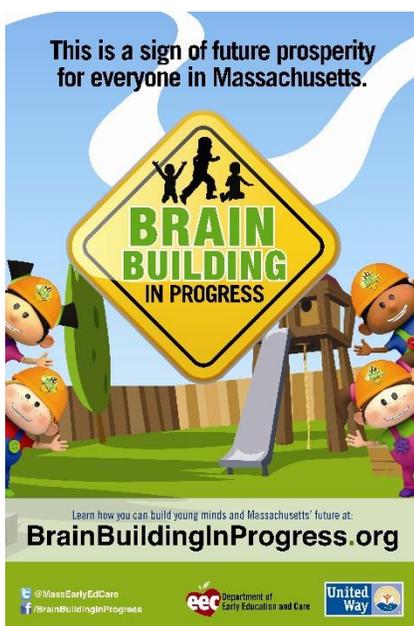




PROFILES: SUCCESSFUL PUBLIC-PRIVATE PARTNERSHIPS

State:	Massachusetts
Partnership name:	Brain Building in Progress (BBIP)
Web site(s):	www.brainbuildinginprogress.org
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State Lead:	Massachusetts Department of Early Education and Care Kathleen Hart, Communications Director



1. Background

In an effort to raise awareness about the importance of the early years in supporting a child's future development and learning, the Massachusetts Department of Early Education and Care (EEC) partnered with United Way of Massachusetts Bay and the Merrimack Valley (UWMB) to develop a multiyear public awareness campaign. It was developed through the engagement of a statewide action planning team of key stakeholders and informed by the research and engagement of the Frameworks Institute that developed the Brain Building in Progress (BBIP) name and logo. Started in 2010 with American Recovery and Reinvestment Act of 2009 funds, BBIP has grown into a widely recognized public awareness campaign that welcomes the business, education, and policymaking communities as well as members of the media to be part of this venture.

2. Mission and Goals

The mission of the campaign is to raise awareness about the critical importance of fostering the cognitive, social, and emotional development of young children by emphasizing its future impact on the economic prosperity of everyone in Massachusetts. The primary mechanisms for doing this are through the creation of targeted materials for parents, programs, and the general public that connect the science of young children's brain development with the importance of engaging interactions between children and caregivers; and sharing information about enriching environments that support brain building including community-based organizations, museums, and libraries and their events.

3. Governance and Partnership Members

EEC and UWMB, informed by the engagement of an action planning team, provide joint governance for the campaign. Additional partnership members include the Boston Children's Museum (and a network of children's museums across the State), the New England Public Broadcast affiliate (WGBH), and most recently the Massachusetts Bay Transit Authority (MBTA). Since the campaign is designed to be customized to meet the needs of local communities, there are numerous other local partners including school districts, businesses, and community-based organizations.

UWMB staffs the campaign under the guidance of EEC. The action planning team continues to meet quarterly to inform and guide the work of the campaign.

4. Funding and Other Resources

The campaign is primarily supported by funding provided through Massachusetts' Race to the Top Early Learning Challenge (RTT-ELC) grant. Additional in-kind resources are provided through existing public and private partnerships.

5. Activities

The campaign has developed a broad array of activities themed around five core messages that are aligned with the Massachusetts Quality Rating and Improvement System (QRIS), Make any Moment a Brain Building Moment, which encourages adults to engage in "serve and return" interactions; look for *Brain Building Zones*, that is, to seek out resources in their communities such as museums, libraries, and community centers; *The More We Know the More We Help Children Grow* focuses on the importance of increasing the knowledge and skills of the early childhood workforce; *Make the Connections that Build Young Brains* encourages families to connect with the statewide 211 human service help line and EEC funded Coordinated Family and Community Engagement agencies; and *Lead So That Children Succeed* encourages adults to take leadership through advocacy, information sharing, and by taking the BBIP Pledge.

UWMB has developed a campaign Web site, www.brainbuildinginprogress.org, that serves as the primary hub for accessing information and resources. In addition to downloadable materials and toolkits for each message and for BBIP Week, the Web site hosts a resource locator and events calendar to connect caregivers with enriching environments in their communities that support brain building through family



engagement activities. The action planning team in collaboration with UWMB and EEC has developed a host of statewide activities, partnerships, and collaborations to build provider and parent awareness and engagement. Please see the Web site for more information. Additionally, BBIP has recently launched a social media campaign, #IAmABrainBuilder, to more widely disseminate the message that brain building can happen anywhere and anyone can be a brain builder. Finally, more than 6,000 Brain Building toolkits containing materials for parents and children were distributed throughout the State by community-based programs. A parent workshop has been developed and shared with these community-based partners who will use it with parents in their programs.

Recently, BBIP partnered with the MBTA to place ads on buses and trains in the cities of Boston and Cambridge. Other communities throughout the State have expressed interest in ad placement on local buses. The formation of other public and private partnerships is an evolving and critical aspect of BBIP.

6. Evaluation and Outcomes

The primary indicators used to measure the impact the campaign has had to date are attendance at BBIP sponsored events and Web site traffic—particularly repeat users. More than 19,500 children; 13,000 caregivers; and 2,500 educators have been reached through BBIP sponsored events and the distribution of collateral materials. More than 6,000 Brain Building toolkits have been distributed to families that include information for families and activities for children. In the coming year, BBIP will pilot a parent workshop that includes an evaluation and will help determine the extent to which the messaging is resonating with caregivers.

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