



## **Public Awareness Ideas**

### **Training**

- Annual review of written child identification and referral procedures is mandatory for all school personnel (e.g., administrators, teachers, instructional assistants, related-services staff, social workers, nurses, office staff, cafeteria staff, custodians, bus drivers)
- Optional for other district/charter school positions (e.g., school board members, PTA groups, site councils, volunteers)
- Optional for community partners

### **Posters/Brochures/Flyers**

- Registration packets (all grades)
- School lobbies, offices, libraries, health and guidance centers, accommodation and private schools, school buses
- District and school newsletters, lunch menus, websites, and e-mail distribution lists
- Parent/teacher conferences and home visits
- School and community activities (e.g., open house/back-to-school events, parent group meetings, sporting events, music and drama performances, holiday/seasonal events, fundraisers, cultural events)
- Government buildings (e.g., library, city hall, parks and recreation, community centers, post office, public housing offices, secure care facilities)
- Public buildings (e.g., utility companies, faith-based organizations, gas stations, laundromats, pharmacies, restaurants, grocery and retail stores)
- Employers (e.g., paycheck, lunch room, staff meeting presentation)

### **Community Partnerships**

- Arizona Early Intervention Program (AzEIP) (i.e., cohost regular child find events and plan joint public awareness activities)
- Head Start centers, preschools, and daycare facilities
- Public events (e.g., county fairs, youth and adult sports, cultural celebrations, performing arts, health care, child care or safety)
- Health care centers (e.g., hospitals, private offices, public clinics, pharmacies, behavioral health clinics, Indian Health Services, Arizona Departments of Economic Security and Health Services)
- Neighborhood watch and parent group associations (i.e., presentations and door-to-door public awareness)
- Multigenerational centers and faith-based organizations
- Other groups listed in the local social service directory

### **Media:**

- Newspapers or magazines (i.e., community calendar, article, and/or advertisement)
- Paid advertisements in newspapers or inserts in utility bills (The cost could be shared with adjoining school districts.)
- Public service announcements on network, cable, and university TV and radio stations
- Social media (i.e., Facebook, Twitter, and Youtube)
- Banners, billboards, marquees, and movie theater commercials