**Strategies for Distributing Disastershock Book to Departments, Agencies, Organizations**

Issues to consider:

*Level:* Town/City, County, State, Country

*Organizations:* Local, regional, national

*Personal contact:* Disastershock Team member has a personal connection with a contact person.

*Professional affiliation:* Disastershock team member contacts a person in the same profession (sometimes gets a more positive response: e.g. Brian has had helpful responses when he emails university professors in mental health departments).

*Possible distribution sources:*

1. School districts: public, private, Catholic

2. Government departments: Health, Mental Health, Education

3. Universities: Mental health departments: Social work, Counseling, Psychology, Family Therapy, Psychiatry.

4. Mayor’s office/City Hall, Governor’s office

5. Religious organizations: Churches, Synagogues, Mosques.

6. Politicians: Senators, Members of Parliament

7. Emergency services: Red Cross

8. Rotary Clubs, Lion’s Clubs

Consider using mental health university students as possible team members assisting with distribution.

*General Steps:*

1. Identify affected cities, states, countries.

2. Develop sub-teams responsible for e.g. different states/cities/countries.

3. Using Possible Distribution Sources (see above) identify: a) specific persons with b) email addresses, and send an individualized email re Disastershock (e.g. Dear Ms. (surname).

Use a subject line like: *Request for Your Assistance in Distributing Free Disaster Coping Book*

Other strategies: broad release to social media, parenting and other websites.

* B. Gerrard 4/12/20