

Name of Group: Public Engagement

Date: September 11, 2007

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. The following date has been set for the coming year: February 14, 2007.

- Planning has begun for this event. If you would like to be a part of the planning process contact Kelly Schulte at kschulte@idph.state.ia.us.
- Registration materials for Day on the Hill will be available very soon and also posted on the ECI Web site.

Quality Counts Campaign

- Continue to exhibit at conferences
- Continue to distribute materials
- 2007 Legislative Session Campaign
 - The PE group is in the process of distributing ECI/*Quality Counts* postcards to legislators through out the months before session begins. These postcards will include a variety of hand written messages around the importance of investing in "quality" for children 0-5.



Parent Web site Campaign

- Pens have been printed to include the ECI Parent Web site. This was a previous ECI material; however, in the past it listed the ECI Web site.
- Bookmarks were distributed at the Department of Public Health booth at the Iowa State Fair this year, 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.