Overall, the campaign was a great success with over **5.2 million impressions** generated thus far! This campaign also saw an excellent **1.5% social engagement rate** and **25k engagements**!
Steps for Strategically Branding Your QRIS to Increase Participation & Public Awareness

Step 1: Research + Focus Groups
Step 2: Select Measurement Tools / Goals
Step 3: Decide on Your Desired Brand (Images + Messaging)
Step 4: Engage and Encourage Providers
Step 5: Media Outreach
Step 6: Digital & Paid Advertising
Step 7: Community Outreach + Events
Step 8: Building Spokespeople & Influencers
MOST RECENT CAMPAIGN PHASE (SUMMER 2019)
May – August 2019 Initiatives

Wind Signs for QR Providers

Bite-sized series videos for social media + targeted social media advertising

Radio advertising (English & Spanish PSA) and interview

Posters for WIC Clinics and Georgia pediatrician offices in English & Spanish
May – August 2019 Events

2 events for business leaders and policymakers outside of Atlanta to share the state of ECE in their region and QR updates

Event for QR families and social media influencers to share their experiences with child care and to collect stories
PROVIDER PARTICIPATION
As of August 15, 2019

Of 4,661 eligible programs, 1,834 are rated

- 39% star rated
  - 22% 3 stars
  - 51% 2 stars
  - 28% 1 star
- 35% in process
- 26% not yet participating
Participation by Legislative Districts