

**Join the Building Babies’ Brains Awareness Campaign!**

For over two years, a group of Gwinnett community members, businesses, non-profits and educators have been developing a plan to attack the impending Kindergarten readiness crisis in Gwinnett. Last year, 52% of our children entered Kindergarten not ready. We have students in every elementary school not ready with some schools having 80% entering school unprepared. These children are from all demographics, but poverty seems to be the common thread. The main message we are trying to get out to the community is around the importance of early brain development. Did you know that a baby’s brain is 90% developed by age five? Did you know that learning starts at birth? Too many times the answer is, “No, I didn’t know that!” Answering these questions, along with providing other brain development resources, has been the driving force around our two-year process. We have over 60,000 children birth to age five throughout the county and we need them all to be ready to thrive in Kindergarten and beyond!

We need your help! We are attempting to reach parents of birth to five children and influencers of parents of birth to five children with an awareness campaign around this issue. One central solution is a comprehensive website with local resources and content that can give parents the tools they need to help grow their child’s brain, but we need help spreading the word.

**What Can You Do?**

* **Follow Us on Facebook and Instagram.** These social media platforms will be vital in increasing awareness and beginning to build engagement with our audiences throughout the county. Please use the hashtags: #BuildingBabiesBrains, #Gwinnett, #EarlyLearning101, #EarlyBrainDevelopment**.** Suggested caption:

Gwinnett Building Babies’ Brains was born out of a community need to improve Kindergarten Readiness for our children. This website provides parents and caregivers information on brain development and practical resources so that parents can be their child’s first and best teacher. Visit often and share with everyone you know!

* + [Facebook](https://www.facebook.com/BuildingBabiesBrains.Gwinnett)
	+ [Instagram](https://www.instagram.com/buildingbabiesbrains.gwinnett/)
* **Share, post, and email the website link:** [**www.buildingbabiesbrains.com**](http://www.buildingbabiesbrains.com) **to your constituencies.** Help us spread the word that this site is meant to help everyone that interacts with a young child. This support would go a long way in affecting change in our kindergarten readiness numbers.
* **Promote your support for this initiative on launch day!** Attached below you will find two graphics we’ve created for Facebook and Instagram to introduce our website and encourage users to view the available resources. It would be impactful to have you post this graphic along with a caption speaking to why you support early learning in Gwinnett. We’ve also included a sample caption below to get you started! Don’t forget to tag BuildingBabiesBrains.Gwinnett on your post!
	+ @Building BabiesBrains.Gwinnett was born out of a community need to improve Kindergarten Readiness for our children. This website provides parents and caregivers information on brain development and practical resources so that parents can be their child’s first and best teacher. Visit often!