

# Infant & Toddler Connection of Virginia

## Public Awareness Workgroup

### Report to the VICC

June 11, 2003

- **New Magazine** – A new magazine is underway to take the place of the current “Family Guide”. A work group comprised of the public awareness committee and members of the family support and advocacy committee has been meeting regularly to rewrite articles and update information to better meet the needs of families.
- **Posters** – New posters produced in an 8 ½ x 11 size to better accommodate facilities, and physician offices who can not utilize the larger posters.
- **Translations** – Brochures and materials have been translated into Chinese, Farsi, Korean and Vietnamese and added to the website for those families who speak those languages.
- **Proclamation** – Governor Mark Warner proclaimed May as early intervention month.
- **Photos** – Request for photos has been sent out to obtain photos of children and families in Virginia who have benefited from early intervention services. These photos will be used in publications.
- **Billboard** – design and approval complete. Lamar is currently producing the vinyl boards and will rotate them around the state at no charge.
- **Physician packets** – packets of valuable information specific to physicians is complete with the exception of verification of phone numbers of the council offices.
- **Press release** – Story written about the progress of the early intervention public awareness campaign – this is scheduled to be released in early June.
- **Physician story** – Story on the importance of early intervention and the role of the primary care physician was distributed to physician organizations for release in their newsletter.
- **Local Stories** – Localized stories featuring families and children who have had the benefit of early intervention were distributed in Central Virginia, Shenandoah Valley and the Rappahannock area during this time period.
- **Fundraising** – Large businesses in the Richmond region have been targeted for fundraising activities. Contacts have been made through direct mail, e-mails and personal contacts in an attempt to obtain additional funds for campaign materials. This activity is ongoing.