

**For Immediate Release**

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***Every Moment Matters:***  
**Media Campaign Launched to Enhance Early Brain Development**

Success By 6, an initiative aimed at reducing child abuse and neglect in Lane County through prevention, is launching the second phase of its high-profile advertising campaign to raise awareness and engage readers, viewers and listeners to make a difference in the life of a child.

The year-long television, newspaper and radio campaign got under way last week with the start of the television spots. The newspaper and radio ads begin this week. Called “Every Moment Matters,” the campaign stresses the importance of early, positive, healthy brain development through educating parents on “simple things” they can do. Counting fingers and toes when dressing a child, naming ears and eyes in the bath, pointing to the “orange” carrots and “green” peas at mealtime – all contribute to learning. The ads also emphasize that healthy early childhood development is not solely the parents’ responsibility, but also a reflection of support from family, friends, and neighbors.

“The message for parents and the community is that early brain development is critical to a child’s future,” says Kate Kloos, Success by 6 initiative director. “While parents play the most important role in helping children develop, the community can play a key role in supporting parents. Our goal with this campaign is to provide simple, actionable information to parents and to encourage the general public to be more aware of the children around them and to get involved in their lives.”

**(more)**

**Every Moment Matters**  
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While the TV and radio ads demonstrate the power of play and communication in teaching children, the ads designed specifically for the newspaper target parents and others in more stressful situations and give practical tips for intervention.

The Success by 6 Initiative is not an agency or program, but a community-wide effort that represents a long-term commitment to the community's children. The initiative focuses on fostering the care and development of children through the critical development of ages birth to six. In addition to the media campaign, strategies to achieve this objective include parenting education and support, universal screening and home visits for all births, a parent support telephone line, and research and measurement activities. United Way of Lane County acts as a convening agency for this important initiative. Go to [www.cherisheverychild.org](http://www.cherisheverychild.org) for more information.

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