



## SECTION 4: KEY MESSAGE ACTIVITIES

### **Dissemination Activities, Tools, Timing and Responsibilities**

#### *Dissemination Tools*

In the course of this project, we will produce a number of *key deliverables* that will be disseminated:

- An inventory of community programs and services which will be formatted into an online guide.. For example, see North East UEY's guide, "The Early Years and Family Services Guide, online at: <http://earlyyears.nesd.ca>)
- First Community Mapping Report, incorporating census data, information on community programs and services, and information on local EDI data collection done in 2006/2007 and 2007/2008, to be distributed in the fall 2008
- Second Community Mapping Report, incorporating census data and information on our 2009 EDI data collection done as part of this project
- A Community Research Report, encompassing EDI data and data from the Parent Interviews and Direct Assessment of Children (PIDACS)
- Fact sheets summarizing key findings from our research and analysis, as presented in our mapping reports and as part of our parent interviews (see sample SPHERU fact sheet, attached)
- PowerPoint presentations to accompany mapping reports and fact sheets for community presentations (done both by UEY coordinator and by other key messengers, such as principals and other groups as indicated above)

#### *Dissemination activities*

We have already held a number of dissemination activities to build support for our project.

- press conference/launch
- Numerous presentations offered by the Community Coordinator throughout the Region including Interagency meetings, Child Action Plan meetings, Yorkton Tribal Council Principals Meetings, KidsFirst Early Childhood Celebration Conference, Estevan Literacy Council Family Literacy



Celebration, RIC meeting. These types of Presentations will continue.

- March 12, 2008 forum held jointly with Moose Jaw UEY, broadcast over the Health Regions Telehealth Video communication system  
Prairie Children...Prairie Futures and Moose Jaw/ South Central UEY Initiative partnered in offering the conference throughout 9 sites in the South East and Central portion of the province of Saskatchewan.  
A discussion followed with participants identifying local data that may be available in the participants respective communities and workplaces, possible audiences who may be interested in this information, best methods of communicating this information and what our intended results of this dissemination would be. Much of the information included in this paper has come out of the work done in these discussion groups.

*Dissemination Activities we are currently involved with include:*

- Website development as a tool to reach a broader audience and offer access to information at their convenience. Power point presentations as well as fact sheets, posters and reports will be included on this site. Ongoing development will take place with information on parenting and child development and input from partnering organizations.
- Presentations at conferences throughout the region will continue
- A poster Series will be distributed throughout the region promoting healthy early development practices



### **Actions Following the Publishing of the First Community Mapping Report and Subsequent Reports**

- A Presentation package (CD with handouts, PowerPoint presentation, electronic copies of reports) will be developed to distribute to key messengers who will present to their groups of influence (Community School Councils, staff, board administrators etc.)
- Dissemination Training sessions organized for Spokespersons involved in the sharing of information with a reporting component in order to determine the coverage of the region as well as receiving of feed back and response to information delivered
- Scheduling of a number of other Telehealth video presentations, timed around the release of our reports
- Scheduling of a series of community presentations/forums around the release of each report

### **Other Avenues of Dissemination to be explored with the Coalition and Community Partners:**

Both Primary and Secondary Target Audiences are of tremendous diversity. It is important that information be distributed in the region through a variety of venues and formats designed to be communicated in meaningful ways to the intended audiences.

*Information may be disseminated in partnership with other agencies and organizations with a vested interest in the Early Years and may or may not include:*

- An Early Learning Conference – possibly one each year in this region
- An Early Childhood Worker Recognition program.
- A Developmental Calendar
- Parent and Caregiver Fairs
- Newspaper adds
- Radio Spots
- Television Commercials