



ECLC Communications Subcommittee

Subcommittee Charge:

Work with parents, providers and stakeholders to advance appropriate, accessible, and timely communication efforts with parents and caregivers throughout Colorado.

§ 26-6.2-104 Legislative Duties associated with Subcommittee:

- (c) To assist public and private agencies in coordinating efforts on behalf of pregnant women and children, including securing funding and additional investments for services and programs for children and their families;
- (e) To monitor the ongoing development, promotion, and implementation of:
 - (II) High-quality, comprehensive early learning standards; and
 - (III) The sharing and use of common data for planning and accountability among early childhood programs;
- (f) To develop strategies and monitor efforts concerning:
 - (II) Increasing participation in and access to child care and early education programs; and
 - (III) Promoting family and community engagement in children's education and development.

ECLC Areas of Opportunity:

After engaging with stakeholders to understand the history and progress of early childhood in Colorado as well as the wide array of policy strategies and opportunities that exist to ensure the state continues to move forward, the Commission has identified three Areas of Opportunity that are most critical to continue the advancement of work in early childhood across the state.

Area 1: Improve Access to High Quality Early Care & Education For All Families

Area 2: Elevate the Early Childhood Workforce to Ensure Coordinated Career Pathways and Appropriate Compensation

Area 3: Support Improved Family Health & Economic Security Through a Two-Generation Approach

Key Principles of Communications Work:

- Use research and recommendations from Early Childhood Communication Collaborative
- Authentic family/caregiver engagement
- Two Generation Lens
- Subcommittee will operate in an inclusive and accessible manner

Communications Subcommittee Next Steps:

- ECLC Approves Subcommittee and Membership
- Distribute the best practices resource document Communication Guidelines for Engaging with Parents and Caregivers
- Continue working on the online *Early Childhood Colorado Framework* website for sharing tools, resources and strategies to improve the coordination of communication efforts within Colorado
- Encourage all who connect with new parents to incorporate parent and caregiver engagement strategies and messages into their programs and outreach
- Support the communications activities of the Colorado Shines Brighter Preschool Development Grant
- Continue to update and adjust the [ECLC Communications Plan](#) and implement the following tactics:
 - Implement content marketing strategies and calendar for the *Our Voice* newsletter
 - Provide mini grants to support technical assistance and public articles/videos highlighting best practices and effective communications strategies highlighted on the *Early Childhood Colorado Framework* website and resources.
 - Promote peer to peer learning opportunities for communicators in the early childhood space to convene, connect and celebrate good work at the provider/systems level related topics and resources on the *Early Childhood Colorado Framework* website including the ECLC Communications Guidelines.

- o Support evaluation of communication efforts through surveys and research to identify gaps in effective communication and messaging resources.
- Provide support for communication efforts around the early childhood transition planning process

Membership:

- ECLC Members
- Parents/Caregivers
- Local/Regional Early Childhood Programs with Communication efforts
- Early Childhood Councils with Communications Experience or Expertise
- Communication Subject Matter Experts
- Foundations/Philanthropic partners interested in Communication efforts
- OEC, CDHS Communications
- CDPHE Communications
- CDE Communications
- Early Childhood Council member
- Statewide communication initiatives

Duration:

- Subcommittee membership designated August 26, 2021 for one year, until August, 2022.