

**Make Room for Play Communication Plan February to May 2015**

	Social Media	Adverting/Posters	Media Relations	Partnership Engagement	Web Support		
					CYSN	Health Unit (HU)	Partners
<b>February</b>							
<b>Feb 9-20</b>	<ul style="list-style-type: none"> <li>- Review ParticipAction Social Media Toolkit as ECD Working Group</li> <li>- February 19: Develop and finalize generic social media messages for all local partners to use during campaign</li> </ul>	Create poster order sheet	Write draft media release	<ul style="list-style-type: none"> <li>- Create ECD Working Group 1-page information sheet</li> <li>- February 19 meeting of ECD Working Group</li> </ul>	Populate webpage with resources for partner organizations	Populate webpage with resources for parents/caregivers	Consider link to HU/CSYN webpages
<b>Feb 23-27</b>	N/A	Poster order form distributed to CYSN members	Media release to Ministry for approval: February 27	<ul style="list-style-type: none"> <li>- E-mail to CYSN members/licensed child care centres with poster order form</li> <li>- Distribute 1-page information sheet electronically as precursor to CYSN meeting presentation</li> </ul>			Consider link to HU/CSYN webpages
<b>March 2-6</b>	N/A	Deadline to order posters: March 2 Poster orders sent to print: March 3	Media release approved	Deadline to order posters: March 2			Consider link to HU/CSYN webpages
<b>SOFT LAUNCH March 12*</b>							
<b>March 9-13 March 12*</b>	N/A	<ul style="list-style-type: none"> <li>- Posters packages created</li> <li>- Posters distributed at CYSN meeting March 12</li> </ul> *Posters up this week! Posters distributed to any agencies/organizations targeted	Media release out on March 12 after CYSN meeting	Presentation to CYSN meeting	Live	Live	Live
<b>March 16-20 MARCH BREAK</b>	N/A	Posters up Quinte Mall LCD X 5 days	N/A	N/A			

**HARD LAUNCH March 23-27**

<b>March 23</b>	1 post per day on FB and Twitter: To focus on reducing screen time and increasing play in early years Target: Parents	Posters up Quinte Mall LCD	Jen – Mix 97 Radio ad plays	Partners RT & Like messages Host screen-free activities			
<b>March 24</b>	1 post per day on FB and Twitter: To focus on reducing screen time and increasing play in early years Target: Parents	Posters up Quinte Mall LCD	Radio ad plays	Partners RT & Like messages Host screen-free activities			
<b>March 25</b>	1 post per day on FB and Twitter: To focus on reducing screen time and increasing play in early years Target: Parents	Posters up Quinte Mall LCD	Radio ad plays	Partners RT & Like messages Host screen-free activities			
<b>March 26</b>	1 post per day on FB and Twitter: To focus on reducing screen time and increasing play in early years Target: Parents	Posters up Quinte Mall LCD	Radio ad plays	Partners RT & Like messages Host screen-free activities			
<b>March 27</b>	1 post per day on FB and Twitter: To focus on reducing screen time and increasing play in early years Target: Parents	Posters up Quinte Mall LCD	Radio ad plays	Partners RT & Like messages Host screen-free activities			
<b>March 30-April 3</b>	1 post per week: To focus on tips and tricks to increase active play in early years, with messages of growth and development	Posters up		- Partners RT & Like messages - Encourage to distribute Make Room for Play parent tip sheets			
<b>April 6-10</b>	1 post per week: To focus on tips and tricks to increase active play in early years, with messages of growth and development	Posters up		- Partners RT & Like messages - Encourage to distribute Make Room for Play parent tip sheets			

<b>April 13-17</b>	1 post per week: To focus on tips and tricks to increase active play in early years, with messages of growth and development	Posters up		<ul style="list-style-type: none"> <li>- Partners RT &amp; Like messages</li> <li>- Encourage to distribute Make Room for Play parent tip sheets</li> </ul>			
<b>April 20-24</b>	1 post per week: To focus on tips and tricks to increase active play in early years, with messages of growth and development	Posters up		<ul style="list-style-type: none"> <li>- Partners RT &amp; Like messages</li> <li>- Encourage to distribute Make Room for Play parent tip sheets</li> </ul>			
<b>April 27-May 1</b>	1 post per week: To focus on tips and tricks to increase active play in early years, with messages of growth and development	Posters up		<ul style="list-style-type: none"> <li>- Partners RT &amp; Like messages</li> <li>- Encourage to distribute Make Room for Play parent tip sheets</li> </ul>			
<b>May 4-8</b>	1 post per week: To focus on tips and tricks to increase active play in early years, with messages of growth and development	Posters up		<ul style="list-style-type: none"> <li>- Partners RT &amp; Like messages</li> <li>- Encourage to distribute Make Room for Play parent tip sheets</li> </ul>			
<b>May 11-15</b>	1 post per week: To focus on tips and tricks to increase active play in early years, with messages of growth and development	Posters up		<ul style="list-style-type: none"> <li>- Partners RT &amp; Like messages</li> <li>- Encourage to distribute Make Room for Play parent tip sheets</li> </ul>			
<b>May 18-22</b>	1 post per week: To focus on tips and tricks to increase active play in early years, with messages of growth and development	Posters up		<ul style="list-style-type: none"> <li>- Partners RT &amp; Like messages</li> <li>- Encourage to distribute Make Room for Play parent tip sheets</li> </ul>			
<b>May 25-29</b>	1 post per week: To focus on tips and tricks to increase active play in early years, with messages of growth and development	Posters up		<ul style="list-style-type: none"> <li>- Partners RT &amp; Like messages</li> <li>- Encourage to distribute Make Room for Play parent tip sheets</li> </ul>			

Acronyms:

CYSN = Hastings and Prince Edward Counties Children and Youth Services Network

ECD Working Group = Early Childhood Development Working Group

FB = Facebook

HU = Hastings and Prince Edward Counties Health Unit

RT = Retweet (Twitter function)

H:\CDIPshare\1 Chronic Disease Team Folder\PROGRAMS\Healthy Communities Partnership\Projects\HCP Early Years Policy\CYSN ECD Working Group\Make Room for Play Campaign 2015

Feb 6/15 JR

Feb 10/15 VC