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| Title: | Representing and Marketing of the CT Birth to Three System |
| Purpose: | ***Describes the standards required for all presentations, promotional activities, Child Find, products and events produced by a Birth to Three program or representing the Birth to Three system.*** |

**Overview**

Most presentations, promotional activities, and events are related to “Child Find”. Child Find is a required component for the lead agency of an early intervention system under the [Individuals with Disabilities Education Act](http://birth23.org/aboutb23/lawsnRegs.html), Part C. Regulations state that system must include, “a comprehensive child find system” with the purpose of identifying, locating, and evaluating all infants and toddlers with disabilities birth to age three as early as possible. The Connecticut Birth to Three System under the Office of Early Childhood is supportive of constructive activities to promote the availability of early intervention according to these principles. Because no single message or advertiser could possibly reach all potential referral sources, the Birth to Three System relies upon a comprehensive network of Child Find marketing partners. This specifically includes our Birth to Three programs, other state and federal agencies, community programs, medical providers, and others.

Contracted Birth to Three programs must adhere to a goal of enhancing the overall reputation of the Birth to Three System and this set of criteria when developing and implementing any presentation, advertisement or promotional activity across all events, products and media.

Adherence to these criteria below when sharing any information about a provider or the Birth to Three System as a whole will help ensure adherence to “Child Find”, positive community understanding of referral practices, and early intervention supports.

**Presentations**

Formal presentations are considered a formal speech or talk to an audience that is planned such as a conference, or medical office visit. The Lead Agency may request or a program may be requested to engage in a presentation to support the identification of infants and toddlers who may be eligible for early intervention. Informal presentations are spontaneous conversations that do not follow a planned format. Both formal and informal presentations for Child Find purposes and other reasons that share information about the Birth to Three system must comply with all Birth to Three laws, regulations, policies and procedures.

For Child Find activity counts, the Lead Agency must be made aware of all formal presentations using ctbirth23@ct.gov and sharing the following: name of program, staff name and discipline presenting, topics discussed, date of presentation, length of presentation, and who the presentation was made to and the audience. Providers are responsible for retaining all formal presentations as they may be requested and reviewed by the Lead Agency at any time.

**Forms, Documents & Electronic Media**

All Birth to Three forms, documents and electronic media that are designed, shared, distributed, or published items generated by the Lead Agency are official documents. These cannot be altered, edited or added to without the written permission of the Lead Agency with the exception of completing the required fields. For example, filling in your program’s name.

Forms, documents and electronic media that are created by the provider or other entity outside of the Lead Agency may be used to supplement the Birth to Three’s Systems materials. These items must meet the content standards listed below in this procedure, and not in any way conflict with the Lead Agency’s official items, procedures or regulations. They also need state clearly, who generated the document.

**Marketing Materials:** **Brochures, Handouts & Promotional Items**

**Marketing for Child Find**

The Lead Agency has a limited supply of marketing materials such as slides, brochures and handouts representing the Birth to Three System and the Office of Early Childhood. These can be requested using ctbirth23@ct.gov. Child Development Infoline and the Connecticut Parent Advocacy Center (CPAC) also have materials that may be requested by contacting them directly.

Upon request, many child development and related agencies supply brochures and promotional information. For example, the Center for Disease Control (CDC), Help Me Grow network, and the US Department of Education often provide materials at low or no cost.

**Other Marketing**

Providers may need to provide information about their program or agency for a purpose other than child find such as fundraising or promotional events. When marketing for a reason other than child find a provider must follow the content guidance below.

**Surveys**

The Birth to Three System is required by the US Dept. of Education (OSEP) to complete an annual family survey. This is initiated and produced by the Lead Agency. Programs are responsible for supporting the agency in the sharing, distribution and collecting of the survey and responses. This survey is typically distributed in March through June.

Programs are able to have families complete agency surveys as long as the information collected and the timing of collection do not interfere with the Lead Agency’s Family Survey. These surveys must also state clearly who is requesting the information, for what purpose, and how it is going to be used.

**Content**

 **Must be Included in a Child Find Message**

1. The toll-free intake phone number at Child Development Infoline (1-800-505-7000)
2. The Birth to Three System web address ([www.birth23.org](http://www.birth23.org))
3. Any on-line promotion that mentions Birth to Three or early intervention must include a link to the Birth to Three website ([www.birth23.org](http://www.birth23.org)).
4. An agency web address is allowed if it includes a link to the Birth to Three-website page for early intervention referrals.
5. Some information about what supports in Birth to Three look like including basic information on best practices of Natural Learning Environment Practices, Coaching, and Primary Provider/Teaming.

**Not to be included in in a Child Find Message**

1. No instruction to “call and ask for our program”. Telling a referral source to choose a specific program ~~both~~ undermines the integrity of parent choice and omits the information that other choices are available. No overt or implied disparaging remarks about another Birth to Three program. This is unprofessional and reflects negatively on the entire system.
	1. No statement or implication that one program is the best
	2. No statement or implication that one program is the only high quality provider agency
2. No portrayal of Birth to Three as a “place”. Including an agency address that may suggest that supports are provided in a specific location, (i.e., the office).
3. No portrayal of Birth to Three as a way to “get therapy”.
4. No statement that a program provides any particular amount or type of service.
5. No names of State of Connecticut officials or the State of Connecticut Seal may be used unless written authorization from the Secretary of the Office of Policy and Management has been obtained.

**May be Included in the Message**

1. The CT Birth to Three System logo may be used to indicate that the agency is an approved provider. If so, it must be the complete logo, i.e. three babies plus the System name (not the babies alone) in the correct proportions.
2. An agency logo may be used alongside, or to the exclusion of, the CT Birth to Three System logo.
3. A description of staff qualifications is allowed, but should not be portrayed as a promise that a certain type of professional will work with a child. Staffing decisions and choices of service type and intensity are only made during IFSP development by the IFSP team-
4. A description of Birth to Three (e.g., “Helping families and their infants and toddlers who have significant developmental delays or disabilities”),
5. A description of the referral process, (e.g., “You will be asked for information about the child and family and the specific nature of your developmental concerns about the child”). Any of the official Birth to Three publications (e.g., the family handbooks) can be checkedfor suggested wording of information to include.

A review of theadvertisement, promotional message, broadcast, form, or presentation may be requested via e-mail ctbirth23@ct.org to the Lead Agency before use.

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References:

[34 CFR Section 303.301 and 303.30](file:///C%3A%5CDocuments%20and%20Settings%5Cmcmurrere.EXEC%5CLocal%20Settings%5CTemp%5CContent.Outlook%5C0EKBYTNJ%5CLaws%26Regs%5CPartCregs.pdf)2

[Section 17a-248-2 of the Regulations of the State of CT](http://birth23.org/aboutb23/lawsnRegs.html)