



Campaign Update

1/26/16

[I CAN] is First Steps' public awareness campaign in accordance with state law (Act 287), in which First Steps is charged with informing and educating the public about the benchmarks of kindergarten readiness for children and how achieving school readiness has its foundations in the efforts of families, educators, and communities.

These benchmarks were adopted by the SC First Steps Board of Trustees and the SC Board of Education in October 2015 as the **Profile of the Ready Kindergartner**. Both the Profile of the Ready Kindergartner and the [I CAN] campaign were announced at a press conference during the state board's annual meeting December 3.

Online/Social Media

The campaign maintains an active social media via Facebook and Twitter, as well as its website www.ican.sc. Local partnership Facebook pages like and share [I CAN] posts, with several partnerships launching their own [I CAN] local campaigns. Some great examples include:

Pickens County First Steps I CAN be ready for school Blog: <http://www.pickenscountyfirststeps.org/blog/>

Richland County First Steps I CAN slide show: <http://www.rcfirststeps.org/whats-the-deal-with-i-can/>

Children's [I CAN] Messages

Using private funds, the [I CAN] campaign has leased nine billboards to date in prime locations across the state, including I26, I20 and US378 near Columbia, I26 near Clinton, I85 near Gaffney, I95 near Walterboro, and US52 near Darlington. For the next few weeks, these billboards are featuring [I CAN] statements from children, describing readiness across the major domains of readiness: language and literacy; approaches to learning and inquiry; physical development, self-help and motor skills; emotional and social development; and mathematical thinking.

In addition to billboards, these messages will be used on the [I CAN] web site and social media, and have been made available to local partnerships in banner, Instagram, and newspaper ad formats.

The designs include:



[I CAN} statements from local communities

Since the campaign's launch, local partnerships have been busy collecting [I CAN] statements from parents, educators, and civic, faith and business leaders in communities across the state. Hundreds have been submitted to date, with more coming in daily. (It's not too late to submit yours!)

The www.ican.sc web site will soon have a commitment page for visitors to enter their own [I CAN] pledges.

These statements will be featured on the [I CAN] website and social media, and locally via county partnerships. First Steps is currently soliciting [I CAN] statements from high-profile community leaders that will run for four weeks on the same billboards currently featuring the [I CAN] child messages.

A few examples:

