



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 EI 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 EI is, its benefits, and how to refer a child to EI.

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 (in-home 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 EI 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.
- EI 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 EI 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 EI—and the earlier the better.
- The referral process is simple.



Audience-specific messages for families

- **You know your child best.** Talk to your child's healthcare provider if you are concerned.
- **EI supports you and your child.** EI 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.

Audience-specific messages for medical professionals

- EI services help address a child's physical, social, emotional, and other developmental delays.
- EI 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.
- EI services are not the same as traditional clinical therapy.

Audience-specific 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 EI.
- 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

There is No Need to Wait and See

You know your child best. If you have concerns that your child has a delay or disability, talk to your healthcare provider as early as possible. There is no need to "wait and see."

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. EI professionals work with you and your child to identify strengths and needs and address concerns as early as possible with services right where you live, play, and spend your day.

ANYONE CAN MAKE A REFERRAL AND THE PROCESS IS SIMPLE. REFER YOUR CHILD TODAY.

3 ways to make a referral:

1. Complete this card and return it to your healthcare provider;
2. Complete this card, snap a photo of it or scan it, and email to HMGreferrals@helpmegrow.org; or
3. Visit www.OhioEarlyIntervention.org to complete the process online.

Early Intervention Referral Card

Parent/Carer Name: _____

Relationship to Child: _____

Child's Name: _____

Child's Date of Birth: _____

Address: _____

City: _____ State: _____ Zip: _____

Best Phone: _____

Method Preferred: ☐ Phone ☐ Text

Comments: _____

Complete this card and return it to your healthcare provider or fax it to: 1-855-318-3322. You can also make a referral online at www.OhioEarlyIntervention.org.

Provider Guidance Card

CONCERNED

About a Child's Development?

ACT EARLY AND REFER TO OHIO EARLY INTERVENTION

EVERY CHILD IS UNIQUE.

As someone who regularly works and engages with children, you know that every child grows and develops differently. However, if you suspect that a child has a delay or disability, the best thing you can do is discuss those concerns with the child's family and refer the child to Ohio Early Intervention (EI).

Ohio Early Intervention is part of the Help Me Grow system of supports (www.HelpMeGrow.org) and serves families with children birth to age 3 who have developmental delays or disabilities so that they have the best possible start in life.

THE EARLIER YOU REFER A CHILD, THE BETTER.

Research shows that starting intervention services early gives a child the best chance to learn and grow, and early support can reduce the need for services later in life. There is no need to "wait and see."

REFER A FAMILY TODAY.

Contact **1-800-755-GROW** or visit www.OhioEarlyIntervention.org.



Suggested promotional items

For families

- Hot/cold packs, thermometers, nail 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

- Peer networks often offer a 'safe' place for parents and families because there is a trust factor and comfort level between peers who share their experiences and feelings.
- Professional networks for social workers, and medical and childcare providers are effective ways for professionals to feel support, share concerns, and ask questions.



**THERE IS NO NEED
TO WAIT AND SEE**

Collaborating with other organizations

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

CONCERNED about your child's development?



ACT EARLY!



Department of
Developmental Disabilities





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

CONCERNED
about your child's **development?**
ACT EARLY!



The first three years of a child's life are the most important.
There's no need to "wait and see."

Ohio Department of Developmental Disabilities
HIO Early Intervention
Help me grow.


DAYTON
Parent
NOVEMBER/
DECEMBER 2020



MUSIC
OUR
S!
NEFITS
CAL

are you ready for flu s
check out our healthy h

CONCERNED
about your child's **development?**



ACT EARLY!
Contact Ohio Early Intervention at
www.ohioearlyintervention.org
or call 1-800-755-4769
Email Pam Hamer at
phamer@gcph.info or call 937-824-0828

Public Health
Prevent. Promote. Protect.
Greene County

Ohio Department of Developmental Disabilities
HIO Early Intervention
Help me grow.

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?

