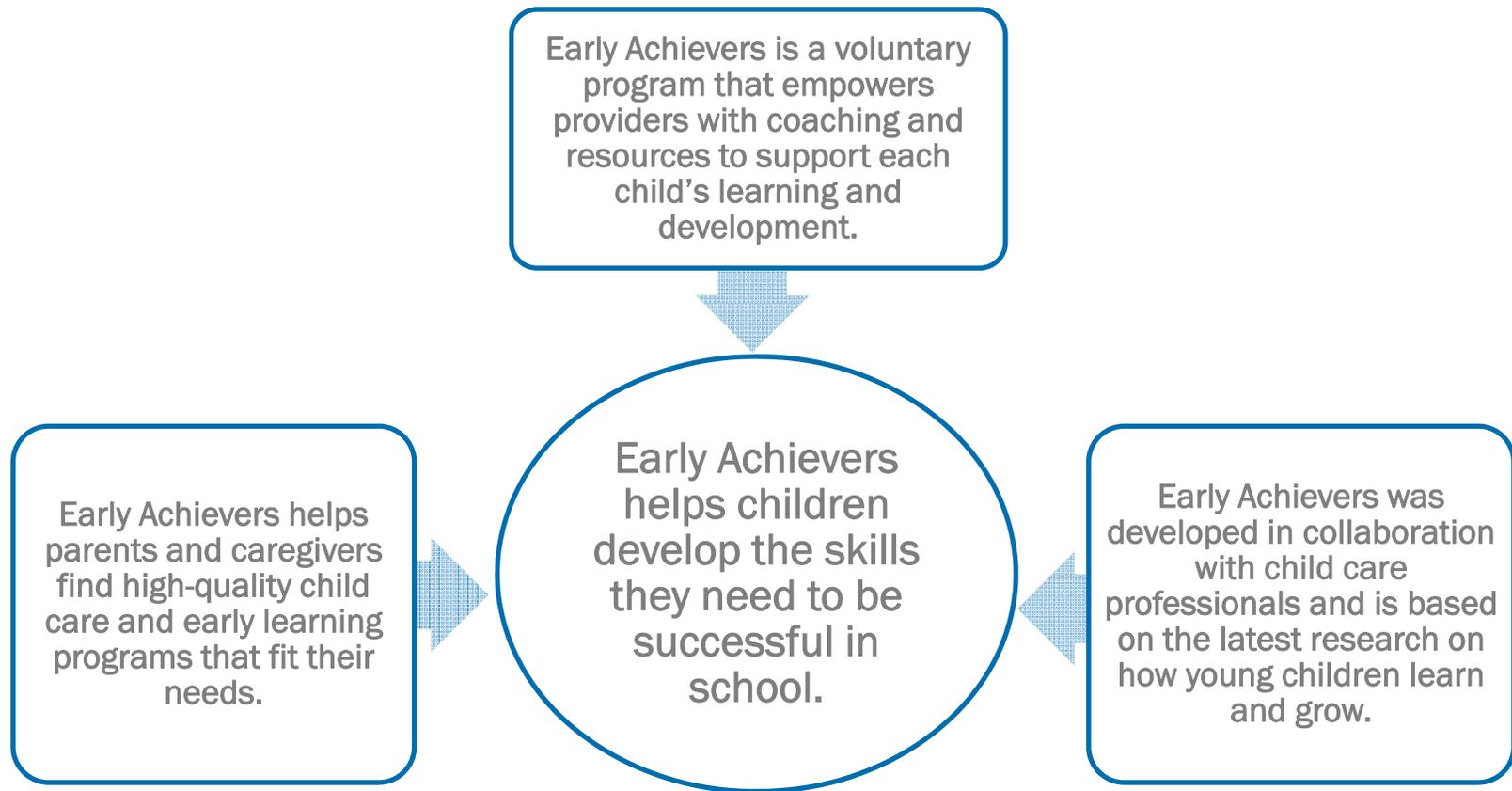




# CORE MESSAGE FRAMEWORK



# Early Achievers Message Platform



## Early Achievers helps parents and caregivers find high-quality child care and early learning programs that fit their needs.

- ⦿ Choosing child care is an important decision. Families deserve to know that their children are in quality care environments that foster a love of learning, promote each child's unique skills and cultures, and support the development of the whole child.
- ⦿ When parents and caregivers have better information about child care and early learning programs, demand for high-quality programs will increase across Washington.
- ⦿ Participating Early Achievers facility will be evaluated and may achieve a specialization in one or more of the following areas:
  - ⦿ Child Outcomes
  - ⦿ Interactions and Environment (ERS/CLASS):
  - ⦿ Curriculum and Staff Supports
  - ⦿ Professionalism (Professional Development)
  - ⦿ Family Engagement and Partnerships

**Early Achievers is a voluntary program that empowers providers with coaching and resources to support each child's learning and development.**

- ⦿ Early learning helps children succeed in school and beyond.
- ⦿ Early Achievers combines the Environment Rating Scale (ERS) and Classroom Assessment Scoring System (CLASS)—along with an evaluation of curriculum, assessment, and staff training—to measure quality in a comprehensive way.
- ⦿ Early Achievers offers coaching, professional development, and incentives for staff to help child care and early learning providers—including centers and family home providers—improve the quality of their programs.

## **Early Achievers was developed in collaboration with child care professionals and is based on the latest research on how young children learn and grow.**

- ⦿ Child care providers in five Washington communities contributed to the development of the Early Achievers model during a two-year pilot program. Their feedback helped ensure that Washington Early Achievers meets the needs of children, providers, and families.
- ⦿ An independent evaluation of the pilot program found that when child care providers get one-on-one coaching and a modest amount of money to make changes to their program, the quality of the care they give children starts to quickly increase.
- ⦿ Along with Washington's preschool program, ECEAP, and WaKIDS, Early Achievers is part of a system to improve the quality of early learning and prepare all children for success.

# Key Points for Communicating with Parents

- ⦿ Quality child care and early learning programs help children enter school ready to succeed. These programs have:
  - ⦿ Nurturing and supportive relationships between adults and children
  - ⦿ Care and education that meet's each student's individual needs
  - ⦿ Facilities that are safe, well-organized and have age-appropriate resources
  - ⦿ Programs that support the development of the whole child
  - ⦿ Open communications and genuine engagement with families
  - ⦿ Meaningful efforts to embrace diversity
- ⦿ Washington Early Achievers is funded by the State of Washington. Participating child care and early learning providers receive free resources and training to improve the quality of their programs, and there is no additional cost for families.
- ⦿ Ask your child care provider about Washington Early Achievers and learn more about what they are doing to ensure that young children enter school ready to succeed.

# Helpful Resources

The Department of Early Learning/Early Achievers

[www.del.wa.gov/care/qris](http://www.del.wa.gov/care/qris)

Find your local Child Care Aware Office

[www.wa.childcareaware.org](http://www.wa.childcareaware.org)

To request additional parent brochures:

Email [communications@del.wa.gov](mailto:communications@del.wa.gov)