

Community Outreach is a Smart Start -funded activity that works to increase the public's awareness and support of Smart Start services and of connecting families to services. The activity works with other community organizations and non-profits to facilitate community planning to improve systems and alignment across programs and agencies.

Community Outreach is staffed by a Community Outreach Coordinator, who represents Craven Smart Start at outreach events and community meetings that focus on families and young children. The coordinator also works to forge alliances in the community to develop the communication and collaboration skills needed for families, educators and community members to build networks that focus on young children and their families. Much of this has been achieved through the coordinator's involvement with the Local Interagency Coordinating Council (LICC), a community-based advisory group that focuses on birth to five interagency system of early intervention service for children with disabilities and their families. In this role, the Community Outreach Coordinator facilitates and plans each meeting and works with the LICC officers to pursue grants for LICC activities.

In addition to working with the community organizations, the Community Outreach Coordinator also provides technical assistance to Craven Smart Start's direct service providers regarding their compliance with the programmatic policies of Craven Smart Start. The coordinator also assists the Craven Smart Start's Board of Directors pertaining to marketing and outreach and recruits volunteers to assist with fundraisers and community activities for Craven Smart Start. Recently, the Community Outreach Coordinator has expanded community involvement to include donors and service organizations to help meet the need for baby diapers and children's coats for needy children in our community.

To connect families to services and to increase support of Craven Smart Start with stakeholders, potential sponsors and community representatives, the Community Outreach Coordinator utilizes traditional media and social media, participates in community organizations and outreach events and makes presentations for Craven Smart Start, as needed.