



State of New Jersey

NEW JERSEY DEPARTMENT OF CHILDREN AND FAMILIES
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Top Ten Tips for Spreading the Word about Safe Haven

We're sure you already have many great ideas of your own. We hope this list of suggestions inspires more.

1. **Place posters in local community centers.** Most will have bulletin boards or kiosks dedicated to public announcements. Check to see if you need permission first.
2. **Request local papers to display the ad as a public service.** Three sizes are available in the kit, which should accommodate most publications' needs.
3. **Talk to local places of worship.** Ask them to insert copies of the small Safe Haven flyer into their weekly bulletins. Its size fits perfectly into the standard program bulletin.
4. **Create a Safe Haven tabletop display.** Use posters, brochures and note cards to create a display at community events. If you have a laptop available, you can download the PowerPoint program available on the Internet at www.njsafehaven.org and play it as a presentation at the event.
5. **Lead a small group discussion on Safe Haven.** Many organizations, including public and private schools, community centers, civic organizations and youth groups, would welcome someone who could lead a discussion on an important public issue. Use the PowerPoint presentation (noted above) with either a large monitor or a data projector to present all the facts in an engaging manner.
6. **Reach out to local businesses.** Ask them to place the Safe Haven ad in their company newsletter. Local retail stores may have bulletin boards where they could display the poster.
7. **Ask for help.** Most neighborhoods have several organizations interested in serving their community, from faith-based organizations to youth clubs, civic groups and more. They may have outreach programs in existence already where you can participate.
8. **Network with people.** In this case, we're not talking about computer networking, but people networking. Tell your friends and work associates about what you're doing for Safe Haven. Before you know it, you'll discover people willing to help you, with ideas and resources of their own.
9. **Network with the Web.** If you're interested in the Web, explore opportunities to promote and discuss Safe Haven online. Community web pages, chat groups and online forums on related topics are good places to start. Promote the Safe Haven Web Site: www.njsafehaven.org.
10. **Try again.** If you didn't get the answer you wanted the first time, ask again after an appropriate interval. For example, a publisher who did not have space available in his paper in June may be happy to place a public service announcement in August.