

<u>Social Marketing Tool</u>	<u>Intended Audience</u>	<u>Principle</u>
Newsletter	All Partners	All Principles
General Brochure	All Partners	All Principles
Parent Partner Brochure	All Partners	Family Involvement
Child Welfare Orientation Brochures/Orientations	Mainly current clients	Family Involvement Professionals working with child welfare clients
Training Flyers/Training/e-mails	All Partners	Interagency and Community Collaboration
Clocks	All Partners	All Principles
Cultural Competence Display Board	All Partners	Cultural Competence
Open Houses	All Partners	Interagency and Community Collaboration
SOC committees	All Partners	All Principles
Presentations at conferences/meetings	All Partners	All Principles
Bringing folks to SOC grantee meetings	All Partners	All Principles
On the Job Training for Caseworkers	CYF	Family Involvement
Resource Fair	All Partners	All Principles
“A Family’s Guide to the Child Welfare System” Presentations	All Partners	All Principles