



**Nevada Early Childhood
Advisory Council**

**COMMUNICATION AND ENGAGEMENT
SUBCOMMITTEE
2022-2025 WORKPLAN**

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

Objective 3.1: Implement a strategic two-way communications plan to engage and connect providers, families and stakeholders.	ASSIGNED ECAC MEMBERS (General & Subcommittee)	Delegated to another Subcommittee	STATUS: ACTIVE COMPLETE ONGOING WITHDRAWN	PROJECTED END DATE	APPROVED DOCUMENTS & LINKS	PROJECTED OUTCOMES & DELIVERABLES	FOLLOW UP ACTION STEPS	NOTES
KEY ACTIVITY								
Contract with Marketing/PR firm to develop a multi-year EC Marketing and Outreach Campaign	DENISE TANATA		ONGOING	Q3 2022		CONTRACT VENDOR	CONTRACT EXECUTED WITH PERDUE, MARION AND ASSOCIATES (PMA)	
Identify key messages to include in the EC Marketing and Outreach Campaign	DENISE TANATA PMA			Q1 2023		LIST OF KEY MESSAGES	PMA	
Identify families and providers to participate in development of the Communications Plan	ASHLEY ALBERTO RACHEL STEPINA AND FAMILY		2023	Q2 2023		Final list, inclusive of all EC sectors	Include all types of providers in Early Learning, Health/Wellness and K-3rd Note List needed	
Establish criteria to include families/parents in plan development (based on definition developed in 3.2)	Jennifer Butler Patrice Gardner Denise Tanata Nayesdi Badillo		ONGOING			PROVIDER LIST- PATRICE FAMILY LIST- JENNIFER BUTLER MCH LIST-DENISE TANATA	Started, expanded list to include additional key stakeholders and communication/social media platforms-	Framework, tool kit, Manifesto
Develop a communication strategy plan	BRIANNA CAMBRA COMMUNICATION AD- HOC					A template was developed for further discussion July 2024: Ad Hoc Committee was developed		Need completion date
Review relevant websites, social media platforms and related mechanisms for sharing/receiving information from families and providers.	COMMUNICATION AD- HOC		COMPLETED	Q2 2025				
Compile list of related communications tools among early childhood partners, programs, and services	BRIANNA CAMBRA KENDRA		ACTIVE	Q2 2023				
Compile list of related communications tools among early childhood partners, programs, and services	Dr Linda Young			Q2 2023				
Identify strategies to incorporate feedback loops from families and providers.	NAYESDI BADILLO		COMPLETED ONGOING					
Provide an update on strategies that family leadership representatives are using to incorporate feedback loops with family providers,			COMPLETED ONGOING					Recommended the following be added to the workplan: Identify topics that will be beneficial to parents. Begin planning dedicated parent
Intersections with Other Subcommittees/Initiatives:								
Objective 3.2: Expand engagement, training and leadership opportunities for underrepresented and underserved populations.	ASSIGNED ECAC MEMBERS (General & Subcommittee)		STATUS: ACTIVE COMPLETE ONGOING WITHDRAWN	PROJECTED END DATE	APPROVED DOCUMENTS & LINKS	PROJECTED OUTCOMES & DELIVERABLES	FOLLOW UP ACTION STEPS	NOTES
KEY ACTIVITY								
Define "underrepresented and underserved" populations in Nevada.	RACHEL STEPINA		COMPLETE	Q2 2023	ECAC Vulnerable and Underserved Population Definition: https://nvecac.com/wp-content/uploads/2025/01/NV-ECAC-Vulnerable-Population-Definitions-12.31.24.pdf			this key activity is moved to the data and evaluation committee - 05.2023: The initial draft was presented to General ECAC UPDATE projected completion dates
Develop maps and/or lists of underrepresented and underserved populations.	DATA AND EVALUATION		11.2024 COMPLETE	Q4 2023	ECAC Vulnerable and Underserved Population Definition: https://nvecac.com/wp-content/uploads/2025/01/NV-ECAC-Vulnerable-Population-Definitions-12.31.24.pdf	completed Map or List showing demographic data of underserved populations	Create Map or List	
Identify community partners/leaders currently working in or with identified underrepresented and underserved populations.	?			Q2 2023				
Identify opportunities, events, or strategies for conducting outreach in identified "underrepresented and underserved" populations.	ALL		COMPLETE, ONGOING				List Created: includes partners who we have engaged to support/promote First 5 Nevada. ECAC to ensure and define what the key messages are here: supporting access to services, leadership opportunities, sharing stories/barriers to identify systems issues, etc.	First 5: https://www.first5nevada.org/ ECAC Reports & Documents: https://nvecac.com/ecac-reports-documents/ ongoing w/Marketing & Outreach Campaigns

WORKPLAN -NV ECAC SUBCOMMITTEE

Intersections with Other Subcommittees/Initiatives: 1. Defining underrepresented and underserved populations; mapping 2. First 5 Nevada – Identifying community partners, events/opportunities to engage with identified populations		1. DATA AND EVALUATION 2. ALL & FIRST 5	1. COMPLETE 2. ?	1. UNDERSERVED DOCUMENT LINK: https://nvecac.com/wp-content/uploads/2025/01/NV-ECAC-Vulnerable-Population-Definitions-12.31.24.pdf	1. DEFINITION CREATED 2. LIST OF AGENCIES IN NV CREATED AND ACCESSIBLE		
Objective 3.3: Expand engagement, alignment and coordination of services among all early childhood system providers.	ASSIGNED ECAC MEMBERS (General & Subcommittee)	STATUS: ACTIVE COMPLETE ONGOING WITHDRAWN	PROJECTED END DATE	APPROVED DOCUMENTS & LINKS	PROJECTED OUTCOMES & DELIVERABLES	FOLLOW UP ACTION STEPS	NOTES
KEY ACTIVITY							
COLLABORATION WITH FIRST 5 NEVADA	ALL	ONGOING	ONGOING		ACCESSIBLE RESOURCES FOUND IN ONE PLACE	ECAC TO COLLABORATE WITH FIRST 5 NEVADA TO STRATEGIZE ECAC SUPPORTS	bringing all of the services together in one place to support coordination/alignment. FIRST 5 welcomeS recommendations from the ECAC on how we could utilize First 5 Nevada to support ECAC efforts around systems alignment among the groups/organizations included on First 5 Nevada.
Objective 3.4: Select and implement a centralized intake and referral system (CIRS) to streamline access and utilization of services.	ASSIGNED ECAC MEMBERS (General & Subcommittee)	STATUS: ACTIVE COMPLETE ONGOING WITHDRAWN	PROJECTED END DATE	APPROVED DOCUMENTS & LINKS	PROJECTED OUTCOMES & DELIVERABLES	FOLLOW UP ACTION STEPS	NOTES
KEY ACTIVITY							
Conduct research on existing and potential CIRS in NV and nationally.	Denise Tanata	COMPLETED				need to identify a subcommittee serving on the NV CIRS Workgroup who can provide updates to the subcommittee	More activities can be added now that the Ad-Hoc has formed. Once a liaison is identified, they can help to develop additional recommendations here.
Develop list of features needed in a comprehensive CIRS for the identified early childhood populations.	DENISE TANATA	COMPLETED					
Intersections with Other Subcommittees/Identify subcommittee serving on the NV CIRS Workgroup	DENISE TANATA	COMPLETE / ONGOING		NV CIRS Workgroup : https://drive.google.com/drive/folders/1IAky9phS25jCcDrDqUQPgbGgC_SgROUV?usp=sharing		DENISE TANATA TO PROVIDE UPDATES AS NEEDED	11/2023: NV CIRS Workgroup MEETS MONTHLY, DENISE TANTANT FACILITATES,