

Name of Group: Public Engagement

Responsibility of Group: The Public Engagement group works diligently to raise awareness concerning the importance of the first five years of a child's life. Activities include:

- Developing a public awareness campaign and products to broaden public will for Iowa's Early Care Health, and Education System
- Partnering with community, government, and business entities to foster commitment to Iowa's Early Care, Health, and Education System
- Keeping stakeholders and policy-makers informed about legislative activities



Current Activities:

Quality Counts Campaign

- Legislative Relations
 - Legislators all received a Quality Counts brochure, pen and note pad in their mailbox
 - Tuesdays for Tots
- Day On the Hill
 - Materials distributed: Brochure, buttons, pens, notepads and cowboy cards
- Materials Available
 - Brochure can be downloaded off the ECI website
- ECI will be having the "Quality Counts" booth at the 2006 Public Health Conference (March 28 & 29)

Past Accomplishments:

Legislative Updates

Materials

Partnership with Every Child Counts

Early Childhood Iowa web site

Future Plans:

Implementation of marketing plan

Materials development

Development of a parent component of web site