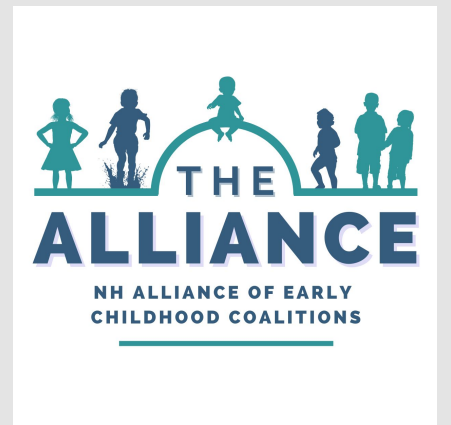


# *Connection Through Communication*

December 12, 2023



# Agenda

**Welcome (9:30 a.m.)**  
**Foundation Building**  
**Building Connections**  
**Have You Heard?**

**Break**

**Panel Discussion**

**Lunch (Noon)**

**How do you communicate?**

**Highlights from NH Communication Campaigns**

**Wrap Up**

**Closing (2:30 p.m.)**

Welcome

Connection  
Through  
Communication



# Group Norms

- Ask questions for clarification to help avoid making assumptions.
- Make sure everyone's voice is heard.
- Balance your participation - speak and listen.
- Explain acronyms and terms.
- Refrain from side conversations.
- Treat each other with respect.
- Actively listen with an open mind.
- Assume good intentions.

**What else?**

# Building a Foundation



# What is the NH Alliance of Early Childhood Coalitions?



**The vision:** All families and children have the opportunity to shape and have access to comprehensive and responsive supports and educational opportunities so they are healthy, learning and thriving, now and in the future.

The Alliance fosters collaboration and connection by providing opportunities for members to share and access expertise and best practices with each other and their communities.

**Early childhood coalitions came together in a Community of Practice under Spark NH**

**2015-2019**

**Alliance created charter to formalize structure**

**Alliance established in 2020**

**EC Regions established in 2021**

**State/PDG Creates Early Childhood Regions - All Regional Leads are members of the Alliance.**

Some Alliance efforts to date:

- Building Relationships
- Early Childhood Convenings
- Designing a Practice Profile
- Shared learning with emphasis on Family and Partner Engagement
- Lunch and Learns
- Website and communications
- Application for Project LAUNCH grant
- Strategic Planning

# Early Childhood Regions

Region 1 Greater Monadnock, Greater Sullivan & Upper County

Region 2 Capital Area

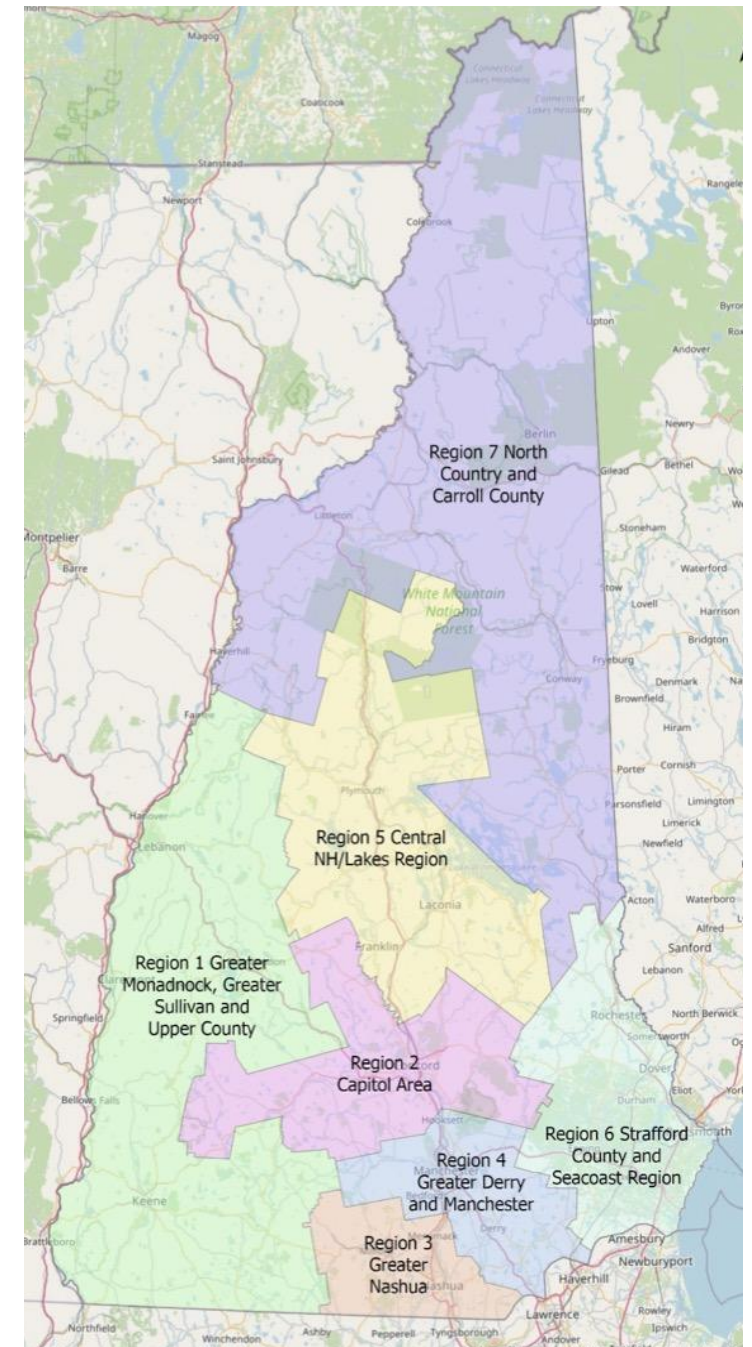
Region 3 Greater Nashua

Region 4 Greater Derry & Manchester

Region 5 Central NH, Lakes

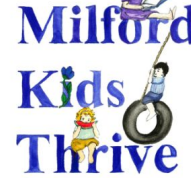
Region 6 Strafford County & Seacoast

Region 7 North Country & Carroll County





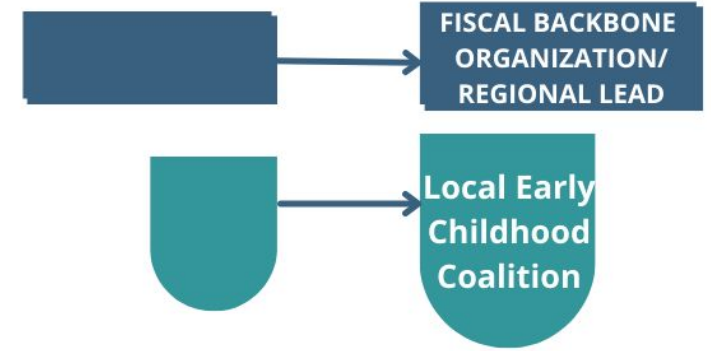
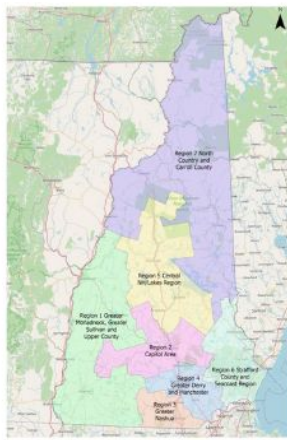
# Early Childhood Coalitions



Somersworth Early Childhood Coalition



# Members of the NH Alliance of Early Childhood Coalitions



Region 1 Greater Monadnock, Greater Sullivan & Upper Valley	Region 2 Capital Area	Region 3 Greater Nashua	Region 4 Greater Derry & Manchester	Region 5 Central NH/Lakes Region	Region 6 Strafford County & Seacoast Region	Region 7 North Country & Carroll County
Monadnock United Way	Granite United Way	Greater Nashua United Way	Amoskeag Health	Granite United Way	Granite United Way	Children Unlimited
Impact Monadnock Claremont Learning Partnership	Concord Connections	Greater Nashua Smart Start Milford Kids Thrive	LAUNCH Manchester Greater Derry LAUNCH Pad	Lower Grafton County Council for Young Children and Families Wheels Up	Somersworth Ready Together Rochester Early Childhood Coalition	Coös Coalition for Young Children and Families Raising the Valley
Early Care and Education Association				Thrive		Roots and Wings Early Childhood Coalition

NH Alliance of Early Childhood Coalitions



# Strategic Plan 2024-2027

**Strategic Priority Area #1: Communicating the Importance of Early Childhood**

**Strategic Priority Area #2: Using Data for Collective Action**

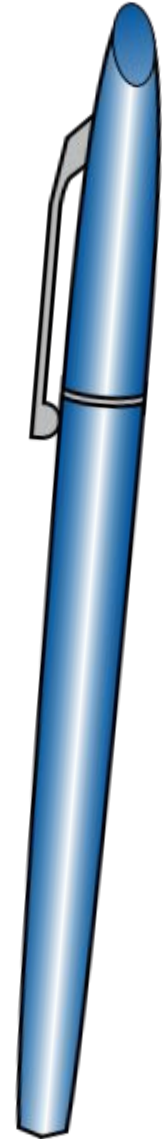
**Strategic Priority Area #3: Funding the Early Childhood System**

**Strategic Priority Area #4: Supporting Best Practices**

# Building Connections



# Building Connections



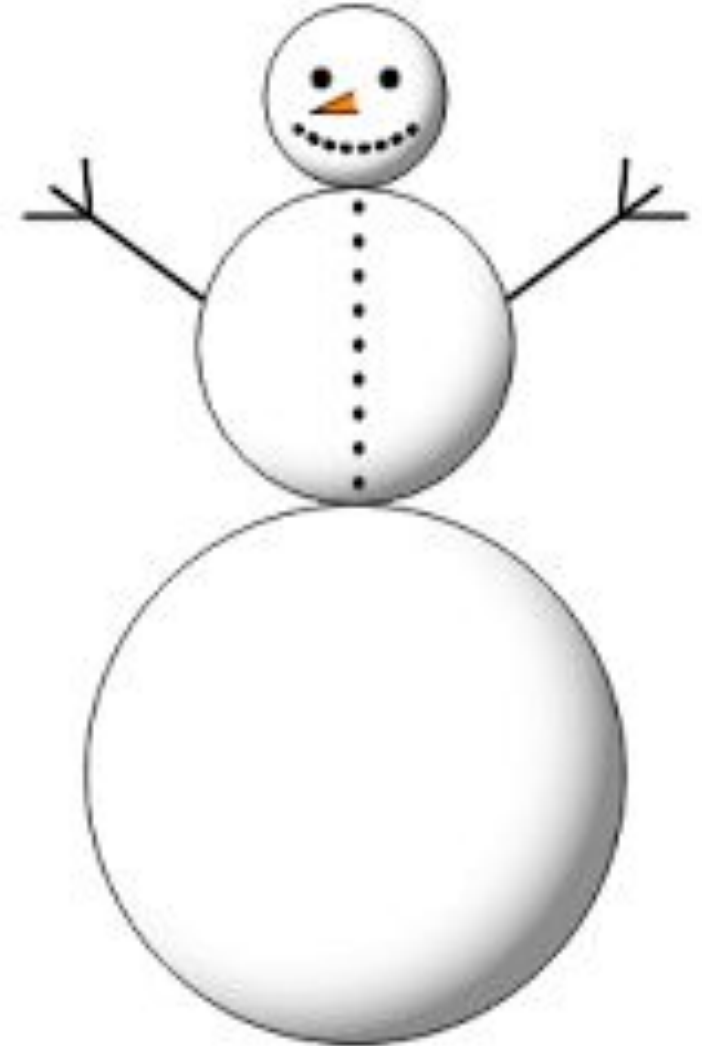
## Building Connections

### Talk with a partner:

What did you find challenging?

As the receiver, what communication was helpful?

What could have been communicated differently?



# Have You Heard?



Shannon Desilets,  
Choose Love

Early Childhood  
Wraparound

Have You  
Heard?

Shannon  
Desilets,  
Choose Love



Above, Finn Fox enjoying the Choose Love event in Laconia 2022 held in partnership with the Thrive Coalition.



Have You  
Heard?

Early  
Childhood  
Wraparound

Hannah Maynard-Yung

Bureau of Children's Behavioral Health

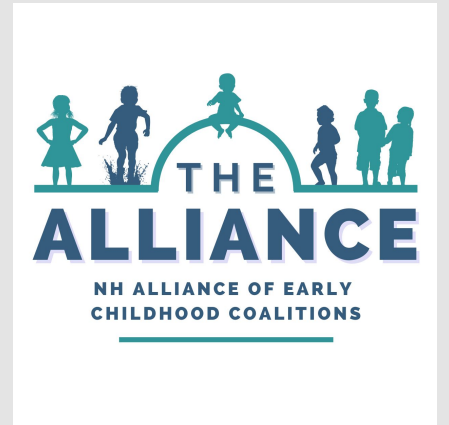
Program Specialist, Early Childhood Mental Health & FAST Forward

Bethany Warnock

Early Childhood Wraparound Coordinator

NFI North

# 10 Minute - Break Time



# Panel Discussion

Erin Cayer, SAU 8

Nathan Fink, NH Children's Trust

Cora Hoppe, Rochester Child Care Center

Nisa Simila, The River Center



Erin Cayer,  
SAU 8

# Family Communication



Nathan Fink,  
NH Children's  
Trust



## Podcast



Cora Hoppe,  
Rochester Child  
Care Center

# Personal & Professional Advocacy and Voice



Nisa Simila,  
The River  
Center

## Social Media





# Social Media

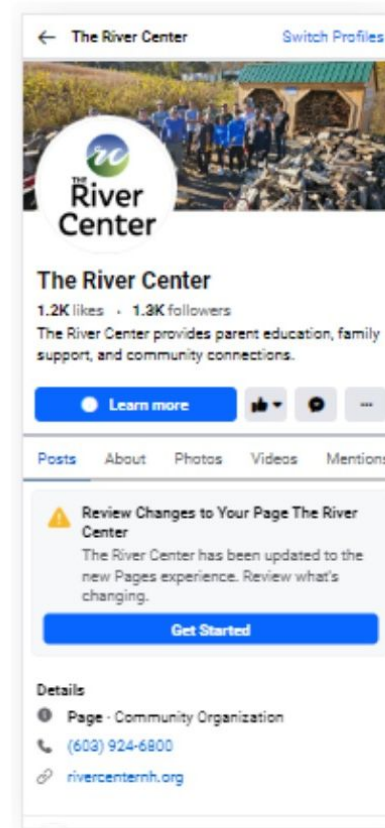
2023 MASCOT CAMPAIGN



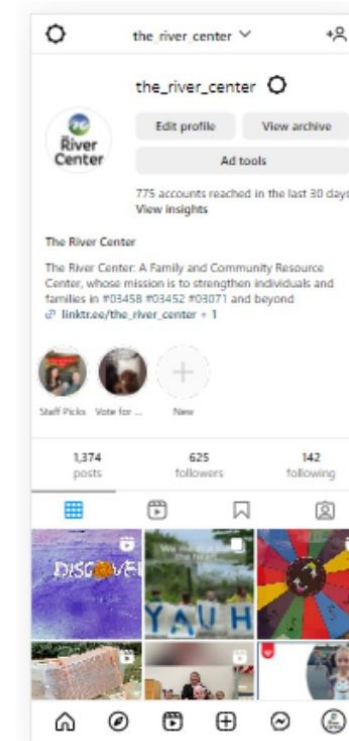
# Introduction

## Platforms

Which ones?



therivercenter



instagram.com/the\_river\_center/

# What?

How do you know what to post?

- Photos



The River Center  
★ Favorites - December 1 at 3:00 PM  
Thank you for supporting us during GivingTuesday!  
#GivingTuesday #TheRiverCenterGivesThanks

- News (with photos)



- Program Info (with photos)



- Videos



# Anything, Anytime?

No.



## CONTENT SCHEDULE

### **Mondays**

- Quote - #MondayMotivation  
#MotivationMonday

### **Tuesdays**

- Programs - Family Support Programs - what's coming up?  
#familysupport

### **Wednesdays**

- Money Matters - posts related to taxes, household finances, etc  
#MoneyMatters

### **Thursdays**

- Programs - Family Support Programs - activities  
#familysupport

### **Fridays**

- Fun posts for engagement - #FunFriday

TIME?

**Schedulers - Hootsuite, Meta Business Suite**

# TRC's Mascot Campaign

What?

How?

**Why?**

WhooooOOOOoooo?

When?

**WHY?**



# TRC's Mascot Campaign

What?

How?

Why?

WhooooOOOOooooo?

When?

## BUT WHAT?

- An animal mascot that we thought would best represent us as an organization
- Staff narrowed down choices to 5...



# TRC's Mascot Campaign

What?

How?

Why?

WhooooOOOOoooo?

When?

WhooooOOOOoooo?

FOR  
THE RIVER CENTER  
MASCOT



THE  
River Center  
*Supporting Our Community for Generations*

DOUGLAS<sup>®</sup>  
65 YEARS  
1956 LOYALTY • CREATIVITY • FUN 2021

[www.rivercenternh.org](http://www.rivercenternh.org)



# TRC's Mascot Campaign

## PHASE 1 Build UP

What?

**How?**

Why?

WhooooOooooo?

**When?**



## WHEN?

- Decided on voting in the month of May
- 2 big events coming up in the calendar

## PHASE 1 - BUILD UP

- Teaser posts about what was coming



# PHASE 2 Mascot Voting and Announcement

## Children and the Arts, Outreach Events, Online Voting



VOTE FOR THE RIVER CENTER MASCOT!





## PHASE 3 Name Voting and Announcement

## PHASE 3 - NAME VOTING

- Whole month of June
- Constant Contact Poll
- Staff narrowed down the options to 6 names
- Hyped it up during NH Gives

**THE River Center**  
Supporting Our Community for Generations

You voted for Owl, now vote for Owl's name!

What's my name?  
VOTE NOW

CHOOSE WISELY.

**DOUGLAS**  
1916 LONALIST • CREATIVES • FEB. 2022

**THE River Center**  
Supporting Our Community for Generations

Thank you Douglas Creative Toys for bringing so much joy and cuteness into our lives! You are "OWL"-some!

**DOUGLAS**  
1916 LONALIST • CREATIVES • FEB. 2022

Vote for your favorite name for Owl!

My vote for Owl's name goes to:

Barnaby Sweep

Dr. Hoost

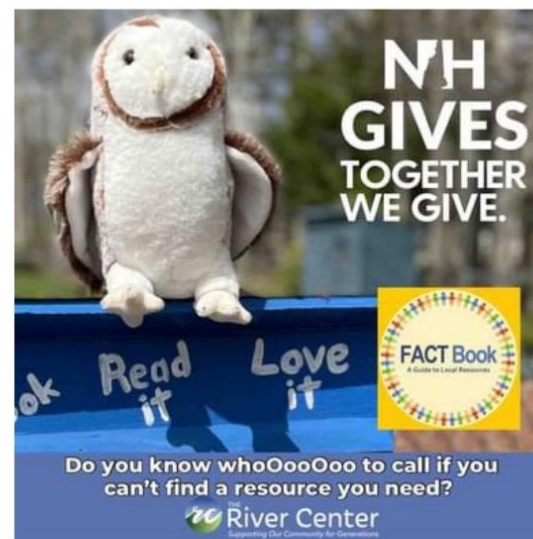
Hoostle

Ollie

Oleen

Rio

Submit Survey



## PHASE 3 Name Voting and Announcement

### Announcing the Winner

- Instagram/Facebook Reel



# Panel Discussion

Erin Cayer, SAU 8

Nathan Fink, NH Children's Trust

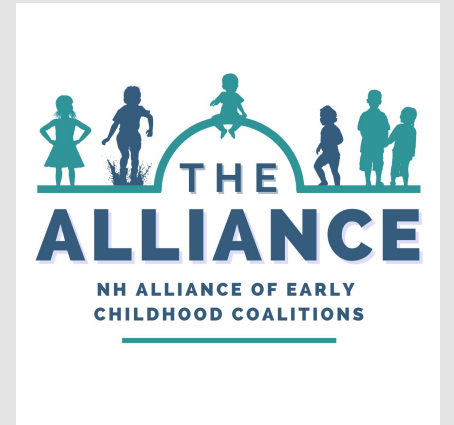
Cora Hoppe, Rochester Child Care  
Center

Nisa Simila, The River Center



# LUNCH

Noon - 12:45 p.m.



# How do you Communicate?



## Polls

*The Menti Polls that we are about to conduct are voluntary. Use of your personal cell phone is also voluntary. Your personal information is not collected by participating in the polling activity.*

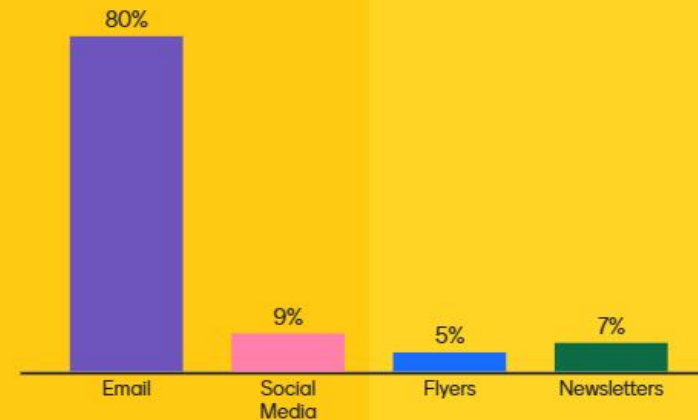
What is your preferred vehicle to receive early childhood professional development opportunities?



# RESULTS

Join at [menti.com](https://menti.com) | use code 7657 3635

## What is your preferred vehicle to receive early childhood professional development opportunities?





**What communication vehicles are most effective in promoting your services or organization (select up to 3)?**

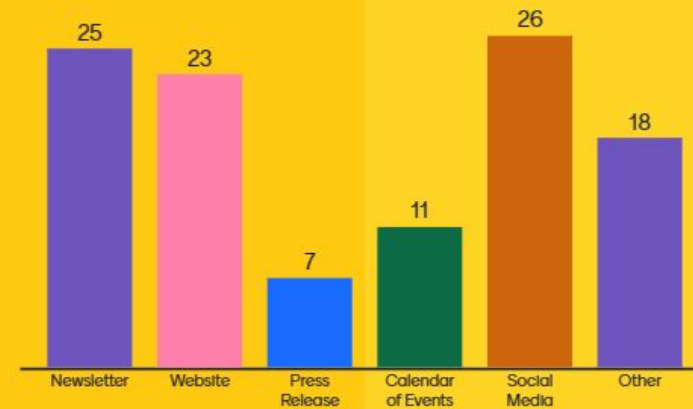


# RESULTS

Join at [menti.com](https://menti.com) | use code 7657 3635



What communication vehicles are most effective in promoting your services (select up to 3)?



## How do you communicate?

### Table Discussion Questions

1. What is the most effective way to communicate with the parents, families, and guardians you work with?
2. What have you found to be an effective way to communicate with parents, families, and guardians who are not yet engaged?
3. What is the most effective method to communicate with partner organizations and referral sources?
4. What information do you need that you are not getting currently?
5. If time allows, please share your preferred sources of information that you read/use often.

**How do you  
communicate?**

## **Table Discussion - Wrap up**

What themes or learning experiences  
were shared at your table?

# Highlights from NH Communication Campaigns



Highlights from NH  
Communication  
Campaigns



Birth to 3  
DHHS  
Family Centered Early  
Supports and Services

NH Loves Reading  
NH Department of Education



## Highlights from NH Communication Campaigns



Connection - NH  
Children's Trust and  
Family Support NH

Coos Coalition of Young  
Children and Families -  
June 2014

[Longer version of video](#)



# Takeaways & Closing







# EVALUATION

Please complete the evaluation by scanning the QR Code or responding to the survey link we sent you this afternoon