

PIECES Advisory Committee
Public Awareness Committee
April 1, 2003

MINUTES

Attending: Margie Hale, Kathy Jones, Ann Nutt and Jason Queen

- Ann reviewed the proposal to the Greater Kanawha Valley Foundation that funds the Public Awareness Campaign.
- The group discussed the goal for the Public Awareness Campaign. The goal is to promote public awareness statewide about the importance of the first five years of life; how early experience affects children's future success; and the significance of early care and education experiences. The campaign will identify an early childhood message about the importance of the first five years. It will develop a name, logo and slogan for the early childhood system. It will design an action plan of marketing strategies that can be implemented statewide, and it will launch at least one marketing strategy in the Greater Kanawha Valley area.
- Margie summarized an article entitled "Talking School Readiness and Early Child Development: A FrameWorks Message Memo." This message memo reports on findings from FrameWorks' research on how the public views early childhood issues in general and school readiness policies specifically.
- The committee discussed next steps. These are: 1) defining a process for developing the message/what process do we use to develop a message; 2) how do we engage those we want to use the message, and who are they; and 3) who are our audiences, and what is the priority. The group agreed that our goal in early childhood is that all children and families have access to high-quality early care and education experiences.
- In discussing the major players that we want to engage, we identified child care, public education, Head Start, Special Education and Birth to Three.
- In discussing the development of a logo or symbol, the group said they envisioned a small, recognizable symbol that organizations could put at the bottom of their stationary indicating their support and participation in the campaign.
- We will invite a representative from the MBC Group to our next meeting to help us 1) identify a message development process, 2) a priority list for our audiences and 3) a process for engaging those we want to use our message.