

Ambassador Toolkit

Materials to Encourage Parents & Caregivers to
Take ECECD's Annual Family Engagement Survey



Our Next Steps

“Our Next Steps” is a campaign created to encourage participation in ECECD’s annual Family Engagement and Satisfaction Survey.

¿Necesitas una versión de estos recursos en español?

[Visita el kit de herramientas en español.](#)

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About the Campaign

When it comes to caring for children, families are the experts, and the New Mexico Early Childhood Education and Care Department is here to support them every step of the way.

As a new department — formed in 2020 as one of the first in the nation — we’re growing with New Mexico families. By completing this 15-minute survey, parents and caregivers of children ages 0-5 can help guide our next steps. Every family and community is different, and every voice matters. You can help us reach New Mexico families and gain feedback to understand how to adjust and adapt to make our programs better.

Parent and caregiver feedback will inform childhood programs and resources that address:

- Language accessibility, culturally diverse materials, and financial support
- Program availability in communities
- Access to programs for children with developmental delays and/or disabilities
- Overall awareness of programs

Families care for our future, and we want to take care of them. This toolkit contains materials to help you share the survey with parents and caregivers in your community.

About the Survey

This survey is administered by Project ECHO, a program of the University of New Mexico Health Sciences Center, for the New Mexico Early Childhood Education and Care Department (ECECD) to learn directly from families about awareness of programs, ease of access, community needs, and more.

Social Media Post

Help us reach New Mexico families by sharing the campaign with your community! You can share the survey directly through the following link, or use the attached social media graphics.

Graphics



[Instagram Post](#) | [Instagram Story](#) | [Facebook Post](#)

Suggested Copy

The New Mexico Early Childhood Education and Care Department is growing with New Mexico families, and we need your voice. If you take care of young ones ages 0–5, we want to hear from you.

Your feedback will inform childhood programs and resources that address barriers like language accessibility, culturally diverse materials, and financial support.

You will also receive a \$10 digital gift card for your assistance!

Take the survey now at NextStepsNM.org.

Print Materials

Want to share the survey at in-person events? Use these printable flyers to share with your community.



[Download](#)

Newsletter & Email Message

Have an email list or newsletter for New Mexico families? Share the survey using the prepared message below.

Subject Line: Your early childhood department wants to hear from you! Complete the survey today and receive a \$10 digital gift card.

The New Mexico Early Childhood Education and Care Department's (ECECD) [annual survey](#) is now accepting Responses!

When it comes to caring for children, families are the experts and the New Mexico Early Childhood Education and Care Department (ECECD) is here to support them every step of the way.

If you take care of young ones ages 0–5, [ECECD wants to hear from you!](#) Your response to their annual survey will help them understand what early childhood programs families engage in, what works well about them, and what improvements could be made to make them better for you and your family. Oh, and you will receive a \$10 digital gift card once the survey is completed!

Your feedback will inform childhood programs and resources that address:

- Language accessibility, culturally diverse materials, and financial support
- Program availability in communities
- Access to programs for children with developmental delays and/or disabilities
- Overall awareness of programs

By completing this [15-minute survey](#), you can guide your early childhood department's next steps. Every family and community is different, and by offering your voice, you can help us understand how to adjust and adapt to make our programs better for you and for families to come.

Are you ready to make your voice heard? Complete the survey today at NextStepsNM.org!

We also encourage you to send this to your friends and family members who take care of children ages 0–5 so they can complete the survey too!

Thank you in advance for helping ECECD better understand the needs of New Mexico families.

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