PUBLIC EDUCATION CAMPAIGN
PDG Activity 3e

NLT Meeting
December 1, 2020

Start early. Start well.
Public Education Campaign

• Buffett Institute in collaboration with PDG Partners
• Principle Investigators – Erin Owen and Renee Wessels
• Strategic, research-informed, focused
• Will include evaluation plan
• Informed by Activity 1, Needs Assessment
• Works closely with Activity 2, Strategic Plan
Goal

• Build support for quality early childhood education
Two Phases

• Phase 1 – ECE system and internal stakeholders
• Phase 2 – Parents and families

Note: Concurrent – Public Will-building
Year 1 Milestones

• Hire staff
• Develop work plan
• Assemble planning teams
• Review available research
• Outline campaign plan to inform agency RFP
Deliverables

• Year 1
  – Logic Model
  – Communications Research
  – Evaluation Plan
  – Campaign Outline for Agency RFP
    • Due by April 30
• Year 2-3
  – Campaign Execution
Planning Team/Collaborators

- PDG Steering Committee
- PDG Communications Workgroup
- NCFF/PDG Communications Staff
- Communications Roundtable