

10-1-21 STAKEHOLDER GROUP MEETING NOTES

UPDATES:

- ASQ Online access and trainings
- Child Start Job Fair in Wichita
- Friday Night Live/KCCTO trainings

HOME VISITING PRESENTATION BY KAILYN WINFREY-GORZEK, DCCCA:

-Overview of:

- Preschool development grant, birth through 5
- All In for Kansas Kids Strategic Plan, and Needs Assessment
- Subgrants to Connect Families to services
- Kansas Home Visiting Campaign

- Normalize and destigmatize home visits
- Promote home visiting services to all expecting families across backgrounds
- Grow HV services so that every new mother receives a visit

-Breakout Session #1 – participants broke into 3 facilitated groups to discuss their knowledge of HV services and provide feedback to be shared with the HV team (see HV Facilitator Guide 1)

-Partnership with Bajillion Marketing to develop marketing materials

- Target audience 18-45 who are pregnant/planning to become pregnant
- Parents ages 18-45
- Support networks of new and expectant parents, relatives, medical providers

-Marketing Materials reviewed:

- Billboards
- Radio Ad Scripts
- HV brochure
- Social media: Instagram, Facebook
- HV Website

-Breakout Session #2-participants broke into 3 facilitated groups to discuss the marketing materials and provide feedback to be shared with the HV team (see HV Facilitator Guide 2).

-Overview of Parent Surveys and PDG Quality Subgrants Story Collections

-Meeting closing with announcement of upcoming meetings.