ESSENTIALS FOR CHILDHOOD
PUBLIC AWARENESS AND SOCIAL NORMS WORKING GROUP
JANUARY 17, 2017
1 pm to 3 pm

Call in number: 877-951-6965
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Purpose of today's meeting:
To report on progress of Public Awareness working group to date; evaluate successes and challenges of process; and to determine next steps and appropriate role for working group going forward.

By the end of the meeting, we will have:
-   A shared understanding of the role of the working group, so that we can inform the Steering Committee and decision-makers about implementation of the Essentials for Childhood recommendations
-   A working list of action steps, assigned working group members, and ideas for next steps

In attendance: Suzanne Metcalf, Catherine Joyner, Kristin O'Connor, Meghan Shanahan, Susan Robinson, Tracy Zimmerman, Michelle Ries, Anne Foglia

INTRODUCTIONS

UPDATES AND REVIEW OF LANDSCAPE
- Michelle to update on strategy development
- What has your organization been working on since we last met? How does this align with goals of Essentials for Childhood work on raising awareness?
- Think about the following in the E4C buckets: trauma-informed practices and communities, brain development, ACEs, social norms (around parenting, child development, early education, family support), First 2000 Days, etc.

Landscape review included: PCA and DSS projects, TILT, CHRC with NC Child, Pathways, First 2000 Days initiative
Action plan –
-        "Reboot" – kick off new effort to include newsletter sent at end of January, task force update, efforts on statewide leadership group, DHHS engagement

ACTION STEPS
- Review of Working group action plan document
- Selection of members to work on action steps
- What else? Brainstorming new activities
- What can we point to as not having happened without Essentials for Childhood?

We want to:
Have entry in DHHS newsletter
Develop shared hashtag
We need a 1 sentence shared narrative around the goals of Essentials for Childhood in NC – this needs to be a unified message about our common goal.
Also develop messaging for internal DHHS – including 3 key departments (DPI, DPH, DPS)
Review Colorado and California

NEXT STEPS
Reporting to Steering Committee