The background of the entire page is a repeating pattern of stylized human silhouettes. These silhouettes are drawn with simple black outlines and are arranged in a way that they appear to be looking towards the center of the page. The silhouettes are of various heights and are slightly offset from each other, creating a sense of a crowd or a community.

RECOMMENDATIONS and GUIDELINES for a NATIONAL PUBLIC AWARENESS EFFORT for DEVELOPMENTAL DISABILITIES

A Report to Planning and Advisory Councils on Developmental Disabilities

Published by DDTAS in the Spring of 1975

This report was prepared pursuant to a grant from the Division of Developmental Disabilities, U.S. Department of Health, Education, and Welfare. Grantees undertaking such projects under government sponsorship are encouraged to express freely their judgement in professional and technical matters. Points of view or opinion do not, therefore, necessarily represent official DDD, or HEW position or policy.

Cover: Susan Almon, Gary Richman /Typists: Monica Hedgecock, Sue Love, Linda Stallings.

RECOMMENDATIONS AND GUIDELINES
FOR A
NATIONAL PUBLIC AWARENESS EFFORT
FOR
DEVELOPMENTAL DISABILITIES

Prepared
for
DDTAS
by
Ruder & Finn, Inc.

In
cooperation
with
The DDTAS National Public Awareness Task Force

Published and Distributed by DDTAS
A Division of the Frank Porter Graham Child Development Center
University of North Carolina at Chapel Hill
Spring 1975

The Committee feels that there is a lack of public awareness of the persisting life problems of the developmentally disabled individual. This problem is of sufficient national significance to warrant a project of public understanding which would alert the American public to the plight of these individuals.. .and the potential for a more humane life.

-From the Report of the Committee on Labor and Public Welfare on S. 3378, the Developmentally Disabled Assistance and Bill of Rights Act, September 24, 1974

PREFACE

Based upon input and recommendations from many Planning and Advisory Councils on Developmental Disabilities, DDTAS initiated and undertook a special planning and technical assistance effort in March of 1974. This endeavor concerned developing a national thrust to further public awareness of the Developmental Disabilities concept and the needs of persons who are developmentally disabled. In particular, DDTAS wished to conceptualize and prepare a set of public awareness recommendations and guidelines for Council consideration and action.

To this end, after having screened several possible consultants, we designated Ruder & Finn, Inc. of New York City to compile the planning material for this report. Extremely valuable and helpful in assisting them to prepare the content were members of the DDTAS National Public Awareness Task Force. I wish to acknowledge with gratitude, their constructive guidance, ready cooperation, and buoyant dedication. The Task Force included:

Jane Belau, Chairperson, Minnesota Developmental Disabilities Council;
Chairperson, National Conference on Developmental Disabilities;
Member, National Advisory Council for Developmental Disabilities

Dr. John Morris, Chairperson, California Developmental Disabilities Council;
Member, National Conference on Developmental Disabilities Executive
Committee

Daniel O'Connell, Director, Connecticut Developmental Disabilities Council

Wanda Schnebly, Member, Iowa Developmental Disabilities Council

Evelyn Provitt, Member, National Advisory Council for Developmental Disabilities;
Member, Michigan Developmental Disabilities Council

Jim Brew, Chief, Implementation Branch, Division of Developmental Disabilities

Bob Briggs, Regional Developmental Disabilities Consultant, HEW Region I

Additionally, Emanuel Raices of Ruder & Finn must be thanked and commended for his persevering and careful attention to the many facets of this complex planning task, and for his

leadership in putting together this comprehensive report. Finally, I wish to thank Gary Richman of our staff for his untiring support and assistance in this entire effort, as well as his help in the editing of this report.

This national public awareness report is divided into four chapters. The first chapter discusses the overall task, program assessments and approaches. Chapter two explores the multiple considerations involved in program design and planning. Program recommendations are featured in the third chapter. Finally, the last chapter deals with issues of implementation and cost. Reference and other supportive matter are available in five appendices.

In closing, DDTAS sincerely hopes that the contents of this report will be widely reviewed, discussed, and considered. Furthermore, we hope that this document will stimulate concrete interest in terms of conceptualizing appropriate and meaningful next steps for public awareness activities. Finally, we hope that Councils will act in concert and join together to plan and implement a coordinated public awareness effort which spans national, state, and local levels to help improve the quality of life for persons who are developmentally disabled.

DDTAS
Chapel Hill, NC
Spring 1975

Pat Trohanis

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Chapter 1

OVERVIEW AND BACKGROUND

ASSIGNMENT

In the summer of 1974 Ruder & Finn, Inc. (R&F) one of the nation's senior public relations firms, was selected and assigned the responsibility for developing recommendations and guidelines for a national public awareness effort on behalf of Developmental Disabilities. The designation was made by the federally-funded Developmental Disabilities Technical Assistance System (DDTAS), a national significance program in the Frank Porter Graham Child Development Center at the University of North Carolina-Chapel Hill. Approximately six months were allocated for the completion of the report.

The DDT AS "workscape" for this project included these specifications:

- 1) The focus of the effort must involve the DD concept and needs of developmentally disabled persons.
- 2) The plan was expected to attack the problem in "an interesting and creative manner."
- 3) The plan was to address such issues as audiences, objectives, messages, delivery strategies and options, and costs.

The project outline also requested the development of a suggested logotype for Developmental Disabilities, a press kit, and a written package of radio and TV spots. (This requirement has been discussed in some detail with representatives of DDTAS since it postulates "delivery strategies" which may not be part of the suggested recommendations.)

Rationale for this overall public awareness program planning was supplied in a DDTAS memorandum of July 9, 1974:

The need for a national program or framework has been expressed to us repeatedly by Councils who were working on public awareness problems

at the state and local levels. In a resolution passed on March 20, 1974 by the National Conference on DD, these and other states acted in concert to officially request DDTAS to provide technical assistance by undertaking the conceptualization of a national campaign to further public awareness of the DD concept and needs of DD persons. (Refer to Appendix A for text of NCDD resolution.)

Ruder S Finn's work on the DD public awareness program was to be coordinated by the Media and Information Section of DDTAS in consultation with a National Public Awareness Task Force. Representatives of this group came from the National Advisory Council on Developmental Disabilities, the National Conference on Developmental Disabilities, State Councils, and the HEW Division of Developmental Disabilities. The first meeting of the Task Force was held on August 2. Subsequent meetings took place on October 10 and December 2, 1974.

SOURCE MATERIALS

Members of the Task Force have been helpful sources of information and opinion regarding the needs of the program. In addition, a wide representation of views on public awareness and Developmental Disabilities was collected by Ruder & Finn staff during the course of this study. (See Appendix B for specific listing.) Personal and telephone interviews were held with people from many points in the spectrum:

- * Officials of HEW's Division of Developmental Disabilities
- * Members of State Councils
- * Directors and division heads of service organizations
- * Executives of national voluntary organizations
- * Journalists, writers, broadcasters

- * Physicians
- * State Council staff personnel

A large amount of printed materials was reviewed to throw light on general and specific aspects of the DD problem. These included books, pamphlets, newsletters, brochures and fact sheets from many sources. Among the most helpful for purposes of program development are listed in Appendix C. Also, an informal DDTAS survey on Council public awareness activities was referred to and studied. (See Appendix D.)

ASSESSMENTS AND APPROACHES

Ruder S Finn staff members assigned to this project had previously participated in planning a public information program for the Connecticut DD Program and had also attended two DDTAS-sponsored workshops. We therefore had the advantages of some familiarity with the nature of Developmental Disabilities, an acquaintance with the terminology, and knowledge of at least one State Council's public awareness problems. Most important, perhaps, we felt a strong sense of sympathy for the DD movement.

It was seen at the start that a national program could not be a state program multiplied by 50 or 56. Goals, needs, concepts and approaches are on a different level, take different directions. A series of fresh assessments about the job to be done and the ways to do the job was essential.

Our preliminary thinking about a national public awareness program saw the task as parallel to similar assignments Ruder & Finn has undertaken for many national organizations in the profit and non-profit sectors. Early in our efforts, however, we discovered that the structure of the Developmental Disabilities movement was unique in our work experience. What is taken for granted in program planning for most corporate, govern-

mental, or institutional organizations is almost entirely absent in this situation.

The opening question, "Who is sponsoring this program?" has no immediate answer.

"What are you trying to accomplish?" is not easily answered; it is a starting point for discussion. That essential query, "What is the budget?" is presently outside consideration. Some of the immediate differences between typical program planning and the Developmental Disabilities problem are illustrated in this outline:

<u>Organizational Factor</u>	<u>Customary Participation</u>	<u>Developmental Disabilities</u>
Sponsoring body	Initiates and takes responsibility	Not present
Organizational structure	Definable layers of responsibility	Amorphous
Program accountability to organization's head, deputy or board	Yes	Not assigned
Governing policy on public information or public relations	Usually	None
Funding for program	Yes	No
Accepted objectives	Almost always present	Under debate
Target publics	Defined	Not agreed on

These comparisons are not set down critically. The time has come for the Developmental Disabilities movement to assert its significance to a national audience, however complex and multi-layered that audience may be, and whatever form that assertion may require. This desire for "a national thrust" suggests that organizational changes may also be on the way. In a sense, organization is creating itself - evolving out of legislation, con-

solidation, experience, and the march of necessity. Perhaps what participants in DD activities are moving toward is a well-defined national structure that will make public awareness one of its continuing functions.

The recommendations and guidelines in this report, therefore, must be seen as contingent.

- * Contingent on the existence and explicit aims of a sponsoring body.
- * Contingent on the scope of accepted objectives.
- * Contingent on the allocated budget and a recommended time span.
- * And also contingent on the skills of the designated administrators of the program.

All these aspects of planned activity (and particularly the nature of the sponsorship, expressed targets, size of appropriation, and time allocation) have an impact on the shaping of a program. Programs are not designed in ivory towers or in maintained vacuums. They are emphatically answers to expressed needs and the pressures of people as well as situations.

R & F has therefore proceeded as though the DDT AS National Public Awareness Task Force itself was our client and the initiator of program development. This should help to anchor the plan to solid earth and keep it from soaring into a never-never land where funds are unbounded, and tangibles of attainable objectives and defined audiences don't exist.

The following pages present:

- 1) a review of the basic elements affecting the planning and design of a national public awareness program;
- 2) a set of specific recommendations and guidelines;
- 3) a point of view regarding implementation;

4) estimated costs.

The review section assembles materials and opinions that may already be familiar to administrators and developers of DD programs. Since the influences on a public awareness program are many (and confusing) , we hope this section will provide a perspective on the problem and a rationale for the recommendations that follow.

Chapter 2

CONSIDERATIONS FOR NATIONAL PROGRAM PLANNING AND DESIGN

MAKING PUBLIC AWARENESS "NATIONAL"

Marketers in the national arena concede that few brand name products, aside from cigarettes and automobiles, are truly national in distribution. Publicists admit that planned events can rarely capture national attention in depth unless they have White House sponsorship or are related to the nation's safety. The concept of "national coverage" is closer to hope than to reality.

Dimensions of a NATIONAL public awareness program

R & F suggests that the "nationalness" of a national awareness campaign is relative. Nevertheless the program for Developmental Disabilities must take the entire nation for its ultimate target, accepting that some areas may be thinly covered and some not represented at all in any media tally. But the sense of a national effort makes for boldness, for a wide-focus vision, and a greater scope than is usually possible at the state level.

In addition to the spirit with which a national program may be carried out, several other advantages should be mentioned here:

- 1) The national approach makes it possible to introduce a greater number of personalities with nation-wide reputations to participate in DD programs or sponsor DD events.
- 2) It offers more opportunities to work directly with national media, with their wider audiences and greater impact.
- 3) A national thrust should provide ideas and materials that can later be utilized by local and state organizations throughout the nation.
- 4) The national effort can be enriched by program materials initiated at the local level, where the action is - and in turn establishing an example for localities

to follow.

That is to say, a national DD public awareness program cannot be a thing apart from local, state or regional efforts. A well-planned campaign must devise an organic relationship between them, in which the flow of information, innovation, concepts, messages and materials will be two-way, giving and receiving, lending and borrowing, sharing.

The Communications Resource

The national effort, in our opinion, must assume a two-fold assignment. It must initiate and continue a drive to command nation-wide interest in the needs of persons with developmental disabilities. It must serve as a communications resource for State Councils and their affiliated service-providing agencies. Both are national functions. Neither is now being filled.

As a resource for state (and local) information services, the national effort should become:

- * a model for projects and activities that can be duplicated at the local level.
- * an energizer and initiator for new needs and new directions.
- * a supplier of materials (articles, broadcasts, films, slide tapes, videotapes, printed materials) that can be adapted for local circulation.
- * an advisor to state public information officers in search of counsel and stimulus.

Relations with National Voluntary Organizations

Although the educational, publicity and fund-raising campaigns of such organizations as the National Association for Retarded Citizens (NARC) , the Epilepsy Foundation of America (EFA) , United Cerebral Palsy Associations (UCPA) , National Foundation/March of Dimes, and the National Society for Autistic Children (NSAC) , are scaled to the particular needs of these organizations, there is so much of mutuality of interest with the

Developmental Disabilities program that joint efforts on the national scene must be encouraged.

The legislative programs of UCPA and NARC already reflect their championing and dependence on DD activities. References to Developmental Disabilities (as an umbrella term) appear in newsletters and other publications produced by the organizations. State DD Councils have helped to expand mutual appreciation and understanding among the statewide and community services. We believe the next step should be planned efforts by the public information units of all the organizations - including the President's Committee on Mental Retardation (PCMR) - to coordinate certain of their activities for the greater good.

This will demand a patient exploration of those areas that could benefit from joint action, and a willingness to submerge individual interests. A first step toward coordination is described in Chapter 3, Program Recommendations.

What Do You Do? What Do We Do?

The action program for national public awareness must run side by side with the continuing information programs of the national voluntary associations and the state-wide and community programs of service and counseling groups. Some overlap must be expected; exclusivity has little importance compared to the need for continuing publicity on all fronts.

Yet the work will have to be shared, one way or another. Some guides to who does what may be useful. They should not only indicate where a national program is most needed, but also suggest where it should stay out. The suggestions listed here are intended as a start for more extended consideration.

- I) Media. The national program should be responsible for developing exposure

for Developmental Disabilities in the national magazines, including professional and business publications, and the TV and radio national networks. It should also cover the wire services (Associated Press, United Press International) , national syndicate services, and national newspapers such as the National Observer, Wall Street Journal, Christian Science Monitor, and the Sunday supplements.

Approaches to major market newspapers with national influence, such as the Washington Post, New York Times, Chicago Tribune, would be shared with the local DD organizations. No hard and fast operational rules are necessary. Some local organizations will continue to win national exposure dependant on their contacts, the merits of their material, and the expenditure of energy. The national campaign would also concern itself with local and regional magazines, and major local television stations, when special opportunities arise. Flexibility and healthy competition should be the watch-words.

- 2) Joint Efforts. Where cooperative actions with other organizations are programmed, the national DD operation would be responsible for helping to establish the character of the campaign and preparing materials intended for national distribution. Those aspects of the campaign demanding work with local media or other outlets must be channeled through state or community facilities where they exist. Few joint operations have any hope for success unless they are carried out on the local scene.
- 3) Community Activities. The national campaign must call attention to major needs such as programs for prevention, employment, housing, services, or problems of narrower scope such as education of law enforcement personnel. In the long

run, these must then be translated into local efforts. Not just "prevention," but how a prevention campaign is being launched by a community facility. Not just "employment," but a drive to open job opportunities in local plants and service organizations.

A national operation should be expected to encourage local action. It should develop materials that can be used locally. It should call attention to local programs that are getting results. But the national effort must not attempt to involve itself in the day-by-day activities that are so essential for grass-roots achievement.

How local operations are to be funded or directed cannot be a responsibility of the national program, of course. But local operations should be expected to influence the needs-assessments of any national plan. The relations between the two levels and the mechanism of a feed-back process deserve early attention in setting up an educational program for Developmental Disabilities.

WHAT SHOULD A NATIONAL PUBLIC AWARENESS PROGRAM ACCOMPLISH?

The many people that R & F has talked to have no hesitation about setting objectives for a DD public awareness campaign. They expect it to be a work-horse, carrying the burden of a variety of informational and end-directed tasks.

- * They hope it will open up jobs.
- * They want it to make doctors better informed.
- * They expect it to make legislators more aware.
- * They see it as making communities familiar with available local services.

- * They suggest it will encourage early diagnosis.
- * They hope that the handicapped will become "tax-payers instead of tax-burdens"
- * They anticipate a better allocation of available funds, and a better sharing of services.
- * They see new encouragement for service-providers.
- * They want to popularize Developmental Disabilities as a term.
- * They would like the campaign to increase responses to fund-raising.

But most frequently expressed, and most widely demanded, is to change the public's attitudes toward persons with developmental disabilities. "To learn to accept the handicapped as people."

This desire, this demand, is expressed in different ways:

"Let's remove the stereotypes of what the public thinks is a person with developmental disabilities."

"The program should promote awareness by raising consciousness."

"The person with the handicap has to be accepted as a person. The retarded are not vegetables or 'grotesques'. They're not special kinds of people."

"The program should aim to achieve equal protection *for* the unequal."

"It should result in a change of attitude - the person who is disabled should feel less uncomfortable, less stared at, less isolated physically. People should learn how to help him."

"Help open the eyes of the public to see these people as people very much like themselves."

The potential benefits of a public awareness effort are seen as:

- I) Recognition that persons with developmental disabilities are individuals - to be seen and accepted as people first, rather than feared as different or pitied as disabled.

- 2) Recognition of the rights of people with developmental disabilities to services, help, jobs, and the opportunity to lead a normal life.

A member of the DDT AS National Public Awareness Task Force offered a capsule summary in these terms: "We've got to tell the public they have to recognize there are lots of people with developmental disabilities. They are here in your community. They can be helped. This is how to get help for them. They are entitled to the help - to their rights and the elimination of all kinds of barriers."

Program Needs

The national public awareness plan and program, then, must cope with two needs. One is informational. The other is to change attitudes. The first can be attained through reasonable expenditures of skill, time, and money. The second is one of the major problems in the field of communications for persuasion.

Another member of the National Task Force acknowledged the magnitude of the undertaking when observing, "I don't think we can revolutionize attitudes. If we can talk about our program so people become more understanding of our work - to correct misconceptions so people won't act on such misconceptions - we'll be doing well. Help them to be better informed."

Specialists in public information and public relations are ready to admit that influencing attitudes is enormously difficult. It is hard to persuade people to change their convictions, and people with developmental disabilities are notoriously the victims of convictions arising from prejudice, ignorance and fear, not to mention impatience as well as inertia.

Putting the Truth on Record

A noted public relations counselor calls attention to research that suggests that efforts to

persuade the mass only reinforce the opinions of those already persuaded. Most opinions come out of a multiplicity of influences, and no one image-making program can be so powerful as to overcome most contrary opinions. He concludes that "the best one can do (practically as well as idealistically) may be to get the truth as one sees it on public record and let images be hanged!"

Getting the truth on public record is the burden of this national public awareness program, even though we accept that a better-informed public is not necessarily a more sympathetic public. To know may not be to accept.

Yet the fact is that attitudes do change. Sometimes through directed effort. Sometimes through shifts in social acceptance and concepts of what is right or good or necessary. Leopold Lippman notes that profound directional changes in attitude toward women, blacks and other ethnic minorities, and homosexuals, for example, have been taking place during the past decade. These are changes that could not have been anticipated as "inevitable".

What the Campaign Must Do

There is unquestionably a favorable shift in attitudes toward the handicapped. We believe that an educational campaign can do much to accelerate that shift by increasing awareness where awareness is needed.

The stress must be on information in its broadest sense - moving audiences to feel as well as understand. It will demand facts and news, pictures and sounds, communications through the media and face-to-face. . .a marshaling of resources to make Developmental Disabilities as important a matter of public concern as the attempt to combat cancer or the demand for environmental protection.

Again we return to the major problem: can DD Councils (collectively) hope to change long-standing attitudes, held by a large part of our society, by means of an educational and public information campaign?

The suggestions we are making are not based on illusions or naivete. We know that fears or dislike are not dispelled by one television program, and the refusal to accept the actuality of people with handicaps is not conquered by a speech or a magazine piece.

The public awareness program is only one influence among many that press on opinions and convictions. If it is well devised and well sustained, it will be noticed and it will be heard.

Repetition of the basic theme is one of the keys to the success of the campaign. Knock on enough doors and you can garner sales, or votes, or even a willingness to listen. This program requires that millions of doors be knocked on - one way or another - to help get the truth on public record. Every knock, in a sense, is a boost.

TAKING AIM AT THE SIGNIFICANT AUDIENCES

Part of the information-collecting for this report consisted of telephone interviews with 18 directors and assistant directors of service-providing organizations in Connecticut and New Jersey. Although R & F does not regard so limited a sample as a dependable guide to the opinions of most service directors nation-wide, we found it interesting to compare their statements with those of the DDT AS National Public Awareness Task Force as expressed in discussion.

Task Force members emphasize that the most important audience to which a national public

awareness program should be directed is people with developmental disabilities and their families.

Of the 18 service directors interviewed, 9 named "the general public" as the key audience, followed by 7 nominations for "parents". Several named both; some mentioned neither.

Other publics mentioned by the directors were:

- | | | |
|---|---|---|
| * | Educators | 4 |
| * | Doctors | 4 |
| * | Legislators | 3 |
| * | Employers | 2 |
| * | Community Leaders,
Opinion Makers | 2 |
| * | "The Handicapped" | |
| * | Children
(Described in these words: "They should learn at an early age to accept
people as just people.") | |

The comments made by the service-providers are particularly revealing of their prejudices and judgements.

- * "Most people come to us by word of mouth. This should not be. If there were general awareness, people would be more willing to come to us on their own."
- * "Legislators — the only people who can provide for facilities and on-going costs."
- * "Employers. We have sold pity for so long that the employer is more often afraid to hire handicapped people."
- * "The handicapped themselves. They must learn they have their rights, too."
- * "The man in the street. We've got to reach him and change his attitude."
- * "We need greater responses from doctors. The doctors do refer patients to us. However, more often than not, it's too late. We want the children as young as possible."

Preferred Audiences

A free-ranging review of potential publics for the national awareness program came up with 16 "preferred audiences" to which specialized messages might be directed in addition to less differentiated messages to the general public. The named audiences were:

- * Persons with developmental disabilities and their families
- * Doctors and other providers of health services
- * Expectant and new parents
- * Teachers
- * Legislators — national and state
- * Members of state DD Councils and agencies
- * Government officials
- * Executives and memberships of voluntary agencies
- * Labor leaders
- * Civic groups, women's clubs, service organizations
- * Clergy, social workers, and other counseling agents
- * Young people making career choices (college and post-college)
- * Lawyers
- * Students on all levels
- * Designers, architects, real estate specialists
- * Employers

This list is obviously incomplete. It might have included police and other law enforcement officers, dentists, specialists in transportation, journalists, broadcasters, magazine writers, dietitians, and a number of other segments of the total population who participate or might participate in activities on behalf of those with developmental disabilities. It can be seen that several of the named publics are groups of audiences which might be further

divided into narrower components.

The justification for segmentation is that each public is best reached through its preferred media, with messages especially sharpened to hit the target. The cost of mounting 16-- or 20-- or 25 separate drives would drive most budgets through the expense barrier. Choices must be made, and limits imposed.

Every specialized audience is at the same time a member of "the great crowd out there — people in general." The physician who reads Newsweek as well as the New England Journal of Medicine, the architect who watches the Today Show before dipping into Architecture Plus, the parent who reads his local newspaper from front to back and only glances at the Epilepsy Foundation's excellent publication, are not necessarily reached best only by media directed particularly at the group he belongs to.

Major Audiences for DP

We urge that the national awareness campaign be aimed at the fewest possible audiences to get maximum impact.

- 1) The general public. This is a quantitative term. It means as many people as you can reach, on all levels of interest, education, age, income, sex, race or geography. It does not permit beaming special messages to segments of the total audience, but it does encourage developing story material that would appeal to large groups such as women, the business community, family interests (health, budgets, children, adult care) , or those with a commitment to the welfare of the community
- 2) Doctors and other health-related publics. One of the subjects that has surfaced in almost all interviews has been the lack of knowledge about Developmental

Disabilities concepts on the part of physicians. We believe that special efforts are demanded here — from speaking engagements and participation in forums to articles in the health and medical press. Doctors do pay attention to the mass media, but doctors must also continue their professional education. Our objective is to put Developmental Disabilities into that educational process.

- 3) Employers. The trainability and work skills of the handicapped are a dark secret to a large majority of the business community. Although we believe that a sympathetic understanding of Developmental Disabilities can be most economically conveyed to businessmen as part of the general public, the problem of jobs should be attacked by going after employers as a separate audience. This would require a narrower message base, different spokesmen, and a specialized media list. (Much of the employer campaign must be conducted on the local level. The national awareness effort should be accountable for general timetables, approaches to national media, and the development of materials to be used in the communities by local forces.)
- 4) The press. The press (including broadcast media) wants news and will transmit it when it has news value. As a transmission belt, the news media usually will not form judgments about the social value or needs of Developmental Disabilities. But the press itself must be seen as a target public — a group of men and women whose understanding of Developmental Disabilities will influence their attitudes toward the problem. We believe that understanding should be enlarged. We think that major efforts should be made to show and tell, to illustrate and inform, the writers, editors, programmers, announcers, reporters, moderators, analysts and discussion leaders of the national information outlets. A knowledgeable press

is the goal. This will demand programs specifically aimed toward that goal.

- 5) The Developmental Disabilities community. We group here members and staffs of State Planning and Advisory Councils on Developmental Disabilities and state agencies, government officials who direct or influence DD programs, the voluntary agencies, and directors of community service organizations. They must be given a sense of participation in the national program — for the program must mesh in with their needs. They must also be kept informed about the progress of the campaign to stimulate pride and maintain morale.

These five audiences need not exclude the other publics mentioned earlier in this chapter. Naturally the messages to those publics will help to shape the kind of information that will make up the content of the articles, programs, publications and other materials transmitting the Developmental Disabilities story.

Many of the publics, in our view, properly belong to state and community awareness programs. This would include efforts to inform state and municipal legislators, law enforcement officials, teachers, new and expectant parents, and counseling agents. Materials for the national campaign can be used directly or adapted for special needs.

And finally, we must see the Developmental Disabilities national awareness program as a continuous, cumulative effort. A program can only outline the shape of the immediate campaign, and sketch in future efforts. New audiences will emerge with new needs.

WHAT'S THE MESSAGE?

Almost everyone with an interest in Developmental Disabilities has had the uncomfortable

experience of trying to tell what it is all about "in a few words".

Those few words soon become a tangle of explanation.

It is not difficult to describe what Developmental Disabilities are, in lay terms. Nor is it difficult to summarize what the Developmental Disabilities Act of 1970 means, or how it works, or the new directions it has initiated.

A national public awareness effort must be powered by an ultimate goal, by a series of specific objectives, and by a working plan that assembles action projects best suited to meet those objectives. Does it also require a basic message that recapitulates the meaning of the DD drive?

Advertising people look for a "unique selling proposition" that sets a product or service off from any other, and induces the public to want that product or service. We do not believe there is a unique selling proposition for Developmental Disabilities. At least, in the form of a slogan that puts the essence of the program into one neat, memorable package.

Goal, Prescriptions, and the Message

"We want people with developmental disabilities to be accepted as people, and we want them to receive all the rights they are entitled to." It is hardly necessary to point out that this statement is not a message. It is a goal, and a great one.

A member of the National Advisory Council stressed that Developmental Disabilities is essentially different from other approaches to the handicapped in at least three important ways:

- 1) It is a non-categorical approach to persons with special needs.
- 2) It recognizes that people with different handicaps often require similar services.

- 3) It is an opportunity for citizen participation in the decision process. It encourages citizens to come together to pool their knowledge and resources.

There are useful prescriptions for subject matter for an educational/informational program. But they, too, are not the message. The message must not only describe, but should also indicate what the public is being asked to do about Developmental Disabilities.

If we think of the program as an advocate for people with developmental disabilities, using objective reporting as its method of telling the story, then its meaning - and its message - will emerge in the doing.

The program itself (with a bow to McLuhan) is the message. As it attempts to put a clear light on the estimated nine million Americans who are developmentally disabled, it hopefully makes it possible for them to become productive members of society and to enter the mainstream of American life. That can only happen with help of the fellow-citizens. The program recommendations in the next chapter are means of turning on and focusing that clear light.

A Look at Terminology

As Councils think about what the message is, they must also be very cognizant of their terminology. It has been suggested from many sources that "Developmental Disabilities" as the official title for the total organized effort must be accepted as a "given". It is written into the legislation, assigned as a name for federal and state agency departments, and appears more and more frequently in the literature covering the handicapped. Yet Developmental Disabilities - particularly with capital letters - has won little popular acceptance.

From the point of view of public information and communications, the term is an unfortunate one. Developmental is a specialist's word. Disabilities carries with it negative connotations that work against many of the concepts that guide the movement. A newspaper writer interested in the education of children with handicaps was asked how familiar he was with Developmental Disabilities. "I've heard it used," he answered, "but I don't think many people know what it is. I'm not sure myself."

We realize that "Developmental Disabilities" sums up in two words what must be explained slowly and carefully in hundreds if not thousands of words. We understand that such terms as "handicapped" or "retarded" are not as expressive of the full content of the problem. But we raise the point here because a plan of action to educate a large part of the public through a national awareness program demands exposure to core concepts perhaps more than to new terminology.

Language As Liability

Communications activities often suffer when specialized terminology is introduced because it is part of the sponsor's daily vocabulary. It is frequently difficult to realize that one's own language, used with care to convey professional concepts, may be a barrier to comprehension rather than an aid.

A contributor to Synergism for the Seventies was clear in his own mind - and possibly most of his readers' - what he meant when wrote, "The notion of Chicano communities is a multi-variant concept denoting an ethnic collectivity sharing common elements of the heterogenous culture in a dynamically structured society." Even the specialist communicating to specialist should be more aware of word-fatigue.

A state-produced folder intended for a wide audience places a ball-and-chain on awareness

when it announces: "Through prevention/intervention. . .to intervene in physical handicaps, in delayed motor development, in impaired sensory integration, in maladaptive behavior."

A jargon-like terminology of service-providers and advocacy groups puts road blocks into the path of meaning when "consumer" is used to mean persons with developmental disabilities who are using services. A public relations text nudges us when it says, "Typical of the language problem is what to call the person the agency is trying to help — 'client'¹, 'patient', 'customer', what? The very term 'client' or 'patient' connotes a difference in hierarchy." (Cutlip and Center, Effective Public Relations, 1971)

Identification

In our opinion, the program should not place major emphasis on the task of popularizing Developmental Disabilities as a label or description. The use of these words cannot be avoided, but they should appear as the accompaniment rather than as the melody. Suggestions for terminology as well as other areas are discussed in the next chapter of this report which features National Program Recommendations.

Chapter 3

NATIONAL PROGRAM RECOMMENDATIONS

GEARING UP FOR THE JOB

The need for public awareness is pressing, and the number of potential projects is large. Those who carry out a program will be tempted to push immediately into almost every avenue that seems promising. (More specifics on implementation will be covered in Chapter 4.) Since a national plan would be breaking new ground for Developmental Disabilities, a cautious sorting out of priorities would be the wiser course. R & F recommends an initial study that would help prepare for action. The study should take a preliminary look at three areas that concern the communicator:

- 1) A survey of the media. This section of the study should attempt to find out how much space and time a cross-section of newspapers, magazines, and broadcasters are currently devoting to the Developmental Disabilities (considered separately or collectively), persons with handicaps, planning activities, and services. It should also ask the press what kinds of information they would use if they had it—what they think their public would like to know more about. The study need not be exhaustive in scope. By examining one typical state in each region, or a representative group of publications and stations across the nation, adequate projections could be made for the total picture.
- 2) What is being produced? This would entail a survey of public awareness activities underway by such organizations as PCMR, NARC, NSAC, UCPA, EFA, National Foundation/March of Dimes, and the state organizations. An attempt should be made to extend the DDT AS inventory of films, public service announcements for TV and radio, brochures and booklets, newsletters, slide-tapes and other audio-visual products, press kits, and exhibits.

- 3) What's needed? How state councils and community service organizations perceive their public awareness needs in specific terms, and the reasons behind these requirements, would appear to be essential information if a national awareness program is to be a supplier and counselor on the national scene. This information would be obtained through a questionnaire and with the help of DDTAS's Public Awareness Idea-Sharing meetings.

It is difficult to estimate the time and dollar costs of this three-part study, but the findings would serve to chart communications needs on many levels, and would help to eliminate the unnecessary duplication of materials for field use.

The study is an essential step in setting up an information bank that will provide program guidance. It will also make it possible to organize a production time-table so that first needs will be served first.

Advisory Council

It is our recommendation (and that of the National Task Force) that an advisory group should be established to work with those carrying out a national DD public awareness program.

The advisory committee should not be expected to supervise activities, but it would ensure that state needs are listened to and evaluated; it would help to keep the program on course with recommended policy; and the impact of the program within the regions would be reported and assessed. The DDTAS National Public Awareness Task Force is a good example to follow, for its membership was nationally representative of DD and its work was both helpful and supportive in conceptualizing the material for this report.

Telling It In Pictures

Many of the people R S F has interviewed for compiling these recommendations and guide-

lines have referred to the need for the public to know that persons with developmental disabilities are "people like themselves". There have been frequent references to the fears that are felt about the handicapped because they are "not understood", are "different from the people we usually associate with". The point has also been made that as more children with developmental disabilities are admitted into classrooms for normal children, there will be more need for children — and parents — to be prepared for the new relationships.

We recommend that much emphasis should be placed on using pictures to tell the story. To show what the handicapped look like, how they live, how they are trained and educated, from early intervention for infants all the way through to schools for adults. How they get and hold jobs, how they are transported, how architectural planning is changing the environment of those with disabilities. We would take the reader-watcher-listener into day camps and group homes, into sheltered workshops and community centers, into diagnostic clinics, social clubs, UAF's and every other place where the handicapped are learning to cope with themselves, their schooling, and the world they live in.

We urge the pictorial approach wherever possible — through photographs, films, slides, illustrations of all kinds — as one of the ways in which the public can be helped to get closer to the actuality of persons with developmental disabilities. We must aim for familiarity if we are to achieve acceptance. The mystery must be taken out of the handicaps.

"Newspapers and magazines never have enough really good pictures," it has been said.

We propose that the public awareness program plan remedy that defect, at least in respect to the Developmental Disabilities in its many aspects. And we further propose that the picture accent be on abilities, rather than disabilities.

Terminology: The Problem of "Spelling Out"

As previously suggested in Chapter 2, the program need not make the popularization of the term "Developmental Disabilities" a major objective. Nevertheless, it would be advantageous to give the words greater exposure and to increase editorial familiarity with the term. Definitions should be terse and casual except where space is ample, or explanation in detail is necessary in printed materials. We believe that such terms as "handicapped", "retarded" and "retardation", "disability" and "disadvantaged" cannot be avoided since they are widely accepted and understood. They demand no pause for spelling out. They are coin of the realm.

- 1) We recommend that every product of a DD awareness program mention the term "Developmental Disabilities" somewhere in text, caption, or illustration. (Refer to Appendix E for some suggested graphics.)
- 2) We hope that the voluntary organizations can be persuaded to make reference to Developmental Disabilities in their own materials by connecting their special areas of activity to DD. This reference could be expressed in such terms as:

"Epilepsy., .a developmental disability"

"Cerebral Palsy (one of the developmental disabilities)"

Similar references would be applied, of course, to all handicaps.
- 3) State DD councils should make efforts to induce service organizations to include "Developmental Disabilities" in their locally-produced information materials. It is often absent.

The previous discussion of audiences in Chapter 2 recommended five major target groups for the national public awareness program: the general public, doctors and health professionals, employers, the press and other communicators, and those participating in Develop-

mental Disabilities activities. Projects addressed to the first four groups are presented in the following pages under Programming for the External Audiences. Projects for the last group of DD planners, chairpeople, administrators, service staffs, state agencies and Councils are described under Programming for the Internal Audience.

PROGRAMMING FOR THE EXTERNAL AUDIENCES

The General Public

While social scientists might insist that there is no such thing as "the general public", communicators and public information specialists don't hesitate to use "the mass media" to tell their stories to as many people as can be reached. For the needs of Developmental Disabilities, R & F is considering "the general public" as a special group in itself, best reached through the mass media.

Getting the mass media to talk about Developmental Disabilities in its many manifestations — and to drive at developing more accepting public attitudes toward people with developmental disabilities — requires:

- 1) Interesting and efficient tools in the form of printed materials, films, and other audio-visual materials,
- 2) A program for creating interfaces between such materials and editors, broadcasters, and other communicators,
- 3) Facilities for writing or visualizing special messages when they are demanded by the people with the presses and the microphones.

The national public awareness program must not confine its communications efforts to the mass media only. There are many other mechanisms and availabilities for influencing the

opinion of the general public. This section offers a group of projects that we see as deserving high priority in a national program. Although they vary greatly in form, they should be seen as different ways of doing the same thing. They are message-delivery services. We believe they are the right first steps for a Developmental Disabilities program on a national scale.

I) Establishing A New Focus

There are hundreds of locations where news about Developmental Disabilities is being created every day. Every service-providing agency can tell about arresting happenings and interesting personalities. The same is true of counseling agencies, research centers, legislative activities, and architects' offices, among many others. Much of this news, however, is local or regional in interest. Much of it may be regarded as routine by reporters and editors, and suffers from that limitation.

For Developmental Disabilities to become a subject of national significance, and to open editorial eyes to its importance, a major news event is necessary. We urge that consideration be given to the possibility of developing an International Conference on Integrating the Developmentally Disabled into Community Life, or initiating national momentum for a White House Conference on Developmental Disabilities.

Large scale projects achieve editorial interest because of their size, scope, the importance of the speakers, and the prominence of the sponsors. (Several years have passed since the White House Conference on Nutrition took place under the chairmanship of Dr. Jean Mayer, yet references to this event are still being made in the press.)

The conference would call for participation by authorities and specialists on education, medicine, medical research, social work, community planning, architecture, demography, human relations, publishing and communications, economics, government, politics, law rehabilitation and industry. It would not only review progress and picture present conditions, but would emphasize future opportunities and prospects. The impact of inflation and economic slowdowns on U.S. and international facilities would be a major area of attention.

An event of this magnitude is more than a news focus in itself. It stimulates additional coverage beyond reportage by newspapers, TV, and radio. It results in speaking platforms for participants. It creates interest on college campuses, in civic organizations, among consumer groups, and in political circles. It gives greater importance to every subsequent reference to the subject in the media.

Planning for a major news happening takes great resources and a long time span. We hope that the obstacles will not discourage an attempt to bring one into being.

2) Media Information Background Kits

The information kit intended for the media should be an invitation to press-coverage, and a reference publication, too. It supplies the general definitions, description, figures, basic facts, covering what Developmental Disabilities is all about and what it aims to accomplish. It supplements information offered in person or in writing and news releases for special events and new developments.

Contents of a DD general information kit should include:

- a) HEW fact sheet describing the DD Services Act and the areas it covers.

- b) Fact sheet combining descriptions of mental retardation, cerebral palsy, epilepsy, autism, and possibly other disabilities.
- c) Run-down of services available for persons with developmental disabilities.
- d) A Media Guide that would show how the DD concept operates, using photographs of national, state and community planning groups, services, service-providers, people with handicaps, and job activities. This "picture book" with short captions, should be equivalent to an extended visit through the entire system with an enthusiastic guide.
- e) Copy for a feature article stressing how Developmental Disabilities differs from previous efforts in its encouragement of planning and unified services, and its stress on consumer participation.

Forward planning for the DD national public awareness program should include separate information kits on prevention, early identification, facilities, housing needs, and job opportunities.

3) A Motion Picture - or Motion Pictures?

In the age of television and an appetite for film, a motion picture on Developmental Disabilities is obviously a necessity. It could be shown on entertainment programs and before many differing kinds of audiences - from schools to trade associations. Should it be one film covering the entire DD movement, or a series of films each covering one aspect? Short films or long? How long?

We believe that no film or films should be made until a careful appraisal of audience need, content requirements, and films already produced and available, has been made by the Advisory Council and the program staff. Since motion

pictures are expensive projects and not conveniently replaced when budgets are limited, the advice of professional producers should be taken into consideration before decisions are reached. This is not to argue for an indefinite delay, but a review of what's on the market will show how few hit the mark and how many are pedestrian or worse.

4) Bringing in the News

A public awareness program that takes the nation for its audience will still have to derive most of its news from local sources. Setting up information sources is an essential project for program success. This will be best accomplished through the help of cooperating correspondents from the staffs of the state DD Councils and close relations with DDD and other appropriate organizations and personnel. As the national campaign makes headway, news input directly from community facilities should be expected. The national awareness program staff will get ideas and materials from these sources only if it spells out what kind of news items would fit its needs.

These suggestions would provide the raw material for the news releases and feature stories the media might find acceptable. Feature story material takes in a wide range of possibilities:

- a) How the family next door sees a community group home.
- b) What university research on Developmental Disabilities is discovering
- c) A facility for training infants with handicaps (a picture story)
- d) A state Planning and Advisory Council on Developmental Disabilities at work
- e) How married people with developmental disabilities are coping (pictures)

- f) What we're learning from Willowbrook (or other large institutions for handicapped citizens)
- g) Can we prevent Developmental Disabilities?
- h) The new minority in the classrooms (children with handicaps)
- i) An architect with a chip on his shoulder (he wants to change the environment for people with handicaps)
- j) You don't have to be a lawyer to be an advocate - but here's where it helped.

Television and radio programmers could also find rewarding program material out of subjects like these. Given the actual and factual, the national public information staff would be responsible for interesting the media in the topics. It would also assemble photographs and background data, and locate consumers, parents, doctors, service-providers, community leaders, and government administrators and legislators for interviews and comment.

The use of a national clipping service could be invaluable in uncovering local disputes, personalities, new facilities, and community support for Developmental Disabilities.

5) A Spokesperson for Developmental Disabilities

Television and radio program directors, magazine editors, and the editors of newspaper "family life" pages are frequently willing to give a hearing to the views and ideas of a knowledgeable representative from a news-making institution. Interviews can be the occasion of criticism and debate as well as exchange of information, making for "good copy" - particularly when the representative is personally engaging. We believe the DD program could benefit from such a

service, which would permit exposure of significant new developments while stressing national needs in Developmental Disabilities. We also recommend utilizing a Spanish-speaking spokesperson to represent DD before Latin-American groups and to the TV stations and newspapers directed to Spanish-speaking audiences.

6) Great Photographs: A Traveling Exhibit

Unquestionably a good part of national public awareness of persons with developmental disabilities hinges on how they are seen. Photography need not portray only "Christmas in Purgatory." Great photographs can also be devoted to a demonstration of hope, devoted care, emerging abilities, advocacy, new environments, drivers with handicaps, successful housing, employment of the disabled, and many other subjects centering on the Developmental Disabilities efforts. The subjects can be viewed as enormously moving and an exciting challenge.

An exhibit of such photographs in a leading museum or an important exhibition hall should be planned as part of the campaign. The exhibit would include photographs from many sources - from news photographers, the files of the voluntary agencies and PCMR, governmental agencies, pictures that might be made through commissions for the national public awareness campaign, and loans from acknowledged masters of the art of photography. Plans for publicizing this show would involve sampling the national magazines and newspapers for advance stories, creation of a sponsoring committee of well-known public figures, newspaper and television interviews of photographers and the photographed, and a motion picture film to bring the show into sharper focus.

After its initial showing in a major city, the exhibit might be sent on a tour of

other cities and even other countries, with the sponsorship of the U.S. Department of State or HEW. Help in organizing the show would be sought from the voluntary agencies and through foundation grants.

7) Making Allies

Many national organizations should be seen as potential allies in educating the public about the existence and direction of the Developmental Disabilities movement. This would demand a strong effort to acquaint these organizations with the aims, the needs, and what is being accomplished on the national front. These are hundreds of associations and labor organizations whose resources and good will might be enlisted in the drive.

These would include those devoted mainly to women's interests, such as the League of Women Voters, National Council of Catholic Women, Junior Women's Clubs, Zonta, and the many other social service, business, fraternal, and political associations on the national scene. Also Parent-Teachers, B'nai B'rith, Masons, Lions, Rotary, Child Study Association, Knights of Columbus - an almost endless list of organizations to be tapped.

There are four major types of participation that might be requested:

- a) Messages in the organizations' newspapers, magazines and newsletters.
- b) Materials to be distributed to their affiliates for local distribution.
- c) Inclusion of DD guest speakers on their national programs.
- d) Use of DD films and other materials in recommended programs for affiliates.

To these could be added specific suggestions for membership action on behalf of

Developmental Disabilities. Implementation of the "Allies" part of the program would probably require the assignment of a full-time staff member until the possibilities were thoroughly analyzed.

8) Influencing - and Helping - Through Books

There would appear to be a sizeable need for "how-to" books angled to DD consumers and their families. Accepting that many people who need the help and information that a book could yield are not book buyers or readers, suitable books could be used by referral services, counselors, schools, and social services as authorities for their own work. Book subjects would include:

- a) Help for Parents. This might cover prevention, the nature of Developmental Disabilities, the kinds of services that could be utilized, the future of the child with handicaps, how to cover the cost of services, whom to turn to for help. If nationally published, this book could not refer parents to local facilities, of course, but would suggest how to find help.
- b) Careers for the Developmentally Disabled. What are the possibilities for the various disabilities? Where can education and training be found? Who has succeeded in rising above disabilities - and what kind of people cannot? What kinds of work offer the.. best possibilities for success?
- c) Living with a Handicapped Child. This should be a practical, unsentimental, yet supportive manual for parents and families of children with developmental disabilities. It should be as concerned about parents as about the children. Such problems as dental care, exercise, challenges, discipline, environment, food, counseling, and normalization should be

covered.

A book for children could be highly useful if written with understanding by a writer who knows how to appeal to children's reading needs, and illustrated with wit and charm. A recent children's book about energy, produced for the Dow Chemical Company, suggests how a difficult semi-technical subject can be explored through a child's eyes and made interesting. It sets a worthy pattern for a book on Developmental Disabilities.

9) Tie-in Projects

Many opportunities for widening public acquaintance with DD can be developed through the public relations activities of major corporations. Two examples will suggest what can be done. General Mills has announced that it is sponsoring an ongoing study of the concerns of the American family, based on interviews with a cross-section of the population. Results will be published at regular intervals. It would be revealing to introduce questions on developmental disabilities when the General Mills study turns to family health and community relations. The Virginia Slims studies of the changing attitudes of American women offer another possibility of examining attitudes about DD, if permission would be granted. Unquestionably there are many other opportunities in the corporate area to call attention to the impact of Developmental Disabilities on American life.

10) General Educational Materials

An area of significance for the national public awareness program is the preparation of materials for use in schools. No proposals have been made here; we feel that a competent consultant from the educational field should participate in suggesting projects.

Doctors

Programming for external audiences also includes doctors. Presently there are serious gaps in physicians' familiarity with Developmental Disabilities as an approach to comprehensive planning and services for the handicapped, it would appear from the interviews we have conducted. Since the counsel of doctors is so important in mobilizing family understanding of problems involving handicaps, the national program must participate in enlarging doctors' awareness of the need for early identification, the benefits of early intervention, and the kinds of service growing in availability through state DD activities. The awareness program cannot be an educator, but it can bring knowledgeable people closer to doctors and their need to know. The following projects are suggested as starting points for this effort:

I) Channeling News Through the Medical Press

Medical publications would be willing to carry news items and feature stories about new developments in the DD program if the information is brought to their editorial attention in usable form. This may be helped in some magazines by the availability of interesting photographs, quotations from medical directors or researchers, or the uniqueness or timeliness of an event linked with DD forces. Magazines of general interest such as Medical World News, Modern Medicine, Medical Tribune, or Physician's World should regularly receive materials about Developmental Disabilities, and their reporters should be invited to attend news briefings or openings of new facilities. Feature articles could be prepared with the help of DD medical consultants for the specialty publications in the fields of family practice, pediatrics, nutrition and public health. Acceptance of such material is the result of continuing contacts with editors and sponsoring associations. Such contacts are recommended.

2) Finding Speech Platforms

Considering the importance of national, state, and county medical meetings for knowledge-sharing, it should be an objective of the awareness program to seek representation in convention programs. To place a speaker on Developmental Disabilities on such a program requires:

- a) A speaker whose eminence or authority in the field makes him or her a desirable addition to the schedule;
- b) Freshness of subject matter, or timeliness in relation to new legislation or demands on the medical profession;
- c) A convincing presentation of the value of the material before the decision-makers of the convention program committee.

All three of these criteria are in themselves part of the awareness campaign. Developmental Disabilities as subject matter for speeches, seminars, or medical conferences need not arrive hat in hand, but its importance has to be spelled out with urgency and detailed explanation. The aid of the voluntary associations should not be overlooked in winning places on medical platforms.

3) Another Delivery System to Doctors

We urge that the drug companies be enlisted as part of the national effort to increase the medical profession's familiarity with Developmental Disabilities. The visits of detail men to doctors' offices might be utilized to bring printed information to enlighten the doctors themselves or to be left in waiting rooms. (The "picture book" suggested for the media information kits might serve for this purpose, or a tight summary of the need for and the delivery of services at various patient age levels). The cooperation of the fine magazines issued

by pharmaceutical manufacturers would be another method of developing awareness and interest. An approach to the Pharmaceutical Manufacturers Association would probably be the most fruitful way of finding out how help could be generated.

4) Catch 'Em Young

If doctors are to understand how the Developmental Disabilities approach can contribute to community and national well-being, it would be advantageous if its concepts were taught at the medical school level. How this can be accomplished efficiently should be one of the targets of the total public awareness drive. It will require the formation of a DD medical committee, a well-knit campaign to attract the attention and cooperation of medical school deans, and the development of appropriate teaching materials. A traveling exhibit emphasizing the nature of case-finding, diagnostic services, and the coordination of facilities under a state DD plan might be one of the early steps in bringing the Developmental Disabilities approach into the awareness of the medical school student. Reprints of materials from medical journals would also be a useful supplement to a teaching program for Developmental Disabilities.

Employers

A third external audience for which programming is recommended concerns employers. Although "employer" refers to any organization that hires staff—in the profit or non-profit areas—the largest number are the members of the national business community. Business men are not limited to the role of employers; many are community leaders, participants in national and community affairs, "influentials" in forming and transmitting opinion. In this respect, the business segment is potentially one of the most

important publics in DD public awareness planning.

An objective of the national awareness program is to develop among business managers a recognition of Developmental Disabilities as a matter of national concern, and to bring home to them how they can contribute to making handicapped individuals achieve independent or semi-independent lives. As employers and responsible citizens business people play a large part in helping to "prepare these handicapped persons for the community and at the same time prepare the community for the handicapped."

I) A Voice for the Business Community

Business managers do listen to business managers—particularly when ideas are advanced by acknowledged leaders. It should not be difficult for the national campaign to obtain the sympathetic assistance of several well-known personalities whose voices are listened to with respect and whose advocacy leads to action. David Mahoney of Norton Simon, Inc., Marina Von Neumann Whitman, Juanita Kreps, Charles Revson, or John Bunting of First Pennsylvania Corporation typify the opinion leaders who might be enlisted to speak up for the employment needs of people with developmental disabilities in newspaper interviews, magazine statements, broadcasts, speeches to industry, meetings, and at conferences and seminars on subjects of national importance. These voices should be expected to speak for the business community and to it as well. One of the responsibilities of the national awareness program would be to search out opportunities for interviews and speaking engagements. Another would be to develop information materials that could be utilized as subject matter by these leaders.

2) Telling the Story at National Conventions

Of approximately 10,000 conventions that are held annually in the United States, almost one-third are sponsored by business-related associations. The subject of job opportunities and job training for the handicapped can belong on the program of many of these conventions. It would be the responsibility of the national public awareness campaign to interest program committees in the importance of spotlighting Developmental Disabilities and the trainability of the handicapped. This is a communications and promotion job.

It would also be necessary to prepare program materials in the form of information background, provide for speakers, develop speeches, audio-visual materials, and fact pieces for audience distribution. The value of convention participation is not only the impact on the audiences, but the opportunities for reporting by trade publications, daily newspapers, and broadcast interviews. These, too, must be arranged by the awareness program staff.

3) Jobs on Film

There is need for a film on jobs for the handicapped that would be specifically addressed to employers. Such a film would answer questions like:

- * How different are people with developmental disabilities?
- * At what level can people with developmental disabilities compete with "normal workers"?
- * Are special facilities and special training skills required in order to be able to hire the handicapped?
- * Do people with developmental disabilities work well with normal workers?

- * Do normal workers resent having to work with workers who are developmentally disabled?
- * Is productivity of handicapped persons much lower than the average?
- * Do employers face higher labor costs if they hire handicapped workers?
- * What advantages do workers with developmental disabilities offer the worker?
- * Where are these employables to be found?

Other questions will present themselves as the script is worked on. But the emphasis, we believe, should be on the actualities of labor costs, labor relations and the work environment, and not on "do-goodism" or carrying a burden. The film should not paint the best possible picture, but should honestly portray the pros and cons of this hiring policy. It would be valuable to have direct comments by the handicapped, employers, and fellow-workers—and by families of the person who is developmentally disabled commenting on his or her employment.

The film could be used for convention showings and before audiences of men's and women's service clubs, employment specialists, students of industrial and labor relations, and vocational training groups. Other audiences would include state DD Councils and training classes for the developmentally disabled. Publicity about the film in business and educational publications would also contribute to the awareness assignment, and segments should make vivid program material for television.

4) In the Business Press

Many business and trade publications have broadened their coverage of social

issues and social responsibilities in recent years. Efforts should be made to interest these magazines in the realities of workers with developmental disabilities—their capabilities as a group and their place in society. Such articles would rely heavily on actual examples of the use of people with developmental disabilities in many types of work experiences. Direct quotations from employers, success stories, and free discussion of the difficulties would be valuable story material. Target publications would include general business magazines as Fortune, Business Week, Advertising Age, Forbes, Barron's, Harvard Business Review, Money, and Dun's Review, the business section of the news weeklies, the hundreds of periodicals covering every type of business and industry, the national wire services and the Wall Street Journal.

Since business news is carried by a fairly large number of radio and television stations, materials on employment of the handicapped would also be addressed to the national networks and to appropriate stations in the major employment centers.

The Press and Other Communicators

Editors, writers, news broadcasters, directors of interview programs, and media specialists of all kinds make up the final external audience for whom programming must be designed. Typically these persons will make two kinds of judgments about Developmental Disabilities during a nationwide public awareness campaign. One will be based on the news interest of the materials they are supplied (story approaches, press releases, idea presentations, photographs) , and on the professionalism of the program participants who bring these materials to their attention. The second will hinge on the appearance of Developmental Disabilities on the national scene--as

Washington legislation, as subject matter for statehouse action, magazine articles, books, as a pressing need for millions of handicapped Americans and for those Americans who still hold ideals of rights and brotherhood.

The first should be a favorable judgment if devoted effort and skill go into the national public awareness program. The second depends partly on the kind of results the program gets in its early stages, and on many outside factors. The following projects are aimed at influencing both judgments.

I) Informing the Informers

We recommend a national news briefing for writers and editors on "Where The News Is Developing In Developmental Disabilities. ..the New Approaches to People with Handicaps". Attendees would be invited from consumer publications, news syndicates, columnists, and television programs covering the areas of family health, education, urban affairs, community services, and medicine. The program would be designed to provide current knowledge and outlooks on problems and achievements of the DD program.

Speakers would include national specialists on medical, housing, educational, and job placement activities, members of the Division of Developmental Disabilities, the National Advisory Council, and the National Conference on DD. The program would feature audio-visual presentations of services and innovations. The meeting should be limited to one day, including lunch. It should be held in New York or Washington, and repeated in the Midwest and West if possible.

2) Annual Awards for Press Coverage

From the Pulitzer prizes to the letter to the editor for a superior article, recognition and reward are among the most important stimulants in the newsperson's life. We suggest the establishment of the DD Awards for the most noteworthy television script, newspaper feature, and magazine article of the year on the grounds of their contribution to awareness of Developmental Disabilities.

Two prizes would be granted in each category: one for high circulation media and one for those more limited in size. Judges would be selected from editors and newscasters, heads of schools of journalism, and a group of DD consumers.

It would be essential to get wide publicity for the announcement of the awards program and subsequently for the recipients of the awards. Efforts would be made to reprint winning articles for distribution to the media and to internal groups. Rebroadcast of the prize television material would also be sought. Publicity about the consumer judges would help to focus attention on the potentialities of persons with handicaps.

3) Maintained Contacts with National Media

Public information departments traditionally reach out to the media when a press conference is being called or an important press release is being distributed. It would be the policy of a national DD public awareness operation to establish continued relations with editors, writers, broadcasters, and press department heads even when hard news is not available. Through person to person contact, informal notes, and more formal press briefings the press would be familiarized on an ongoing basis with the needs and accomplishments of Developmental Disabilities programs. This effort would be concentrated in

Washington and New York.

4) National News Center Hot Line

Where is the writer of articles or broadcast scripts to turn when he needs "the last word" or the corroborative detail about Developmental Disabilities?

Who has updated figures for populations, programs, costs, and services?

Where can he get photographs of the handicapped on the job, experiments and new trends in training, counseling services, day care centers, adult homes for persons with developmental disabilities?

The voluntary organizations are the immediate reference points for most news people. But the voluntaries are generally confined to their specialties and provide a limited field of vision in the total landscape. We urge the establishment of a DD news center that is ready to answer most questions that may be raised, and knows where to go to get the rest. This service should also be prepared to furnish photographs of the many aspects of Developmental Disabilities. It would act as a central distribution point for the voluntary groups while circulating its own commissioned pictures.

The center could be reached through a "hot line" telephone number to be manned by members of the national public awareness information staff.

This number would be announced to the media, library facilities and major research centers by means of publicity in trade publications and also through distribution of a telephone reference card.

PROGRAMMING FOR THE INTERNAL AUDIENCE

Programming for the internal audience puts a solid foundation under the national campaign. This audience includes such persons as DD planners, chairpeople, state agencies, and Council members.

I) Bi-Monthly Reporting Service

Issues of DDTAS's publication The Link, the summary of the Public Awareness Idea Sharing meeting held in May, 1974, the Spring 1974 perspective paper on Public Awareness Considerations, and the September, 1974 survey of the public awareness activities in 24 states (refer to Appendix D) bring to light some of the projects that DD units are undertaking in the field of public awareness. While these reports indicate that public awareness is a lively enough subject, they rarely describe in effective detail how the problems are being attacked.

We feel that state and local information services will greatly benefit by learning about successful ventures in other areas. The national program should initiate a periodical reporting service that will permit a sharing of information projects through the entire DD system. Each issue would present case histories that would portray the nature of the assignment, the proposed solution, how it was handled, quantities, costs, manpower requirements, and results or evaluation (bad as well as good) . How the publicity function is organized in the reporting states would be useful information.

The reporting service would offer news about people in information offices, meetings and seminars for public education purposes, state and national devel-

opments, new books in this field, new DD-related films and TV programs, and news about the public information activities of the voluntary associations.

As a house organ, information source, news bureau, and how-to-do-it service, the publication should provide a two-way link between the national public awareness program and the flourishing efforts on state and community levels. By encouraging innovation, suggesting how to improve standards, and sharing experience, the reporting service could also help build a sense of mutual participation in a joint effort. This would appear to be greatly needed to offset the feeling of isolation and "inventing the wheel all over again" that crops up in local awareness projects.

2) The Basic Press Book

A DDT AS survey of 24 state Councils' awareness programs showed that only six had full time or part time staff working solely on public awareness. To provide assistance to state and community organizations where full time or professional help is not available, we recommend production of a Developmental Disabilities press book. This guide would describe the major publicity and communications problems encountered by DD organizations and would supply models to demonstrate practical solutions. The model materials would be samples of what has already been produced in the form of press clippings, fact sheets, leaflets, background statements, copy for broadcast announcements, letters to editors, invitations to news briefings, press releases, and the like. Where samples are not available, original proto-types would be furnished. The press book should not be conceived as "canned materials", but as a stimulus to problem-solving. It should be useful to staff information officers

as well as to those whose work is not confined exclusively to promoting public awareness.

3) The Audio-Visual Information Center

There is an enormous and generally unsatisfied demand for high quality audio-visual materials for DD audiences. A proliferation of films, filmstrips, transparencies, slide presentations, and film loops is being created by various commercial producers for national distribution, and special materials are being created to fill local requirements. Use of these products, however, is hampered by a lack of evaluations to determine how well they satisfy DD needs. There is little evidence of helpful criticism based on objective standards.

The national public awareness program would fill a gap and provide a useful service by developing an exchange center for audio-visual materials information. This facility would review what is available, rate their suitability, and describe where they can be obtained. Periodical reports would cover subject matter, quality, costs, and other factors as an aid to the public information agencies of state councils and community associations.

4) Coordination with Other Agencies

For the most part, PCMR, NARC, CEC, UCPA, EFA, NSAC, and other voluntary organizations seem to produce their public awareness work in walled-off, separate compartments. The implementation of a national public awareness program for Developmental Disabilities offers an opportunity to bring together the public information and public relations officers of all these organizations for the purpose of joint action. Such meetings could establish mutual goals, develop wider publicity for the DD concept, and share some responsibility

for program-worthy projects. Consideration might be given, for example, to having one of these organizations take over the production of all school materials for Developmental Disabilities, or the production of a brochure on employability. The voluntary agencies derive direct benefits from the DD operation; this coordination of activities, enlisting their creative staffs and the support of their administrations, should produce a synergistic effect that would benefit the DD effort and the associations, too.

5) National Conference on Public Awareness

The recommendations have already suggested that an advisory committee be established which would bring field needs closer to the national public awareness program staff, and would report and provide counsel about program progress in the field. There is also need for an annual meeting of national and state information officers, attended by representatives from the DD councils, voluntaries, and other pertinent groups to provide a close examination of national-state relationships, new emerging needs, seminars on communications programs (choice of media, messages, information vehicles, and planning functions) , and face-to-face exchanges of ideas and methods. Some of these functions are already being exercised through DDTAS-sponsored conferences. But the emergence of a national public awareness program will change the scale and nature of the needs, we believe. Conference speakers should include professionals from public relations, advertising, sales promotion, media relations, research, and management.

6) Materials for State Distribution

The printed and electronic materials distributed through the voluntary associa-

tions have apparently stimulated a demand for similar information products to tell the DD story. Although the national program must see the national media as its primary client, it will nevertheless have to serve as a source for some of the materials required by community organizations. No other central DD source is available.

Some of the projects intended for the national media, it will be apparent, can also serve locally. These include the press kits, the media manual, and some of the research findings. The basic Press Book and the Reporting Service, discussed in this section, should provide additional help to state and local groups for their information work. The most frequently mentioned need, however, is for television and radio spots.

In our opinion, a series of 30- and 60-second spots should be specific, not general. Rather than "Developmental Disabilities" as such, they should take deinstitutionalization (without ever using the word!), prevention, community housing, early identification, advocacy, schooling and the other action areas as their themes. These spots should be produced by creative professionals—top-rankers—so they can compete with commercial spots for viewers' attention. Production of the spots for radio and television should be related to the findings of the initial study of present availabilities, media preferences, and field needs. The costs of effective, well-made announcements suggest caution before commitments are made.

The six projects described above by no means exhaust the ways in which the administrators of the national public awareness program might address themselves to the needs of DD's various internal audiences. They do cover what we consider the most significant action

areas of information interchange, supervision, communications, and aid to the states.

Programming for internal audiences, it must be remembered, puts a solid foundation under the national campaign. The latter can hardly succeed without the enthusiastic understanding and support of the former.

EVALUATION

Ideally, any attempt to evaluate a national public awareness program by measuring its impact on the public or publics it is aiming at requires setting up a base line of opinion and attitudes at the start of the program, followed by reassessments at yearly intervals. This calls for a sample of considerable size. Costs would be high, and the merit of the evaluations might be called into question because of the complexity of the problem.

Public awareness programs are sometimes evaluated by the size of response, as indicated by the number of clippings and broadcast announcements, as well as their sources and distribution. Frequently these judgments are expressed in terms of the circulation of the publications and stations. Clipping-counting is far from an adequate measure of success or accountability. Clippings are relatively easy to produce, but they do not indicate whether they have been read or have had any impact on public opinion.

We feel that the need for building accountability into the national public awareness program leads to relatively simple methods that would not make heavy demands on the available resources. We suggest, therefore, that evaluations at the outset, made at yearly and sometimes semi-annual intervals, should be based on the impact of the program on the media (rather than the public itself), and on the acceptance of the program by service organizations on the front line of the Developmental Disabilities effort. These measures would be

accomplished through questionnaires to editors, columnists, and writers, and to heads of service-providing organizations. The questionnaires would be supplemented by telephone interviews with a representative sampling of both groups.

The evaluations would be compiled into reports, with comments, and circulated to the Division of Developmental Disabilities, the National Advisory Council, the National Conference on DD, Congressional committees sponsoring legislation affecting Developmental Disabilities, and the National Public Awareness Program Advisory Committee.

Chapter 4

IMPLEMENTATION, COSTS, AND CONCLUSION

IMPLEMENTATION

For the long haul, R F believes it would be most advantageous for Developmental Disabilities if the national awareness program were placed in the hands of an internal public information department. We assume that such a department would be set up as a section of the Division of Developmental Disabilities in DHEW, as a part of NCDD, or as an expanded and permanent unit of DDT AS in Chapel Hill.

Ideally, a permanent staff would permit:

- 1) Exclusive concentration of the entire department on the DD program.
- 2) No loss of time between administrative directives and fast action on new developments and new information.
- 3) Close relations with HEW divisions, state Councils, and other centers of planning.
- 4) Fast communications with the field.
- 5) Opportunities to develop fruitful relations with the media, voluntary organizations, and other governmental agencies in the health services area.
- 6) Familiarity with DD problems in depth.
- 7) Training of personnel with an eye to long-range DD requirements.

The advantages of a permanent department are predicated on the availability of enough time to put together a competent staff, sympathetic administrative supervision, and a willingness to grant the staff relative independence in respect to creativity and innovation.

How large a staff would be needed? That would depend on the dimensions of the program. A rough estimate would require a communications head and probably three assistants each with a minimum of three years of professional experience. Freelance specialists would be used as needed. Two full-time secretaries would be essential, plus a part-time research

assistant.

Short-term Alternatives

If a national public awareness program cannot be placed on a semi-permanent footing, or if funding is limited to a two- or three-year period, then responsibility for carrying out the program should be delegated to an already functioning governmental communications department (such as HEW's own facilities or the public information section of PCMR) or some other outside resource.

Turning to a communications facility now at work within the government eliminates the need for putting together a staff, setting up quarters, or developing departmental routines. It is obvious that additional personnel would be required, and supervisory links would have to be established. A serious objection, however, is the lack of concentration on DD program needs. We believe Developmental Disabilities public awareness projects might take a second place in the department's schedules, with a predictable loss in efficiency and achievement.

The services of an outside firm is another reasonable alternative. It should be ready to go to work with no loss of time. Its abilities to cope with the needs should have already been checked out, so the level of competence would be high. It is assumed that the terms of the arrangement would require adequate staffing for the Developmental Disabilities program so that enough time would be allocated to familiarize the personnel with the DD program background. An open door to the program supervisor in the Division or DDTAS, or wherever administrative responsibility would be located, would be another essential.

The major drawback to the outside resource is the cost. Fees must cover not only the time costs of direct personnel on the DD program, but also the indirect costs of administration,

and the firm's customary profit margin. Consultants are more expensive, on the whole, than internal departments. They should be expected to give good value for the money.

Another Way Out

It has been suggested that state Councils should be encouraged to make arrangements for a local communications facility, with coordination coming from a national center. Another suggestion calls for a communications specialist in each DHEW regional office. Both of these ideas have merit as a means of increasing educational activities in regions, states or communities. They do not solve problems of organizing and maintaining a public awareness program on an national scale. The national program, as we have already mentioned in this report is not the local problem written large. It is different in almost all respects except the use of identical methods of communication.

COSTS

The national program as presented in this report is deliberately "dense". It is aimed at wide-ranging audiences. It calls for long-term continuing operations and one-time projects of limited duration. It offers opportunities for flexibility in choice and scheduling, requires an extensive range of communication skills, and permits attacks on wide fronts or narrow salients.

To estimate the cost of this proposed national program first requires answers to three limiting questions:

- 1) Which projects should be assigned priority in scheduling?
- 2) What time scale will be applied to the program?
- 3) How is the program to be implemented? Who will carry it out?

Public awareness will not be established as a result of any one project. Its attainment will be gradual. As foot-holds are reached, they will have to be maintained by a relatively long-range program.

The amount of time required to gear up and carry out the initial projects will require setting priorities in the order of their importance as seen by the program supervisors. Manpower needs would be estimated in terms of the projects and the time frame.

Costs must be worked out in terms of:

- 1) manpower needs
- 2) operating expenses (travel, postage, telephones, Xerox and photostat copies, etc.)
- 3) production costs (printing, films, television spots, audio-visual materials, displays, etc.).

An "internal" department as previously outlined in this chapter would probably require an annual salary appropriation ranging between \$80,000 and \$100,000. Time fees for an outside counseling arrangement would probably range between \$100,000 and \$125,000, depending on the size of the required operations staff and the amount of counsel required from senior officers. Operating expenses can be roughly estimated at 5% of manpower costs. Production costs are entirely a function of the approved program, and would be allocated annually in line with planned projects.

Some guidance for program costs is provided by the 1962 "Proposed Program for National Action to Combat Mental Retardation", a report to the President of the United States prepared by the President's Panel on Mental Retardation. While the suggested program for Developmental Disabilities is different in terms of objectives and priorities, there are significant parallels between the two approaches. Costs of the 1962 proposal are summed

up (page 160) as follows:

"The total cost... would be approximately \$250,000, not including provisions for public relations services and consultation, which should be provided for in an overall operational budget. "

CONCLUSION

In conclusion, Ruder E Finn, the National Public Awareness Task Force, and DDTAS strongly believe in the need for a national focus on DD public awareness planning, coordination, production, and follow-through. Many of the dimensions for this global effort were raised and described in this document.

The reader may think of this report as a blueprint for definite Council action. Instead, however, we would prefer that it be thought of as a roadmap. The distinction between these expectations is significant. Whereas a blueprint acts as a very specific and mandatory communication and guidance tool (i.e., one must follow this procedure precisely by doing thus and so), a roadmap is not as explicit and mandatory. If one wishes to journey between two points, there is usually a number of alternative ways of getting there--not simply one particular and precise path. Similarly, the recommendations and guidelines in this report are suggestions of some of the better ways for planning, designing, and implementing a nationwide public awareness for Developmental Disabilities.

At this point in time, it is very difficult to conclude that this document represents the way for DD public awareness activities. Rather, a host of alternatives must carefully be contemplated by a wide spectrum of Council personnel.

Hence, it is hoped that the contents of this report will be widely read, discussed, and considered by Council members and other key decision makers. More importantly, all of us

hope that it will stimulate concrete interest in terms of charting appropriate and meaningful next steps for local, state, and national public awareness activities as they relate to Americans who are developmentally disabled.

Do not succumb to the belief that nothing can be done.
It is too ready an excuse to conclude that because well-meaning people have failed for generations to provide humane care and habilitating services for the disabled, that you cannot now rise above the forces that have put them down. Our knowledge is greater, our resources more abundant, and the social climate more conducive to helping the afflicted than it has been for decades...

-Earl Butterfield, Department of Psychology,
University of Kansas, in Synergism for the
Seventies, page 362

APPENDICES

APPENDIX A
NCDD RESOLUTION

The following resolution was passed unanimously at the National Conference on Developmental Disabilities meeting held March 20, 1974 in Washington, D.C.

WHEREAS, the primary overall purpose of the National Conference on Developmental Disabilities is to improve the quality of life of the developmentally disabled person, and

WHEREAS, the accomplishment of this goal requires the awareness and support of the general public, and

WHEREAS, it is also the purpose of the National Conference on Developmental Disabilities to strengthen the effectiveness of State and Territorial Councils, and

WHEREAS, the ultimate ability of the individual Council to recognize its full potential for effectiveness depends upon the success of nation-wide efforts to provide for the developmentally disabled,

BE IT RESOLVED that the National Conference on Developmental Disabilities with the assistance of DDTAS shall undertake initiation of a national effort to further public awareness of the Developmental Disabilities concept and needs of developmentally disabled persons.

APPENDIX B
PERSONS CONSULTED FOR THIS REPORT
(IN ADDITION TO NATIONAL PUBLIC AWARENESS TASK FORCE)

Dr. Elizabeth Boggs	Vice-Chairperson, Developmental Disabilities Council of New Jersey
Dr. George J. Bouthilet, Jr.	Chief, Analysis and Evaluation Branch, Division of Developmental Disabilities, HEW
Dr. Charles Brill	Pediatric Neurologist, Mt. Sinai Hospital, New York
Dr. Louis Cooper	Director of Pediatric Service, Roosevelt Hospital, New York
Dr. Michael Dillon	Superintendent, Central Connecticut Regional Center, Meriden
John Donoghue	Executive Director, NJARC, Monmouth County Unit
Thomas M. Ennis	Executive Director, Epilepsy Foundation of America, Washington, D.C.
Dr. Fred Esposito	Director, Noroton School, Darien, Conn.
JohnW. Finster	Executive Director, United Way of Central New Jersey
Richard Flaste	Reporter on child care. <u>New York Times</u>
Father Joseph Gengras	Director, Alleluia House, Bloomfield, Conn.
James Gorman	Director of Communications, Epilepsy Foundation of America
P. Gurnat	Superintendent, Bridgeport Regional Center, Bridgeport, Conn.
Kurt Hansen	Constructive Workshop, Inc., New Britain, Conn.
Sue Howell	Media and Information Specialist, New Jersey Developmental Disabilities Council
Karen Kagey	Executive Director, Society to Advance the Retarded, Norwalk, Conn.

SaraW. Kelly	Director, Public Relations, United Cerebral Palsy
Amy Lettick	Director, Benhaven, New Haven, Conn.
Leopold Lippman	Former Director of Services for the Mentally and Physically Handicapped, New York City
Francis X. Lynch	Director, Division of Developmental Disabilities, HEW
Raymond Nathan	Director of Communications, President's Committee on Mental Retardation
Allen Pike	Assistant Superintendent, Mansfield Training School, Mansfield Depot, Conn.
Beverly Poppell	Investigative Reporter, Radio Station WRFM, New York
Shirley Redmond	Regional Developmental Disabilities Specialist, Region II, New York
Helen Ross	Associate Director, UCP Association of Connecticut
Christy Z. Tews	Newsletter Editor, Region VI! Information Center, Kansas City
Dean Unkefer	Director of Development, NARC, Arlington, Texas
Helen Wallat	Parents and Friends of Mentally Retarded Children of Bridgeport, Conn.
Charles A. Weening	Supervisor of Child Study, Office of the County Superintendent, Jersey City, M.J.
Bonnie Wilpon	Director, Project Community School, Walter E. Fernald State School, Belmont, Mass.

APPENDIX C
SELECTED BIBLIOGRAPHY

Major Publications Consulted for Program Development

Synergism for the Seventies, (Robert M. Cettings, Content Editor) , The Council for Exceptional Children, 1973.

L. Lippman, Attitudes Toward the Handicapped, C.C. Thomas, 1972.

Action Against Mental Disability, The Report of The President's Task Force on The Mentally Handicapped, 1970.

Surles, Glenn, Baker, Clifford, A DDTA Needs Assessment Report, Fall 1973.

Attitudes Toward the Retarded, A Summary of Studies to 1972, President's Committee on Mental Retardation.

Elizabeth M. Boggs, "Federal Legislation, 1966-1971". Mental Retardation, Vol. IV, 1972.

Programs for the Handicapped, issued by the HEW Office for the Handicapped, 1972-1975.

APPENDIX D
INFORMAL SURVEY OF DD COUNCIL PUBLIC
AWARENESS ACTIVITIES

As part of the data gathering process in the preparation of these recommendations and guidelines for a national public awareness effort, DDTAS thought it would be important to know what DD Councils were doing on the state level and their perceptions of how a national effort would tie-in. Therefore, the following informal survey was taken at the National Conference on Developmental Disabilities meeting on September 10, 1974 in Denver, Colorado.

On the following pages are a) a copy of the survey form and b) the tabulated results of the survey including comments.

NATIONAL PUBLIC AWARENESS QUESTIONNAIRE

Name _____ State or Territory _____

Position _____

1. What public awareness activities and/or materials are being developed by your DD Council? (Check [] the appropriate ones)

_____ Brochure _____	_____ Seminars/workshops _____
_____ Newsletter _____	_____ Press releases _____
_____ Radio/TV shows _____	_____ Press kits _____
_____ Radio/TV spot announcements _____	_____ Signs/posters/billboards _____
_____ Films _____	_____ Booths/displays _____
_____ Slide-tape programs _____	_____ Others _____
_____ Speakers bureau _____	_____

2. Who coordinates and executes these public awareness activities for your Council? (Check [] the appropriate ones)

_____ Existing staff along with their other duties
_____ Full time staff person, dedicated solely to public awareness
_____ Part time staff person dedicated solely to public awareness
_____ An outside state government or private agency
_____ Council members or a sub-committee of the Council

3. To what audiences are your state's activities specifically targeted? (Check [] the appropriate ones.)

_____ DD citizens and their families _____	_____ Private agencies _____
_____ Educators _____	_____ Whole state population _____
_____ Legal/law enforcement community _____	_____ Dentists _____
_____ Doctors _____	_____ Real Estate people _____
_____ Legislators _____	_____ Media/news editors _____
_____ Service providers _____	_____ Other audiences _____
_____ Other state agency personnel _____	_____

4. From the list of target audiences above and any other you may wish to add, which would be best addressed from a national approach? (Please put a star [*] beside these.)
5. Besides addressing certain target audiences, what other ways should a national DD public awareness effort supplement or support your Council's activities?

6. Other comments: _____

Survey Results

Twenty-four DD Councils responded to the survey, representing all ten HEW regions.

They were:

Massachusetts	Tennessee	Utah
New Jersey	South Carolina	North Dakota
Virginia	Minnesota	South Dakota
West Virginia	Wisconsin	Colorado
Pennsylvania	New Mexico	California
North Carolina	Kansas	Washington
Georgia	Missouri	Oregon
Alabama	Nebraska	Idaho

- 1) What public awareness activities and/or materials are being developed by your DD Council?

<u>S</u> eminar/workshops	<u>12</u>	<u>S</u> peakers bureau	4
<u>B</u> rochure	<u>11</u>	<u>R</u> adio/TV programs	2
<u>N</u> ewsletters	<u>11</u>	<u>B</u> ooths/displays	2
<u>P</u> ress releases	<u>11</u>	<u>P</u> ress kits	1
<u>S</u> lide-tape presentations	8	<u>P</u> arents Handbook	1
<u>F</u> ilms	6	<u>C</u> hurch Bulletin	1
<u>R</u> adio/TV public service announcements	6	<u>T</u> rade and Professional Journals	1

- 2) Who coordinates and executes these public awareness activities for your Council?

<u>E</u> xisting staff (in addition to other duties)	<u>14</u>
<u>C</u> ouncil members or Council sub-committee	9
<u>O</u> utside government or private agency	7
<u>F</u> ull time public awareness staff person	4
<u>P</u> art time public awareness staff person	2

- 3) To what audiences are your state's activities specifically targeted?

<u>D</u> D citizens and their families	<u>16</u>	<u>D</u> octors	<u>10</u>
<u>L</u> egislators	<u>14</u>	<u>E</u> ducators	9
<u>S</u> ervice providers	<u>14</u>	<u>M</u> edia/news editors	7
<u>P</u> rivate agencies	<u>13</u>	<u>L</u> egal/law enforcement community	6
<u>O</u> ther state agencies	<u>12</u>	<u>D</u> entists	3
<u>W</u> hole state population	<u>11</u>	<u>S</u> choolage	2
		<u>D</u> esigners/Architects	1

Which audiences would best be addressed from a national approach?

Whole state population	14	Dentists
DD citizens and their families	9	Legal/law enforcement
Legislators	9	community
Service providers	7	Other state agencies
Private agencies	6	Real estate people
Educators	5	Media/news editors
Doctors	5	Potential employers

Besides addressing certain target audiences, what other ways should a national DD public awareness effort supplement or support your Council's activities?

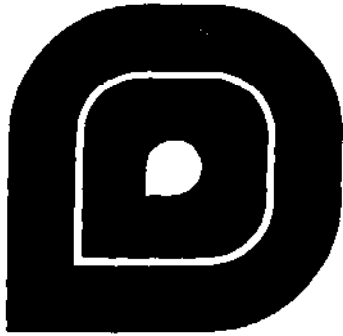
- * It should promote efforts to bring about a change in attitudes and expectations of the general public toward the DD population.
- * It should bring DDSA and its implications to the national attention.
- * It should assist in the formulation of state public awareness and education plans.
- * It should support certain functions and goals of state councils (e.g., develop materials to assist in the development of a community residence program) .
Such materials would be addressed to several audiences.
- * It should provide general information for the general public to reinforce state efforts. This information should be directed at both general and specific audiences.
- * It should provide guidelines and information on various approaches for state and regional councils to take.
- * It should develop a model statewide program.
- * It should develop methods of presentation and evaluation of effectiveness.
It should assist in the development of cost estimates.
- * Some target audiences should be: governors, the executive branch, the Council of State Governments, state planning agencies, and inter-governmental bodies.
- * The materials provided on a national basis (i.e., films, brochures, and etc.) could be purchased by each state to use on a smaller scale.

- * It should provide some packaged material that can be utilized by the various states, and at the same time demonstrate the interstate relativity regarding public awareness.
- * Develop educational techniques and materials.
- * General information packets/materials would be most helpful in the awareness of DD. General information materials are frequently needed by all states, but ususally cost too much to produce.
- * It should develop a script on DD for a regular television series. It should mobilize social and civic clubs and groups (e.g.. Rotary, Jaycees, and etc.) for their help. It should develop and sponsor nationwide television spots.
- * It should provide sample materials (i.e., slides, films, etc.) that could be easily adapted to the needs of the individual states.

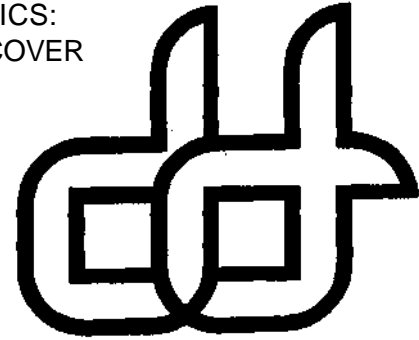
6) Other Comments:

- * A national logo adopted by all states for the developmentally disabled would be a great uniter for the cause. We should even have the legislatures and governors make the logo official.
- * Develop a national DD logo.
- * Organize a concentrated time segment of the year for an in-depth public awareness program on DD.
- * An explanation of what DD is in relation to other handicapping conditions should be given.
- * Somehow help the state DD Councils on their problems with other state/federal programs.

APPENDIX E
SOME SUGGESTED GRAPHICS:
LOGOTYPE AND PRESS KIT COVER



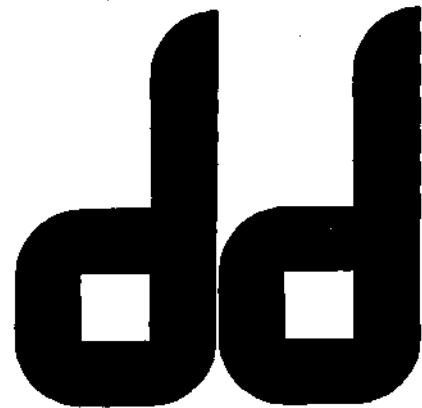
**Developmental
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Developmental Disabilities



**DEVELOPMENTAL
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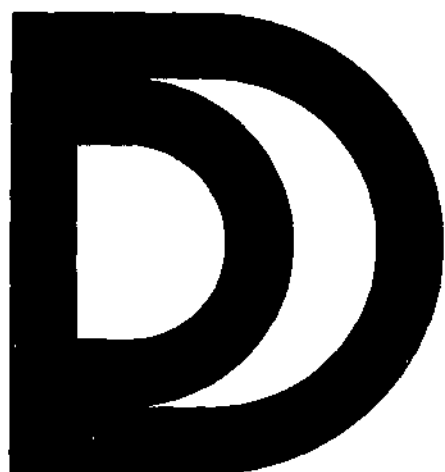
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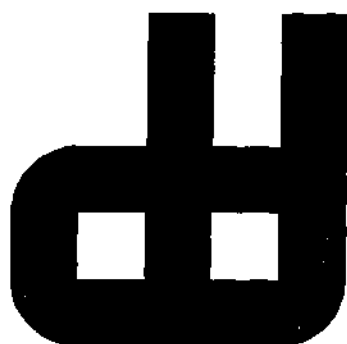
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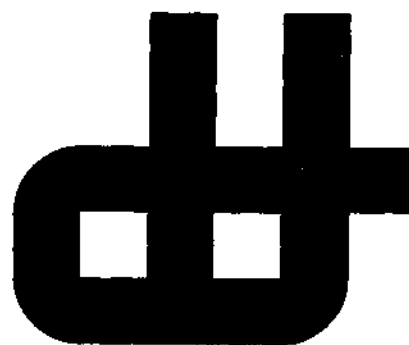
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DEVELOPMENTAL
DISABILITIES



Developmental
Disabilities



Developmental
Disabilities



A FACT FILE FOR EDITORS AND BROADCASTERS

How individuals handicapped by Mental Retardation, Cerebral Palsy, Epilepsy, Autism, and other disabilities are being prepared to lead independent *or* semi-dependent lives in your community

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A FACT FILE FOR EDITORS AND BROADCASTERS

DEVELOPMENTAL DISABILITIES / TECHNICAL ASSISTANCE SYSTEM
Room 300 NCNB Plaza / 136 E. Rosemary St. / Chapel Hill, NC 27514

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310-00202000 22222
MELVILLE REPORT
1430 DALL TOWER
MINNEAPOLIS, MN 55412

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