



**Nevada Early Childhood
Advisory Council**

**Communication and Engagement Subcommittee Workplan
January 2022 to December 2022**

Goal 3: Increase Capacity to Equitably Connect Families with the Early Childhood System Continuum of Care and Community at Large

Outcome: Increased utilization of services and supports among families and providers due to awareness and access.

Metric: Number of children/families enrolled in identified early childhood programs/services.

Metric: Number of providers utilizing identified early childhood supports and resources.

Outcome: Increase awareness of early childhood programs and services among families and decision-makers.

Metric: Number of visits to identified websites

Metric: Polls/surveys re: support/interest in early childhood programs/services (?)

Objective 3.1: Implement a strategic two-way communications plan to engage and connect providers, families and stakeholders.

Outcome: Information on early childhood programs and services are easy to find and access.

Metric:

Outcome: Families and providers have a mechanism to share concerns, barriers and/or needs regarding early childhood programs and services.

Metric:

Key Activities	Subcommittee Lead(s)	Timeline	Measure/Metric
Contract with Marketing/PR firm to develop a multi-year EC Marketing and Outreach Campaign	The Children’s Cabinet/ DWSS	June 30, 2022	Executed Contract
Identify key messages to include in the EC Marketing and Outreach Campaign			
Identify families and providers to participate in development of the Communications Plan			
Review relevant websites, social media platforms and related mechanisms for sharing/receiving information from families and providers			

Compile list of related communications tools among early childhood partners, programs and services			
Identify strategies to incorporate feedback loops from families and providers			
Objective 3.2: Expand engagement, training and leadership opportunities for underrepresented and underserved populations.			
Key Activities	Subcommittee Lead(s)	Timeline	Measure/Metric
Define “underrepresented and underserved” populations in Nevada			
Develop maps and/or lists of underrepresented and underserved populations			
Identify community partners/leaders currently working in or with identified underrepresented and underserved populations			
Identify opportunities, events or strategies for conducting outreach in identified “underrepresented and underserved” populations			
Objective 3.3: Expand engagement, alignment and coordination of services among all early childhood system providers. **Overlaps with Systems Alignment Subcommittee – No key activities until Year 2**			
Key Activities	Subcommittee Lead(s)	Timeline	Measure/Metric
Objective 3.4: Select and implement a centralized intake and referral system (CIRS) to streamline access and utilization of services.			
Key Activities	Subcommittee Lead(s)	Timeline	Measure/Metric
Conduct research on existing and potential CIRS in NV and nationally			
Develop list of features needed in a comprehensive CIRS for the identified early childhood populations			