



Name of Group: Public Engagement

Date: September 8, 2009

Co-Chairs: Sheila Hansen & Jenny Hodges

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 during the summer months, which included a message in child hand writing
- Distributing a survey to parents in an effort to gather family stories to use during the 2010 ECI Day on the Hill and also to use in future materials. This effort will also allow us to collect data to make a case for investments and sound policy for young children and their families.
- The Public Engagement component group is partnering with Every Child Matters and Child Care Resource & Referral to hold five Advocacy Regional Trainings in October. Below is a list of the dates/locations. To view the training save-the-dates, visit the Advocacy page of the ECI Web site at: <http://www.state.ia.us/earlychildhood/advocacy/index.html>.
 - October 5th – Iowa City
 - October 6th – Waterloo
 - October 7th – Urbandale
 - October 8th – Council Bluffs
 - October 9th – Fort Dodge
- Planning for 2010 ECI Day on the Hill
 - ECI Congress – February 1-2nd
 - ECI Day on the Hill – February 3rd

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.

Future Activities:

- Distribute 2nd round of postcards to legislators, which will include a family story on them
- Continue planning for the 2010 ECI Day on the Hill