

## Parent to Parent Planning Worksheet

<b>Step 3. Design a Marketing and Outreach Campaign</b>	<b>Who will take the lead</b>	<b>Timeframe</b>
<p>A. Identify techniques/approaches to be used to reach the public and generate referrals. (See Attachment E on Marketing and Outreach)</p> <p style="padding-left: 40px;">For example: a brochure, articles in newspapers and in newsletters and public service announcements for use on TV and radio.</p>		

