Never Too Early Alabama

NEWS RELEASE (SAMPLE)

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**You know best. Know EARLY.**

*For parents and caregivers of children birth to three*

*worried about their child’s development, it’s never too early for Early Intervention*

**(Local city/town, AL)** Parents love watching their babies grow. Every moment they do something new is like a miracle; baby’s first smile, lifting their head, rolling over and kicking those little legs are all exciting moments.

Parents also worry when their child isn’t doing something they think he should be doing by a certain age. When parents have concerns, it’s critical that they find out if there is a developmental delay as early as possible. It’s never too early for Early Intervention.

*You know best. Know EARLY.* is a public awareness campaign intended to get important information about early intervention to more Alabama families, especially those in rural and underserved areas of our state. It’s critical that parents and caregivers know EARLY if their child has a developmental delay and that early intervention services are available to them at no cost.

Alabama’s Early Intervention System (AEIS) is a network of services and supports for families whose children under the age of three have a delay in their physical, social-emotional, cognitive (brain), and language development. In [insert city/town], [insert name of local AEIS provider] helps families of eligible children develop a plan and learn ways to help their child overcome these delays.

[QUOTE from local consumer or staff member recommended here]

[EXAMPLE] “Throughout this entire process, they’ve been able to give me tons of different information and a lot of support,” said June Wilson. She, her husband Antony, and their son Lorde reside in Huntsville and have been working with EI. “They’re there to support us, and that makes me really happy. I feel safe. They’re our family.”

All babies are uniquely and wonderfully made, and they change a lot in the first three years. If you’re concerned that your child is not reaching certain milestones in their development, it’s never too early for early intervention. *You know best. Know EARLY.*

Families can contact [insert local EI provider] or the AEIS state office to find out if their child qualifies for early intervention services and receive guidance on enrolling. Contact [local phone number] or visit nevertooearlyAL.org for more information.

Alabama’s Early Intervention System is a division of the Alabama Department of Rehabilitation Services, which provides services to Alabamians with disabilities at any age and in all 67 Alabama counties. Eight core values guide AEIS: 1) Family-centered, 2) Developmentally appropriate, 3) Individualized, 4) In the child’s natural environment, 5) Trains/equips parents and caregivers, 6) Collaborative, 7) Routines-based intervention and 8) Evidence-based practices. More about ADRS can be found at rehab.alabama.gov.