

**Born Learning  
A Campaign Overview**

**Families and others who care for young children understand that the early years are important. Yet many don't know what action steps to take to encourage early learning, or think they lack the time to prepare their child for school. And many communities want to support early learning but aren't sure how best to do that.**

**In response, United Way is partnering with the Ad Council and Civitas to create an innovative public engagement campaign that helps parents, caregivers and communities know how to create quality early learning opportunities for young children.**

**The Born Learning campaign includes nationwide television, radio, newspaper, magazine, billboard, transit and Web banner ads (all in English and Spanish); parent and caregiver education materials that can be customized locally; a Web site with action tips, information and resources for parents and caregivers; and support for community mobilization activities.**

**The campaign is unique in its collaboration. It galvanizes early childhood stakeholders with research-driven products, broadly disseminated with innovative distribution strategies. And it reaches parents through a nationwide grassroots network that includes community impact leaders across America.**

**The Born Learning campaign is built on three cornerstones:**

- 1. Awareness – Born Learning advertising assures parents that it's easy – and fun – to turn everyday moments into quality early learning moments...and that's important because children are born learning. This year, an estimated \$30 million worth of advertising from United Way and the Ad Council will deliver this message through almost 28,000 media outlets.**
- 2. Education – Born Learning materials provide \$7 million worth of research-based materials with tools and tips (in the context of early learning) to help parents and caregivers take action during their daily activities. Parents have even more resources through the campaign Web site, [www.bornlearning.org](http://www.bornlearning.org). It offers downloadable tools, tips, checklists and resources to help parents and caregivers actively engage in children's early learning – and have fun doing it. The Web site will also be in Spanish.**
- 3. Action – Born Learning seeks to strengthen community support of early learning. Community mobilization and impact tools, strategies and support provided to all participating communities will help galvanize public-private partnerships to change policies and systems to support early learning. Intensive technical assistance will be offered to 10 enhanced campaigns in states and communities.**

**For more information, email [contact@bornlearning.org](mailto:contact@bornlearning.org).**

