

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

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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

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.

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?

NEXT STEPS

Reporting to Steering Committee

