

CAMPAIGN OVERVIEW

Overall, the campaign was a great success with over **5.2 million impressions** generated thus far! This campaign also saw an excellent **1.5% social engagement rate** and **25k engagements**!



5.2 MILLION IMPRESSIONS!

Steps for Strategically Branding Your QRIS to Increase Participation & Public Awareness

Step 1: Research + Focus Groups

Step 2: Select Measurement Tools / Goals

Step 3: Decide on Your Desired Brand (Images + Messaging)

Step 4: Engage and Encourage Providers

Step 5: Media Outreach

Step 6: Digital & Paid Advertising

Step 7: Community Outreach + Events

Step 8: Building Spokespeople & Influencers

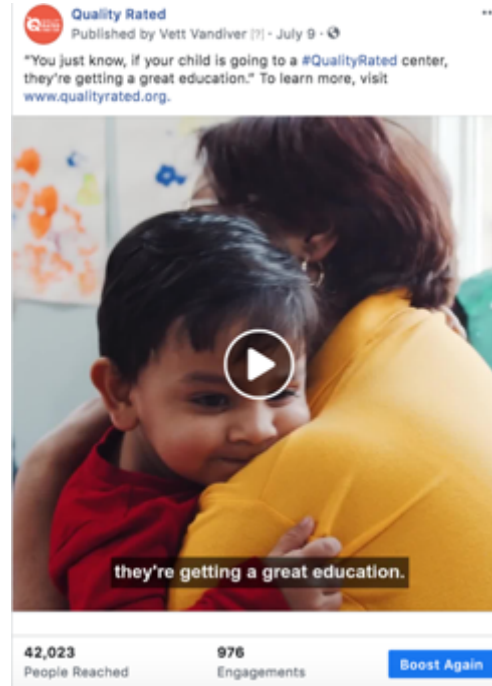
MOST RECENT CAMPAIGN PHASE (SUMMER 2019)



May – August 2019 Initiatives



Wind Signs for QR Providers



Bite-sized series videos for social media + targeted social media advertising



Radio advertising (English & Spanish PSA) and interview



Posters for WIC Clinics and Georgia pediatrician offices in English & Spanish



May – August 2019 Events



2 events for business leaders and policymakers outside of Atlanta to share the state of ECE in their region and QR updates



Event for QR families and social media influencers to share their experiences with child care and to collect stories

PROVIDER PARTICIPATION



As of August 15, 2019

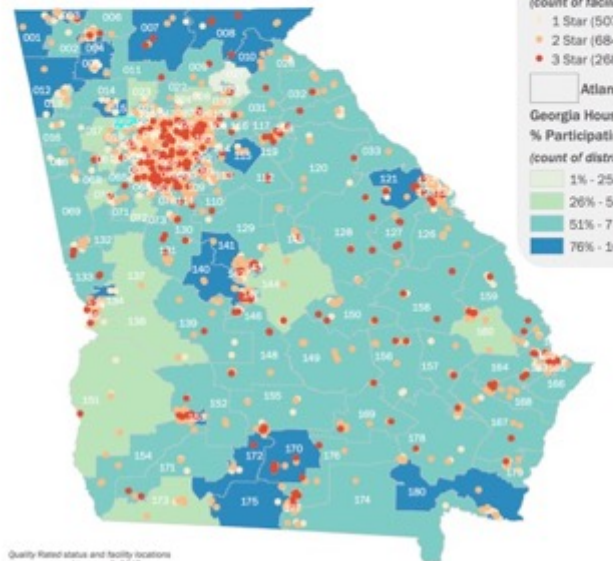
Of 4,661 eligible programs, 1,834 are rated

- 39% star rated
 - 22% 3 stars
 - 51% 2 stars
 - 28% 1 star
- 35% in process
- 26% not yet participating

Participation by Legislative Districts

QUALITY RATED Rated Facilities & Participation Rates by Georgia House District

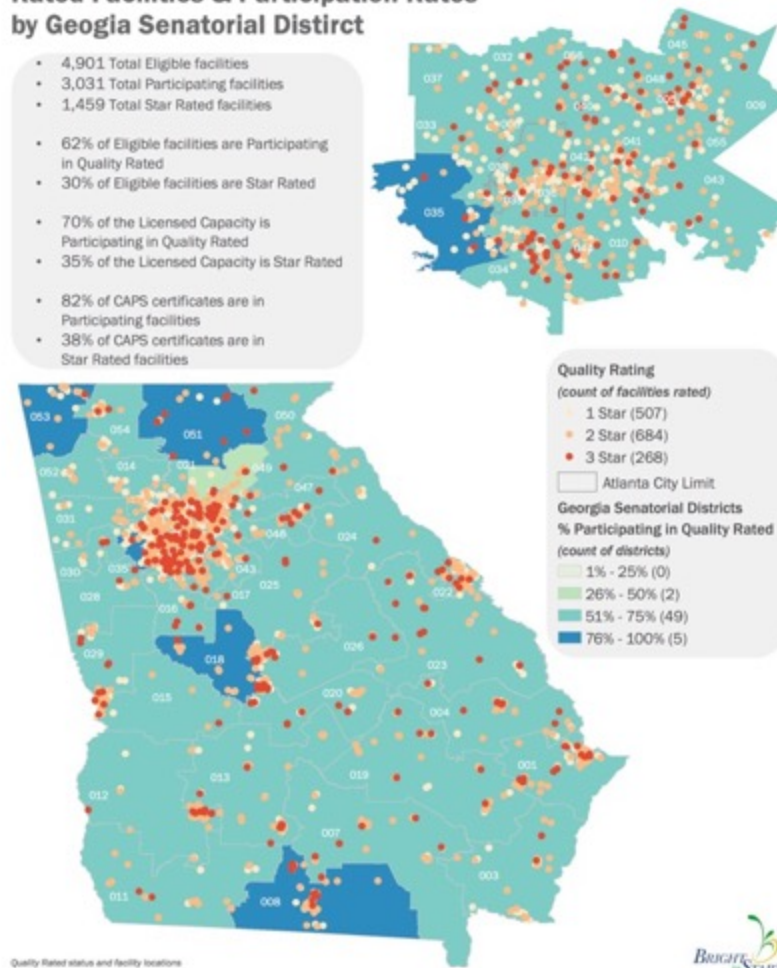
- 4,901 Total Eligible facilities
- 3,031 Total Participating facilities
- 1,459 Total Star Rated facilities
- 62% of Eligible facilities are Participating in Quality Rated
- 30% of Eligible facilities are Star Rated
- 70% of the Licensed Capacity is Participating in Quality Rated
- 35% of the Licensed Capacity is Star Rated
- 82% of CAPS certificates are in Participating facilities
- 38% of CAPS certificates are in Star Rated facilities



Quality Rated status and facility locations are current as of January 2, 2017.
Source: GA DECAL

QUALITY RATED Rated Facilities & Participation Rates by Georgia Senatorial District

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