

**Several Specific Initiatives  
for the 5th Annual  
Rock'n 4 Autism Awareness Campaign**



Our goal is to leave an indelible imprint with respect to awareness of autism, its treatment, and access to high-quality information to guide treatment decisions. Revenues from this campaign will be used at the regional, national, and global level.

***Regional initiatives include:***

- Expansion of existing autism lending libraries in various locations.
- Scholarships for parents or para-professionals to attend statewide conference related to autism.
- Distribution of posters to promote autism awareness.
- Sharing of information with community through our social media.
- Provision of resources to public school systems.
- Efforts to gain 500 *new* subscribers to *Science in Autism Treatment*, ASAT's free information-packed newsletter.
- Presence at regional conferences sharing information about best practices.

***National initiatives include:***

- Comprehensive compilations of resources for families of children with autism and service providers.
- Creation and distribution of materials for pediatricians and primary care physicians.
- Development and distribution of a resource book for parents of newly diagnosed individuals with autism, *Reaching Potentials: A Resource Booklet for Family Members of Newly Diagnosed Children with Autism*.
- Generation of statewide efforts to promote awareness about evidence-based treatment with a launch in at least three states across diverse regions of the country.
- Expansion of our Externship program to include individuals across United States.

***Global initiatives include:***

- Translation of printed material about our resources into Spanish, French, and German.
- Expansion of our website offerings for parents of newly diagnosed children as well as older children and adults.
- Ad words to steer parents towards science-based information online.
- Support for the international journalism community.
- Provision of information regarding ASAT and autism treatment to faculty in special education, psychology, and speech pathology programs nationally and abroad.
- Exploration of international collaborations that culminate in dissemination of information about best practices abroad.