

EARLY CHILDHOOD DEVELOPMENT WORKING GROUP

MINUTES

MONDAY, JANUARY 19, 2015, 9:30-11:30PM, HEALTH UNIT, 200-1 MILLENIUM PARKWAY, BELLEVILLE

IN ATTENDANCE: Jen Ronan (co-chair), Jill Gardiner (co-chair), Wendy Anderson (coordinator), Kristina Smith, Denise Boos, Colleen Peairs, Julie Hickey, Andrea Brennan-Doucette, Amy Sager, Sarah Smith, Beverley Bell-Rowbotham (via telephone)

REGRETS: Nikki Roy, Cecilia DeRoche, Tammy Garrison, Allison Brant, Trena McKay, Stacey Stanford, Suzanne Humphries

MANDATE: The Early Childhood Development Working Group is responsible for identifying and implementing one or more actionable projects that will improve early childhood development outcomes for children in Hastings-Prince Edward.

Item	Discussions/Motions	Recommendations <i>(things to go forward to the Networks)</i>	Action <i>(including Person Responsible And Completion Date)</i>
1. Welcome, Introductions, Identify a minute-taker	Jen Ronan acted as chair and held roundtable introductions. Julie Hickey joined us from Family Space, and Sarah Smith from PELASS. Wendy offered to take minutes to allow all members to actively participate in the meeting.		
2. Review of Agenda	Accepted.		
3. Accept Minutes from Dec. 11th	Accepted. Item #6 – HPEDSB – March 3, 4 & 5		

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4. Business Arising	Colleen Peairs agreed to represent this working group at Network and Coordinating Team meetings. Many thanks Colleen! The next Network meeting is scheduled for Feb. 26 th .		
5. Healthy Kids Community Challenge	Kristina Smith, HPECHU health promoter who will be leading the Healthy Kids Community Challenge , provided some background. Hastings County applied for funding from the provincial government one year ago – an opportunity to deliver local programs and activities that address well-being of children. Prince Edward County was included. It was announced in Sept. 2014 that we were one of 45 municipalities selected to participate – up to \$1.5 million total over four years. Starting anytime, three main themes will be rolled out across the province – physical activity, healthy eating and adequate sleep – waiting for direction from the province. A Steering Committee will be struck and working groups formed so that various organizations can participate in planning and implementation. This group could be part of that – a good fit.		
6. ParticipACTION Update	Jen provided background to our campaign. The ECD working group chose to work on improving gross and fine motor skills because this was		

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	<p>rated with the highest vulnerability in latest EDI scores. Our group recognizes the importance of play and getting kids more active. Research shows that when young children are more active, they acquire fundamental skills to build lifelong physical literacy upon. In order to raise this awareness with parents of children 0-6, we have decided to begin by promoting ParticipACTION's "Make Room for Play" locally through the social media platforms of CYSN member organizations. Refer to slideshow at: http://www.participaction.com/make-room-for-play-2/spread-the-word/.</p>		
<p>7. Work Plan Creation</p> <ul style="list-style-type: none"> • Launch • CYSN February Presentation • Web pages • Branding • Support materials • Length of Campaign • Evaluation • Next Steps 	<p>The group reviewed Jen's draft work plan template and broke into two groups to prepare for the soft launch to the CYSN (Feb 26th), plan the kick-off week (Mar. 23-27), determine what materials need to be included in our campaign, and evaluation. The kick-off week coincides with ParticipACTION's Federal TV Turn-Off Challenge and the Local Health Unit Unplug and Play Campaign. Please see input below.</p> <p>Soft launch – Jen and Jill not available on Feb. 26th – Kristina, Beverley, Colleen, Wendy – 20 minutes. Clear ask and commitment, supports available and hand-out posters and tip-sheets.</p>		<p>Jen will send out the updated work plan with the minutes - will include a list of tasks for members to sign up. Deadline dates will be included to move forward.</p> <p>At our next meeting, we will review the progress of the small groups and finalize soft launch materials and presentation.</p>

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PARENTS <ul style="list-style-type: none"> • Tip sheet – ParticipACTION • Canadian Physical Activity Guidelines • Directory – compile a one-page list of local activities for young children and include links to funding; i.e., Jump Start, OW, etc. 	PROFESSIONALS <ul style="list-style-type: none"> • Link to Parent Page • One-pager – EDI, intro to this group, blurb about Make Room for Play Campaign 	EVALUATION <ul style="list-style-type: none"> • Web-page and social media hits • Bev – help!! • Health Unit website quiz identifying parent/professional, satisfaction with resource and open box to identify barriers • Offer prize/physical activity kit/draw • Run throughout – compare 1st & last week 	
SOFT LAUNCH – FEBRUARY 26, 2015 <ul style="list-style-type: none"> • Note: Not all present serve 0-6 years • Send preliminary info to CYSN members before meeting; e.g., intro letter, to clarify expectations and involvement, especially for organizations requiring prior approval • 20 minute “sell” to include ideas for implementation – if you offer child care, are a school . . . etc. – a sample post may be helpful for increasing understanding • Update CYSN on progress – April 23rd • Gather feedback from CYSN – June 25th 	KICK-OFF WEEK – MARCH 23-27, 2015 <ul style="list-style-type: none"> • Radio interview week of Mar. 2nd or 9th and Mar. 23rd – Jen would be excellent! • Little blurbs throughout would be great • Coordinate three per day - an activity, a message and a question – interactive • Connect with school board communications people well in advance • Consider Making Room for Play in Hastings-Prince Edward 	CAMPAIGN – MARCH 23 – JUNE 1, 2015 <ul style="list-style-type: none"> • Suggest a minimum of one post per week to recognize time constraints and allow time for parents to implement • Playground video the best of the four – most age-appropriate and doesn’t align play with sports. The skipping video may be okay 	
8. Next Meeting	Jen will send out a doodle for next meeting. We will look at the weeks of Feb. 9 th and 16 th .	If you are attending or not, please contact: JRonan@hpechu.on.ca , gardjill@alcdsb.on.ca wanderson@hpedsb.on.ca	
9. Adjournment	Adjourned at 11:45am.		