

# FY 16 Public Awareness Plan

July 1, 2015 to June 30 2016

Type Of Media	Subject Matter	When Released	By Whom	Comments	Status
Press Release (1)	Preschool Tuition Assistance ad	4/16	Director		
Media Interview	ECI LR Funded programs	April – Child Abuse Prevention month	Director	newspaper	
Presentations	ECI LR Program staff offer presentations using Simulator Dolls showing affects of Shaken Baby & drug and alcohol use	Year around	ECI LR Program Staff	Offer to community groups, schools, and prenatal classes	Ongoing Dates of presentations
Partner-Public Awareness Activity	Poverty Simulations	2016	Director	Priority Group-Dickinson County	
Partner-Public Awareness Activity	Sheldon Home Show	spring	Director/Prog Coord	ECI LR programs will have or share a booth for marketing	
Partner- Public Awareness Activity	Family Fest Clay County	spring	Director/Prog Coord	ECI LR programs will have or share a booth for marketing	
Newsletter	Director Report & Program Coordinator Report	11 monthly issues a year	Director & Program Coordinator		Completed monthly
Brochures	ECI LR funded programs distribute brochures & have on ECI LR website	June 2016	ECI LR Program Directors		
Annual Report	Summary of ECI LR year to State ECI and on website	9/15	Director/ Prog. Coord		
Website	Expanded Resource Directory & CPPC grant site to enhance communication of resources for families	Oct 2010 Updated FY16	Program Coordinator	Partner with CPPC and distribute 1000 magnets	
Legislation	More interactions documented with area legislators	Dec 2015	Director & Board	Invite to do in-home visits with funded programs	