

**Public Awareness Report to the VICC
December 12, 2001**

- The Commissioner has approved the budget for the continuation of the public awareness campaign.
- The Public Awareness Committee is recommending to the VICC that we begin using the new name and logo now by incorporating them as new materials are developed.
- The Public Awareness Committee is working with a public relations specialist and the Virginia Department of Graphics Designs to develop the remaining public awareness materials to ensure that the general public is aware of early intervention services.
- The Committee has completed work on two posters and a brochure for use locally and hopes to have a finished product available for use by the end of the year. These items will be brought to the VICC for approval so that production of them can begin.
- Virginia's Babies Can't Wait! name will be changed to Infant & Toddler Connection of Virginia.
- Materials for councils to use to announce the name change and introduce the new materials will be developed.
- The Public Awareness Workgroup has finalized its work on the text of the magazine and has presented it to CoCoA for their review.
- A magazine for parents and providers is under development explaining early intervention and describing what it is like to go through the system.
- The packet of materials developed by Richard Corbett for VIDDD will be formatted to the campaign theme and will be distributed to council coordinators.

Submitted by David Mills