

Great Start Collaborative of Jackson County
School Readiness Committee Meeting
November 15, 2016
4:00-5:00pm
Family Service and Children's Aid



Present: Sarah Sabin, Irene LeCrone, Brenda Webster, Andrea McCabe, Tammy Cushard, Kathy Hoszkiw, Kelly Sheppard, Kelly Friedland, and Chrissy Blackwell

Welcome & Introductions

- Completed introductions and shared Thanksgiving plans.

Review October Minutes

- Group reviewed October meeting minutes.

Develop Messages for Marketing Campaign

- Items came out of the Great Start Collaborative strategic plan.
- Parents have a lack of knowledge on the amount of brain development that occurs during early childhood, unaware of changes in kindergarten curriculum, do not know what they should be working on at home, think preschool is similar to daycare, preschool is not promoted as a way to prepare a child for kindergarten, and not all children have access to high quality care.
- Want to create messages for the community on:

What is the value of early learning and brain development?

- Aligns with higher success rates in life
 - How data back this up in parent friendly language
- Sets a foundation for lifetime social skill sets
- Windows of opportunity statistics to assure maximizing experiences.
- Importance of language development on all future learning
- Importance of early intervention
- Research supports in the area of self-regulation and self-control influencing academics in later years.
- Ask the parents who attend preschool why they brought their children to the programs.

What is the importance of play?

- Social skills/emotional skills
- Pretend play = role playing
- Communication skills
- Things like handclapping improves concentration
- All lead to healthy adult
- Blocks/Lego = spatial reasoning
- Decision making/learning to make choices
- Learning to become independent
- Risk taking/come up with new ways to make things work
- Strengthens creativity/imaginative thought
- Motor skills
- Call it playful learning
- Modeling it for parents tends to work better
- Anything STEM tends to draw parent response

Eligibility guidelines

- Simple message who qualifies. Family of four makes under \$60,000 would qualify.
- Incorporating the Great Start to Quality rating system in the message.

What services are available such as parent education? And locations?

- Posters in places where “disconnected” families visit:
 - Center for Family Health
 - Doctors
 - Community centers
 - DHS
 - Food pantries
 - Church newsletter
 - Grocery stores, party stores
- “Did you know...”
- Target grandparents
- Radio ads
- Bus
- Flyers
- Human service providers

- All to drive people to GS as place one central location for information
- Have grocery stores where baby items are located.

Community Partner Updates/Emerging Issues

- ABC Academy is soliciting speakers and vendors for the Early Childhood Conference.
- Positions opening up in the community collaboratives contact Irene for information.

Next Meeting: Tuesday, December 20, 2016 at Family Service and Children's Aid