



"With over 80 percent of brain development taking place before age five, we need to invest early in children to help them develop a foundation for lifelong learning."
Scott L. Hippert
Virginia Early Childhood Foundation President

Smart Beginnings will focus on three main areas:

Family Engagement:

Family Support for children at Charlottesville's Johnson Elementary preschool programs in collaboration with Charlottesville Department of Social Services

Bilingual outreach and home-visiting services for families with children 0-3 years in Albemarle County in collaboration with the Infant Development Project.

Spanish and English education tools and resource materials distributed to families, employees and early care programs in Charlottesville and Albemarle.

Educator/Provider Engagement:

Expansion of the Partnership for Children's [Seal of Quality Child Care](#) through training and technical assistance for child care providers through Children, Youth & Family Services.

Increased access to early developmental screenings partnerships with physicians, child care providers and the Infant Development Project.

Public Engagement:

"We want to knit together a program that caters to all kids in the community."
Robert Pianta
Dean, UVa Curry School of Education

Establishment of a high-level community [Smart Beginnings Leadership Council](#) including leaders from local businesses, higher education, government, faith communities, schools and nonprofits to promote school readiness and engage the local community through the United Way-Thomas Jefferson Area.

"We're coming into an era where this type of public-private partnership is more important for our community's well-being."
Mark Giles
Virginia National Bank

Identification and tracking of long-term school readiness measures for the community.

Implementation of a public awareness campaign and other outreach activities for parents, educators, providers and the community by the United Way-Thomas Jefferson Area.

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