

NOTES FROM EARLY CHILDHOOD DEVELOPMENT CONSULTATION ON TUESDAY, NOVEMBER 4, 2014



Present: Jen Ronan (Co-chair), Jill Gardiner (Co-chair), Suzanne Humphreys, Denise Boos, Peggy Neil, Tammy Garrison, Nikki Roy, Julie London, Veronica Catri, Amy Sager, Trish McKinnon, George Flagler, Charlotte Miller, Jackie Whittingham, Brandi Lucas, Connie Allison-Goodwin, Wendy Anderson (Coordinator)

Guest: Louise Choquette, Best Start Resource Centre Consultant

Communication Strategy:

What?	ParticipACTION's "Make Room for Play" (at least for now)
Who?	Families of children 0-6 years
Where?	Social media – CYSN member websites, facebook, etc.
Why?	To help your child become physically literate for long-term benefits (supported by EDI scores and other stats if necessary)
How?	Turn off screens Teach your child basic gross motor skills Be a physically active role model to your child Invest time in physical activity as a family (Canadian Physical Activity Guidelines) Find out what play/recreation opportunities are available in your community
When?	"Make Room for Play" being launched in January ECD group needs to decide upon an appropriate launch date

Messages need to offer:

- Ways to overcome barriers; e.g., busy lifestyles, time, isolation, transportation, poverty
- A coherent voice – clear consistent messaging – common language

Make Room for Play in Hastings-Prince Edward:

- ECD working group develops messages and selects accompanying resources
- Coordinator posts messages and resources on CYSN website – central clearinghouse
- Member organizations promote messages and resources on their own social media pages in a manner that is consistent with their own marketing strategies, etc.
- Common branding – ParticipACTION and CYSN logos

- Frequency of messages – feature of the week? feature of the month? - may be determined by individual organizations in keeping with their own activities, resources and needs
- Families may need time to consider each message before acting on them – we don't know how often families visit social media pages
- Minimum of one feature per month was suggested as a guideline

Next meeting – to be determined by doodle poll

- Identify sequence of themes/messages
- Identify accompanying resources
- Familiarize yourselves with [ParticipACTION toolkit](#)
- As an example, take a look at the [Bring Back Winter Play Social Media Kit](#)
- Think about evaluation
- Pick a launch date