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 or 212.381.0009.