



Everyone Plays a Role in Creating a *Great Start*

Parents

- When holding your baby closely, make eye contact and talk to him in a soothing voice.
- Instead of turning on “Baby Einstein” for your older infant or toddler, turn off the TV. Roll the ball to her; talk to her using words like ball, roll, fun; laugh and enjoy your time together.
- Read to your children **every day!**
- Take your child along on regular errands like the grocery store or hardware, talking about what you see and how you will use the things you buy.
- Take advantage of free programs at libraries, family resource centers and neighborhood schools.

Employers

- Contact GSC-W to arrange a “Brown Bag Lunch Discussion” on a topic of interest to your employees who are parents. Only a space would be needed.
- Install a pamphlet holder in a staff area. Many collaborative members have information and resources they would love to share with your employees.
- Contact GSC-W to become a business representative to the collaborative or serve on a committee to work on developing the workforce of the future.
- Look at offering employee time to assist the work being done to improve outcomes for children in Wayne County, such as 25 hours per year of pro-bono consulting with your marketing/communications staff.

Members of the Faith Community

- Share the GSC-W website address with your faith community so that parents, those leading classes for young children and others have access to GSC-W’s resources.
- Provide a link from your website to greatstartcollaborativewayne.org.
- Promote events from the web-site that may meet the needs of parents and others involved with young children in your newsletters, bulletins etc.

Media

- Feature articles or guest columns in your newspapers on positive ways to impact the lives of young children.
- Create One-Minute Tips to Impact the Life of a Child on TV or radio shows.
- Offer a media personality to help events working to improve the lives of young children a more publicly recognizable face.

Pediatricians

- Call Wayne RESA to become involved in “Reach out and Read” a program to send a book home with a young child at each well-child visit from birth to five.
- See that all immunizations are recorded in the MCIRS system.
- Work directly with the collaborative to improve health indicators for Wayne County’s young children.

Public Schools and Early Education and Care Programs

- Connect Kindergarten teachers, school district early childhood programs and local private early care and education programs to share goals for children’s learning and staff training toward developing an appropriate continuum of learning.
- Work together on the transition from Early Education to Kindergarten to make it work for children and their parents. This is a major life transition for young children and it can be traumatic.

Government

- When making decisions ranging from redesigning recreational services to locating new business, investigate the impact on the young children on whom your decisions will have an effect.