

FY 19 Public Awareness Plan

July 1, 2018 to June 30, 2019

Type Of Media	Subject Matter	When Released	By Whom	Comments	Status
Press Release (1)	Preschool Tuition Assistance ad		Director/Preschool Coord	Radio and Newspaper	
Media Interview	Legislative Forum in partnership with DCAT		Director	newspaper	
Presentations	ECI LR funded Program staff offer presentations to the community		ECI LR Program Staff	Offer to community groups, schools, and prenatal classes	
Presentations	ECI LR presentations to community partners		Director	Power Point, Material handouts	
Partner-Public Awareness Activity	Auto Assistance Car Donation		Director on committee	Priority Group- Newspaper article	
Partner-Public Awareness Activity	Sheldon Home Show Healthy Families Child Abuse Conference		Director/Prog Coord	ECI LR programs will share a booth for marketing	
Partner- Public Awareness Activity	Family Fest Clay County		Director/Prog Coord	ECI LR programs will have or share a booth for marketing	
Newsletter	Director Report & Program Coordinator Report		Director & Program Coordinator	Shares community resources	
Newsletter	Backpack Series monthly newsletter emailed to Preschools and Child Care Centers to print & send home with their parents		Director's job as President of Clay Cty Child Abuse Council	Goal is to increase parent education to prevent abuse	
Brochures	ECI LR funded programs distribute brochures & have on ECI LR website ECI LR postcard updated		ECI LR Director and Program Directors	Plan for Brochures to be distributed at Home Shows, community presentations & to daycares	
Annual Report	Summary of ECI LR data to State ECI and on website		Director/Prog. Coord		
Website	Family Service Directory, new trainings and resources continually updated		Program Coordinator	Website to be updated each month	
Legislation	Local Legislator Presentation		DCAT/ECI Directors	Legislative Forum	
Social Media	Facebook		Program Coordinator	Post to Facebook regularly	