



Department
of Health

New York State Early Intervention Promotion Campaigns

EI Statewide Meeting

May 2-3, 2023

NYS Early Intervention Provider Campaign

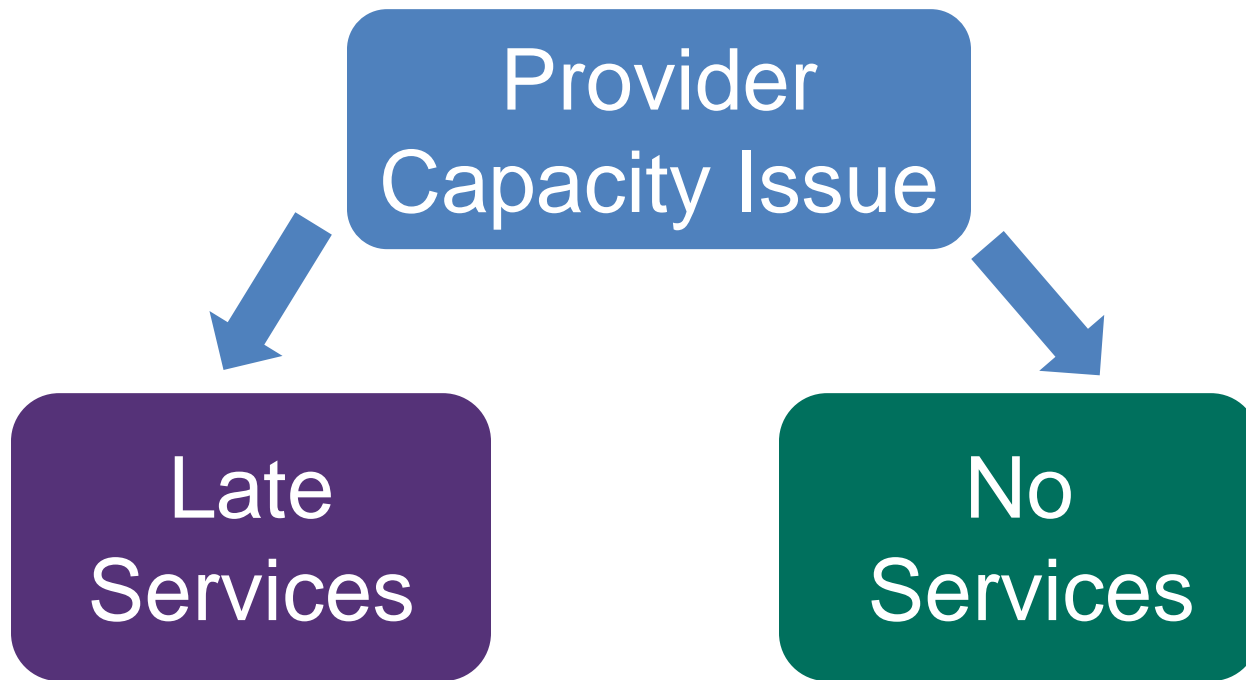


**Consider a career
in the NYS Early
Intervention
Program:**

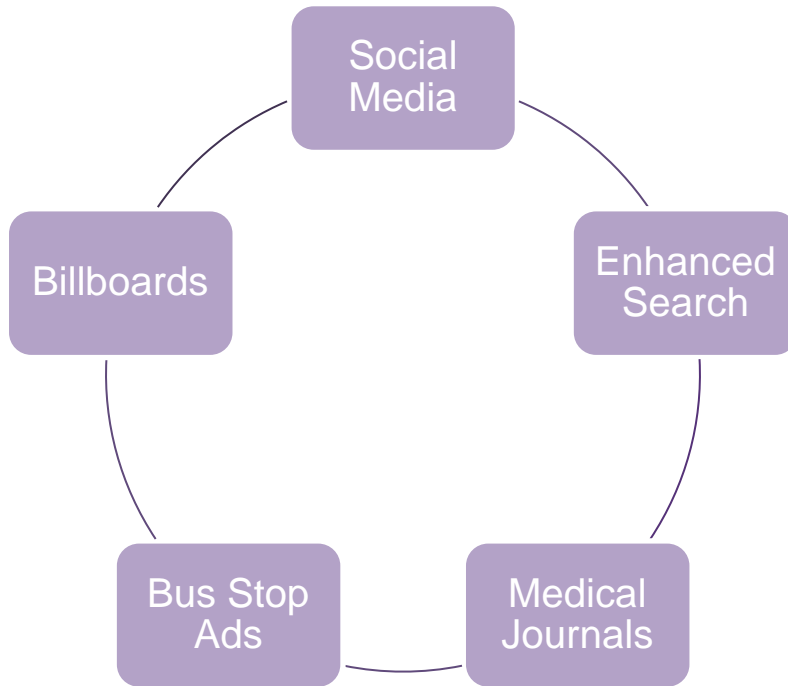
Teaching children, supporting,
and empowering families.

[Learn More](#)

 **NEW
YORK
STATE** | **Department
of Health** | Bureau of
Early Intervention



Provider Recruitment Campaign: Nov 28, 2022-Feb 28, 2023



**Want to make
a difference in infants'
and toddlers' lives?**

Become a NYS
Early Intervention provider!

Learn More



Department
of Health

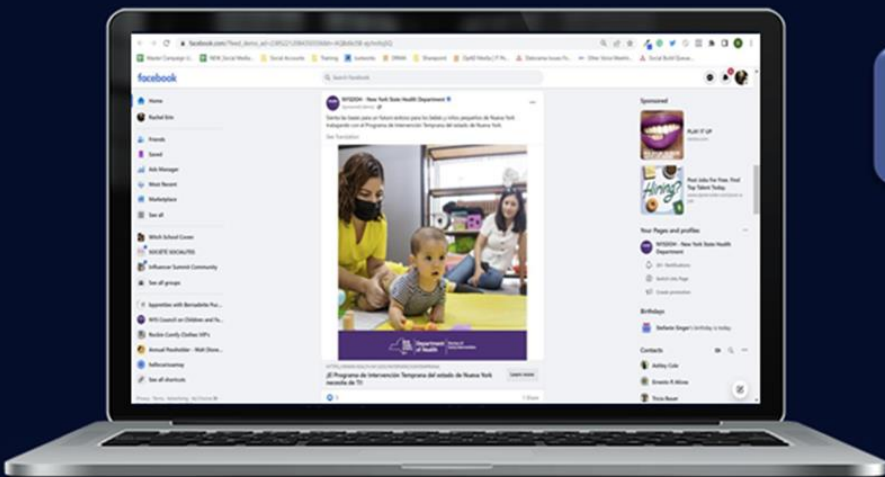
Bureau of
Early Intervention

SOCIAL

NYSDOH [CAMPAIGN NAME] 2022 VISUALS



In-Feed Ad, Desktop



In-Feed Ad, Mobile



Outcomes from Provider Recruitment Campaign

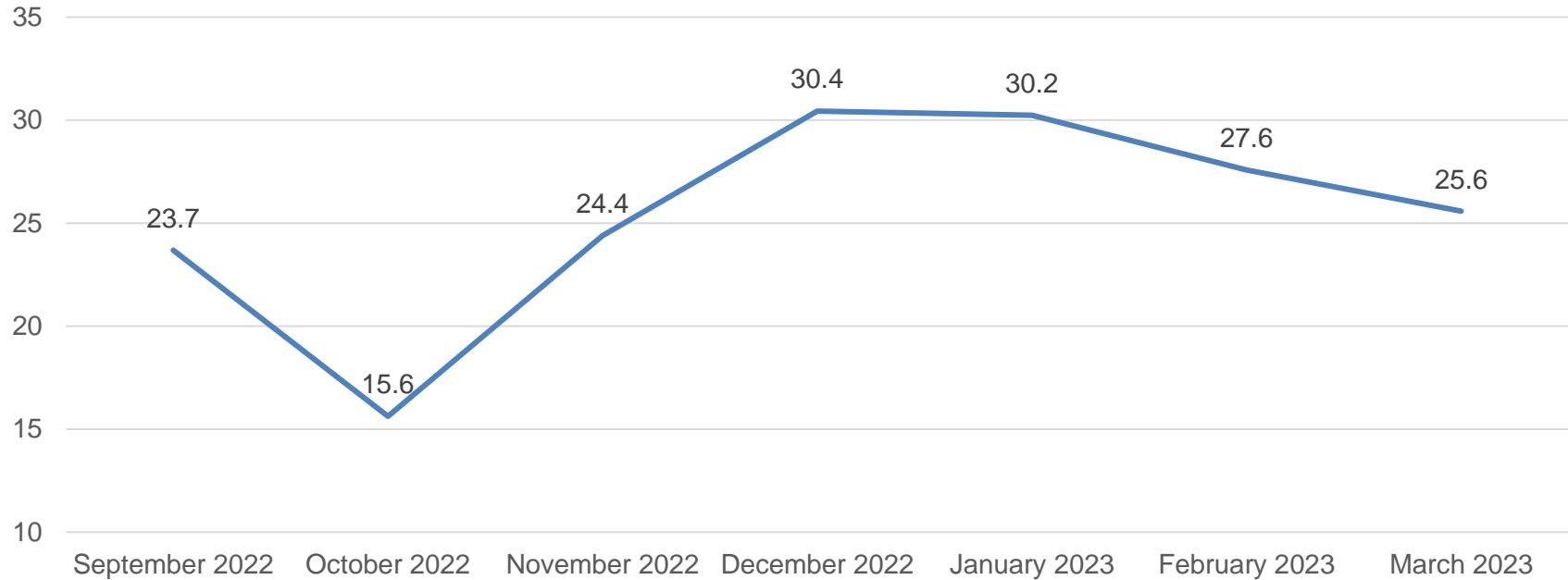
Over 25.7 million people looked at the online ads

- 66% ads in English
- 34% ads in Spanish

123,299 clicked on the online ads to learn more

Many other people saw our ads on billboards, at bus stops, in journals and newsletters

Percent New Providers



Current Recruitment Activities

- Ads in 10 NYS Newsletters in 2023-2024
- Collaborating with DOL

Future Recruitment Activities

- Create video describing eligibility, application process
- Staff attend job fairs

Newsletters

American Academy of Pediatrics

American Nursing Association

American Physical Therapy Association

Division for Early Childhood

National Association of Special Education Teachers

National Association of Social Workers

NYS Occupational Therapy Association

NYS Psychological Association

NYS Society for Clinical Social Work

NYS Speech-Language-Hearing Association

NYS Early Intervention Family Campaign



Working Towards Equity in Early Intervention



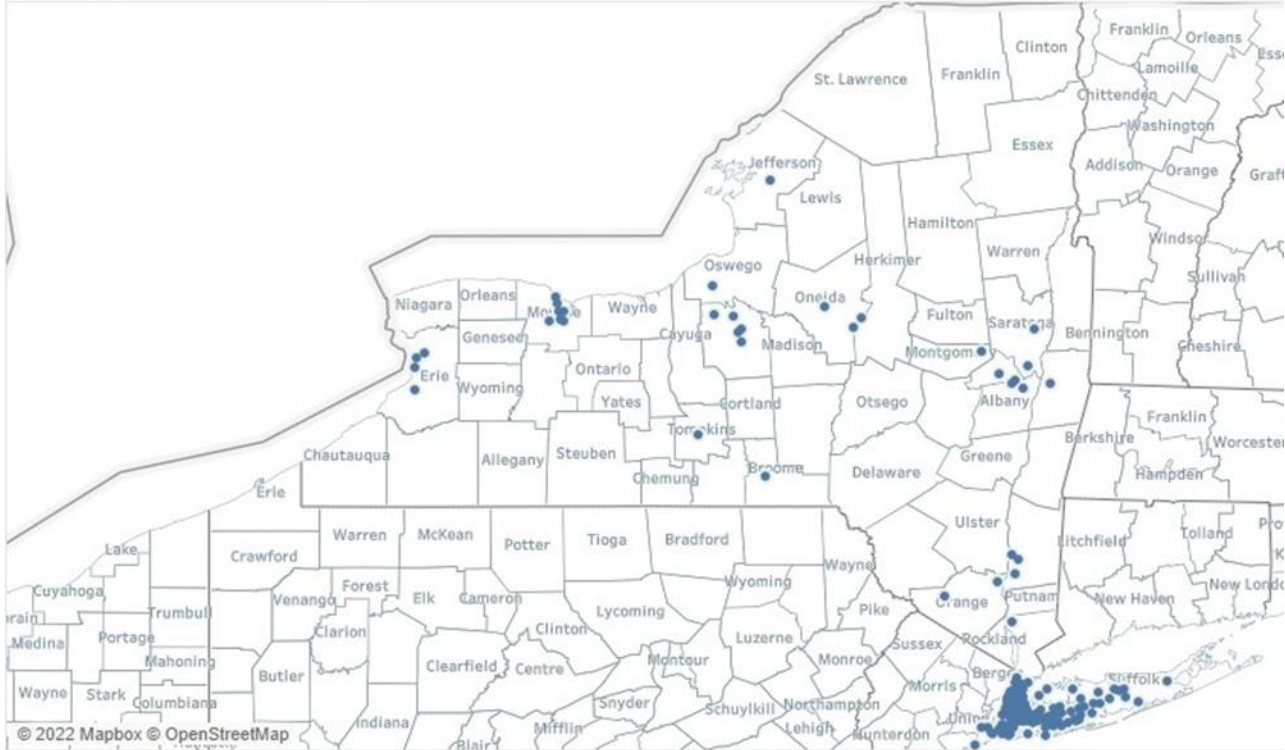
Family Campaign Strategy

Give families information about the ages of children EI supports, services provided, how to refer your own child

Focus on zip codes where:

1. Black children are less likely to be enrolled than other children
2. Late enrollment is prevalent

178 Zip Codes with Any Risk Factors



More information to come!

Thank you!

Questions?

