

**Several Specific Initiatives
for the 6th Annual
Rock'n 4 Autism Awareness Campaign**



Our 2016 goal is to continue to promote awareness of autism, its treatment, and access to high-quality information to guide treatment decisions. Revenues from this 2016 campaign will be used at the regional, national, and global level.

Regional initiatives include:

- Provision of resources about our comprehensive website and newsletter to public and private schools in the region.
- Distribution of posters to promote autism awareness and best practices.
- Scholarships for parents or providers to attend a tri-state area conference related to autism at no cost.
- Concentrated efforts to gain 1,000 *new* subscribers to *Science in Autism Treatment*, ASAT's free information-packed newsletter.
- Pursuit of local collaborations that culminate in dissemination of information about our offerings and resources.
- Sharing of information about bullying prevention with a focus on students with autism and other special needs.

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.
- Distribution of a resource book for parents of newly diagnosed individuals with autism, *Becoming a Savvy Consumer: A Resource Booklet for Family Members of Newly Diagnosed Children with Autism*.
- Creation of materials to support our growing externship program.
- Implementation of state-specific initiatives to promote evidence-based treatment and awareness of best practices.
- Launch of specific efforts to reach families in underserved areas of the United States.

Global initiatives include:

- Translation of printed material about our resources into Spanish, French, Italian, Hebrew, and German.
- Expansion of our website offerings for parents of newly diagnosed children as well as older children and adults.
- Purchase of key words to steer parents towards science-based information during their online searches.
- Resource developments for the international journalism community.
- Provision of information regarding ASAT and autism treatment to university programs nationally and abroad.
- Pursuit of international collaborations that culminate in dissemination of information about best practices abroad.