Communications Strategy for Early Childhood Education and Quality Improvement
Background

• 2006 – CARICOM Secretariat emphasises the importance of securing quality care for early childhood with special support to vulnerable or at risk populations.
• 2007 – Ministers, at the V Inter-American Meeting of Ministers of Education in the framework of the OAS, adopted a *Hemispheric Commitment to Early Childhood Education*, and the guidelines for its execution
• 2008 – CARICOM Ministers issue a Declaration assigning prominence to early childhood programmes
Background

• May 2009 – Communicators from several countries discussed and analysed the proposed Communications Strategy as designed by consultants of the Department of Education and Culture of the OAS

• September 2009 – Communicators once again met
Aims of the Project

Expansion of Hemispheric Commitment to Early Childhood Education through Technology and Communication Networks

• To “support the communication and dissemination policies on comprehensive child care and education”.

• To provide visibility to early childhood through scientific, economic, political, and practical arguments aimed at attracting attention and investment in this stage,
Aims of the Project

• To illustrate ways to achieve changes in early childhood development, care and education through public policies.
Research

Early childhood development can be considered to be the best and most effective intervention option in order to help poorer and more vulnerable children, together with their families, communities and nations to break out of the vicious cycle of poverty.
Research

Early childhood programmes will have to be a strategic part of these countries’ educational policies in order to achieve this purpose.
Approach to Strategy

• A cultural approach, that takes into account the sphere of daily life, social and cultural dynamics, the public sphere, and collective sensitivities and identities.
The Strategy

• The strategy has set out guidelines and tools for communicators aimed at strengthening their efforts in advocating, promoting and spreading information on early childhood.
The Strategy

Proposes to

• establish messages oriented to guarantee early childhood care,
• promote quality early childhood education and,
• promote the importance of investing in early childhood to improve a country’s economy.
The Strategy

Proposes to

• design, develop and implement communication actions centred on the target populations:
  – policy makers,
  – national directors
  – ecce specialists;
  – parents educational agents,
  – teachers, organisations from civil society etc.
Objective

Promotion and diffusion of the importance of early childhood educational quality through communication actions aimed at achieving sensitisation, advocacy, social mobilisation and the generation of public policies and actions relevant to early childhood.
Target Audience

- Ministries
- Local governments
- Congress
- Non-governmental organisations
- Academics
- Opinion leaders
- Educational community
- Mass media
- Entrepreneurial associations
Components of the Strategy
Component 1 –  

Information and Diffusion

- Information and diffusion speaks of a social use and a significant scenario where access is determined by know-how in using the tool and knowledge regarding the messages to be transmitted.
- A basic development guideline that radio, press, television, internet can be used to disseminate message to make early childhood visible and place it on the public agenda.
Component 2 –

Capacity Building

Capacity building provides the tools and knowledge to initiate, guide and provide support to the achievement of the proposed objective. It is a process that improves the skills of a person, group, organisation or system, so they can achieve their objectives or attain a better performance.
Component 3 – Advocacy

Advocacy refers to active citizenship participation, aimed at influencing through promotion and public defense strategies, decision-makers at a local, national and international level, with the purpose of having an effect on public policies.
Messages

• Early childhood care guarantees a healthy development for children under 6 years of age
• Stimulating children during their early years empowers their abilities
• Quality education permits higher verbal and intellectual development
• Investing in early childhood contributes to improve a country’s economy

Ministry of Education
Objectives of this Communications Meeting

• To adapt and select from the main Communications Strategy, strategies that would best suit each Caribbean country

• To create a better understanding and awareness among the media, of the issues surrounding early childhood, and their role in promoting