

9:00 Welcome (Facilitator)

9:15 Public Education Materials (HVCI team)

9:30 - 11:30 (Keynote - Lynn Davey, Ph.D)

- Core messaging and implementation

11:30 - 12:30 Regional Team Breakouts (breakout sessions facilitated by HVCI partners and the summit facilitator. Consultation will be provided by keynote speaker throughout each session):

Discuss:

- What resonated from the keynote presentation?
- How do the provided PR materials and core messaging expertise pertain to regional priorities for home visiting? (Coordinated Intake; Workforce Development; Overarching vision of universally-offered home visiting).
- Material distribution
 - Why do you need to communicate? What do you need to communicate to whom?
 - Dictates:
 - What types of materials do you need? (Flyers, brochures, posters...)
 - Who is the audience? (Does the message need to be tailored?)
 - Available Materials:
 - Templates in the campaign: Regions are able to add respective info specific to the community (available programs, contact info)
 - Branding info (Logo, etc)
 - Any federal language that must be included (“made possible by...”)

Other discussion points:

- Social media campaign/toolkit (depending on whether a BBO and regional team composition have a robust social following!)
 - Let’s be strategic! Is there a set roll-out or will it vary by region?
 - Templates: graphics, photos, captions, sample tweets
 - Videos (parents and home visitors)
- Connecting to existing campaigns/exploring PR funding opportunities
 - Babybundles
 - Talk, Read, Sing
 - Get Ready to Grow (Children’s Institute)
 - Brainstorm: United Way? ROC the Future? Child care/afterschool programs/BOCES?

12:30 - 1:00 Lunch Break

1:00 - 2:45 Sharing/Next Steps (**BBOs only**)

- What do we agree on?

- Where do we have differences of opinion?
- Leave here with:
 - 1) agreement on materials,
 - 2) agreement on launch date(s),
 - 3) plan for each regional team to move forward

2:45 - 3:00 Closing (Facilitator and HVCI team)