



IEHA Public Relations Activity Committee Plan of Action

The members of this committee are appointed by the sitting president and include district representatives and members at large.

The objectives of the IEHA Public Relations Committee:

1. Develop materials and ideas to promote and inform the public about IEHA.
2. Give the membership the tools to advance community understanding of IEHA, its county organizations, and local clubs.

Action Steps:

1. Explore opportunities to promote name recognition, understanding and the relevancy of the organization.
2. Review and update IEHA 'messaging' materials.
3. Inform the holder of the social media accounts of events which may generate interest in IEHA.
 - Districts and counties should utilize the district pages on the IEHA website.
 - Counties and local clubs may create their own social media accounts following the guidelines for using the IEHA name and Logo.
4. Encourage the members in each county to create their own printed materials to promote activities in their county. Examples include pamphlets, posters, palm cards (hand cards or mini-pamphlets) which could include a short 'elevator speech' and contact information. The IEHA guidelines for the use of the name and Logo should be followed.
5. Remind counties to use the Tool Kits to publicize their activities, especially during county fairs and IEHA Week in October. Pictures and articles can be submitted to local newspapers as available.
6. Assist in restoring historical information to the IEHA website.