



Name of Group: Public Engagement

Date: February 3, 2010

### 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.

### Ongoing Activities:

- 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:

- Distributed postcards to legislators prior to legislative session. The first mailing of postcards included a message in child hand writing and the second mailing included a child story in the child's point of view.
- Gathering family stories to incorporate into a story bank to allow us access to timely stories to include in our materials. This effort will allow us to make a case for investments and sound policy for young children and their families.
- Planning for 2010 ECI Day on the Hill, which will follow the ECI Council meeting Wednesday February 3<sup>rd</sup>. Since the 2010 ECI Council has been canceled, the structure for Day on the Hill has changed. Below is a schedule for the afternoon:
  - Noon – 1:00 p.m. Lunch (Des Moines Botanical Center)
  - 12:45 p.m. First Bus Leaves for the Capitol
  - 1:00 p.m. Second Bus Leaves for the Capitol
  - 1:00 – 3:30 p.m. Meet with Your Legislators (State Capitol)
  - 1:30 – 2:00 p.m. Child at Heart Award (State Capitol)
  - 3:15 p.m. First Bus Leaves for the Botanical Center
  - 3:30 p.m. Second Bus Leaves for the Botanical Center
- The group will also be doing activities to keep stakeholders engaged throughout the month of February, rather than only for Day on the Hill.

### Past Activities:

- The Public Engagement component group partnered with Every Child Matters and Child Care Resource & Referral to hold five Advocacy Regional Trainings in October 2009. Over 160 child advocates attended trainings offered in various parts of the state to celebrate "Step Up for Kids". The week-long advocacy training highlighted the importance of individuals who care about kids to speak up and ask their elected officials to address the needs of children and families as they make their budgetary decisions and to shift spending priorities to put more focus on early childhood.