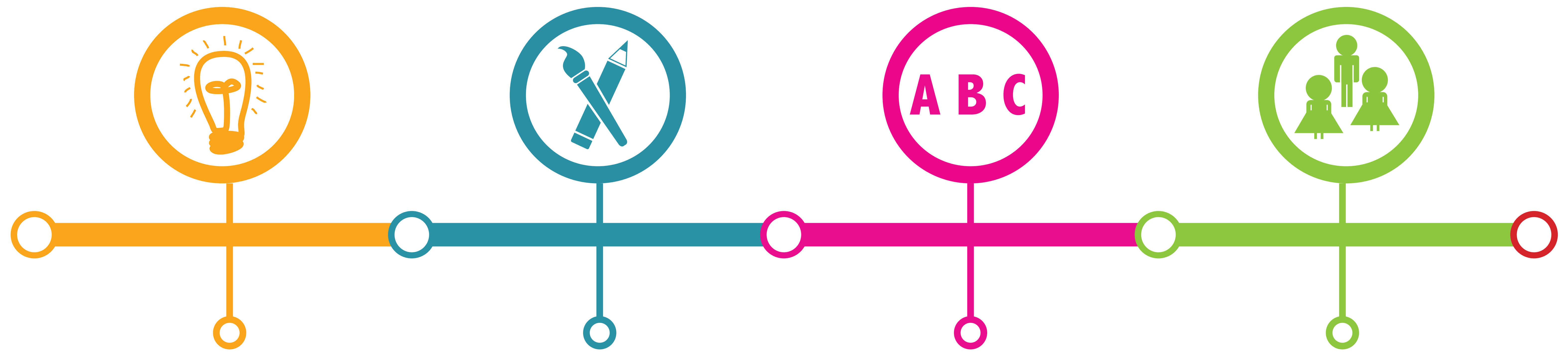


Guam EHDI Product Development



Why do we develop these public awareness materials?

- Recommended by stakeholders.
- Education campaign to inform public.
- Input from stakeholders – EHDI Advisory Committee.
- Have information accessible to diverse population.

How are products developed?

- Determine target audience.
- Provide content based on message to be conveyed.
- Content is then edited for clarity.
- Draft layout is developed.
- Draft products are reviewed by Advisory Committee and project staff for additional edits.
- Cultural Linguistic Competency requirements are incorporated.
- Process is repeated until a final product is approved.

How do we determine what languages and what products to produce?

- Need based on language data gathered by Guam EHDI data system.
- Recommendations from EHDI Advisory Committee and Quality Improvement Teams.

Dissemination Process

- Clinics
- Agencies
- Website
- Outreach Events
- Print Ads - magazines
- Parent meetings
- TV
- Radio

