



## National Dissemination Center for Children with Disabilities

### Dissemination Plan July, 2011

This Dissemination Plan has been developed to guide the work of the National Dissemination Center in providing: (a) current, evidence-based information, resources, and products on special education and disabilities to a national audience of families and parents, early intervention providers, educators (both special education and general education), administrators, related services staff, and others; and (b) leadership and guidance on effective dissemination practices to the TA&D network funded by the Office of Special Education Programs (OSEP), U.S. Department of Education.

The structure of this plan was developed by NDC staff and was informed by the dissemination planning work of other projects, including the National Center for Dissemination of Disability Research (*Elements of an Effective Dissemination Plan*, 2001), the literature on dissemination, and NICHCY's own long-term experiences in providing for the information and resource needs of its target audiences. Relevant tools and resources are available at our Dissemination Initiative web page at <http://nichcy.org/dissemination>.

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## 1. NICHCY's Dissemination Goals and Objectives

### Goal #1 Disseminate information about:

- disabilities in children (birth to 22)
- IDEA and other relevant disability and education laws
- early intervention and special education
- research-based disability-related educational practices, and state-level resources to the nation of users whose lives are affected by a child's disability

Objective	Users	Medium	Evaluation	Timeline
<b>Objective 1A: Develop and disseminate information on key topics in user-friendly, family-friendly language.</b>	<ul style="list-style-type: none"> <li>▪ Families</li> <li>▪ Early interventionists</li> <li>▪ Educators</li> <li>▪ Administrators</li> <li>▪ Service providers</li> </ul>	Website	Rate This Page feature on all pages of the website, permitting comments by users	Suspended in April, 2011 when changed to new web platform. Searching for accessible ratings app, will re-introduce in Aug. 2011
<b>Objective 1B: Develop and disseminate information on key topics in multiple formats and media.</b>	<ul style="list-style-type: none"> <li>▪ Families</li> <li>▪ Early interventionists</li> <li>▪ Educators</li> <li>▪ Administrators</li> <li>▪ Service providers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Website</li> <li>▪ eNewsletter</li> <li>▪ Constant Contact</li> <li>▪ Email</li> <li>▪ Telephone</li> </ul>	<ul style="list-style-type: none"> <li>▪ Website visitor survey</li> <li>▪ Survey of 1.800 Information Request Callers</li> <li>▪ Constant Contact analytics</li> </ul>	<ul style="list-style-type: none"> <li>▪ Spring 2009, will do again in 2012</li> <li>▪ Spring 2009, will do again in 2012</li> <li>▪ Monthly</li> </ul>
<b>Objective 1C: Provide users with tools for easily sharing NICHCY information with others (e.g., social media tools, copyright-free material, camera-ready PDFs).</b>	<ul style="list-style-type: none"> <li>▪ Families</li> <li>▪ Early interventionists</li> <li>▪ Educators</li> <li>▪ Administrators</li> <li>▪ Service providers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Share This button</li> <li>▪ PDF button for web pages</li> <li>▪ Email button for web pages</li> </ul>	Analytics of website and newsletter user click patterns, including referrals to materials produced by the TA&D network	Annual robust data analysis each spring, supported by monthly Google Analytics of website.



Objective	Users	Medium	Evaluation	Timeline
<b>Objective 1D: Develop and disseminate training materials on IDEA 2004.</b>	<ul style="list-style-type: none"> <li>▪ Families</li> <li>▪ Early interventionists</li> <li>▪ Educators</li> <li>▪ Administrators</li> <li>▪ Service providers</li> </ul>	Website	Analytics of website and newsletter user click patterns	Monthly Google Analytics of website and Constant Contact analytics of newsletter clicks.
<b>Objective 1E: Develop and disseminate a monthly eNewsletter highlighting recent resources for primary audiences, including the materials of the TA&amp;D network.</b>	<ul style="list-style-type: none"> <li>▪ Families</li> <li>▪ Early interventionists</li> <li>▪ Educators</li> <li>▪ Administrators</li> <li>▪ Service providers</li> </ul>	eNewsletter Constant Contact email functionality	Newsletter subscriber survey	Spring 2009, will do again in 2012
<b>Objective 1F: Promote the availability and expertise of the TA&amp;D network and provide users with easy access to its wide range of resources.</b>	<ul style="list-style-type: none"> <li>▪ Families</li> <li>▪ Early interventionists</li> <li>▪ Educators</li> <li>▪ Administrators</li> <li>▪ Service providers</li> </ul>	<ul style="list-style-type: none"> <li>▪ eNewsletters</li> <li>▪ Facebook page</li> <li>▪ Twitter</li> <li>▪ Website (What's New? Related Info sidebar)</li> </ul>	Analytics of Facebook page, website, and newsletter user click patterns, including referrals to materials produced by the TA&D network	Monthly Constant Contact analytics of newsletter, weekly Facebook and Twitter analytics, monthly Google Analytics of website



## Goal #2 |

Disseminate key information (see Goal 1) in Spanish to Spanish-speaking audiences and to those who serve this community of users.

Objective	Users	Medium	Evaluation	Timeline
<b>Objective 2A: Develop and promote a Spanish-language website (NICHCY...en español).</b>	<ul style="list-style-type: none"> <li>▪ Families</li> <li>▪ Early interventionists</li> <li>▪ Educators</li> <li>▪ Administrators</li> <li>▪ Service providers</li> </ul>	Website	Rate This Page feature on all pages of the Spanish website, inviting comments by users	Rate This Page was suspended in April, 2011 when changed to new web platform. Searching for accessible ratings app, will re-introduce in Aug. 2011
<b>Objective 2B: Develop and disseminate Spanish-language publications on key disability topics.</b>	<ul style="list-style-type: none"> <li>▪ Families</li> <li>▪ Early interventionists</li> <li>▪ Educators</li> <li>▪ Administrators</li> <li>▪ Service providers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Website</li> <li>▪ Bilingual 1.800 line</li> <li>▪ Camera-ready PDFs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Website visitor survey in Spanish</li> <li>▪ Survey of 1.800 Information Request Callers in Spanish</li> <li>▪ Analytics of website user click patterns on the Spanish website</li> </ul>	<ul style="list-style-type: none"> <li>▪ Spring 2009, will do again in 2012</li> <li>▪ Spring 2009, will do again in 2012</li> <li>▪ Monthly</li> </ul>
<b>Objective 2C: Develop and disseminate Spanish-language training materials on IDEA 2004.</b>	<ul style="list-style-type: none"> <li>▪ Families</li> <li>▪ Early interventionists</li> <li>▪ Educators</li> <li>▪ Administrators</li> <li>▪ Service providers</li> </ul>	Website Camera-ready PDFs Spanish slideshows	Analytics of website and newsletter user click patterns	Monthly via Google Analytics and Constant Contact
<b>Objective 2D: Provide users with tools for easily sharing NICHCY information with others</b>	<ul style="list-style-type: none"> <li>▪ Families</li> <li>▪ Early interventionists</li> <li>▪ Educators</li> <li>▪ Administrators</li> </ul>	<ul style="list-style-type: none"> <li>▪ Share This button</li> <li>▪ PDF button for web pages</li> <li>▪ Email button for</li> </ul>	Analytics of website and newsletter user click patterns, including referrals to materials	Monthly via Google Analytics



Objective	Users	Medium	Evaluation	Timeline
(e.g., social media tools, copyright- free material, camera-ready PDFs).	<ul style="list-style-type: none"> <li>Service providers</li> </ul>	web pages	produced by the TA&D network	
<b>Objective 2E: Develop and disseminate information in English for service providers who don't speak Spanish to enable them to locate resources in Spanish and share these with Spanish-speaking clients.</b>	<ul style="list-style-type: none"> <li>Families</li> <li>Early interventionists</li> <li>Educators</li> <li>Administrators</li> <li>Service providers</li> </ul>	Website Video	Analytics of website user click patterns	Monthly via Google Analytics

### Goal #3

Disseminate guidance and tools about effective dissemination practices to the TA&D network of projects.

Objective	Users	Medium	Evaluation	Timeline
<b>Objective 3A: Develop and disseminate a review of the research base on effective dissemination practices.</b>	TA&D Projects	NICHCY website NING site Summary of literature	Collaborate with CIPP to develop and conduct evaluation of TA&D network's use of and satisfaction with NICHCY's materials and leadership on effective dissemination	Spring 2009, will do again in 2012
<b>Objective 3B: Develop and disseminate a website, articles, blogs,</b>	TA&D Projects	<ul style="list-style-type: none"> <li>NICHCY website</li> <li>Blogs</li> <li>NING site</li> <li>TAcommunities.org</li> </ul>	Pilot test toolkit components with selected key informants	Summer 2011



Objective	Users	Medium	Evaluation	Timeline
and tooltips distilling how-to's in effective dissemination.		<ul style="list-style-type: none"> <li>▪ <i>Disseminating for Impact</i> series</li> </ul>	within the TA&D network	
<b>Objective 3C: Conduct a series of webinars on a range of key topics in effective dissemination</b>	TA&D Projects	<ul style="list-style-type: none"> <li>• Adobe Connect</li> <li>• iLinc</li> </ul>	Conduct participant assessment surveys of attendees following webinars	After each webinar. Last webinar was Spring 2010
<b>Objective 3D: Start and facilitate a Dissemination Community of Practice within the TA&amp;D network.</b>	TA&D Projects	<ul style="list-style-type: none"> <li>• NING site</li> <li>• TAcommunities.org</li> <li>• Nichcy.org</li> </ul>	Participation data, participant surveys	Survey in Spring 2011
<b>Objective 3E: Develop a toolkit on dissemination that will guide projects in the TA&amp;D network through the process of developing an effective dissemination plan.</b>	TA&D Projects	<ul style="list-style-type: none"> <li>• ScreenR (videos)</li> <li>• PDFs</li> <li>• Self-Assessments</li> <li>• Technical assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Rate This page feature on all website pages and tools</li> <li>• Participant surveys</li> </ul>	<ul style="list-style-type: none"> <li>▪ Suspended in April, 2011, will re-introduce in Aug. 2011</li> <li>▪ Spring 2009, will do again in 2012</li> </ul>



## 2. Target audiences, their information and resource needs, and corresponding dissemination strategies

### Families, Parents, and Children with Disabilities

Description of Target Audience: Families and parents/guardians of children and youth (birth to 22) nationwide who represent the full range and diversity of disabilities (e.g., specific learning disabilities, speech and language impairments, health impairments, autism). Families and their children who represent the full range of socio-economic status; educational backgrounds; racial and ethnic backgrounds; urban, suburban, and rural settings; variations in access to education programs and related services; and variations in access to information resources (e.g., web-based, local community organizations).

Information and Resource Needs	Key Dissemination Strategies
<p>The full range of different disabilities – causes and characteristics, educational implications, sources of additional information, etc.</p> <p>Legislation concerned with disabilities and special education (e.g., IDEA, ADA, ESEA).</p> <p>The early intervention and special education identification and assessment process.</p> <p>Educational approaches - including evidence-based practices and interventions – that schools and early intervention programs can use.</p> <p>Intervention and programmatic approaches that related services (e.g., speech and language</p>	<p>Use family friendly language and appropriate reading levels in web-based and print products.</p> <p>Provide information, resources, and products in English and Spanish.</p> <p>Provide products that are concise yet also substantive, with links to sources of more detailed information.</p> <p>Provide information and resources through multiple formats, including:</p> <ul style="list-style-type: none"> <li>▪ a comprehensive website in English and Spanish, with PDF printability;</li> <li>▪ monthly newsletters highlighting current resources for families and a section devoted to “Families and Communities”;</li> <li>▪ personalized technical assistance and expertise in English and Spanish from Information Specialists;</li> </ul>



<b>Information and Resource Needs</b>	<b>Key Dissemination Strategies</b>
<p>services; mental health services) can provide.</p> <p>Information about state-specific as well as local school district and community resources.</p>	<ul style="list-style-type: none"><li>▪ social media venues such as Facebook and Twitter.</li></ul> <p>Utilize TA&amp;D parent centers as intermediaries in dissemination.</p> <p>Refer families to their state's PTI or CPRC via phone or email (Information Specialists) or website and publications.</p> <p>Provide State Resource Sheets to connect families with agencies and organizations in their area.</p> <p>Design website to accommodate families who have low-speed or limited access to the web (e.g., minimize the need for "click throughs" and the size of PDFs, Word documents, graphics; maximize availability of resources in HTML format).</p>





## **PTIs and CPRCs [Parent Training and Information Centers; Community Parent Resource Centers]**

Description of Target Audience: OSEP-funded PTIs and CPRCs charged with providing families of children with disabilities (ages birth to 22) with disability-related information; orientation to early intervention and special education services; training; and connection to local, state, and national resources.

<b>Information and Resource Needs</b>	<b>Key Dissemination Strategies</b>
<p>Materials and resources that can be shared with families, on the following:</p> <ul style="list-style-type: none"> <li>▪ The full range of different disabilities – causes and characteristics, educational implications, sources of additional information, etc.</li> <li>▪ Legislation concerned with disabilities and special education (e.g., IDEA, ADA and ESEA relative to children with disabilities).</li> <li>▪ The early intervention and special education identification and assessment process under IDEA.</li> <li>▪ Educational approaches - including evidence-based practices and interventions – that schools and early intervention providers can use.</li> <li>▪ Parent and student rights under IDEA (as well as other relevant legislation), including options for dispute resolution.</li> </ul>	<p>Dissemination strategies described under “Families, Parents, and Children with Disabilities.” (see above)</p> <p>Provide key information through multiple formats, including:</p> <ul style="list-style-type: none"> <li>▪ Product design that minimizes users’ use of resources (e.g., brief publications easy to print on basic equipment with minimal use of printer ink).</li> <li>▪ Copyright-free products designed as camera-ready PDFs for easy copying and sharing.</li> <li>▪ Personalized technical assistance via the 1.800 info line and email.</li> <li>▪ eNewsletters identifying well established as well as newly available resources for families.</li> <li>▪ Comprehensive website in English and Spanish in HTML, with PDF printability and Share This.</li> <li>▪ Spanish-language materials.</li> </ul> <p>Slideshows, trainer guides, and handouts for participants, downloadable from the website or from CD, in PDF and accessible Word format, in English and in Spanish.</p>



Information and Resource Needs	Key Dissemination Strategies
<ul style="list-style-type: none"> <li>▪ Information about state-specific and national resources.</li> </ul> <p>Training materials in English and Spanish on key processes and definitions under IDEA.</p>	<p>Social media tools (RSS feeds, Share This, Facebook, and Twitter).</p>

### Early Intervention Providers

Description of Target Audience: Early intervention providers nationwide who provide services to families and their infants and children, birth to the 3<sup>rd</sup> birthday, with the full range of developmental delays and disabilities.

Information and Resource Needs	Key Dissemination Strategies
<p>The full range of developmental delays and different disabilities – causes and characteristics, sources of additional information.</p> <p>Legislation concerned with disabilities, and early intervention and special education (e.g., IDEA, including Parts C and B).</p> <p>Early intervention identification and assessment process and procedures.</p> <p>Effective early intervention approaches, including evidence-based practices, interventions, and tools.</p>	<p>Provide key information through multiple formats, including:</p> <ul style="list-style-type: none"> <li>▪ concise summaries available on the website and in camera-ready formats for easy sharing;</li> <li>▪ website articles, blogs, and resource sheets, with PDF printability;</li> <li>▪ website section tailored to the duties and info needs of early intervention providers (“Especially for...Early Interventionists”)</li> <li>▪ eNewsletters with a section highlighting resources for Schools K-12;</li> <li>▪ State Resource Sheets</li> </ul>



Information and Resource Needs	Key Dissemination Strategies
<p>Current knowledge base on cultural competence and how to address the cultural and linguistic diversity of families</p> <p>To share with families: State and local early intervention service systems and resources, how to access services, how parents can participate in planning for services, and availability of parent support groups</p>	<ul style="list-style-type: none"> <li>▪ personalized technical assistance from NICHCY Information Specialists, provided by phone and email;</li> <li>▪ social media tools, including RSS feeds, Share This, Facebook, and Twitter.</li> </ul>

### Educators

Description of Target Audience: Special education and general education teachers nationwide who provide services to children and youth (age 3-22) with the full range and diversity of developmental delays and disabilities.

Information and Resource Needs	Key Dissemination Strategies
<p>Full range of developmental delays and different disabilities – causes and characteristics, educational implications, sources of additional information.</p> <p>IDEA’s requirements for educating students with disabilities in public school</p> <p>Evidence-based educational practices for educating students with disabilities, including:</p>	<p>Provide key information through multiple formats, including:</p> <ul style="list-style-type: none"> <li>▪ concise summaries of current research and effective instructional practices;</li> <li>▪ website articles, blogs, and resource sheets, with PDF printability and Share This Tool;</li> <li>▪ website section tailored to the duties and info needs of educators (“Especially for...Schools and Administrators”)</li> </ul>



Information and Resource Needs	Key Dissemination Strategies
<ul style="list-style-type: none"><li>▪ classroom accommodations and supports for individual students with disabilities</li><li>▪ effective instructional practices</li><li>▪ modifying tests and curricula</li><li>▪ addressing behavior issues</li></ul> <p>Materials that can be shared with families</p> <p>Activities and resources that can be used in the classroom</p> <p>Responsibilities for participating in IEP meetings and implementing students' IEPs</p>	<ul style="list-style-type: none"><li>▪ eNewsletters with a section highlighting resources for Schools K-12;</li><li>▪ personalized technical assistance from Information Specialists, provided by phone and email;</li><li>▪ social media tools, including RSS feeds, Facebook, and Twitter.</li></ul>



## Administrators

Description of Target Audience: School administrators nationwide working at the local, district, or state education agency level who are responsible for developing, planning, and monitoring programs and services for children with disabilities.

Information and Resource Needs	Key Dissemination Strategies
<p>The school's legal obligations to make a free appropriate public education available to students with disabilities</p> <p>IDEA's requirements in detail</p> <p>Effective models of IDEA implementation used in other locations</p> <p>Evidence-based practices and resources in:</p> <ul style="list-style-type: none"><li>▪ teacher recruitment and retention</li><li>▪ mentoring</li><li>▪ large-scale assessments</li><li>▪ RTI</li><li>▪ managing student behavior</li><li>▪ inclusion and LRE</li></ul> <p>Effective staff development regarding disabilities and effective educational practices</p>	<p>Provide key information through multiple formats, including:</p> <ul style="list-style-type: none"><li>▪ concise summaries of current research and effective instructional practices;</li><li>▪ website section tailored to the duties and info needs of administrators ("Especially for...Schools and Administrators");</li><li>▪ training materials that can be used in staff development;</li><li>▪ eNewsletters with a section highlighting resources for administrators;</li><li>▪ personalized technical assistance from Information Specialists, provided by phone and email;</li><li>▪ social media tools, including RSS feeds and Twitter.</li></ul>



## Service Providers in Communities and Schools

Description of Target Audience: Service providers nationwide who work with children with disabilities and their families, either in schools or as part of the local community or region. Examples: Related services personnel, community agencies, daycare centers, transportation providers, parent support groups, one-stop centers, etc.

Information and Resource Needs	Key Dissemination Strategies
<p>Orientation to the disability community at the national and state levels</p> <p>Fact sheets on specific disabilities and disability rights</p> <p>Disability awareness and etiquette</p> <p>Legal responsibilities to provide services to those with disabilities</p> <p>How to accommodate a client’s disability-related needs</p>	<p>Provide key information through multiple formats and venues, including:</p> <ul style="list-style-type: none"> <li>▪ comprehensive website in English and Spanish;</li> <li>▪ user-friendly, jargon-free articles online and in PDF formats;</li> <li>▪ website section tailored to the info needs of service providers in the community (“Especially for...Families and Communities”);</li> <li>▪ State Resource Sheets;</li> <li>▪ eNewsletters with a section highlighting resources for Families and Communities;</li> <li>▪ email and personalized technical assistance from Information Specialists;</li> <li>▪ social media tools, including Facebook, Twitter, and Share This.</li> </ul>



## TA&D network of projects

Description of Target Audience: Projects and centers funded by the Office of Special Education Programs (OSEP), U.S. Department of Education, as part of its Technical Assistance and Dissemination (TA&D) network. These are listed on the “placemat” developed by the TACC, as well as at <http://www.tadnet.org>

Information and Resource Needs	Key Dissemination Strategies
<p>Review of the research base on effective dissemination practices</p> <p>Tips and tools for understanding and involving intended users and target audiences</p> <p>Tips and tools for the other aspects of effective dissemination (content, source, media)</p> <p>Tips and tools for evaluating the implementation and impact of dissemination activities</p> <p>Guided process for developing a dissemination plan</p>	<p>Provide key information through multiple formats and in multiple venues, including:</p> <ul style="list-style-type: none"> <li>▪ Website on dissemination</li> <li>▪ Dissemination CoP, with its own web presence (NING site, <a href="http://tacommunities.org">tacommunities.org</a>)</li> <li>▪ <i>Disseminating for Impact</i> series</li> <li>▪ Webinar series on key dissemination topics and practices</li> <li>▪ Multi-media disseminator’s toolkit, including: videos, short research-based articles, how-to guides, and tipsheets</li> <li>▪ Promote network resources via Facebook, Twitter, NICHCY eNewsletter</li> </ul>



### 3. Partners and intermediaries to reach specific communities of users

Partner groups who have credibility with specific target audiences (especially those who are hard to reach) and who can serve as trusted intermediaries between NICHCY and those audiences, in order to promote awareness of NICHCY and its products and services.

Target Audiences	Partner Groups and Organizations and Intermediaries to Leverage
Families	PTIs, CPRCs, professionals working with families For Spanish speaking families: Collaborate with Univision, have them list 1.800 and website address. Respond to other media (radio) requests from Spanish stations.
PTIs and CPRCs	National Parent TAC, Regional PTACs
Early interventionists	NECTAC, Council for Exceptional Children, CONNECT, TACSEI
Educators	Council for Exceptional Children; other disability organizations (NCLD, LD online); NEA, AFT, families of children with disabilities
Administrators	RRCs, National Association of Elementary School Principals, National Association of Secondary School Principals, the Comp Centers and Equity Assistance Centers
Service providers in communities and schools	Council for Exceptional Children, Related services professional organizations (at the national level)
TA&D network of projects	OSEP, TACC, IDEA Partnership, other TA & D projects and centers





#### 4. Mediums for implementing NICHCY’s dissemination plan

Primary mediums NICHCY uses to disseminate information, resources, and products to each target audience group.

User Group	Mediums
Families	1.800 telephone Information Specialists, website, email, regular mail, newsletters, publications, State Resource Sheets, Share This, social media (e.g., Facebook, Twitter)
PTIs and CPRCs	1.800 telephone Information Specialists, website, email, regular mail, newsletters, camera-ready publications, State Resource Sheets, training materials, Share This, social media (e.g., Facebook, Twitter)
Early interventionists	Website, newsletter, email, 1.800 telephone Information Specialists, social media
Educators	Website, newsletter, publications, research summaries, Share This, social media
Administrators	Website, newsletter, research summaries, RSS feed
Service providers in communities and schools	Website, newsletter, email, publications, camera-ready PDFs, state resource sheets
TA&D network of projects	Website, Dissemination CoP, multi-media disseminator’s toolkit, webinars

#### 5. Enhancing access, availability, and addressing barriers

NICHCY uses the following strategies to enhance **accessibility** of its information, resources, and products:

**Copyright free** | Access to NICHCY’s information is promoted by making it all copyright free. This allows users to share it, adapt it, and put it on their own websites.

**Flyers and catalog** | We also have audience-specific flyers (families, general educators, special educators) that can be shared at conferences, meetings, and other gatherings that promote NICHCY’s content. These are designed to pose frequently asked questions by the specific audience and to list the website address where they will find that question answered. The online catalog is designed along the same principles---by audience type (e.g., “info for families,” “info for educators”).



**Share This tools** | Content pages on NICHCY's site can be easily shared using social media tools.

**Archives** | We maintain an out-of-print section for our publications. Users have requested this, and so all old publications are available online.

*NICHCY employs the following strategies to enhance awareness about the **availability** of its services and resources:*

**What's New** | Widget on front page of nichcy.org website, this feature will offer links directly to new or updated resources.

**News You Can Use** | Our monthly eNewsletter includes links to resources developed by NICHCY and other OSEP-funded centers.

**NICHCY on Facebook** | Daily newsfeed posts linking to information and resources will allow our over 3.200 Facebook users to learn about and find relevant information on timely topics.

**NICHCY on Twitter** | We re-post our daily Facebook announcements on Twitter through an automated feed. In addition, we will periodically re-Tweet announcements and resources from relevant organizations and agencies such as used.gov, disability.gov, and edweek.

*NICHCY uses the following strategies to address potential **barriers** target audience members might encounter in accessing its services and resources:*

**Limited internet access** | Families and educators in remote areas can access our resources through our toll-free information line. Information specialists will also mail publications to users who cannot download them.

**Visually Impaired users** | Our website is designed to be 508 compliant so that users with screen readers can access all content.

**Language and Literacy challenges** | As we serve a wide variety of users, we design our resources to be easy-to-read and clear, following our own *Writing Plainly* guidelines. We also provide many of our resources in Spanish.