

ROUNDTABLE ON PUBLIC AWARENESS

***Action Planning Toward Improved Attitudes
toward
People with Intellectual Disabilities***

A-G-E-N-D-A

**September 10, 2003
The Washington Court Hotel
525 New Jersey Avenue, NW
Washington, D.C. 20001**

**U.S. Department of Health and Human Services
Administration for Children and Families
Washington, D.C.**

***THE PRESIDENT'S COMMITTEE
FOR
PEOPLE WITH INTELLECTUAL DISABILITIES***

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~ ISSUES ~

ISSUE I:

***What are the specific desired outcomes (qualitative and quantitative)?
Change in knowledge, questioning of attitudes and motivation, decision to
take action, taking action?***

ISSUE II:

***What things relative to the above are reasonably amenable to change
through an information initiative?***

ISSUE III:

What are the principal messages (specific) to get across?

ISSUE IV:

***What are the target audiences for the messages and how does that affect
the messages?***

ISSUE V:

What are the best available channels for getting the messages out?

ISSUE VI:

When and how do we know when we have been successful? What, who when and how do we measure?