

**Several Specific Initiatives
of the Annual
Autism Awareness Campaign**



Our 2018 goal is to continue to promote awareness of autism, its treatment, and access to high-quality information to guide treatment decisions. Revenues from this 2018 campaign will be used at the local, regional, and global level.

Local initiatives include:

- Provision of resources about our website and newsletter to public and private schools in the tri-state area.
- Creation and distribution of posters to promote autism awareness.
- Assistance for Hoboken-based groups that support the broader special needs parent community.
- Expansion of existing autism lending libraries in various Hudson County locations.
- Concentrated efforts to gain 500 *new* tri-state subscribers of *Science in Autism Treatment*, ASAT's free information-packed newsletter.
- Creation of Public Service Announcements in Spanish.

Regional initiatives include:

- 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*.
- Implementation of statewide initiatives to promote awareness of evidence-based treatment, particularly in rural states.
- Creation of training modules to support our growing externship program.
- Continued efforts to publish our quarterly journal, *Science in Autism Treatment*.

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 online searches.
- Resource development for the international journalism community.
- Development of continuing education opportunities for professionals in the field.
- Provision of information regarding ASAT and autism treatment to university programs nationally and abroad.