

Name of Group: Public Engagement

Date: February 7, 2008

Responsibility of Group:

The Public Engagement (PE) 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:

ECI Public Engagement will again be sponsoring the Early Care, Health, and Education Day on the Hill activities, which will take place next Thursday February 14, 2008.

The PE group created a document entitled *Parents as Advocates*. The purpose of this document is to engage parents in policy decisions and activities regarding "quality" for early childhood. This document can be found in your packets and on the ECI Web site at the following link:

<http://www.state.ia.us/earlychildhood/advocacy/index.html>.



Quality Counts Campaign

- Continue to exhibit at conferences and distribute materials
- 2008 Legislative Session Campaign
 - The PE group distributed ECI/*Quality Counts* postcards to legislators through out the months before session began. These postcards have included a variety of hand written messages around the importance of investing in "quality" for children 0-5.

Parent Web site Campaign

- Bookmarks, mousepads and pens were distributed at the Early Childhood Iowa Congress, as well as numerous other events and conferences.

Future Activities:

- PE will be getting notecards printed, which will look similar to the newly created postcards. The purpose of these will be to relay early childhood messages in quickly and in a way that the logo of ECI becomes more memorable.
- Partner with the Quality Services & Programs component group to develop and design promotional materials for early care, health, and education providers on the importance of family support.