

## **Name of Group: Public Engagement**

**Date: September 12, 2006**

### **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 distribute materials
- Planning for the 2007 Legislative Session

#### Parent Website 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 website

- Brochure
- Bookmark

#### Day on the Hill

- Two planning meetings have been held for the 2007 Day on the Hill (DOH)
- PE will be asking for ECI Stakeholder feedback on DOH talking points/messages at the December meeting. Please send any talking point ideas you may have to Jenny Untiedt at [juntiedt@idph.state.ia.us](mailto:juntiedt@idph.state.ia.us)

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 and distribution
- Day on the Hill leadership