



## Template Messages for EastSide Unified

For ongoing communications, outreach, engagement – based in national research and Colorado messaging on early childhood development and social determinants of health

### General language for broad audiences

- Move away from the “leveling the playing field” language to “ensuring every opportunity for children and families to reach their full potential.” Leveling the playing field implies deficit.
- Frame community roles and the idea that children’s growth and development is influenced by their relationships and environments
  - Strong outcomes for children and families begin where they live, learn, work, and play – do not imply it begins in a singular place like the home. This will further the onus to blame parents.
  - All children and families deserve a chance to live their healthiest lives
  - We all play a role in the strength of our communities, and it starts with our youngest residents
- Data should never be presented in isolation of messaging and context

### Key Audience: 80205 Residents, Community Members

<b>Issue: Early Childhood Development</b>	Supportive communities can help children and families develop strong, nurturing relationships, so children have the opportunity to achieve their potential.
<b>Issue: Social Determinants of Health</b>	Health begins where we live, learn, work and play, and giving everyone a chance to live a healthy life begins with supporting our youngest children and their families.

### Key Audience: 80205 Businesses

<b>Issue: Early Childhood Development</b>	<ul style="list-style-type: none"> <li>• As a society, our future prosperity depends on the next generation – today’s kids.</li> <li>• Science is clear that the earliest years of a child’s life set a crucial foundation for long-term success, including future contributions to society and the workforce.</li> <li>• We all play a role in preparing young children for their futures – even those in the business community who may not be directly involved in raising children.</li> </ul>
<b>Issue: Family-friendly workplace policies</b>	<ul style="list-style-type: none"> <li>• Children develop in the context of their surroundings and relationships with caring adults.</li> <li>• Parents and caregivers need to be supported with smart business policies that promote wellness and help strengthen families and communities. Smart workplace policies increase employee performance and productivity while also inspiring loyalty.</li> <li>• Family friendly workplace policies can make a difference in a parent’s ability to raise strong children, who can contribute to the future of our community.</li> </ul>
<b>Issue: Community friendly businesses</b>	<ul style="list-style-type: none"> <li>• Businesses play a key role in creating a thriving community and are only as strong as the community that surrounds them.</li> </ul>

	<ul style="list-style-type: none"> <li>• The rapid changes, growing disparity, and stressors placed on families in this community create barriers to the health and well-being of children and families.</li> <li>• Opportunities to better community health begin where we live, learn, work, play, and spend our money and time.</li> </ul>
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**Key Audience: Parents and Caregivers**

<b>Issue: Early Childhood Development</b>	<ul style="list-style-type: none"> <li>• The earliest years of a child’s life are crucial for long-term success</li> <li>• Your family deserves every opportunity to be its healthiest and best selves</li> </ul>
<b>Issue: Strength of parents in caregiving, community</b>	<ul style="list-style-type: none"> <li>• Parents and caregivers play critical roles in supporting children’s health and can nurture it by building caring relationships</li> <li>• Parents play a powerful role in their children’s lives and can also be powerful forces for change in their communities</li> <li>• When parents need extra support, a wide variety of programs and services are available to provide support and resources.</li> </ul>
<b>Issue: Resilience</b>	<ul style="list-style-type: none"> <li>• Our community can serve as a source of support and resilience for children and families</li> <li>• Positive experiences, relationships, and surroundings for young children can counterbalance the stressors our community experiences</li> <li>• Getting involved in the community can be a key step in beginning the process</li> </ul>