**24:14:02:09.  Public awareness program.** The department shall develop a public awareness program that focuses on early identification of infants and toddlers with disabilities. The program shall include the preparation and dissemination to all primary referral sources, especially hospitals and physicians, of materials for parents on the availability of early intervention services in this article and article 24:05. The materials shall emphasize the need to inform parents with premature infants, or infants with other physical risk factors associated with learning or developmental complications. The department shall develop procedures for assisting primary referral sources in disseminating information to parents. The public awareness program shall provide information about the following:

(1)  The state's Part C program;

(2)  The child find system established pursuant to § 24:14:10:01, including:

(a)  The purpose and scope of the system;

(b)  How to make referrals for children under the age of three; and

(c)  How to gain access to a comprehensive, multidisciplinary evaluation and other early intervention services; and

(3)  The central directory established pursuant to § 24:14:02:07.

The department shall also inform parents of toddlers with disabilities of the availability of services pursuant to article 24:05 not fewer than 90 days before the toddler's third birthday.

**Source:** 20 SDR 223, effective July 7, 1994; 26 SDR 153, effective May 22, 2000; 28 SDR 105, effective January 31, 2002; 35 SDR 82, effective October 22, 2008; 39 SDR 109, effective December 17, 2012.

**General Authority:** SDCL 13-37-1.1.

**Law Implemented:** SDCL 13-1-23, 13-14-1, 13-37-1.1.