

✓ Know – Understanding the importance of early childhood development helps us create a stronger future.

✈ Go – Families, caregivers, and community members can connect with early learning resources and programs.

👉 Provide – Businesses, policymakers, and organizations can invest in child care and early education.

🌱 Grow – When children succeed, our entire community grows stronger together.

### How You Can Help

- Parents & Families: Engage with early learning programs and resources.
- Businesses & Employers: Support family-friendly policies and child care access.
- Community Leaders & Policymakers: Advocate for funding and policies that prioritize early childhood education.

Join us in making a difference! Together, we can ensure that every child has the best start in life. Get Involved Today: [\[Insert Call to Action – Website, Event, Contact Info\]](#)



## 05 Sample Press Release



### FOR IMMEDIATE RELEASE

[Your Organization's Name]

[Your Contact Name]

[Your Email] | [Your Phone Number]

[Your Website]

“Know. Go. Provide. Grow.” Aims to Strengthen Communities by Highlighting the Positive Impact of Parenting Supports and Early Learning Opportunities

[City, State] — [Date] — The early years of a child's life lay the foundation for their future success—and the success of our communities. That's why [Your Organization's Name] is launching **Know. Go. Provide. Grow.**, a public awareness campaign focused on the critical role of early learning in building thriving families, a strong workforce, and a prosperous future for all.

Research shows that 90% of brain development happens before age five. Children who have access to quality early learning experiences are more likely to succeed in school, contribute to the workforce, and become engaged members of their communities. Yet, too many families face barriers in accessing affordable, high-quality child care and early education programs.

The **Know. Go. Provide. Grow.** campaign empowers individuals, businesses, and policymakers to take action:

✓ Know – Learn how early learning shapes our future.

✈ Go – Connect with local programs and resources that support families and children.

👉 Provide – Advocate for family-friendly policies and investments in child care.

🌱 Grow – Support a future where every child has the opportunities they need to thrive.

### Call to Action: Get Involved Today!

We all have a role to play in strengthening early learning opportunities. Whether you're a parent, business leader, educator, or policymaker, your support makes a difference.

- Parents & Families: Explore resources for early learning programs.
- Businesses & Employers: Learn how child care access benefits your workforce.
- Community Leaders & Policymakers: Advocate for policies that support early childhood education.



# Sample Press Release Continued

Join us in ensuring every child has the best start in life! To learn more, visit [\[Your Website\]](#) or follow us on social media at [\[Your Social Handles\]](#).

About [\[Your Organization\]](#):

[\[Insert a brief description of your organization’s mission, history, and impact.\]](#)

For media inquiries, please contact:

[\[Your Name\]](#)

[\[Your Organization\]](#)

[\[Your Contact Info\]](#)

## 06 Know.Go.Provide.Grow. Materials

This section provides quick links to access campaign materials.

- [Know.Go.Provide.Grow. One-Pager](#)
- [Parent/Caregiver Resource Rack Card \(English\)](#)
- [Parent/Caregiver Resource Rack Card \(Spanish\)](#)
- [Coloring/Activity Sheet \(Bilingual/English and Spanish\)](#)
- [Social Media Graphics](#)
- [Early Childhood Developmental Health Systems One-Pager](#)
- [Slide deck for Community Presentations](#)
- [Grays Harbor County Public Health Logo](#)



- [Grays Harbor Early Learning Coalition Logo](#)



# 07 Additional Talking Points



## Target Audience: Elected Officials + Policy Makers

### Talking Point: **Stronger Policies = Stronger Families!**

Investing in early learning is not just about education—it’s about building a stronger economy, a more resilient workforce, and thriving communities.

- 💡 **Know:** Decades of research show that investing in early learning leads to lifelong success—higher graduation rates, better job opportunities, and stronger communities.
- 🚀 **Go:** Quality child care doesn’t just benefit children—it boosts economic growth by enabling parents to work and businesses to retain a stable workforce.
- 🤝 **Provide:** We must advocate for funding and policies that support affordable, high-quality child care and early education, ensuring families have the resources they need.
- 🌱 **Grow:** When we invest in early learning, we build a foundation for a stronger future—for children, families, and society as a whole.

**Call to Action:** Support policies that make child care accessible and invest in early learning. A brighter future starts now! ❤️





# Additional Talking Points Continued



## Target Audience: Business Owners

### Talking Points: **Early Learning = A Stronger Workforce!**

Businesses & Employers Play a Key Role in Strengthening the Workforce by Supporting Early Learning.

- 💡 **Know:** Employees with access to reliable, high-quality child care are more productive, engaged, and less likely to miss work.
- 🚀 **Go:** Child care access directly impacts business success—reducing absenteeism, improving employee retention, and increasing overall workplace satisfaction.
- 🤝 **Provide:** Employers can take action by supporting family-friendly policies, such as flexible schedules, child care assistance, and on-site child care partnerships.
- 🌱 **Grow:** Investing in early learning today builds the workforce of tomorrow, strengthens the economy, and creates a thriving community for all.

### Call to Action:

Businesses that support early learning help build a stronger workforce and a stronger future. Explore ways to invest in child care and family-friendly policies today!



## 08 Call to Action

Every child deserves a strong start in life, and every community thrives when we invest in early learning. The **Know. Go. Provide. Grow.** campaign is a call to action for ALL our community members to come together and create a future where ALL children have the opportunities they need to succeed. Join the movement! Visit [www.ghelc.org](http://www.ghelc.org) to learn more, take action, and connect with the Grays Harbor Early Learning Coalition today! Contact: [ghearlylearningcoalition@gmail.com](mailto:ghearlylearningcoalition@gmail.com)

**A**

### Community At-Large

Join us in championing early learning and shaping a future where every child can thrive.

✓ Know – Early learning shapes the future of our community.

✈ Go – Explore local programs and resources that support children and families.

👉 Provide – Advocate for policies that make early childhood education accessible to all.

🌱 Grow – A stronger community grows from investing in our kids today.

- Share this message, support local initiatives, and speak up for early learning.

**B**

### Parents + Caregivers

Whether it's connecting with early learning programs, speaking out for better resources, or simply sharing this message with others.

✓ Know – Understand how early learning shapes your child's brain development and lifelong success.

✈ Go – Explore programs and resources that can help support your child's learning journey.

👉 Provide – Advocate and share your story about child care and educational policies that support your family's needs.

🌱 Grow – Make early learning moments today to build a brighter tomorrow for your child and your community.

**C**

### Educators + Businesses

✓ Know – Recognize the impact that early learning has on a child's future and the economic growth of our community.

✈ Go – Support and advocate for policies that ensure access to quality child care and early education for all families.

👉 Provide – Partner with local organizations, schools, and businesses to provide resources, training, and support for children and families.

🌱 Grow – Invest in early learning to build a stronger workforce, healthier communities, and a brighter tomorrow for everyone.



## 09 Conclusion

The **Know. Go. Provide. Grow.** campaign highlights the vital role early learning plays in shaping strong families, a resilient workforce, and thriving communities. Every voice matters. Whether you're a parent, child care provider, business leader, educator, or policymaker, you have the power to make a difference. Use the materials in this toolkit to spread the word, engage your network, and drive change.



### Positive Outcomes



#### For Children + Families

- ✓ Increased Access to Early Learning – More families learn about available resources, leading to higher enrollment in quality early education programs.
- ✓ Stronger School Readiness – Children enter kindergarten with better social, emotional, and academic skills.
- ✓ Improved Parent Engagement – Parents become more involved in their child's learning, leading to better developmental outcomes.
- ✓ Equitable Opportunities – Underserved families gain access to essential programs, reducing achievement gaps.

#### For Business + the Economy

- ✓ Stronger Workforce Development – Investing in early learning creates a more skilled workforce in the future.
- ✓ Higher Productivity – Employees with reliable childcare are more focused and productive at work.
- ✓ Economic Growth – Every \$1 invested in early childhood education saves up to \$7 in future costs (reduced crime, welfare, and special education needs).

#### For Policy Makers + Advocates

- ✓ Increased Public Support for Funding – Greater awareness leads to more advocacy for early learning policies and funding.
- ✓ Stronger Policy Decisions – Data from the campaign helps shape better local and state policies for early childhood education.
- ✓ More Community Partnerships – Nonprofits, businesses, and government agencies collaborate to improve early learning access.