

supporting *communities*

LOCAL COUNCIL PUBLIC AWARENESS & OUTREACH FY 2008

TYPES OF ACTIVITIES CONDUCTED NUMBER OF SERVICES

A. Public Awareness & Outreach

Information Booths & Fairs	383
Newspaper Articles	688
Press Releases	282
Half Page Presentations	141
Press Releases	496
Speaking Engagements (181,818 attendees)	415
Other Public Awareness Activities	303
Publicity Events (29,972 attendees)	175

B. Education Activities & Services

Parent Education Presentations (29,352 attendees)	1,480
Baby Basic Presentations (21,577 attendees)	760
Baby Think It Over Presentations (3,765 attendees)	244
Never Shake A Baby Presentations (13,483 attendees)	1,282
Mandated Reporting of Child Abuse & Neglect (16,083 attendees)	216
Other Educational Workshops	2,627
Advocacy Activities (6,668 attendees)	208
Other Training & Technical Assistance (2,140 attendees)	543

TYPES OF ACTIVITIES CONDUCTED NUMBER OF SERVICES

C. Other Activities & Services

Volunteers Recruited	3,066
Volunteers Trained	2,326
Volunteers Utilized	5,355
Professional Development & Training Conducted by Councils (1,595 attendees)	88
Professional Development & Training Attended by Council Staff (335 attendees)	298
Telephone Contacts	15,097
Resource Coordination	42,081
Referrals	6,363

CTF PUBLIC AWARENESS DISTRIBUTION PERCENTAGE BY SUBJECT AREA

