

COMMUNITIES FOR KIDS ACTION PLAN

Goal 1: Increase awareness of early childhood development (CFK and SB6)
Objective 1: Prepare a communication plan
Activities
1) Provide info at ECD community events:
Display board
2) Maintain CFK website
3) Produce CFK newsletter:
Electronic version
Hardcopies, 250 per issue
4) Distribute ECD info to Tables
5) Help Tables distribute ECD info to communities
6) Distribute CFK brochure
7) Distribute bookmarks
8) Distribute development wheel
9) Distribute posters
10) Distribute magnets
11) Distribute tote bags
12) Distribute appreciation certificates
13) Distribute fridge boards
14) Help produce and distribute ECD activity schedules
15) Distribute Community Directories:
Osoyoos
Oliver
OK Falls
Summerland
Penticton
Keremeos
Princeton
16) Distribute resources from Children First and SB6:
Calendars
17) Distribute Early Years Video (UEY video?)
18) Distribute T-shirts through annual art event
19) Parenting Conference 2009
20) Parenting Conference 2010
21) Make presentations:
Tables
City Councils
22) Generate ad hoc correspondence:
City Councils
MLA/MPs
Other community members not on Tables
23) Facilitate networking:
Formal
Informal

24) Use parade material/placards
25) Coordinate administration items:
Letterhead
Labels
26) Annual Report (inc. SB6 funded projects, etc)
Objective 2: Evaluate Communication Plan impact
Activities
1) Develop Evaluation Plan
2) Develop Evaluation Survey
1) Conduct Baseline Community Survey (street, Mall, service providers)
2) Conduct Post-test One year follow-up
Objective 3: Research communication practices in other communities
Activities
1) Contact SB6 and Children First Coordinators:
Email
Bi-annual meetings
Goal 2: Facilitate the development of a comprehensive system of ECD services
Objective 1: Conduct ECD services and providers environmental scan
Activities
1) Hire contractor
2) Approve contractor's work plan
3) Receive Final Report
Objective 2: Conduct regional demographic study
Activities
1) Hire contractor
2) Approve contractor's work plan
3) Receive Final Report
Objective 3: Conduct ECD literature review
Activities
1) Hire contractor
2) Define best practices
3) Gather information from: Steering Committee agencies, Other ECD Initiatives, HELP.
4) Receive Final Report
Objective 4: Conduct ECD needs assessment
Activities
1) Develop work plan (timelines, tasks, etc)
2) Research CATCH process & duplicate as appropriate
3) Create survey
4) Distribute survey (email, website, etc)
5) Community focus groups (identify and train parents, and conduct focus groups)

6) Interview Parents
7) Interview Providers
8) Data analysis and report production
Objective 5: Realign and/or augment services and resources
Activities
1) Facilitate realignment via Steering Committee
Goal 3: Enhance Family Connections
Objective 1: Incorporate a family connections component within programs and projects funding by CFK
Activities
Objective 2: Promote importance and benefits to building relationships
Activities
1) Provide articles and information on/in:
Newsletter
Website
Posters
Bookmarks
Objective 3: Provide funds for Tables to enhance family connections and create opportunities for families to express ongoing needs
Activities
1) Determine amount and source of funds
2) Create events/gatherings to provide opportunities for families to connect with other families
3) Provide suggestions boxes at events/gatherings
4) Hold discussion groups