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Education Messaging Guide

Topline Message

People deserve great schools.

All students—whether Black, brown, or white—deserve a world class learning experience, and our state’s 70,000 educators agree. We’ve made progress in recent years but there is still work to do to ensure all students in Washington—regardless of their race, zip code, or income level—have equitable learning opportunities.

Message Triangle

Quest: Every student in Washington should have access to a world-class education, no matter where they live or what family they were born into. Our schools are filled with dedicated educators who put students first and are invested in their future — and it’s past time they receive the support they deserve.

Threat: Too many kids are denied the opportunity to learn at the same level as their peers due to inequitable investments from school to school. Powerful special interests fight to limit opportunity by zip code so that those living in the wealthiest neighborhoods have the most resources.

Solution: By ensuring all schools receive equal investments in tools for learning, programming, and expanding training and apprentice opportunities, we can ensure that Washington’s students are ready for higher education or to enter our workforce and contribute to Washington’s thriving economy.



When They Say...

We Say...

When students pull themselves up by their bootstraps, they succeed.	We must build an education system that supports all students and ensures everyone has an equal opportunity to succeed. or Protect and restore the American dream by building ladders of opportunity for all.
Sex education encourages kids to have sex or Abstinence only education	Sex education in our schools is age appropriate. From healthy relationships, to understanding boundaries, to respecting gender and sexual identities, students thrive when they learn how to make healthy lifestyle choices.
Schools are for learning only.	Schools are charged with the greatest responsibility of all: taking care of our kids. That includes supporting their overall health.

For more messaging guidance contact
Reiny Cohen
reiny@fusewashington.org