



## *Ideas for Promoting an Annual DEC Awareness Day*

National DEC and its network of state, tribal, and local DEC alliances, along with other professionals across the nation, have designated the fourth Wednesday of April for focusing on drug endangered children awareness. On this day, individuals, agencies, disciplines, and communities across the United States and Canada come together with a common vision to help provide awareness on what issues and risks drug endangered children face and what can be done to identify, protect, and help these children.

National DEC's network has been very creative in developing ways to participate in the Annual DEC Awareness Day:

- **Collection drives for drug endangered children:** The Washington DEC Alliance collects shoes and socks for children who are receiving services from the state's Child Welfare Services. In addition to clothing drives, collection drives could also focus on supplies such as diapers, backpacks, and blankets.
- **DEC trainings:** The Nevada DEC and Washington DEC Alliances have provided DEC training specifically on that day to engage more practitioners in the DEC mission.
- **Governors' proclamations:** The Kansas DEC, Iowa DEC, Washington DEC, and Colorado DEC Alliances have all had their governors sign a statewide proclamation or promoted awareness about DEC at their state capitols.
- **Information dissemination:** The Missouri DEC and Kansas DEC Alliances have provided pamphlets, publications, and other DEC information to professionals, policy makers, and community members. Missouri DEC has even gone to the extent of placing DEC pamphlets and brochures on every chair at the Missouri Capital building.
- **Meetings with policymakers:** The California DEC Alliance has joined with state and local agencies at the state capitol to speak and answer questions about drug endangered children. The Missouri DEC Alliance conducted legislative visits and provided DEC informational sheets.
- **Press releases:** The Wisconsin DEC Alliance, in partnership with the Wisconsin Attorney General, has issued a press release around drug endangered children and the efforts taking place throughout the state. Other press releases have also been issued in connection with governors' proclamations in various states.
- **Social media:** National DEC and other DEC alliances have provided information in mass via Facebook and Twitter.

Other Annual DEC Awareness Day ideas include the following:

- Organizing a 5k or 10k run
- Organizing and promoting news media interviews and news footage
- Planting trees or flowers on behalf of drug endangered children
- Showing DEC-related videos to community members and professionals