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1.0 PURPOSE AND SCOPE

1.1.1. This procedure provides instructions for all presentations, promotional activities, Child Find, products, and events produced by Connecticut Birth to Three programs or representing the Connecticut Birth to Three System under the Office of Early Childhood (OEC) to ensure adherence to Child Find, and positive community understanding of referral practices, and early intervention services and supports.

2.0 REFERENCES

2.1 Associated Documents

2.1.1. N/A

2.2 Source Information

2.2.1. Connecticut Birth to Three System Representing and Marketing Procedure, Effective Date: July 1, 2010. Revised Date: April 1, 2022.

3.0 INSTRUCTIONS


3.1 Enhancing Overall Reputation of Connecticut Birth to Three System

NOTE

"Child Find" is a required component for the Connecticut Birth to Three System or Lead Agency of Early Intervention Services (EIS) under the Individuals with Disabilities Education Act (IDEA), Part C.

3.1.1. Connecticut Birth to Three System or Lead Agency **ADHERE** to the following:

1. **PROMOTE** and **ADVERTISE** Child Find for early intervention services and supports **PER** [Individuals with Disabilities Education Act \(IDEA\), Part C](#).
2. **SUPPORT** constructive activities promoting availability of Child Find for early intervention services and supports through Child Find marketing partners, including but not limited to:
 - Birth to Three programs
 - State and Federal Agencies
 - Community programs
 - Medical providers

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3.1.2. Birth to Three programs **ADHERE** to the following:

1. **ENHANCE** overall reputation of Birth to Three System.
2. **FOLLOW** Section 5.6, Content Criteria, for development and implementation of presentations, advertisements, or promotional activities on all media platforms.

3.2 Presentations

3.2.1. **RECOGNIZE** presentations may be formal or informal.

1. **IF** having a formal speech or talk to an audience that is planned,
 - For example, a conference, or medical office visit.

THEN CONSIDER it a formal presentation.
2. **IF** having a spontaneous conversation that does not follow a planned format,

THEN CONSIDER it an informal presentation.

3.2.2. **WHEN** providing formal **OR** informal presentations,

THEN ADHERE to all of Birth to Three laws, regulations, policies, and procedures.


3.2.3. Lead Agency may **REQUEST** or Birth to Three programs may be requested to engage in presentations to support the identification of infants and toddlers who may be eligible for early intervention, upon request.

3.2.4. For Child Find activity counts, Lead Agency **ENSURE** to receive notification before all formal presentations are given through email to ctbirth23@ct.gov and provided with the following:

- Name of program
- Staff name and discipline presenting
- Topics to be discussed
- Date of presentation
- Length of presentation
- Who presentation is being made to and audience.

3.2.5. Providers **RETAIN** formal presentations as a record.

1. **PROVIDE** formal presentations to lead agency upon request and review.

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3.3 Forms, Documents, and Electronic Media

3.3.1. **CONSIDER** the following Birth to Three items that are generated, designed, shared, distributed or published by Lead Agency as official documents:

- Forms
- Documents
- Electronic Media

3.3.2. **IF** any alterations, edits, or additions to the official documents are wanted to be made, **THEN OBTAIN** written permission of Lead Agency.


- With exception of completing the required fields. For example, filling in program's name.

3.3.3. **USE** any of the following items created by the provider or other entity outside the Lead Agency to supplement the Birth to Three's Systems materials:

- Forms
- Documents
- Electronic Media

1. **ENSURE** these supplemental materials meet the following criteria:

- a. Birth to Three Systems content standards **PER** Section 5.6, Content Criteria.
- b. **DO NOT** conflict with Lead Agency's official:
 - (1) Items
 - (2) Procedures
 - (3) Regulations
- c. Clearly state who generated the document.

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3.4 Marketing Materials

3.4.1. Lead Agency **PROVIDE** marketing materials for Child Find representing Birth to Three system and Office of Early Childhood, upon request, including but not limited to:

- Slides
- Brochures
- Handouts
- Promotional items

3.4.2. **RECEIVE** requests for Child Find marketing materials through ctbirth23@ct.gov.


3.4.3. **CONTACT** a child development and related agency to request Child Find marketing materials, such as:

- Child Development Infoline
- Connecticut Parent Advocacy Center (CPAC)
- Center for Disease Control (CDC)
- Help Me Grow network
- US Department of Education

3.4.4. **WHEN** providers need to provide information about their program or agency for a purpose other than Child Find, such as for:

1. Fundraising
2. Promotional Events

THEN Provider **ADHERE** to Birth to Three Systems content standards **PER** Section 5.6, Content Criteria.

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3.5 Surveys


3.5.1. Birth to Three System **COMPLETE** annual Family Survey required by U.S. Department of Education, Office of Special Education Programs (OSEP).

1. Lead Agency **INITIATE** and **PRODUCE** annual Family Survey in March through June.
2. Programs **SUPPORT** Lead Agency as follows:
 - a. **SHARE** and **DISTRIBUTE** annual Family Survey.
 - b. **COLLECT** annual Family Survey responses.
 - c. **ENSURE** agency surveys sent to families for completion **DO NOT** interfere with information collected and timing of Lead Agency's Family Survey.
 - d. **ENSURE** the following is clearly stated on surveys:
 - Who is requesting information.
 - Purpose of survey.
 - How information will be used.

3.6 Content Criteria

3.6.1. Lead Agency may **RECEIVE** requests to review any of the following through email at ctbirth23@ct.gov:

- Advertisements
- Promotional messages
- Broadcasts
- Forms
- Presentation materials

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3.6.2. **INCLUDE** the following in a Child Find message:

1. Toll-free Intake phone number at Child Development Infoline (1-800-505-7000).
2. Birth to Three System website www.birth23.org must be included on agency/programs website for referrals and on any on-line promotion.
3. Birth to Three support information including but not limited to best practices of:
 - Natural Learning Environment Practices
 - Coaching
 - Primary Provider and Teaming

3.6.3. **DO NOT** include the following in a Child Find message:

1. Instructions to contact a specific program undermining integrity of parental choice and omits available options.
2. Disparaging remarks about any Birth to Three programs.
3. Statements indicating one program is of higher quality than another.
4. Agency address or specific location.
5. Portrayal of Birth to Three to get therapy.
6. Statements indicating programs provide specific amount or type of service.
7. State of Connecticut officials' names or State of Connecticut Seal.
 - a. **IF** written authorization from Secretary of Office of Policy and Management to use State of Connecticut officials' names or State of Connecticut Seal has been obtained,

THEN INCLUDE names of State of Connecticut officials or the State of Connecticut Seal that written authorization was obtained for.

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3.6.4. **INCLUDE** the following in a message, if applicable:

1. Connecticut Birth to Three System logo indicating an approved provider.
 - a. **ENSURE** complete logo is used and proportions are correct.
 - For example, three babies plus the System name (not the babies alone)
2. Program or provider logo with or without Birth to Three System logo.
3. Approved description of staff qualifications.
4. Approved description of Birth to Three.
 - For example, helping families and their infants and toddlers who have significant developmental delays or disabilities.
5. Approved description of official Birth to Three referral process.
 - For example, “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 may be utilized for suggested wording of information to include. For example, the family handbooks.

END of Instructions

4.0 REVISION HISTORY

| Location | Description of Change |
|----------|---|
| All | New Human Factored Procedure in New Template. |