

	What we know... Reflect on your own system, what do you know already?	What we learned... Any new resources folks mentioned today? Any new ideas to add to your toolkit?	Next steps... What are some tangible steps you can take in this area in order to effectively market HMG?
STRATEGY 1: <u>Leveraging Resources:</u> Consider gathering resources that may help build and create your message.			
STRATEGY 2: <u>Trusted Messenger:</u> Begin to identify individuals and organizations that believe in your message and are trusted by community and families.			
STRATEGY 3: <u>Parent Feedback:</u> Know your audience and consider their perspective versus your own. What will resonate with your audience?			