

ECI Purpose and Guiding Documents Procedure for developing and revising key messages	Document Number:	1.4.1
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Policy:

The Early Childhood Stakeholders Alliance shall adopt key messages.

Purpose:

Key messages are used to engage the public about the importance of a child’s first five years of life.

Definitions:

Key messages are a means to an end. They assert the Early Childhood Iowa Stakeholders Alliance’s viewpoint. Key messages are statements to educate the public and can be back up with proof and case examples.

Procedures:

- Any and all members should have a voice in developing or changing key messages, either through in-person exchanges or through technological means such as a survey.
- The Public Engagement Component group will develop possible revisions from ideas presented by the membership, as well as seek input from the State ECI Board, ECI Area Boards, Local ECI Directors and ECI Component groups.
- If feasible, Public Engagement Component Group can seek the assistance of a professional marketing team in developing the messages and identifying ways to influence various audiences and markets.
- The Public Engagement Component will provide any recommendations to the ECI Steering Committee prior to forwarding recommendations to the ECI Stakeholder Alliance, the ECI State Board, and ECI Area Boards for adoption by consensus to maximum extent possible.

Responsibilities:

The Public Engagement Component Group, with input from stakeholders, will lead the effort to develop and market key messages.

Revision History