

# 10 Tips for Promoting Your Screening Program

What are the best ways to get the word out about your screening initiative? What works for you will depend on your program's unique size, scope, location, and budget. Use these tips to inspire some new ideas to help you meet your screening goals.

1

## **Form partnerships with like-minded agencies and organizations**

Local social service agencies such as home visitors, childcare resource and referral agencies, childcare centers, local libraries, outreach specialists, and parent groups are already reaching out to parents. Work with them to expand your initiatives.

2

## **Join or create an ASQ Community of Practice**

Bring trainers and practitioners together to share ideas, encourage best practices, address challenges, and build capacity for universal screening.

3

## **Conduct focus groups with parents**

Understand their goals for their children and learn how your initiative is helping. Use their comments in marketing materials, or get written testimonials from families and use these in reports for stakeholders.

4

## **Identify “champions” of screening**

Encourage your champions to promote ASQ screening to their constituencies, and enroll their families into the program. Feature your champions on social media and your website. Encourage them to post online on your behalf.

5

## **Meet your audience where they are**

Create the role of an “outreach specialist”—someone who knows the community well, understands its needs, and can host and attend activities and find opportunities for outreach.

**6****Share free resources with families**

There are free resources abound to help you promote the benefits of screening to families. ASQ offers a variety of materials; and the CDC's [Act Early](#) website also offers lots of resources. Follow the example of the Milwaukee Child Welfare Partnership, which offers information on early development and screening for both professionals and parents in its [Resource Toolkit for Home Visiting and other Early Childhood Professionals](#).

**7****Create and share videos**

It doesn't have to be big budget. Look for a freelance videographer in your area, or contact your local university. They may offer a video production program (and students who need subjects for their projects). Consider making a video that [highlights the benefits of screening](#) or [features a family that uses ASQ](#), and share them on social media!

**8****Be active on social media**

Almost everyone uses some form of social media every day. Take advantage of the large potential reach by creating accounts (and keeping them up to date) on platforms like Facebook, Twitter, and Instagram. Announce events, promote the benefits of screening, and share free resources for families. If your screening program is already part of a larger organization, work with the social media manager to integrate your program's messaging.

**9****Create and distribute flyers to related organizations**

These can be used to advertise a specific screening event, or for promoting your services on community bulletin boards.

**10****Offer an incentive**

[Metro United Way](#) gives ASQ participants a free book for every questionnaire that is completed. While people might initially complete the ASQ for the free book, they are likely to stay engaged once they realize how important screening is.

**Looking for more tips?**

Visit <http://bit.ly/PromoteASQ> to see how three programs promote their screening initiatives!