

## MENU of Public Disclosure Activities

	<b>Online/Print/TV/Radio Advertisement</b>	<b>Brochure/Flyer/Poster Distribution</b>	<b>Presentation/Booth</b>
Geographical community	<ul style="list-style-type: none"> <li>• Twitter</li> <li>• Facebook</li> <li>• Hub public relations website</li> <li>• Hub clinical research website</li> <li>• Hub Study website</li> <li>• Radio pod cast</li> <li>• Local news websites</li> <li>• National press release through PR newswire</li> <li>• Local major newspapers</li> <li>• Religious affiliated bulletins &amp; mailings</li> <li>• Local TV (PSA &amp; interviews)</li> <li>• Press releases</li> <li>• Public radio (PSA &amp; interviews)</li> <li>• Billboards</li> <li>• Bus advertisements</li> <li>• Large employer - Employee paycheck insert</li> <li>• Closed circuit television</li> </ul>	<ul style="list-style-type: none"> <li>• Local pharmacies</li> <li>• Buses (city bus posters)</li> <li>• Homeless shelters</li> <li>• Religious organizations</li> <li>• Libraries</li> <li>• Local Health Dept.</li> <li>• Billboard</li> </ul>	<ul style="list-style-type: none"> <li>• Farmers markets</li> <li>• State fair</li> <li>• Street fair</li> <li>• Employment fair</li> <li>• Health expo's</li> <li>• Conferences</li> <li>• Advocacy groups</li> <li>• Volunteer organizations</li> <li>• City council/Gov. meetings</li> <li>• Religious organizations</li> <li>• Libraries</li> </ul>
TBI affiliated community	<ul style="list-style-type: none"> <li>• Local Brain Injury Assoc. newsletter</li> <li>• Local Brain injury Assoc. website</li> <li>• Local Brain injury Assoc. mailing</li> <li>• Local Brain injury Assoc. email blast</li> </ul>	<ul style="list-style-type: none"> <li>• TBI rehab clinics</li> <li>• Motorcycle/bicycle shops</li> <li>• Neurologist offices</li> <li>• College Fraternities</li> <li>• Sporting events</li> </ul>	<ul style="list-style-type: none"> <li>• Local Brain Injury Association Conf. -</li> <li>• TBI Support groups</li> <li>• Sports concussions summit</li> <li>• Sporting events</li> <li>• Epilepsy Foundation Conference</li> <li>• Epilepsy Foundation Walk &amp; EF Stroll</li> </ul>
Special focus: Multicultural communication	<ul style="list-style-type: none"> <li>• African-American News &amp; Issues Newspaper</li> <li>• Spanish language newspaper</li> <li>• Spanish language TV channel</li> </ul>	<ul style="list-style-type: none"> <li>• Multilingual health clinics</li> <li>• Specialty food markets bulletin boards</li> </ul>	<ul style="list-style-type: none"> <li>• Latino Festival</li> <li>• Roots &amp; Heritage Festival</li> <li>• Latino Book &amp; Family Festival</li> <li>• Asian Americans for Community Outreach (AACO) organization</li> </ul>

Special focus: Medical personnel	<ul style="list-style-type: none"> <li>• Hub internal email circular</li> <li>• EMS newsletter</li> <li>• Local Neurologist clinics (notification letter)</li> </ul>		<ul style="list-style-type: none"> <li>• Medical professional's mtg./expo/conf.</li> <li>• Hospital staff events</li> <li>• Grand Rounds</li> <li>• EMS staff trainings</li> </ul>
Special focus: ProTECT subjects (EOS PD)	<ul style="list-style-type: none"> <li>• Results notification letter (mailing)</li> </ul>		

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**Public Disclosure\* Methods:**

Television (public and closed circuit)

Radio

Newspaper

Newsletter

Mass mailing

Flyer/brochure

Online website

Email circular

Online Social media network (facebook, twitter, blog, live chat)

Presentation

Bus signs

Billboards

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\*Any event where **one way** communication from the study team to the community is observed is a form of Public Disclosure.