

The Ounce of Prevention Fund  
 Societal Impact: Video Option 1  
 30 Seconds

VISUAL	TEXT ON SCREEN
"Marker" overlay paints across entire screen	
Text appears over marker background	<u>Too many children in poverty don't have access to quality early learning.</u>
Child drawings appear and fill in one-by-one	
New text appears	<u>The impact is lasting.</u>
Percentage pie charts fill in one-by-one with accompanying statistics	<ul style="list-style-type: none"> <li>• <u>40% more likely to become a teen parent.</u></li> <li>• <u>60% more likely to never attend college.</u></li> <li>• <u>70% more likely to be arrested for a violent crime.</u></li> </ul>
New text appears	<u>Something has to change.</u>
Transition to end frame	
New text appears in succession	<u>Early learning can #changelives</u>  <u>Share to help us make a difference.</u>

**Caption:**

Early learning impacts society. It's up to us to make a difference. Share to #changelives

**Share Post:**

Share to help **The Ounce** give every child a chance to learn and an opportunity to succeed.

The Ounce of Prevention Fund  
Societal Impact: Video Option 2  
30 Seconds

VISUAL	TEXT ON SCREEN
Open on moving footage of children playing in a preschool-type setting	
“Marker” overlay paints across entire screen	
Text appears over marker background	<u>What does quality early learning lead to?</u>
Graphic treatment of moving timeline and text	
Marker overlay erases to reveal moving footage of children again	<u>Early learning leads to...</u> <u>inspired children leads to...</u> <u>driven adults leads to...</u> <u>a successful society.</u>
New text appears	
Marker overlay fills back in to cover entire screen/transition to end frame	<u>Create a better future for everyone.</u>
New text appears in succession	
	<u>Early learning can #changelives</u>
	<u>Share to make a difference, one child at a time.</u>

**Caption:**

Early learning impacts society. It’s up to us to make a difference. **Share** to #changelives

**Share Post:**

**Share** to help **The Ounce** give every child a chance to learn and an opportunity to succeed.

The Ounce of Prevention Fund  
 Why Birth to Age 5: Video Option 1  
 30 Seconds

VISUAL	TEXT ON SCREEN
Open on moving footage of baby crawling into center of frame	
Overly outline of baby's brain	
"Marker" background paints across entire screen	
Text/graphics appear in succession over marker background	<u>Every smile...</u> <u>song...</u> <u>peek-a-boo...</u> <u>bath time..</u>
*Brain development sparks fill in	<u>can strengthen a baby's brain development.</u>
New text appears	<u>Early learning is in every nurturing moment.</u>
Transition to end frame	
New text appears in succession	<u>Early learning can #changelives</u>  <u>Share to make a difference, one child at a time.</u>

**Caption Options:**

Early learning begins a birth. Help us make a difference. **Share** to #changelives

**Share Post:**

**Share** to help **The Ounce** give every child a chance to learn and an opportunity to succeed.

The Ounce of Prevention Fund  
 Effective Investment, Solvable Problem: Video Option 1  
 30 Seconds

VISUAL	TEXT ON SCREEN
Open on moving footage of children playing in a preschool-type setting	
“Marker” overlay paints across entire screen	
Text/graphics appear over marker background	<u>Quality early learning makes a world of difference.</u>
New text/graphics appear in succession	<u>Kids who perform better in school today</u>  <u>will become more productive workers tomorrow</u>  <u>and help create stronger communities for generations to come.</u>
Transition to end frame	
New text appears in succession	<u>Early learning can #changelives</u>  <u>Share to make a difference, one child at a time.</u>

**Caption:**

Invest in early learning to build a stronger society from the start. **Share** to #changelives

**Share Post:**

**Share** to help **The Ounce** give every child a chance to learn and an opportunity to succeed.

The Ounce of Prevention Fund  
 Effective Investment, Solvable Problem: Video Option 2  
 30 Seconds

VISUAL	TEXT ON SCREEN
Open on moving footage of children playing in a preschool-type setting	
"Marker" overlay paints across entire screen	
Text/graphic appear over marker background	<u>For every \$1 invested in preschool,</u>
New text and graphic appear	<u>society saves more than \$7.</u>
Text appears Hold for 1 second, then replace with the other words in quick succession	<u>Early learning is an investment in stronger ...children...families...economies...communities... futures.</u>
...finally resting on the last phrase complete the sentence.	<u>Early learning is an investment in stronger futures.</u>
Transition to end frame	
New text appears in succession	<u>Early learning can #changelives</u>
	<u>Share to make a difference, one child at a time.</u>

**Caption:**

Invest in early learning to build a stronger society from the start. **Share** to #changelives

**Share Post:**

**Share** to help **The Ounce** give every child a chance to learn and an opportunity to succeed.