

## Proposed Activities for ECCS

Dr. Richard Rathge, ECCS Program Epidemiologist & Evaluation Specialist

Based on the list of activities from each of the work groups, the following research is proposed. It should be noted that no priority is assigned to each. Rather, what is accomplished will be a function of available resources and how we can strategically leverage these activities. In addition, greater feedback will be sought from HNDECA with respect to how best we can leverage the activities.

The work activities are divided by three groups based on the type of activity. There are three main themes, a) surveys, b) message development, and c) other. The estimate of cost is noted.

### Surveys:

The redesign of our strategic plan and reorganization of our workgroup activities allows us to leverage activities. This is demonstrated in our ability to accomplish multiple tasks for different workgroups within the same survey. The workgroups requesting this activity along with the corresponding goals the activity is attempting to accomplish are noted. It is important to note that the topics of the survey will likely expand because workgroups will be given the opportunity to add additional topics, once they recognize who will be surveyed.

#### 1. Survey of HNDECA membership (cost estimate = \$2,000)

- a. Workgroups requesting this survey and corresponding goal
  - Access to Health Insurance & Medical Home (goal 1)
  - Parent Education (goal 3)
  - Evaluation
- b. Approach: survey monkey
- c. Topics to be covered:
  - Mental health screening
  - Tribal relations
  - Assessment for past year's activities
- d. Time: tentatively scheduled for early May, 2010

#### 2. Survey of Health Care Providers (cost estimate = \$8,000)

- a. Workgroups requesting this survey and corresponding goal
  - Mental Health and Social/Emotional Development (goal 1)
  - Evaluation
- b. Approach: mail
- c. Topics to be covered:
  - Mental health screening
  - Referral lists
- d. Time: tentatively scheduled for end of June, 2010

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### 3. Survey of the general public (cost estimate = \$12,000)

- a. Workgroups requesting this survey and corresponding goal
  - Early Care and Education (goal 2 & 3)
  - Parent Education (goal 1)
  - Access to Health Insurance & Medical Home (goal 3)
  - Evaluation
- b. Approach: mail
- c. Topics to be covered:
  - Early learning
  - Parent education needs
  - Special needs children
- d. Time: tentatively scheduled for end of June, 2010

### 4. Survey of Child Care Providers (cost estimate = \$8,000)

- a. Workgroups requesting this survey and corresponding goal
  - Family Support (goal 2)
  - Early Care and Education (goal 3)
  - Evaluation
- b. Approach: mail
- c. Topics to be covered:
  - Special health care needs
  - Availability of nurse consultants
  - Experts list
- d. Time: tentatively scheduled for end of July, 2010

### **Messaging:**

Message development activities have been requested by most of the workgroups. The major themes for message development include:

1. Public relations
2. Early childhood care
3. Parent education

The key audiences for each include legislators and the general public. It would be important to set aside funding to assist in these activities. The type of activities that would need funding include, a) printing of flyers, educational materials, fact-sheets, etc., 2) advertisements or PSA, 3) support for the development of messaging, 4) training.

### **Other:**

An assortment of other activities is requested by workgroups. The main activities include:

1. The development of ECEC expert lists. This could be accomplished (in addition to the above surveys) by HNDECA network assistance.
2. Grass Roots advocacy development. This will be accomplished in conjunction with the efforts of the Children Defense Fund and NDESA.