



Our mission is to coalesce, inspire and support the Head Start field as a leader in early childhood development and education.



The Head Start Advantage

Documentary Toolkit for NHSA Members

What is the Head Start Advantage?

We're thrilled to present to NHSA members our brand new documentary, "The Head Start Advantage."

This 18-minute documentary film explores the lives of Head Start children, parents, teachers, and alumni working to envision and create a better world for all Americans. Watch the film and you'll get to know Head Start families throughout the country and see first-hand how the program has given more than 33 million Americans a head start on their education.

In the film, we meet Darren Walker, President of the Ford Foundation; Sylvia Acevedo, Interim CEO of Girl Scouts of America; and Cornell William Brooks, President of the NAACP, all Head Start alumni and lifelong advocates for the program. Collectively, they paint a moving picture of Head Start's enormous impact as an investment in our nation's greatest resource: our children. It takes a visual dive into the findings of five decades of early childhood education research vividly illustrating how education begins at birth.

Raising Awareness of Head Start's Incredible Impacts

Part of NHSA's mission is to share the story of "The Head Start Advantage" with every community. By doing so, we are educating those around us who might not know what Head Start is, or its positive impact it has for children, families and communities.

Recruiting New Parents and Children to Your Classrooms

Sharing this documentary is a great way to help members of your community understand the Head Start model and assist your program with enrollment. During recruitment, use this short film to educate the families who are looking to enroll their child in Head Start.

Raising Funds with Community Screenings

By sharing the story of "The Head Start Advantage" you can also raise money for your program! Host a viewing party and charge a small, nominal fee for admission. Provide light snacks and drinks and your guests will enjoy learning about Head Start while also helping raise funds for Dollar per Child, assisting with sending staff to conferences or general professional development costs. This type of event can be held annually as you move through enrollment seasons.

How You Can Share the Message

The text above is suggested language to use for marketing the documentary. To promote your events, visit www.nhsa.org/documentary for access to the five short clips which can be used as "teasers" or trailers. Suggested platforms are Facebook, Twitter, and emailing these to parents, community members and local officials.