

**Name of Group: Public Engagement**

**Date: March 27, 2007**

**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:**

**ECI Public Engagement Sponsored the 2007 Early Care Health and Education Day on the Hill February 7, 2007**

Thank you to all who participated- we had a great turn out of both advocates and legislators.

New additions:

- Promotion of pre registration to assist in the organization and planning of the day.
- Invitations to legislators with the names of their constituents who register for the event.
- Food event

**Quality Counts Campaign**

- Continue to exhibit at conferences
- Continue to distribute materials
- 2007 Legislative Session Campaign
  - Legislative Activity Calendar
  - Tuesdays for Tots:
    - Feb 13 Central Iowa
    - Feb 27 Southeast Iowa
    - March 13 Northwest Iowa
    - March 27 Northeast Iowa
    - April 3 Southwest Iowa

**Parent Web site Campaign**

- Mouse pads and bookmarks, containing the parent Web site, have been distributed to all Iowa libraries to be placed next to their Public ACCESS Computers
- Information was sent to the Iowa Business Council
- Materials can be downloaded off the ECI Web site
- Brochure
- Bookmark

