

## ***Week of the Young Child*** **Communications Kit**

Week of the Young Child (WOYC) celebrates young children and thanks early childhood teachers and everyone involved in the care and education of young children. This is a valuable opportunity to raise awareness of the issues affecting young children and their families, and to rally more people to speak out about how these issues affect your community.

Use these communications tools to help promote WOYC and the special events you arrange to honor children and those who nurture them. These materials can help you generate the kind of media interest and public attention that will make WOYC a huge success – in your community and around the country.

This communications kit includes communications tools to promote your WOYC events and ideas you can use to make the most of these:

### **Week of the Young Child News Release**

The enclosed News Release template provides you with a simple way to attract local media interest in Week of the Young Child, your events, and the need for more high-quality early childhood education programs. You can customize the News Release by inserting the name of your Affiliate or organization, along with information about the special activities you have planned for WOYC. Send the News Release to newspapers, magazines, and radio and television stations in your area. You can get the names of the best contacts within each news organization by contacting the news desk. Send it out early enough for reporters to plan to cover the events.

### **Invitation to television stations to cover event**

Customize this note and send it with the news release to television stations. Television news reporters want to cover events that are visually interesting to their audience. By highlighting what reporters will be able to show with the story, you can increase the chance that they will cover your WOYC events.

### **PSA Script**

Public service announcements, or PSAs, are simple announcements are often used by radio stations during breaks in their programming. Customize the enclosed PSA script with details about issues affecting young children in your community to build awareness of Week of the Young Child and the importance of these issues. Contact radio stations in your area and ask for the person who arranges public service announcements, and request that the stations run the PSA before and during WOYC.

### **Letter to the Editor**

The letter to the editor is designed to bring awareness of the issues affecting children in your community. This letter should be customized with information about your community, and sent to the letters section of your newspaper to raise awareness of the needs of young children. This brings important information about early childhood education issues to a broader audience.

### **Proclamation for the Governor or Mayor**

Involving public officials is a great way to draw attention to Week of the Young Child. Many NAEYC Affiliates and organizations work with their Governor, Mayor or other local political leaders to draft a WOYC proclamation thanking early childhood teachers and others who support young children. Use the attached template to prepare a proclamation, and contact state and local leaders to urge them to help celebrate WOYC in your community. At the same time, encourage them to speak at your WOYC events – and promote their participation to your local media to increase awareness of WOYC.

### **Business Flyer Template**

Customize this flyer and distribute it to local businesses to encourage them to support Week of the Young Child. Let businesses know what they can do to get involved in WOYC and the importance of supporting WOYC efforts. Many businesses have budgets set aside for good will promotions.

### **Participant Flyer Template**

This flyer can bring attention to some of the issues affecting young children in your community. Affiliates and organizations participating in Week of the Young Child can use this flyer to hand out to parents, educators, and others to let them know the importance of supporting WOYC efforts. Feel free to add information about early childhood that is specific to your community.

### ***Ideas for Planning Week of the Young Child Events***

As you plan your events, visit the NAEYC Web site ([www.naeyc.org/woyc](http://www.naeyc.org/woyc)) for tips, strategies, and reports from other organizations about how you can organize a successful Week of the Young Child celebration. Childhood is a time of enormous opportunities – a time to grow, to learn, to build the future. Early childhood education is crucial to children's growth and development. During Week of the Young Child, speak out for children in your community and encourage everyone to take a part in *building better futures for all children*. NAEYC has designed a variety of new materials to encourage people to join NAEYC and raise their voices for young children. Reach out to colleagues and others in your community, and encourage them to become part of Week of the Young Child. For more information or ideas for raising awareness of your WOYC celebration, contact:

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800-424-2460, ext. 11377 or [swayne@naeyc.org](mailto:swayne@naeyc.org)

**For more information, contact**  
**[Media Contact and Affiliate / Organization Name]**  
**[Phone Number and E-mail Address]**

[YOUR AFFILIATE / ORGANIZATION] JOINS NATIONAL CELEBRATION  
OF WEEK OF THE YOUNG CHILD  
*Building Better Futures for All Children*

[DATE], 2007 – [NAME OF YOUR AFFILIATE / ORGANIZATION] celebrates Week of the Young Child (April 22-28, 2007) to recognize the needs of young children and thank educators and others involved in building better futures for all children. Week of the Young Child is celebrated across the country by hundreds of local organizations working to improve opportunities for all young children.

“Early learning experiences are crucial to the growth and development of young children,” said [NAME AND TITLE OF YOUR AFFILIATE / ORGANIZATION’S LEADER]. “Week of the Young Child is a time when we can all work to recognize the importance of providing early learning opportunities and working to build better futures for all young children.”

[Insert details about your Affiliate/Organization’s events. Be sure to include location and time, as well whether it is open to the public.] Week of the Young Child, sponsored by the National Association for the Education of Young Children (NAEYC), is an opportunity for early childhood programs across the country, including child care and Head Start programs, preschools and elementary schools, to hold activities to bring awareness to the needs of young children.

Across the country, young children and their families depend on quality education and care, which help children get a great start, and bring lasting benefits for our society as a whole. Week of the Young Child is a time to recognize the people, programs and policies that are helping to build better futures for all children.

[NAME OF YOUR AFFILIATE / ORGANIZATION] has [NUMBER OF MEMBERS] early childhood professionals working together to improve professional practice and working conditions in early childhood education, and to build public support for high-quality early childhood education programs. [NAME OF YOUR AFFILIATE] is an affiliate of NAEYC, the largest organization of early childhood educators and others dedicated to improving the quality of early education programs for children birth through age eight. Founded in 1926, NAEYC has nearly 100,000 members and a national network of over 300 local, state, and regional affiliates.

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*[Invitation to local news or cable television to cover WOYC event]*

## Week of the Young Child

[Name of your Affiliate / Organization] is celebrating Week of the Young Child, [dates]! This is an opportunity to show what organizations in [city] are doing to help young children here in our community.

[Describe the event, highlighting any visual opportunities the news station can videotape. This could include the reading of a proclamation by a local official or a fair or parade with young children].

[Name and Title of your Affiliate / Organization's Leader] will be on hand to discuss Week of the Young Child and the local impact of important early childhood education issues, including public child care subsidies and school readiness [or other issues impacting your city].

For more information about covering Week of the Young Child events, please contact [Name and Title of your Affiliate / Organization's Leader] at [email address] or [phone number].

**Radio Public Service Announcement – :30 seconds**

**Week of the Young Child**

Young children learn and grow every day, and many adults play a role in giving them a great start. April 22nd to 28th is “Week of the Young Child,” a time to celebrate young children by volunteering our time and supporting the adults who educate and care for young children. Parents, teachers, community leaders, and all adults have opportunities to build better futures for all young children.

For more information, call [Name of your Affiliate / Organization] at [local phone number].

April 2007

Dear Editor,

There are more than 35 million children from birth through age eight in this country. The early years are a crucial time for their growth and development, and a time when we help children prepare to succeed in school and in life.

April 22-28 is Week of the Young Child, a time to recognize the needs of young children, and thank the adults involved in their education and care. Parents, teachers, caregivers and other adults play important roles in the lives of young children, and Week of the Young Child celebrates their efforts.

Early education programs – including child care, Head Start, preschools, and elementary schools – provide crucial learning experiences for many young children. Supporting these programs is the right choice for kids.

Every adult in this community has opportunities to make a difference, from volunteering at a local program to supporting efforts that help more young children benefit from quality early education. Week of the Young Child is a good time for all of us to acknowledge the needs of children, and work together to build better futures for all children.

Sincerely,  
[Your Name,  
Address, and  
Phone Number]

Proclamation by Mayor/Governor  
*The Week of the Young Child*

Whereas, the [Name of your Affiliate / Organization] and other local organizations, in conjunction with the National Association for the Education of Young Children, are celebrating the Week of the Young Child, [dates]; and

Whereas, these organizations are working to improve early learning opportunities, which are crucial to the growth and development of young children, and to building better futures for everyone in [city/state]; and

Whereas, all young children and their families across the country and in [city/state] deserve access to high-quality early education and care; and

Whereas, in recognizing and supporting the people, programs and policies that are committed to high-quality early childhood education as the right choice for kids;

I, [name of official], [Mayor/Governor] of the [city/state], do hereby proclaim [dates] as The Week of the Young Child in [city/state] and encourage all citizens to work to make a good investment in early childhood in [city/state].

## **Help [Organization Name]**

### **Build Better Futures for All Children**

As we celebrate  
*Week of the Young Child, April 22-28, 2007*

Week of the Young Child honors the more than 35 million children from birth through age eight in America, and the families, teachers and others who help children make the most of the opportunities of their early years.

Your business can be a part of the celebration to recognize the needs of all young children!

Your business can help support early childhood education:

- Volunteer your time at [describe your WOYC event and what volunteers can do]
- Thank early childhood teachers and others who work to make a difference for children
- Organize a volunteer event for employees to work with local children in your community
- Recognize the needs of families and adopt family-friendly policies

Research shows that high-quality early childhood programs help children – especially those from families with low incomes – develop the skills they need to succeed in school and in life.

Local celebrations of the Week of the Young Child build support for programs and policies that are vital to young children in [city name].

[Insert description To find out about Week of the Young Child events in your community and how you can help, contact [center director/name of center] at [contact information].

Help build better futures for all children in [city name]!

Join [Affiliate/Organization Name] and Celebrate Week of the Young Child

*Building Better Futures for All Children*

April 22-28, 2007

Early childhood education is vital to all communities:

- The majority of mothers with children under age 18 work, and working families rely on child care providers to help them care for their children while they work.
- Research shows that high-quality early childhood programs help children – especially those from families with low-incomes – develop the skills they need to succeed in school, including language, pre-mathematics and social skills.

Make a difference in your community:

- Support programs that provide quality early childhood education by volunteering at a local school, community center, Head Start or child care program.
- Educate yourself and others about the importance of quality early childhood education in preparing young children for school.
- Support policies at the local, state, and federal levels that provide quality early learning opportunities for all young children.

We can all help to build better futures for all children!

[Add information about date and location of your WOYC celebration, details on how to participate, and contact information.]