

Publicity Outline

*As recommended by Joyce Richmond, Nursing Director,
Marion Co. Health Department, Marion, Ohio*

A. When your program is established, it's important to publicize it.

- 1. Send notices home with the school kids announcing the new program.
- 2. Have PTO/PTA members or school, city or county nurses (if possible), visit every office of every pediatrician and family practitioner posting fliers in every patient exam room.
- a. See "Sample Poster" enclosed.
- b. also, educate the physician's staff members on your new program and it's mission.
- 3. Visit every pharmacy, posting fliers and speaking with the pharmacists about the dangers of pesticides.
- a. Use enclosed materials.
- 4. Post a column in the local newspaper.
- a. See "NEWS RELEASE " enclosed.
- 5. Supply hand out materials to the nurses who perform the annual head checks.
- 6. Supply the lice products to the nurses during annual head checks, so the parents can purchase them when they pick up their child.

B. Follow up each fall with all of the above contacts.