



Buffett
Early Childhood
Institute

at the University of Nebraska

PUBLIC EDUCATION CAMPAIGN

PDG Activity 3e

NLT Meeting

December 1, 2020

Start early. Start well.



Public Education Campaign

- Buffett Institute in collaboration with PDG Partners
- Principle Investigators – Erin Owen and Renee Wessels
- Strategic, research-informed, focused
- Will include evaluation plan
- Informed by Activity 1, Needs Assessment
- Works closely with Activity 2, Strategic Plan

Goal

- Build support for quality early childhood education



Two Phases

- Phase 1 – ECE system and internal stakeholders
- Phase 2 – Parents and families

Note: Concurrent – Public Will-building

Year 1 Milestones

- Hire staff
- Develop work plan
- Assemble planning teams
- Review available research
- Outline campaign plan to inform agency RFP



Deliverables

- Year 1
 - Logic Model
 - Communications Research
 - Evaluation Plan
 - Campaign Outline for Agency RFP
 - Due by April 30
- Year 2-3
 - Campaign Execution

Planning Team/Collaborators

- PDG Steering Committee
- PDG Communications Workgroup
- NCFF/PDG Communications Staff
- Communications Roundtable



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