

# Eaton Great Start

## Communication Plan

Approved by Eaton Great Start Collaborative.

Review: Annually or as needed

### Part I -

**Objective:** The Communication Plan of Eaton Great Start Collaborative provides a method for the distribution of information from the Collaborative to local residents through the media, area agencies, schools, businesses, and other community systems.

**Criteria:** The GSC Coordinator will be the facilitator of the Communication Plan. As facilitator she will insure that the Plan is being utilized for purposes that are in accordance with the Mission and the intentions of Eaton Great Start Collaborative. The Communications Committee will review and update the plan on an annual basis. The Great Start Collaborative is responsible to approve the Plan and any proposed changes to the Plan.

The incurring of any cost in relation to this Plan is contingent upon funding available to cover those costs through granted financial sources. The Great Start Coordinator, as the chief financial officer of the Collaborative, is to be consulted prior to the entering into any contract or agreement of payment.

### Use:

Part II of the Communication Plan---the Communication Matrix---delineates important recipient systems for information distributed by the GSC.

Within each system, contact information is listed. This information is updated annually.

Information dispersed through the outlined contacts may be of an informational or educational nature distributed for increased community awareness and knowledge. It may, alternatively, be time-sensitive promotion of upcoming community events, or may be of a news-worthy, cutting-edge, nature. Other applications may develop as well.

The format for information distributed may include fliers, articles, web postings, electronic and postal mailings, newsletters, advertisements (in a variety of delivery options), and others as determined to best suit the situation.

GSC members and committees are encouraged to utilize the Communication Matrix as a

resource to maximize the delivery of information to our community to fulfill the Mission and intentions of Eaton Great Start Collaborative.

**2011 -12 Communications/media proposed outline**

Note: all topics/events are tentative and subject to change

October 2011 – Early Childhood Insert – focus: safety/health

November 2011 – Local Community Events

December 2011 – Child Care Provider trainings

January 2012 – Early Childhood Insert – focus: new year

February 2012 – Local Community Events (winter/movement)

March 2012- Healthfest  
GSRP Applications

April 2012 – Early Childhood Insert – focus: MOYC Author Visit

May 2012 – Toddler Time in the Parks event  
Preschool Scholarship Program

June 2012 – County Fair Booth/Legislators invited

July 2012 – Early Childhood Insert – focus: summer fun/activities

August 2012 – Fun To Be Me Event

September 2012- School Readiness begins at birth