

Communication and Engagement Ad-Hoc
Audience Focused Action Planning

Audience: Parents of Young Children			
Communication Goals <i>(connect to general ECAC work)</i>	Awareness of ECAC		
	Interact with the ECAC		
	Opportunities to participate in EC System		
Communication Approach	Engage families of young children through existing parent groups and connect with EC system stakeholders to provide passive and active ways to participate in ECAC.		
Communication Activity	Frequency	Message	Action Item or Next Step
Connect with First 5 to determine how ECAC can contribute			
Identify statewide parent groups			Connect with Family Engagement office for updates on recommendations.
Review website for community navigation			Have focus group review the landing page and provide feedback on ease of information
Utilize ECAC youtube channel and create a parent-specific welcome video	1x		Discuss with ECAC Chairs
Create “media” packages.			<ul style="list-style-type: none"> • What resources can we create 1x • Variable activities
Master Event Spreadsheet			<ul style="list-style-type: none"> • Choose a template and fill in with annual “high impact” events

Recruiting Strategy

- Identify social platform to share materials

Retaining Parents

**Build capacity of parents in participation

Audience: Professionals serving Children/Family			
Communication Goals <i>(connect to general ECAC work)</i>			
Communication Approach/Strategy			
Communication Activity	Frequency	Message	Action Item or Next Step

Audience: Community Stakeholders			
Communication Goals <i>(connect to general ECAC work)</i>			
Communication Approach/Strategy			
Communication Activity	Frequency	Message	Action Item or Next Step
Identify statewide groups			