

Community's Essential

The community is engaged in supporting a comprehensive system of coordinated, effective, high quality early childhood services and supports

GOAL	ACTIVITIES	LEAD	TIMELINE	PROGRESS
1. Educate the general public on the importance of early childhood	a. Launch Born Learning campaign with United Way and distribute materials widely. b. Provide developmental materials in all DHS/SS offices c. GB links by Nov '08	United Way – Kimberly Mounts & Denise Swanson		Phase I A) all digital materials (English and Spanish) -Need \$150k grant -Employment (Shangri-La B)Info about Born Learning
** Determine if we do a webpage or united Way only uses Born Learning**	d. Develop user-friendly website which outlines the county vision, essential services and supports to children, parents & caregivers and professionals, and has downloadable resources & materials	United Way	October 18, 2008	Phase II – Great Beginnings www.unitedway.mwv.org
	e. Residents of Marion County know why 0 to 5 is important and know practical ways that reading and feeding can be used to ensure healthy, social/emotional development and school readiness			
	f. Adapt Zero to Three visual and print materials for use in Born Learning campaign (universal information)			
2. Educate the general public on the importance of and ways to promote early literacy	a. Pull together available documents that are available/used in each GB organization parent-child-provider-document resources	Library	October '08	
	b. Schedule presentation to Service clubs, Chambers, CPT's, etc.			
	c. Infuse Born Learning materials	United Way	October 18, 2008	

Community's Essential

The community is engaged in supporting a comprehensive system of coordinated, effective, high quality early childhood services and supports

GOAL	ACTIVITIES	LEAD	TIMELINE	PROGRESS
	into Reading for All's campaign to young children and their families.			
	d. Seek partnerships with local civic groups and others to further the goals of Great Beginnings (i.e., Rotary auction, literacy marketing, etc.)			
3. Educate the general public on the return on investment of early childhood investments	Utilize or alter Zero to Three's ROI paper to help explain the "common cents" of early childhood investments.			
4. Educate targeted populations on supports and services available in Marion County	a. Publish quarterly Great Beginnings newsletter articles available online for organizations to insert into newsletters.			
	b. Include literacy promotion in all GB partner organization programming			
	c. Update one page resource directory	DHS Volunteer (per Tracey Strohmeier)	March '09	