

NCAeYC Week of the Young Child Toolkit

Advocating for Excellence in the Early Care and Education of Young Children

Every day, high-quality child development programs celebrate young children by creating warm, safe, and inviting environments, with developmentally appropriate curriculum, giving young children the experiences they need to learn and thrive. During NAEYC's Week of the Young Child, we want to spread the word far and wide, sharing WHAT young children need for positive development, WHY early education matters in the world at large, and HOW members of our communities can get involved to ensure a bright present and future for all of us.



1. Advocate and Educate where you live and work.

Send home a letter to parents sharing what WOYC is all about, with tips on how to celebrate.

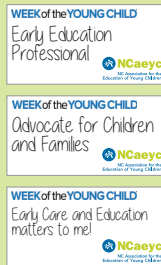
Find a **sample letter** (naeYC.org/woyc-toolkit). Feel free to add details and promote your own WOYC celebrations!

2. Spread WOYC advocacy messages.

Send a **Letter to the Editor** (naeYC.org/woyc-toolkit) to your local paper, share a **WOYC Press Release** (naeYC.org/woyc-toolkit) with TV/radio stations, and deliver an **advocacy message** (naeYC.org/woyc-toolkit) to your Legislators. Find contact info for your state reps at www.ncleg.net/representation/WhoRepresentsMe.aspx. Share the Governor's official **Proclamation** of Week and Month of the Young Child (<http://ow.ly/KH3dW>).

3. Make your support visible.

Print out our **series of name-tag stickers** (naeYC.org/woyc-toolkit) to distribute to teachers, parents, anyone willing to advocate for quality care for children. Print copies for your center families to distribute in their communities and workplaces. Help us spread the message that childcare in North Carolina impacts everyone, not just the children, families, and teachers who are involved daily.



4. Share the resources of NAEYC with co-workers and families.

Check out NAEYC's suggested **Week of the Young Child activities** (www.naeYC.org/woyc). Share resources from families.naeYC.org.

5. Recommit to Professionalism.

Print and post **NAEYC's Code of Ethical Conduct Statement of Commitment** (<http://ow.ly/KH3J4>) in your center or classroom.

Take time during WOYC to remind yourself and others that as Early Educators, we take our profession seriously, have shared ideals and principles, and strive towards the highest standards.

6. Connect with advocates and engage your community resources.

Connect with NCAeYC members in your own community. Learn more about **NCAeYC Local Affiliates and Chapters** (naeYC.org/affiliates), or contact generalinfo@naeYC.org. Share resources from your **local Child Care Resource and Referral agency** (childcarerrnc.org/directory.php). Share resources from your **local Smart Start** (www.smartstart.org/smart-start-in-your-community-map).

7. Share the First 2000 Days resources with your community.

NC Early Learning Foundation's *The First 2000 Days* presentation is an ideal tool directed toward civic, religious, non-profit, and community groups explaining why the positive impact of high quality, accessible care is crucial to families and communities. **Find a First 2000 Days Champion** (first2000days.org/category/champions) in your area, or become a champion by sharing this **video** (<https://youtu.be/Boz7m0ACgqo>) at your group event.

8. Invite community leaders to tour your high-quality program.

Give a tour of your program in action. Invite local business leaders, community leaders, public school teachers and administrators, City Council members, the Mayor and mayoral staff to view your program on a typical day, and explain how each aspect of your program (classroom, teachers, outdoor environments, and curriculum) are designed to best engage and teach young children.

9. Leverage social media to promote your WOYC messages and events.

Use social media, college and community radio, and your local newspapers to get coverage of your Week of the Young Child events. Share your events and pictures on NCAeYC's **Facebook page** (facebook.com/naeYC) and **Twitter** (@naeYC).

10. Take care of yourself so you can take care of others!

Pat yourself on the back! The work you do matters. *Your* health and well-being is an important factor in early care and education. Reflect upon your own professionalism, enthusiasm, and commitment. Celebrate those qualities in yourself, and in the early educators in your life and your community. **NCAeYC thanks you for all you do to serve and support children, families, and your communities!**