

## EARLY CHILDHOOD DEVELOPMENT WORKING GROUP MINUTES

WEDNESDAY, MARCH 19, 2014, 9:30-11:30AM, BELLEVILLE PUBLIC LIBRARY

IN ATTENDANCE: Cecilia DeRoche, Stacey Stanford, Jennifer Ronan (recorder), Beverley Bell-Rowbotham, Amy Sager, Jill Gardiner (co-chair), Margo Russell-Bird, Wendy Anderson, Soyoung Lee

REGRETS: Allison Brant, Amy Watkins, Bianca Sclipa-Barrett, Brandi Lucas, Denise Boos, Donna Kaye, Heather McMaster, Jacqueline Whittingham (co-chair), Laura Jones, Pam Kent, Peggy Neil, Tammy Garrison, Trena McKay-Crawford, Trish McKinnon, Wanda Haaima-Bingham

**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 Hasting-Prince Edward.

Item	Discussions/Motions	Recommendations <i>(things to go forward to the Networks)</i>	Action <i>(including Person Responsible And Completion Date)</i>
<b>1. Welcome and Introductions</b>	Jennifer Ronan identified as the minute-taker		
<b>2. Review of Agenda</b>	Approved.		
<b>3. Accept Minutes</b>	Approved.		
<b>4. Business Arising from Minutes:</b> a) <b>Social media information</b>	Jennifer was unable to find the breakdown of social media usage by target audiences. The Program Training and Consultation Centre (PTCC) provides resources and training on social media. <a href="https://www.ptcc-cfc.on.ca/cms/One.aspx?portalId=97833&amp;pageId=97917">https://www.ptcc-cfc.on.ca/cms/One.aspx?portalId=97833&amp;pageId=97917</a>	Social media training would benefit all members of the ECD working group.	Jen will contact the PTCC to inquire about social media training for our working group by March 26, 2014.  Wendy will forward link for aboriginal learning website.

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	Wendy also shared information about the new Aboriginal Come Walk in My Moccasins online newsletter that helps educators incorporate aboriginal learning into curricula. It may be an example of online support our working group may provide the community.		Here is the link to register: <a href="https://app.getresponse.com/site/sramsay/webform.html?wid=906602&amp;u=Ssql">https://app.getresponse.com/site/sramsay/webform.html?wid=906602&amp;u=Ssql</a>
<b>5. Healthy Kids Community Challenge (HKCC) update and discussion</b>	Hastings County and Prince Edward County have submitted a joint application for the HKCC grant. Wendy reviewed the application, written by Cathy McCallum, with the working group. Many local organizations are listed as partners. The application provides direction but specific activities will require more input from partners (e.g. of activities that include creating play kits for families, hosting physical literacy workshops). If the application is successful, a project manager will be appointed/hired and the Health Unit will house that position. We should know late spring if our area is chosen.		
<b>6. Breakout Session to Develop Criteria for Messages</b> a) How will we ensure our messages are consistent with the HKCC messages if the local proposal is funded?	a) Need to wait and see if HKCC grant application is successful and find out which theme will be highlighted first. Tying in physical literacy should help keep our messages consistent with HKCC's. Perhaps		

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<p>b) Who is the audience for our messages?</p>	<p>we can meet with Cathy McCallum to see how our group can support HKCC grant <u>if successful</u>. Perhaps we can be an ad hoc committee that focuses on a specific activity of the application (e.g. raising awareness of need for physical literacy in children 0-4). Since we already have a plan, may be helpful for both groups.</p> <p><b>**it was also discussed that we need to continue working to raise EDI scores regardless of HKCC's outcome. Jen suggested looking at a Heart and Stroke Foundation Spark Advocacy Grant to provide us with funds to help hire a consultant to develop a campaign strategy. Also, could look at linking with United Way – “kids all that they can be”.</b></p> <p>b) Discussion around audience determined that there are 2 unique groups of focus. Key audience will be parents/caregivers. However, we will also need to raise awareness and educate service providers since they will be the ‘deliverers of the messages’ (e.g., physicians, FHTs, educators). Starting with members of the CYSN was suggested. Consider key</p>		<p>Beverley to send link to EDI questionnaire.</p> <p><a href="http://earlylearning.ubc.ca/media/documents/edi_questionnaire.pdf">http://earlylearning.ubc.ca/media/documents/edi_questionnaire.pdf</a></p> <p>Jen will contact Beth Collins the H&amp;S mission specialist re: Spark grant – deadline May 1.</p> <p><a href="http://www.hsfspark.com/apply-spark-advocacy-grant">http://www.hsfspark.com/apply-spark-advocacy-grant</a></p>

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<p>c) What are the key characteristics of our messages? (example - family- focused)</p> <p>d) How will we make them impactful?</p> <p>e) How will messages be delivered?</p>	<p>influencers such as physicians and principals who may have a stronger impact on our target audience.</p> <p>c) Key characteristics: use data to grab their attention (e.g. Raise our scores!), local, provide specific ideas (make sure the audience feels that these are steps they can easily take that will make a difference – turning off the TV and providing crafts for the child to do), voice (using children’s voices may appeal to parents/caregivers. Think Batawa....), keep it simple (instead of saying did you know our children have poor gross motor skills think; did you know that Johnny needs to learn how to jump and run)</p> <p>d) Covered in b</p> <p>e) Consider radio and a spokesperson (e.g. Shaun Kelly, Mix 97), social media – since we all have our own FB/twitter accounts perhaps we don’t need to recreate only share our message with partners, consider literacy level. LCD screens at various areas (hospitals, Health unit, mall)</p>		

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f) Who will deliver messages?	f) Key spokesperson – see above.		Wendy will forward notes expanding on these ideas
<b>7. Next Steps</b> a) Reflection question	Evaluation – discussion around how to evaluate our work. Beverley will reflect on possible strategies to evaluate.		Beverley will consider possible evaluation strategy for our work.
<b>8. Next Meeting</b>	<b>TENTATIVE:</b> Wednesday, April 9 <sup>th</sup> , 9:30-11:30 a.m.		Jen will advise availability of PTCC  Once confirmed, Soyoung will confirm the availability of the library for our meeting.  If you are attending or not, please contact: <a href="mailto:JWhittingham@hpechu.on.ca">JWhittingham@hpechu.on.ca</a> <a href="mailto:gardjill@alcdsb.on.ca">gardjill@alcdsb.on.ca</a> <a href="mailto:wanderson@cmhs-hpe.on.ca">wanderson@cmhs-hpe.on.ca</a>
<b>9. Adjournment</b>	Adjourned at 11:10 a.m.		