

## Brain Building in Progress

- Grew out of a coalition effort lead by EEC, UW and FrameWorks Institute.
- Statewide Study Circle partners include: State agencies, Strategies for Children, MAEYC, Boston Children’s Museum and many agencies
- Goal: Create umbrella messaging so we speak in a unified voice and have a greater impact.
- Result: Statewide public awareness campaign linking early childhood investment with the future prosperity of the state.
- This past year we launched the BBIP campaign. Some of the activities of the campaign have been:
  - The **media campaign** for Brain Building in Progress ran from August 22, 2011 through October 16, 2011 on WCVB-TV, **Channel 5 in the Boston** area market and WGGB-TV in Springfield. On WCVB-TV, Channel 5, the Brain Building in Progress public service announcement ran a total of 203 times over these 8 weeks, delivering viewing results of 5.9 million impressions among adults ages 25-54. On WGGB-TV in Springfield, the campaign PSA ran a total of 78 times and delivered impressions of 266,200 adults ages 25-54. **TOTAL OF MORE THAN 6 MILLION IMPRESSIONS**
  - A concurrent campaign ran **online on thebostonchannel.com**, delivering over 8.4 million impressions
  - **Six advertorials** ran in the Boston Globe, Springfield Republican and Worcester Telegram and Gazette.
  - 3 events on Beacon Hill promoted the campaign -- Early Care and Education and After School and Out of School Time Advocacy Day, **United Way's Legislative Breakfast at the Parkman House**, and Brain Building in Progress Day, where Lieutenant Governor Tim Murray, along with legislators, read to young children at the State House. These events were also covered by news media outlets such as the Boston Herald, Wakefield Observer, Melrose Free Press, Weston Town Crier and Wayland Town Crier.
  - **Brain Building in Progress Week** – events across the state, including a 900 child BBIP parade, Mayor’s declaring it Brain Building in Progress Day, and an event at the State House with legislators reading with young children
  - We also expanded our reach into **social media** with Brain Building in Progress Day, establishing an event page on Facebook where we invited people to join the event virtually and submit photos of their local Brain Building in Progress Day activities. Following the event, we created a short video using the community-generated photos to help recap the fun.
- This year we are looking forward to partnering with EEC again on continuing the next phase of the BBIP campaign. In this next phase of the Brain Building in Progress campaign, communicating with parents about the importance of high quality environments to their child’s early development will become a primary focus. Activities will include:
  - **Develop a set of core messages about “quality”**, building on the work to date through FrameWorks, and relating it to the components of QRIS in language that is understandable and relevant to parents. These core messages will serve as the content that is embedded in all of the other required activities

- **Convene an Action Planning Team and meet with existing Parent Advisory Teams** to gain input on the value and relevance of the messaging and assistance with rolling out the products
- Develop a **suite of products** to use with parents, which contains the messaging about quality, and connects them to local resources. This includes the **Parent Portal**, and exploring the feasibility of developing a technology based application for developmental screening and a texting campaign
- Develop and implement multiple related activities such as connecting the BBIP and EEC websites; **working with the Boston Children’s Museum and its network of children’s museums and libraries**; and printing a resource and referral card
- **Brain Builder Awards and Brain Building in Progress Week.** Nominate and recognize people with the Brain Builder Awards. Celebrate Brain Building in Progress Week through activities, running the PSA, and disseminating collateral. Celebrating BBIP Week
- **Community Mobilization. Support CFCE grantees**, focusing on the 27 priority communities to work with families and share resources