

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

- Continue to exhibit at conferences
- Continue to provide materials
- Planning for the 2007 Legislative Session

Parent Website Campaign

- Library outreach with all public libraries (Mouse pads for Public ACCESS Computers and Bookmarks)
- Information sent to Iowa Business Council

Materials can be downloaded off the ECI website

- Brochure
- Bookmark

Day on the Hill

- ECI has been asked to take leadership for the 2007 Day on the Hill
- All are welcome to participate in planning. Contact Jenny Untiedt juntiedt@idph.state.ia.us if you would like to be a part of the planning committee.

Partnering with Every Child Counts to Sponsor a Gubernatorial Candidate Survey relating to Early Childhood Policy Issues

Past Accomplishments:

Legislative Updates

Materials

Partnership with Every Child Counts

Early Childhood Iowa web site

Parent Information web site

Future Plans:

Continued Implementation of the marketing plan

Materials development

Day on the Hill leadership