

Community Awareness, Engagement and Education

DEFINITION

... to actively and meaningfully learn from and share information with different segments of the community to enhance knowledge, skills and behaviours that promote optimum child development opportunities.

GUIDING PRINCIPLES

- The neurobiological windows of opportunity, early in children's lives, offers the most effective periods of investment in human development.
- Social change will occur with persistence and optimism.

KNOWLEDGE

- How to select, translate and communicate ECD content knowledge for broader audiences.
- Social marketing approaches that support change in people's knowledge, attitudes and behaviours.
- Adult education principles to enhance learning.

SKILLS

- Develop a community engagement plan with consideration for multiple audiences.
- Utilize a variety of media opportunities including radio, paper and print.
- Participate in community awareness product design, development and dissemination.
- Balance information dissemination with listening to ECD stakeholder's perspectives.
- Plan and manage community projects and events.

And working towards:

- Confident public speaking
- Applying newtechnology applications to improve engagement and communication
- Engage families in planning