



Communications Workgroup Proposed Outline

Purpose:

To coordinate efforts of the Florida Children and Youth Cabinet agencies, offices and governmental entities to increase public awareness of shared initiatives and activities that positively impact the lives of children and youth in our state. These efforts are designed to enable the Cabinet to speak with one voice and highlight programs and resources they can offer to children and families.

Approach:

A state agency, office or government entity will be identified as the lead organization for a particular initiative and/or activity with other agencies, offices or government entities serving as partner organizations. The lead organization will communicate with other Cabinet communication directors to coordinate press releases and/or activities, quotes from the leadership and/or Cabinet Chair, and dissemination of information through all social media outlets and platforms.

Partner organizations can issue their own press releases that can include quotes from the lead organization and/or Cabinet Chair and highlight what their organization can offer children and families.

Examples of Awareness Months/Days:

Human Trafficking Awareness Month – Jan	Teacher Appreciation Week – May
Celebrate Literacy Week - Jan	National Physical Fitness & Sports Month- May
National Mentoring Month – Jan	Mother’s Day – May
Black History Month – Feb	Father’s Day – June
Read Across America Day – Mar. 2	National Safety Month – June
National Nutrition Awareness Month - Mar	Suicide Prevention/Awareness Month – Sept
National Parenting Awareness Month - Mar	Domestic Violence Prevention Month – Oct
National Public Health Week – Mar/Apr	Crime Prevention Awareness Month – Oct
National Child Abuse Prevention Month – Apr	National Bullying Prevention Month – Oct
Take Your Daughter & Son to Work Day– Apr	Disability Awareness Month – Oct
National Autism Awareness Month – Apr	National Adoption Month – Nov
National Volunteer Month – Apr	Trauma Informed Care Day – Nov. 1
National Foster Care Month – May	
Children’s Mental Health Awareness Day & Mental Health Awareness Month – May	
Teen Pregnancy Prevention Month - May	