

## PHSA Program Liaison Project FAQ



### What is the main purpose of the PHSA Program Liaison Project?

The PHSA Program Liaison Project was developed to identify an advocacy lead within each PHSA member program and deepen connections between PHSA and Head Start/Early Head Start staff and parents. By identifying a “point of contact” within each member program, PHSA hopes that

- All programs will have a known advocacy lead (Liaison) within their program
- Liaisons will ensure that all program staff and parents will understand the critical role that ongoing education and advocacy about their program plays in the continued growth of Head Start/Early Head Start in Pennsylvania and nationally
- Working with Liaisons, PHSA will be able to quickly mobilize Head Start/Early Head Start staff and parents around state and federal advocacy issues

In addition to ensuring that each Head Start/Early Head Start program has an identified advocacy lead, PHSA hopes to deepen connections between PHSA and the staff and parents within its member programs because:

- Liaisons will communicate to program staff and parents how they are connected to PHSA and the larger Head Start/Early Head Start Community
- Liaisons will increase program staff and parents’ understanding of the benefits and opportunities for engagement that come with PHSA membership

### What is a PHSA Program Liaison?

The PHSA Program Liaison is a staff member of a PHSA member program that works with PHSA staff to better connect program staff and parents to the activities of PHSA, particularly engaging them in PHSA’s advocacy efforts, and the benefits of membership.

### Who designates a staff person as a PHSA Program Liaison?

The program Head Start/Early Head Start director identifies program staff that will serve as their PHSA Program Liaison.

## **What activities does a PHSA Program Liaison regularly participate in?**

Each PHSA Program Liaison will work with their directors and PHSA staff to develop activities that best meet the needs of their individual Head Start/Early Head Start program. Though there will be differences in implementation, in general, Liaisons will do the following kinds of activities:

- Communicate regularly with PHSA staff via email, social media and conference calls
- Keep current on the news that impacts the PA Head Start/Early Head Start Community including issues related to state and federal funding, other parts of the early learning system and programs that support Head Start/Early Head Start programs, families and children
- Work with PHSA staff and their program director to develop a plan to ensure that all program staff and parents
  - Know what PHSA is and that their program is a member
  - Are signed up for PHSA email lists
  - Understand the benefits and opportunities that exist for staff and parents of PHSA member programs
  - Are signed up as supporters of the PreK for PA Campaign
  - Understand the importance of educating community members and legislators about the positive benefits of their Head Start/Early Head Start program
- Work with PHSA staff and their program director to
  - Promote PHSA Monthly Update Calls and Parent Calls amongst their program staff and parents
  - Fine tune their program's message about the benefits of Head Start/Early Head Start in their community
  - Identify program staff and parents who can speak about the positive impact of Head Start/Early Head Start
  - Gather stories from program staff and parents that illustrate the positive impact of Head Start/Early Head Start
  - Cultivate ongoing relationships with federal and state legislators and members of local government
  - Identify program staff and parents who are interested in participating in district and capitol visits to legislators to emphasize the importance of the program in the legislator's district