

**F2FHIEC Public Awareness Committee
Meeting Minutes
February 9, 2009**

Present: Lisa Cook-Gordon, Rhonda Smith, Nancy Deising
By Teleconference: Victoria Meeder

Nancy reported that she contacted AAP, Genetics, Hospital Association, Vital Records and Newborn Screening. She reported that there is an apparent need to develop two introductory pieces: a letter that will be sent to organizations along with a brochure and a blurb that will be included in newsletters. Nancy will draft and distribute for comments by February 13, 2009 which is the deadline for the AAP newsletter. Lisa reported that she is collecting health program database information and will be hosting an information table at the Michigan Transition Services Conference in March.

Outreach Activities

Victoria shared Early On outreach activities the group thought would be a model for F2FHIEC to follow.

1. When someone places an order they will be sent general information about the program.
2. The Website Order Form will be changed to offer descriptions, PDF's of materials available and targeted audiences.
3. Constant Contact will be utilized to develop an database for conducting a mass emailing offering general information and a PDF of the brochure.
4. Incorporate a question "how did you hear about us" when someone calls the toll-free line.

Victoria will inquire about providing Child Find and Early On Coordinator information. Nancy will provide list of tool kit holders. Lisa will post information on the CEN site, begin to develop framework for the order site and explore the possibility of Jackie compiling email lists from order and training registrants.

Outreach Products

Bookmark production has been delayed until an appropriate picture of a young adult is identified to include on the bookmark. Notices seeking photos have been sent to the Transition List serve. A suggestion was made to seek information from i.stock.photo. Anyone having a photo of a young adult age 14-21 is asked to contact Lisa at (313) 456-4387.

Next meeting: at the Arc of Michigan on March 11, 2009 from 3:00 – 5:00 p.m.