

Outreach & Promotion

For autism-inclusive early literacy services



A guide to community outreach and advertisement of autism-inclusive early literacy services to families with autistic children.

This guide includes:

- First steps for community outreach
- Tips for promoting autism-inclusive services and programs

Community Outreach

This page includes first steps for relationship building with community organizations serving autistic children and their families. These organizations can help promote autism-inclusive library services and programs, and identify new areas for you to grow your inclusive practices.



Identify Service Providers

Search for occupational therapists, speech therapists, and early learning centers in your library's service area



Identify Community Organizations

Search for autism societies, autism alliances, and parent coalitions in your library's service area



Get in Touch With the Community

Reach out to providers and organizations by calling, through email, or attending a meeting



Share What You Provide

Tell them about the autism-inclusive services your library provides



Ask for Help Advertising

Have them share information about your services and programs to autistic children and their families



Ask What To Provide Next

Partner with service providers and organizations to collect feedback directly from families with autistic children

Promoting Autism-Inclusive Early Literacy Services

Many libraries have trouble finding an audience for their autism-inclusive services and programs. Here are a few tips for advertising new library programs and services to families with autistic children:



Display Prominently on Website



Advertise on Social Media



Send Flyers to Service Providers



Advertise to Email Subscribers



Provide Detailed Descriptions in Calendar

Tips for detailed program descriptions:



- **Advertise** the inclusivity of your program: *"This program is open to children of all abilities, including those with sensory and learning differences."*
- **Describe** your library program in detail: *What activities will you do? Will there be singing, or dancing, or crafts?*
- **Provide** a schedule of what will happen in the program