

Born Learning

In the Lakes Region

by Deb Rosato, Lakes Region Success By 6

Who is born learning? A child is born learning! We know what happens in a child's early years matters - for success in life and for school readiness. Our role of parents and caregivers in preparing young children for school is critical. Knowing what actions to take and including those actions in every day activities is a conscious effort. Reminders and helpful hints improve our conscious effort to provide positive experiences for young children.

That's why we are launching the Born Learning initiative. We want to connect with parents, grandparents, and caregivers to give them easy, fun ideas to support early learning for young children.

The Born Learning initiative will help parents, caregivers, and communities take action to provide quality early learning opportunities for young children. This will be accomplished through media releases, education material, community events, two local websites – www.lrecfr.org from Region Early Childhood and Family Resources and www.lruw.org from Lakes Region United Way – as well as the national website Born Learning web site www.bornlearning.org.

The Born Learning initiative is funded through Lakes Region United Way, Lakes Region Community Services Council, and WLNH Children's Auction.

What are the Key Messages of the Born Learning initiative in the Lakes Region?

Children are born learning

What if every child had five years of education before kindergarten? The reality is that children are learning constantly, right from birth. What they learn during those first five years depends on the experiences they have each and every day. This is our greatest challenge and our greatest opportunity.

Parents and caregivers need help providing early learning opportunities

Families and others who care for young children understand that the early years are important. Yet many don't know exactly what to do to encourage

early learning, or feel they don't have time to do what it takes to prepare their child for school. The Born Learning campaign provides them with Specific, "doable" action steps - steps that are fun and easy to do during everyday moments and support early learning for young children.

The Born Learning initiative provides that help in a comprehensive way

The national Born Learning campaign is built on three cornerstones: awareness, education, and action. It includes nationwide advertising, research-based education materials and other support for making long-term change around early learning.

Here in the Lakes Region, we're networking and collaborating with community service organizations, child care providers, schools, businesses, and families with young children. We're localizing media releases, and localizing and distributing materials to those people who interact with young children. We are working with a broad segment of the community to do this. The list of collaborators will be included on the Lakes Region United Way website www.lruw.org soon.

Born Learning material translates early learning research into easy-to-do activities that parents and caregivers can use on the go

Born Learning's materials and website translate cutting-edge research on early childhood development into bilingual educational tools for parents and caregivers. Material includes a wide variety of user-friendly tools, tips and answers to help care for young children, fact sheets on a child's ages & stages, brochures on how to maximize play, at-a-glance cards that you can throw in a diaper bag, and checklists for everyday use.

The newly launched Lakes Region Early Childhood Family Resource website -- www.lrecfr.org -- is geared towards parents, caregivers, child care providers, and professionals.

Three components are offered at this website:

1. Activity and event guide for families and young children, service providers and professionals. This community event calendar will be available and accessible for those who offer events to display the details of the event. Born Learning events will be posted here.

2. Community resource connection to list helpful services for families and caregivers. Check online at the www.lrecfr.org website. Resources are sorted by service as well as by community group and listed by town where the community service is located.

3. Helpful Hints available for targeted audiences. This information is either on the site or listed as a brief summary with further information available through a link. Through newsletters sent directly to your home via email, we strive to provide you with key activities and suggestions for raising happy and healthy children.

The Lakes Region United Way website (www.lruw.org) through Success by 6 will host the Born Learning information with tips and latest activities.

The website, www.bornlearning.org, is geared towards parents and caregivers. It provides lots of useful information (based on the latest research), along with dozens of downloadable tips, fact sheets and other user-friendly materials. It links visitors with local resources as well.

The advertising, most of the material, and the website are also available in Spanish.

Born Learning is a part of our long-term change effort

It's important to help parents, grandparents and caregivers help young children prepare for school. And it's part of this community's efforts to boost school readiness for all young children. Promotion of early learning through building relationships is critical to the success of the child, the family, the community and the schools.

We know that quality early learning in the first few years is a strong foundation for school success. Research shows that investing early on in early learning pays huge dividends later on - in reduced

crime, fewer teen pregnancies, more high school graduates and more individual success in work and life.

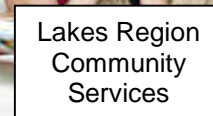
The Belknap County Readiness Workgroup (consisting of individuals from schools, businesses, child care centers, and community service organizations) is currently reviewing and collecting data on school readiness indicators. The group will analyze the data and produce a report on Belknap County School Readiness in the fall of 2007. This process will lead to local community action based on research of the Readiness Workgroup.

Early learning is critical to building strong citizens and a strong workforce. Investing in our children is giving to children who will be giving back to our society later.

Kick-off Event!

A kick-off event is being planned for the Lakes Region community. It is scheduled for the morning of November 1. A guest speaker will be motivating our community with enthusiasm and excitement for this early learning initiative.

Born Learning in the Lakes Region is part of an ongoing effort to make sure we, as a community, provide what our children need to grow and succeed. For answers to questions, to become a volunteer, or to become an integral member of the community distribution channel for receipt and distribution of information and materials, please contact Deb Rosato, Lakes Region Success by 6, at 524-8811 ext. 176 or debr@lrcsc.org or info@lrecfr.org.



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