

## Communications & Outreach Workshop Key Messages

Messages for Parents	
Know	Quality Start is a local effort that helps child care programs and preschools that want to improve the quality of care they provide to children.
	Some programs choose to be rated based on how they meet statewide standards of quality. The ratings can range from one to five stars.
Believe	High quality early learning experiences help a child develop skills that will set them up for success in school and throughout their life.
	Early education programs volunteer to participate in Quality Start because they are committed to providing high quality care to the children in their care.
Do	Visit the Quality Start website <a href="http://www.qualitystartrc.org">www.qualitystartrc.org</a> , to find a Quality Start program in your community.
	Use Quality Start's free resources to help you choose quality child care and to support your child's early learning at home.
Messages for Providers	
Know	Quality Start Riverside County helps early learning programs—including child care homes, public and private centers, and preschool programs improve their quality.
	Participation in Quality Start gives programs access to trainings, professional development, networking opportunities, stipends for coursework, community resources, and a lot more. All of these supports are completely free of charge.
Believe	Quality Start programs are on the front line, helping to make high quality early learning accessible to all children in Riverside County.
	Being an early educator is not easy. Quality Start works to ensure that communities recognize your efforts and that funding for early learning is a top priority for policymakers.
Do	Join Quality Start Riverside County and access resources and support to help you provide the highest quality early care and education.

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Messages for Policymakers	
Know	Quality Start Riverside County is part of a state and nationwide movement to improve the quality of early learning programs by measuring the quality of early learning programs.
	Quality Start Riverside County brings together agencies that provide a range of supports and services to families. Together we are building connections between our services to better support children and families.
Believe	Children who attend high quality early learning programs are better prepared for kindergarten, do better in school and are more likely to graduate and attend college.
	Investing in high quality early learning programs makes sense for our community, our state and our country. Research studies have shown that there is a societal return on investment in high quality child care.
Do	Support quality early learning programs for Riverside County's youngest children. Enact policies and support legislation that expands access to high quality child care and preschool.
	Learn more and get involved! Visit <a href="http://www.qualitystartrc.org">www.qualitystartrc.org</a> .