

# NO SMALL MATTER

In a 2017 poll by the First Five Years Fund, over 90% of Americans agreed that our elected leaders should work together to make quality early childhood education more accessible and affordable to low- and middle-income families. But, not enough Americans understand the critical urgency of getting this right — for their own children's development, and for our society writ large. Few parents have the luxury of reading through the scientific studies outlining why, for instance, talking to their baby is crucial for their brain's healthy growth. Few voters understand the data outlining the huge return on investment early education interventions have demonstrated in study after study. And with so many issues churning through our 24-hour news cycle — immigration, health care, deficits, budget cuts — early learning just hasn't been on the front burner.

But the simple truth is that making high quality early learning available to every American family actually has the power to solve so many of the challenges facing our country today, from poverty to mass incarceration to health disparities. By redefining our public understanding of what's happening inside children's brains from birth to five, and illustrating the outsized importance of this developmental moment, No Small Matter will help drive their needs to the top of our nation's social and political agenda by:

- Raising awareness about the impact of early learning among parents, educators, care providers, and advocates
- Providing opportunities and tools for taking action — including parenting resources, continuing education for teachers and caregivers, and a campaign to put lawmakers on the record supporting early learning
- Building momentum in select communities and states working to increase access to quality early care and education — including city hall or state house screenings, local theatrical runs, screening toolkits for community dialogues, and more.

No Small Matter is unique in that it dives deeply into the complicated science, history, and sociology that has brought our childcare system to where it is today — but does so without sacrificing entertainment or fun for the viewer. From celebrity parent cameos to the “marshmallow test” with Cookie Monster to hilarious moments with the children we meet along the way — all will help No Small Matter move the viewer in ways that a fact sheet simply can't do. The film's grassroots impact campaign is built on the following strategies:

A nationwide grassroots screening campaign:

Our national campaign, which will include screenings with national children's organizations and lawmakers in major media markets and Washington, D.C., will be supported by highly targeted local campaigns in 10-12 states nationwide where legislation and private sector progress on early childhood education can be amplified by the film. These states include, but are not limited to: California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Massachusetts, Nebraska, New Mexico, Ohio, Pennsylvania, Vermont, and Washington.

We'll also utilize community screenings and "outside the box" approaches for reaching low-income families and informal childcare providers, including developing parent and caregiver toolkits to accompany the film; screening No Small Matter media where folks already gather, including laundromats, placements on digital displays at gas stations, or public transport terminals; in community centers; and in home visiting settings.

“Grass-tops,” digital, and PR efforts to bring attention to the issue and the film.

No Small Matter has already built a robust presence online, having released 50+ videos on Youtube and Facebook reaching more than 2 million people, highlighting children's development, parenting and teaching tips, and outlining the state of childcare in America. We will leverage and continue to grow that audience in the run-up to the film's premiere, when we will also be hiring top entertainment PR talent for the film's press and digital promotion. The film's launch (likely winter 2019) will be amplified by a Capitol Hill screening, in partnership with D.C. based advocacy organizations.

Robust national and local partnerships, including:

- Sesame Workshop
- Save the Children Action Network
- National Association for the Education of Young Children (NAEYC)
- Child Care Aware
- Center for American Progress
- National League of Cities
- National Governors Association
- National Association of Counties
- National Black Child Development Institute
- American Academy of Pediatrics
- National Association for Family Child Care
- The Ounce of Prevention Fund
- The Erickson Institute
- The Nurse Family Partnership
- ZERO TO THREE
- Too Small to Fail
- National Association of Children's Museums

#### Next Steps

The producers and film partners began using the film for advocacy campaigns at the state and local level in fall 2018, helping put gubernatorial candidates on the record in Ohio and California; building grassroots coalitions in Vermont, Iowa, and Maine; and galvanizing advocates and educators in Massachusetts, South Carolina, Wisconsin, and more. In winter 2019, the film will rollout in many more states around the country, including a series of statehouse briefings for lawmakers, and will have its first formal public premiere in Washington, D.C.

Be a part of the coalition: Email [Laura Fallsgraff \(lfallsgraff@kindlinggroup.org\)](mailto:lfallsgraff@kindlinggroup.org) to learn more.