



2022 OSEP  
Leadership and  
Project Directors'  
Conference

July 2022



## Communication Works for Those Who Work at It: Strategies & Lessons Learned from State and Community Dissemination Efforts

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Chelsea Guillen, DHS; Susan Connor, EITP at the University of Illinois; Mary  
Hartley, PEAL Center; Luz Hernandez, HUNE*

### Session Description

- This session will include presentations from two State agencies—one Part C and one Part B—as well as a PTI and CPRC to share their strategies for communicating and disseminating information Statewide. Presenters will discuss the importance of designing the message to reach the intended audiences, especially families, and to foster meaningful stakeholder engagement in State initiatives. Information will be shared on the importance of evaluation in dissemination efforts

*The contents of this presentation were developed by the presenters for the 2021 OSEP Conference. However, these contents do not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal Government.  
(Authority: 20 U.S.C. 1221e-3 and 3474)*



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## Resources and/or References

- **Illinois Part C** (Guillen and Connor)
  - [DEC Recommended Practices](#)
  - [Indicators of Effective TA](#)
  - [Early Intervention Clearinghouse:](#)
  - [Early Intervention Training Program at the University of Illinois:](#)
  - [IL Service Coordination Communities of Practice:](#)
  - [Sample Statewide Highlight Summary:](#)
- **Kansas B** (Kerry Haag )
  - [KSDE TASN System Overview Link:](#)
  - [84.323A SMHI Evaluation Brief Link](#)
  - [TASN Evaluation Brief Link](#)

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