

SAMPLE Local Dissemination Efforts

Community Events (county fairs, parent-teacher conferences, etc.)

- Newspaper ads promoting the booth
- Booth with handouts and signup sheet for email updates

Meetings with Key Community Leaders (school administration, teacher in-services, local newspaper, religious organizations, law enforcement, emergency services, social services, etc.)

- Provide an overview of the Parents LEAD and Parents LEAD for Professionals program [provide sample information from the website]
- Request participation in disseminating Parents LEAD information and products

Parent Kits (Include materials and information from the website and activities for parent-child bonding)

- Disseminate to parents of 4-6th graders at a local school
- Disseminate to local daycares for parents

Parent Classes

- Coordinate with local NDSU Extension to offer the Parents LEAD: Your Influence Matters Parenting Class

Community Access Channels

Community Newsletters

- School
- Business
- Chamber of commerce

Print Media

- **Display posters...**
 - ▶ Entrances and offices of schools
 - ▶ Post Office
 - ▶ Churches
 - ▶ Hospital, Clinic, Public Health agency
 - ▶ Diners/Restaurants
 - ▶ Daycare centers
- **Table tents...**
 - ▶ Diners/Restaurants
 - ▶ Post Office
 - ▶ Banks
- **Postcards/flyers...**
 - ▶ Put in grocery bags at high traffic times (holiday season, Super Bowl, etc.)
 - ▶ Banks
 - ▶ Post Office

Online

- **Establish partnership with trusted sources who are willing to endorse Parents LEAD on their local community websites:**
 - ▶ City websites
 - ▶ Public library
 - ▶ Schools
 - ▶ Churches
 - ▶ Chambers
- **Social Media**
 - ▶ Share posts from the Parents LEAD Facebook page
 - ▶ Re-tweet posts from the Parents LEAD Twitter page