

Name of Group: Public Engagement
Date: May 12, 2009

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:

Public Engagement partnered with the Congress planning committee to hold the annual ECI Congress and Day on the Hill, which was a combined event this year taking place February 10-12, 2009, with Day on the Hill being the last day.

Quality Counts Campaign

- Continue to exhibit at conferences and distribute materials
- 2009 Legislative Session Campaign
 - The PE group has distributed ice scrapers and luggage tags to legislators during session, both of which had the Quality Counts logo on them.
 - PE partnered with Child Care Resource & Referral to provide valentines to the legislators, each with a special message from a child.



Parent Web site Campaign

- Bookmarks, brochures, notepads, ice scrapers, pens and priority cards were distributed at the 2009 ECI Congress/Day on the Hill, Spring Public Health and the Prevent Child Abuse Iowa Conferences.

Future Activities:

- 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.
- Begin planning for the 2010 ECI Congress/Day on the Hill.
SAVE-THE-DATE: February 1-3, 2010 (Airport Holiday Inn).