



Thank you for helping build support for QUALITYstarsNY. Whether you are sharing the video via web link or showing it at a meeting, below you'll find information to help you explain the importance of QUALITYstarsNY and why New York State needs it now.

## **New Video Explains Why New York State Needs *QUALITYstarsNY* Now and How it Can Help Children, Parents and Early Care and Learning Providers**

Please watch this exciting 4-minute video about **QUALITYstarsNY**, a new voluntary five-star rating and improvement system (QRIS) designed to assess the quality of early care and learning programs across New York State. Similar to ratings used for hotels and restaurants, **QUALITYstarsNY** indicates a program's level of quality with the goal of better informing families and promoting better outcomes for children.

Research shows **75% of brain growth and 85 % intellect, personality, and social skills are developed by age five** – making the early years a critical period for preparing children for school and for life. Nearly **two dozen states** around the country have programs like **QUALITYstarsNY** in place – New York can't be left behind.

### **Who benefits from QSNY?**

By providing a clear, organized, cost-effective way to assess, improve and communicate the quality of New York's early care and learning programs, QSNY will benefit:

- **CHILDREN** - by creating stronger learning environments, rooted in proven research and techniques
- **PARENTS** - by helping them become more savvy consumers in choosing high quality early care and learning programs, such as child care and pre-k.
- **EARLY CARE AND LEARNING FIELD** - by offering a roadmap and support to improve the quality of services
- **POLICYMAKERS** - by instituting proven, uniform tools to guide more efficient and effective use of resources to support early care and learning services
- **TAXPAYERS, LEGISLATORS and DONORS** - by establishing accountability and a cost-effective system that maximizes the state's limited education funding.

### **Who is featured in this video?**

- **Cadija Tibbs:** New York City working mother who spent months visiting early care and learning providers before finding the right fit for her son.
- **Victory Riedy:** Director, Victory Child Care in Albany, NY
- **Kim L. Jasmin:** Vice President, Northeast Region Community Relations Manager, JP Morgan Chase Foundation

At this time, the future of QUALITYstarsNY is in the hands of Governor Andrew Cuomo and state lawmakers. **Winning Beginning NY**, the state's early care and learning coalition, together with its partner, the **Citizen Action of New York** are working hard to build support for this critical program.

**Pass it on!** Please [share this link](#) so others can watch the video.

**Get involved!** For more information, contact Betty Holcomb at [bholcomb@centerforchildrensinitiatives.org](mailto:bholcomb@centerforchildrensinitiatives.org) or 212.381.0009.