

Several Specific Initiatives of the 9th Annual Autism Awareness Campaign



Our 2019 goal is to continue to promote awareness of autism, its treatment, and access to high-quality information to guide treatment decisions. Revenues from this 2019 campaign will be used at the regional, national, and global level.

Regional initiatives include:

- Distribution of resources about our website and publications to public and private schools in the region.
- Creation and distribution of posters to promote autism awareness and best practices.
- Assistance for local groups that support the broader special needs parent community.
- Concentrated efforts to gain *new* subscribers to *Science in Autism Treatment*.
- Creation of materials in Spanish.
- Sharing of information about how to best support the autism community.

National initiatives include:

- Continue to offer *Science in Autism Treatment*, ASAT's information-packed, monthly publication free of charge.
- Creation and distribution of materials for pediatricians and primary care physicians.
- Implementation of statewide initiatives to promote awareness of evidence-based treatment, particularly across the United States.
- Creation of training modules to support our growing externship program.

Global initiatives include:

- Translation of material about our resources into several languages.
- Systematic efforts to increase our international subscriber base by 25%.
- 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.
- Provision of information regarding ASAT and autism treatment to university programs nationally and abroad.