

ECHO Key Messages

Emergency and Community Health Outreach



Key Messages for ECHO Show # 409 AND # 410 “Special Education Help for Young Children”

[Finalized Script Deadline: April 30th, 2008]
[Translation Deadline: May 8th, 2008]

Translators:

Translate only the words not “number 1, number 2, number 3”. Please contact Larry with any questions. Good luck work!

Number 1: Some babies and young children need extra help to learn.

Number 2: Experts can determine if children have special learning needs.

Number 3: Families can get free help for young children’s special learning needs.

APPROVED 4-28-08

Yes, the key messages are set to go! Thanks, Lillian!

From: Lillian McDonald [mailto:mcdonald@echominnesota.org]
Sent: Mon 4/28/2008 10:26 AM
To: Peterson, Debbykay; Lynn Beutel
Cc: April Then
Subject: RE: FW: ECHO Spec. Educ. for Young Children Show folos

Okay. Then I have your approval on the key messages... correct? (see attached sent for approval on 4/10 and please reply)

Now we are finalizing the script for April 30th.

Lillian

From: Peterson, Debbykay [mailto:Debbykay.Peterson@state.mn.us]
Sent: Monday, April 28, 2008 10:19 AM
To: Lillian McDonald; Lynn Beutel; Debbykay Peterson
Cc: April Then
Subject: RE: FW: ECHO Spec. Educ. for Young Children Show folos

No. That is the script deadline. Key messages were already completed. Lynn is talking about the links.

Dear Lillian: March 2008

We met today to draft a title for the developmental evaluation production and three draft key messages. This is our draft from today:

Title: Special Help for Young Children

Key Messages:

1. Some babies and young children need extra help to learn.
2. Experts can find out if children have special learning needs.
3. Families get free help for young children's special learning needs.

My assumption is that we will flesh out the detail of the key messages with the script and the Q & A. The title and the key messages were sent to our communications department to invite their feedback. Just want to be sure that you think we are on the right track with this.

I am looking forward to getting the contract in your hands so that we can really get going on the first production!

Best regards,
Debbykay