



SECTION 3: KEY MESSAGE DELIVERY

Key Messages

At this point, we have not done enough of the research and analysis to develop key messages. However, we plan to develop key messages on our findings that explain what our research results mean, why they are important, and what action should be taken as a result. Messages will be clear and action-oriented.

For example, if we find that language and cognitive skills are low in certain communities, we will be reporting on this, looking at what socioeconomic factors at the community level may have contributed to low scores, and making suggestions on how stakeholders such as school boards could work to improve literacy in the early years.

Sources/Messengers

Our UEY coordinator, Ruth Barker, will be a key spokesperson for delivering these messages to our community, due to her extensive involvement in the project and understanding of the findings. Working with the UEY coordinator, the SPHERU research team will also be able to act as spokespeople for the project on selected occasions.

It needs to be acknowledged that the region of South East Saskatchewan, Prairie Children...Prairie Futures has a strong tradition of the value of interpersonal relationships. Communications, capacity building and partnerships continue to rely on personal interaction and relationship building. This means one on one meetings as well as small group meetings. This is the place where trust is built and buy in is accomplished. Once these relationships are built they remain supportive. Input from the Coalition as well as forum attendees continued to stress the importance of establishing strong personal relationships in order to be successful in the work of the UEY project.



In order to accomplish this undertaking in consideration of the large geographic area covered by our region, we will need other local spokespeople to present findings in their own communities and to local stakeholders; Individuals who have already had opportunity to develop these personal relationships within their communities.

For example, we have 110 schools involved in this project. We plan to work with the principals from these schools so they can act as key spokespeople for their school communities. Principals be offered an information and training session on our findings with the purpose of presenting the information to their, teachers and school community councils on behalf of the UEY. Communication packages will be developed including CD-R's with powerpoint presentations, notes, handouts and fact sheets as well as reporting forms to forward to the Community Coordinator in regard to their presentations.

Kids First as spokespersons will include:

Regional KidsFirst Early Childhood Development Workers. We have 4 individuals employed at 3 fte's throughout the region. They have connections with the Early Learning programs throughout their regions and have the capacity to reach many of the key audiences on both the primary and secondary audience list.

First Nations Spokespersons will include:

First Nations Spokespersons will consist of the Directors of Education from all Tribal Councils represented as well as Treaty 4 Indicators and Early Childhood Consultants who are in strong relationship standing with all First Nations Communities Chiefs and Councils involved in the project.

Spokespeople from the Coalition could include:

The Regional Intersectoral Committee Coordinator
Directors of Education – Holy Family RCSSD, Christ the Teacher, SE Cornerstone, Good Spirit and Prairie Valley
Representatives from: Sun Country, Sunrise and Regina Qu'Appelle Health Regions
Social Services – SE Saskatchewan
ELCC Consultants