

## Ohio Early Intervention Communications Toolkit

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### Welcome

### Purpose of the webinar

To introduce participants to the Early Intervention Communications Toolkit and ways to use it successfully.

The toolkit is designed for Ohio Early Intervention service coordination agencies and their staff to provide a framework and allow for flexibility as you customize your communications efforts to your community and stakeholders.















### Development of the El Communications Toolkit

## Toolkit and message development

- SFY20 development and publication
- Key stakeholders
- Leadership by DODD,
   OCALI / Krile
   Communications, and
   Bright Beginnings

#### The toolkit includes:

- Key messaging framework
- Examples of referral materials
- Ideas for promotional products
- Ideas for advertising and media relations campaigns
- Ideas for supporting collaboration





# Key Messaging and Audience-specific Messages

The messaging can be integrated into all of your communications related to Early Intervention services, including your website, eNewsletters, blog posts, eblasts, social media, event promotions, presentations, etc.





### Key Message

## **CONCERNED? ACT EARLY!**

 The message framework and audience-specific messages are designed to ensure consistency and continuity around how to communicate about what El is, its benefits, and how to refer a child to El.

## CONCERNED

about your child's development?



**ACT EARLY!** 





### Target Audiences

The objective for this key message is to increase public awareness and outreach efforts within local communities about Ohio Early Intervention (EI) services and initiatives, including the referral process.

#### **Target Audiences**

- Parents and families
- Early learning caregivers/providers (inhome and childcare centers)
- Physicians and other medical professionals





## Topline messages/Elevator speech

Early Intervention (EI) works with families with children birth to age 3 who have developmental delays or disabilities so that they have the best possible start in life.

Anyone can and should refer a family to El if they have concerns that a child is experiencing a possible delay or disability. There is no need to "wait and see."

- Early Intervention
   professionals work with a
   child's family to identify
   strengths and needs and
   address concerns as early
   as possible. Services are
   provided where families
   live, play, and spend their
   day.
- El is part of the Help Me
   Grow system of supports.

- If you're concerned that a child may have a delay or disability, it's important to refer them for Early Intervention as soon as possible.
- Developmental experts
   will determine if a child is
   eligible for services and
   will support the family to
   address the child's
   specific developmental,
   physical, social, and
   emotional needs.

















## Supporting messages

- Providing El services based on a child's and family's specific strengths and needs is critical to life-long success.
- Anyone can refer a child to El—and the earlier the better.
- The referral process is simple.















### Audiencespecific messages for families

- You know your child best. Talk to your child's healthcare provider if you are concerned.
- El supports you and your child. El is a partnership with families to support a child who has developmental delays or disabilities.
- Children learn best through everyday experiences and routines in places they know.





### Audiencespecific messages for medical professionals

- El services help address a child's physical, social, emotional, and other developmental delays.
- El services support parents and caregivers in understanding a child's delay or disability.
- The earlier you refer a child, the better. This is a step that you can take as soon as you suspect a delay or disability.

- "Wait and see" does not provide peace of mind and is not an answer to a family's concerns.
- El services are not the same as traditional clinical therapy.



### Audiencespecific messages for childcare providers

- You spend hours every day with children – and you are an expert.
- In your daily work, when you have concerns about a child's development, the best thing you can do is discuss those concerns with your supervisor and refer the child to El.
- The earlier you refer a child, the better.

- By referring a family, you give them support and peace of mind that their child has the best start in life.
- It can be a hard conversation, but it is the best thing to do for the child and the family.
- Parents often see their childcare providers as an expert or resource.













### Referral Materials

#### **Family Referral Card**



#### **Provider Guidance Card**



















## Suggested promotional items

#### For families

 Hot/cold packs, thermometers, mail clippers, safety plug covers, first aid kits, lip balm

### For childcare and early childhood professionals

• Lip balm, first aid kit, letter opener, note pad, sticky notes

### For medical professionals

• Tech pouch, phone holder, screen cloth, stylus pen





## Marketing & Communications

As a service coordination agency, you know your stakeholders and communities best. The resources in the toolkit, along with key considerations outlined in this section, are designed to build the foundation for local advertising and media efforts.















## Local media relations campaigns

## Planning a Media Relations Campaign

Using thoughtful strategies, you can target messaging to specific audiences through local newspapers and publications, radio public service announcements (PSAs), television ads, billboard ads, transit ads, etc.

## Notes for launching a campaign

Keep in mind the objective to increase public awareness and outreach efforts about Ohio Early Intervention (EI) services and initiatives, including the referral process.















## Social media and earned media

#### Social media

- Social media is a great way to share important information and announcements about services, events, and resources using your organization's social media accounts.
- Use graphics and hashtags

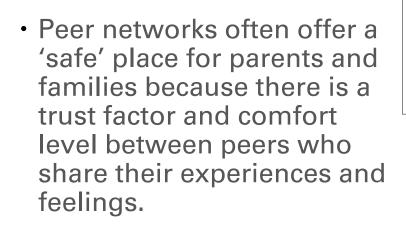
#### **Earned** media

 Earned media is known as publicity or media relations. It's about getting your name in print, having a newspaper write about you, appearing on the noon news to talk about your organization and its services, etc.





## Leveraging peer networks





 Professional networks for social workers, and medical and childcare providers are effective ways for professionals to feel support, share concerns, and ask questions.





## Collaborating with other organizations

Collaborating with other community agencies and organizations is a great way to connect and share updated El messaging, materials, and other resources available.

## CONCERNED

about your child's development?



**ACT EARLY!** 















# Sample materials included in the toolkit

- Messaging
- Public service announcements for TV and radio
- Print ads
- Billboards

- Social media posts, hashtags and graphics for Twitter, Facebook and LinkedIn
- Press release
- Blog or newsletter article
- Email to referral sources





Samples of successful uses of the toolkit







### Contacts

To access the toolkit, visit
 HelpMeGrow.org and
 select the For
 Professionals tab.

If you have any questions about the resources in this toolkit, please contact

communications

@HelpMeGrow.org

and a member of the Help
Me Grow Central Intake's
marketing and
communications team will
respond.





## Questions?

