



[Born Learning: A Public Awareness and Education Campaign in Central Indiana](#)

What is Born Learning?

In partnership with the Ad Council, Civitas, and United Way of America, Success By 6 has launched a three-year campaign to help parents, grandparents, and primary caregivers in their role as their child's first teacher.

Why (what are the "key messages")?

- **Children are born learning.** They are learning constantly, beginning at birth. What children learn during the first five years depends on experiences they have each and every day.
- **Parents and caregivers need help providing early learning opportunities.** Parents and caregivers want to be part of their child's education, but many do not know how. This campaign identifies doable action steps.
- **The *Born Learning* campaign is comprehensive.** It includes national advertising in television, radio, and print; as well as research-based parent education materials.
- ***Born Learning* advertising focuses on everyday moments.** Ads will show adults how everyday activities – going shopping, doing the laundry, and taking a walk down the street – can be seen as "teachable moments" by simply taking the time to talk to children about what they are noticing and experiencing.
- ***Born Learning* campaign material translates early learning research into easy-to-do activities that parents and caregivers can use on the go.** The user-friendly, bilingual parent materials include a wide variety of tools, tips and answers to help care for young children, fact sheets on a child's ages and stages, brochures on how to maximize play, at-a-glance cards that can be thrown in a diaper bag, and checklists for everyday use.

How do people access the materials now?

- **Dial 2-1-1.** The Information and Referral Networks "Helpline 2-1-1" is receiving calls requesting *Born Learning* materials. Success By 6 staff mails packets shortly after the request is made.
- **Visit www.BornLearning.org.** Much of the parent education materials are available to download and print by visiting the campaign website and clicking on "About Early Learning."
- **Look for materials and community events.** Success By 6 staff and volunteers are distributing the materials to parents and primary caregivers at Indiana Black Expo's Summer Celebration, Fiesta Indianapolis, Children's Museum Back to School Fest, and other select events to which families of young children attend.

How else will the information be accessed?

- **Log on to www.SuccessBy6Indy.org.** By October 2005 the Success By 6 Indianapolis website will be live. Users will have the option to order the free materials and have them mailed to their home by filling out an online form on the website.
- **Go to designated distribution sites.** Success By 6 has begun discussions with local Parent Information and Resource Centers (PIRC), neighborhood multi-service centers, and other agencies to allow parents and primary caregivers to pick up the materials at their leisure and discretion.

Ultimately, how will this impact school readiness?

- **An increased level of interactions between adults and children** will result in more children meeting social, emotional, cognitive, and language-related developmental milestones upon entering formal schooling.
- **More knowledgeable parents and caregivers** will be better equipped to meet health and safety needs of their children and get them services they require such as regular doctor visits and quality childcare.
- **An entire community that understands the importance of early childhood development**, and the long-term social and economic benefits of early education, will be more willing to support a sustained public investment in interventions for young children who are at-risk for school failure.

For more information about Success By 6 in Indianapolis, or on the Born Learning campaign, contact Ted Maple (Success By 6 Director) by phone at 317.921.1235 or by email at maple@uwci.org.