

EI/ECSE Program Brochures

In a Nutshell...

Program brochures can increase referrals to EI/ECSE programs when they are used to enhance on-site visits with referral sources. It is important that language in the brochures match the “talking points” used when speaking with target audiences. Information shared verbally and in writing should contain concise descriptions of who the program serves, eligibility criteria, services available, benefits to the referral source and the children/families referred, and details necessary to make a referral.

Key Principles to consider...

1. **Framing Your Message.** Targeted materials are more effective than general descriptions. It’s a good idea to identify your target audience (families, physicians, child care providers etc) and prepare a *positive* message that emphasizes the improved outcomes for children and families.
2. **Preparing Your Materials.** Personalize the materials for your target audience with descriptions of your services and team. Include photos of children/families/providers, testimonials from families etc. Describe the benefits children and families receive when enrolled in services. Include guidance about how to make a referral; giving specific names, phone numbers, hours, needed information etc. Make it as easy as possible for the referring source to begin the process.
3. **Distributing Your Brochures.** Identify the ways your brochures will be used and distributed. Remember to use them as part of face -to-face outreach to your primary referral sources as well as in any individual mailings or bulk distribution at fairs, clinics, etc. Be sure to provide tailored feedback to your referral sources to acknowledge receipt of the referral and action taken.

[Team Assessment Home-Based Item #1](#)

Reference Materials

- [How to Increase Referrals](#)

Samples

- [Bellevue Public Schools](#)
- [Grand Island Public Schools](#)
- [ESU 7-English, Spanish](#)

Regulations

- [Rule 52](#)

Tools

- [Personalize Print Materials](#)

Why are program brochures so important?

Program brochures should supplement verbal descriptions provided to families and referral sources in your community. When they are developed specifically for targeted audiences, they “speak” to that audience. When they match your verbal descriptions, the message is consistent....referral sources and families are clear in their expectations, they feel confident to ask questions, and can more easily share information with others in the community.