



## Social Media Kit

Quality First — a program of [First Things First](#) — partners with child care and preschool providers across Arizona to improve the quality of early learning for kids birth to 5. Quality First has established a statewide standard of quality for early care and education programs and funds quality improvements that research proves help children thrive. This includes training for teachers to expand their skills in working with young children and coaching to help programs provide learning environments that nurture the emotional, social, language and cognitive development of every child.

### About the expansion

The budget signed by Gov. Doug Ducey for state fiscal year 2022 includes \$74 million to increase the number of quality child care settings around Arizona. It will allow the First Things First signature program, [Quality First](#), to expand by up to 800 providers over the next three years.

We encourage you to share these messages within your networks to encourage programs across the state to apply for Quality First. Don't forget to use #QualityFirstAZ and to tag First Things First in the posts.

### General messages to share

- Times are challenging for early learning providers like you. You need support, encouragement and resources to do what you do best -- help young children learn and grow. #QualityFirstAZ, a program of **[TAG: First Things First]**, can help your program provide quality care. <https://bit.ly/ApplyQF>
- With extra funding this year to enroll more providers, there is no longer a lengthy wait for your program to join **[TAG: First Things First]**'s #QualityFirstAZ. It takes 10 minutes to fill out the brief application — and then you're on your way to getting the support you need. <https://bit.ly/ApplyQF>
- Start your success with #QualityFirstAZ, a signature program of **[TAG: First Things First]**, in 5 steps:

✓Apply

☑ Meet your coach

☑ Get support

☑ Take action

☑ Watch your program grow

Apply today! <https://bit.ly/ApplyQF>

**Facebook:** @AZFirstThingsFirst

**Instagram:** @AZFirstThingsFirst

**Twitter:** @AZFTF

**LinkedIn:** @ FIRST THINGS FIRST .