



FLORIDA
CHILDREN'S
CAMPAIGN

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*Education
Requires Parental
Responsibility*

To Improve
Education, It's
Time To Make
Five Promises
To Parents.

Voters Say Parents Must Take More Responsibility In Educating Their Children.

Parents Agree... But They Need Help, Parents Can't Do It Alone.

We asked educators to develop new and innovative programs and they answered the call. We asked teachers to redouble their classroom efforts and they responded with enthusiasm and dedication. We asked our legislators to provide money for education and every year they found more.

However, we are still missing an important element of success—the support parents need in the early care and education of their young children.

Parents Are Still The Key To Success For Children.

Common sense – supported by years of proven research – tells us that if we focus on parents and their children early in life, we'll get better students, a bigger bang for our education buck, a more productive work force and, down the road, savings in the fight against crime. **Children who start behind stay behind.** To be ready for school, children need quality, early care.



The Results We Want From Education Are Within Our Reach.

The truth of the matter is that it's a whole lot simpler than most people believe. But once and for all we must make five promises to parents.



EVERY PARENT IN FLORIDA SHOULD HAVE ACCESS TO:

- 1 Pre-natal and infant health care
- 2 Training and education in parenting skills to help build healthy families
- 3 High quality child care and early learning opportunities
- 4 Safe and enriching after-school experiences
- 5 Access to delinquency prevention programs and services to treat children with problems

What Do We Mean By High Quality Child Care And Early Learning Opportunities?

We need statewide services available to parents that include...

- High-quality teachers who are specially trained to work with the very young
- Learning and social skills such as behavior and getting along with others
- Faith-based and religious-affiliated institutions
- Voluntary parental choice—no child should have to participate if parents don't want to
- Scholarships for lower and middle-income parents up to a standard amount

Why has it taken so long to recognize that quality early care for children improves education? It's because we're still learning, too.



Other states— for instance, neighboring Georgia— have realized better than Florida that when children are school-ready it saves money and children are well down the path of lifelong success.

Isn't It Time To Do What We Know Will Work and What Other States Are Proving?

**Quality Early Care For Children Is
Good For Children,
Good For Parents,
Good For All Of Us.**



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