

**UNITED WAY CONSUMER INVESTMENT STRATEGY FOR
CHILDREN REQUIRING EARLY CARE AND EARLY EDUCATION**

Definition of consumer population:

Children who are younger than compulsory school age, who need educational enrichment and/or supplemental parental care that stimulates intellectual, social, emotional and motor skills development.

Desired outcomes as a result of investing in services for this population:

- Children will demonstrate measurable improvement in cognitive, social, emotional and motor skill development.
- Children with developmental and/or behavioral delays that may impede school readiness will receive successful remediation.
- Children and families will have access to quality child care and early education.

United Way's Early Care and Early Education Investment Strategies:

- A. **High quality early childhood education programs** that have a minimum Step Up to Quality rating of one, serving children residing in Cleveland and inner ring suburban communities.
- B. **Evidence-based home visitation programs** that provide child development information, referrals and support that value the parent as the primary teacher, serving children in Cleveland and inner ring suburban communities.
- C. **Community supports** that provide low-income families with child care referrals and assistance with child care placement.
- A. **Programs that provide professional development** to improve the quality of early care and education providers.