

EARLY CHILDHOOD DEVELOPMENT WORKING GROUP

MINUTES

THURSDAY, FEBRUARY 19TH, 1:30-3:30PM, HASTINGS & PRINCE EDWARD COUNTIES HEALTH UNIT, 179 NORTH PARK ST. BELLEVILLE
 INSTRUCTION ROOM 3.

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

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

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 and Introductions a) Identify Minute-Taker	Jen Ronan acted as chair and held roundtable introductions. Kristina Smith was identified as the minute taker for the agenda items 1 – 8. Breakout Ad Hoc Groups will record their own minutes.		Jen Ronan and Jill Gardiner will create a minute taking schedule to be shared at the next working group meeting.
2. Review of Agenda	One change was made to the agenda. Jen moved the poster distribution plan to be a task		

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	for the communication group not the resource group.		
3. Accept Minutes from January 19th	Accepted.		
4. Business arising from the minutes.	Items will be covered in Ad Hoc Group Work.		
5. Healthy Kids Community Challenge	No update at this time.		
6. CYSN Advocacy/ Awareness Work Plan for Input	Wendy reviewed the CYSN Advocacy & Awareness Work Plan (see meeting package) to engage municipal councils in our work and increase awareness about the CYSN. The work plan outlined the development and implementation of completing deputations to the local social services committees & 17 Councils in the fall 2015. Discussions recommended that the working group contact Tanya Hill at the Health Unit to discuss deputations with local councils and see what worked well for her Healthy Communities Partnership deputations.	ECD Working Group agreed to support this campaign.	Wendy is looking for any volunteers to participate in the deputations, fall 2015. Contact Wendy if you are interested.
7. Stretch Break	Complete.		
8. Review of ECD Communication Work Plan	Jen reviewed the work plan and highlighted the tasks for the Ad Hoc group work.		Jen will follow up with ParticipACTION Re: picture of the girl in the poster. The WG

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	<ul style="list-style-type: none"> - Sean Kelly has agreed to promote the campaign on the radio. - Jen reviewed the media plan and outlined the budget is being used through the Healthy Communities Partnership funds. - Jen shared the new spring themed poster from ParticipACTION 		<p>would like to see the child doing something active not just standing there.</p>
<p>9. Breakout Ad Hoc Group Work (key outcomes bulleted)</p> <p><u>Communication:</u></p> <ul style="list-style-type: none"> • Radio ad – script revisions • Media release created • Social media calendar created • Poster order plan + distribution plan <p><u>Resource Support:</u></p> <ul style="list-style-type: none"> • EDI/Play 1- pager for CYSN members and professionals • Handout for parents • Directory or play opportunities • CYSN & HU webpages populated + others? <p><u>Evaluation:</u></p>	<p><u>Communication:</u></p> <p><u>Resource Support:</u></p> <ul style="list-style-type: none"> - We reviewed and brainstormed information for the 1-pager, we would like to see it branded more like the other campaign materials ie. Black background etc. - Handout to parents – we decided to use the handouts previously created by the Health Unit ‘Be Active Every Day’ – age 0-1 years, 1 – 2 years & 2 – 4 years. These will be links on the health unit website. - Directory of play opportunities – Colleen and Kristina will pull together a month of activities in a calendar format that highlights different opportunities in our community ie. OEYC, parks, trails, 		<p><u>Communication:</u></p> <p><u>Resource Support:</u></p> <ul style="list-style-type: none"> - Kristina will work to put the 1-pager of information together - Kristina will update the handout for parents from the health unit resources - Kristina & Colleen will pull together a month of activities in a calendar format. <p><u>Evaluation:</u></p>

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<ul style="list-style-type: none"> • Survey for CYSN members • Webpage quiz/survey (pre/post) – use of prizes as incentives? • Social media metrics • Webpage tracking • Key indicators 	<p>etc. This will be shared on the webpages and through social media.</p> <ul style="list-style-type: none"> - Webpages - content was discussed for both the Health Unit website and the CYSN website, those notes will be shared with Wendy and Jen. <p><u>Evaluation:</u></p>		
10. Next Meeting	TBD.		<p>If you are attending or not, please contact: wanderson@hpedsb.on.ca</p>
11. Adjournment	Adjourned at 3:40 pm.		