



Grays Harbor Know. Go. Provide. Grow.

Early Childhood Community Campaign

Communications Toolkit User's Guide

Suggestions for using the toolkit

- Develop a calendar of social media posts and share stories about the impact of early learning and family supports.
- Hold community conversations, sharing the Know.Go.Provide.Grow. presentation.
- Consider ways to share materials with families, providers working with families, and in community settings.
- Use multiple platforms to share messaging including email, newsletters, social media, and websites.
- Place rack cards around in family-friendly environments, such as waiting rooms, libraries, child care centers.
- Identify champions that are interested in sharing communication materials and elevating stories.

The “Know.Go.Provide.Grow.” campaign materials are available to assist partners in communicating about the importance of early childhood support, family engagement, and connected systems. Materials cover topics such as connecting families to local resources, promoting early learning opportunities, supporting child development, and fostering equitable access to services.

This digital toolkit includes sample social media content, graphics, and web assets, and will be updated with more content in the coming months. Many of the assets are downloadable, shareable, and some of the material is customizable.

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