

Collaborating for the Born Learning Trail

United Way of Hernando County, Inc. | www.UnitedWayHernando.org

Project: *Born Learning Trail installation in Hernando*

Community Partnership:

Partnership Support:

Description: The popular *Born Learning Trail* creates valuable community resources for early childhood learning, and offers opportunities for visibility and volunteer engagement. These fun, physical learning activities are designed for parents or caregivers to play with young children in any outdoor setting - trails, **parks**, and school yards.

Intended to be a family-engagement tool, the trail consists of ten 12" by 24" .080 inch thick aluminum signs which are the same as most street signs and can be assembled onto wood or metal posts without backer boards. Each sign is printed with a unique playful, engaging activity based on early learning outcomes. The signs have slogans like "talk, listen, sing, jump, clap, skip," and are designed to help young children learn together. Laminate top helps protect against UV rays, graffiti, and moisture damage. Signs have an average two to four-year life expectancy, depending on weather conditions and climate. Trail also includes sidewalk artwork such as shapes, letters, and a 12' hopscotch court that all relate to the sign activities.

Objective

- The Born Learning Trail will be installed at a park or playground by United Way volunteers
- To promote healthy interactions in a playful and visible community setting
- To engage local parents, grandparents, caregivers & their children with early learning tools
- To strengthen all corporate/local partnerships involved with accomplishing this project

Partnership Recognition

Partners will receive public recognition as a valued United Way Community Partner in **HEALTH & EDUCATION** through the following places:

- Local media coverage
- Company Logo will be added to trail signs (pending on time of purchase)
- Press releases to newspapers, television and radio media
- Public service announcements through social media groups
- Interviewed for a Nature Coast TV web session for corporate recognition
- Featured in the #UnitedNews Newsletter
- United Way website (www.UnitedWayHernando.org)
- United Way Facebook (www.facebook.com/UWHC4030)
- United Way Annual Community Report & Achievements Guide
- Honored at Annual Appreciation Meeting

Pictures from the 1st Born Learning Trail installation on June 18, 2015 at Delta Woods Park:

