

# **National Association for Retarded Children**

**Why we're here...**

Those of us committed to the National Association for Retarded Children, on either a voluntary or professional staff basis, have set dual goals for ourselves: to ensure that the mentally retarded children and adults in this country share fully in all human rights and services, and, for the sake of future generations, to diligently pursue every feasible avenue in the area of prevention.

Current, specific NARC priorities include improvement and expansion of residential and educational services, prevention of mental retardation, increased efforts to eliminate the factors which appear to cause the disproportionately high incidence of mental retardation among low income groups, and increased efforts to broaden our membership base. Included in our goal of increased membership is an important NARC "sub-priority"-the recruitment of a greater number of low income and minority members. A continuing task, certainly, is to generate further public and governmental awareness of the needs of mentally retarded individuals.

To achieve these goals takes both dedication and teamwork. It calls for the best we have to give—whether we are parents or relatives of retarded persons, researchers, members of the professional staff or involved citizens committed in some other manner.

When NARC was formed, such goals as these were quite beyond our reach. Our capabilities were necessarily limited by our numbers and our resources. Our ranks have grown in the more than two decades since NARC began. We can point to a wide variety of action projects, re-

search programs, residential services. We have 1500 member units across the country in all fifty states, the District of Columbia, and in U.S. territories and military installations abroad—over 224,000 volunteer members. We also have an NARC headquarters and a staff of trained professionals working hand in hand with our volunteers for the betterment of mentally retarded children and adults.

The purpose of this booklet is to give you a brief, overall picture of how NARC works—what it does, what services it performs for its state and local units, and—why we're here...

# Progress through legislation

Today, more than ever before, the nation's interest is focused on social change. In only a few short years the Department of Health, Education and Welfare has become a major governmental force. Both the Executive and Legislative branches are deeply concerned with the needs of the poor, the disadvantaged and the disabled. Additionally, each state is involved with the particular needs of its respective citizens. The number and complexity of legislative programs dealing with the welfare of the mentally retarded underlines the importance of NARC's legislative efforts...

NARC...

...maintains a close watch on all aspects of legislative programs dealing with the needs of the mentally retarded—health, rehabilitation, welfare, education, social security, labor, research and many others.

...was highly instrumental in obtaining passage of the Developmental Disabilities Services and Facilities Construction Act of 1970—a bill designed to provide states with broad responsibility for planning and implementing a comprehensive program of services, and to offer local communities a strong voice in determining needs, establishing priorities and developing a system for delivering services. The actual language of Public Law 91-517 was prepared with the assistance of NARC's Governmental Affairs Committee.

... urged that Congress extend and expand the Vocational Rehabilitation Act to afford mentally retarded individuals greater opportunities to enter the nation's work force.

...serves as both advisor and clearinghouse for state and local ARCs in implementing Federal legislative programs.

...supported passage of Public Law 91-230, Elementary and Secondary Education Amendments of 1969—and worked closely with the Bureau of Education for the Handicapped in preparing guidelines and the implementation of this legislation.

...worked with the U.S. Congress in preparation of legislation that became Public Law 91-211, Community Mental Health Amendments of 1970, and advised the legislative committee of provisions as they related to the mentally retarded. This legislation extended for three additional years authorization for construction and staffing of community mental health centers.

...has strongly supported its units in initiating major lawsuits on behalf of the rights of the mentally retarded citizens in many states, including Pennsylvania, Massachusetts, Tennessee and Alabama.

...supported passage of Public Law 91-69, the Older Americans Act Amendments of 1969—amendments which aided around 7,500,000 handicapped children to receive services from approximately 3,000 foster grandparents.

...supported passage of the Lead Based Paint Poisoning Prevention Act—authorizing grants to help cities and communities detect, treat and eliminate lead based paint poisoning. In 1971, the Bureau of Community Environmental Management estimated that of the 250-000-400,000 possible cases of lead poisoning occurring

annually, 6,000-8,000 afflicted children may suffer from varying degrees of mental retardation.

...provides NARC members with up-to-date, comprehensive information on the progress of Federal legislation pertaining to mental retardation.

# providing services to ARCs

As an organization grows, its needs increase proportionately. Greater responsibilities and expanded programs call for clear lines of communication and close coordination between all organizational branches. In this respect, NARC's six Regional Offices play an increasingly vital part in Association goals. In addition to acting as a communications link between NARC headquarters and member units throughout the country, Regional Offices are charged with the responsibility of providing staff services and resources to their respective states...

NARC...

...maintains these offices to represent NARC with its state and local units, in order to stimulate and encourage leadership, provide fund-raising consultation, and aid in membership promotion and recruitment.

...provides, through its Regional Offices, extensions of the National headquarters office, in order to bring about more personal ties and closer communications between NARC and its state and local associations, and between those associations and NARC.

...maintains a close working relationship with governmental agencies, particularly HEW regional offices, in an effort to broaden resources within each NARC region. Regional Offices also work with other related health agencies and organizations to ensure coordinated efforts toward common goals.

...aids ARCs in interpreting and implementing effective programs, plans, and priorities.

...maintains full-time contact with all state and local member units and aids those units in monitoring legislative activities, conducting workshops and seminars, and evaluating program goals.

...continually broadens the scope of effective public information and public education activities on both state and local levels.

... helps organize new units, and assists units in developing effective programs and objectives.

# establishing a sound financial foundation

A sound financial foundation on both local and national levels is essential to the growth and development of NARC. The Association endeavors to ensure the continuance of existing income sources, and the development of new fund-raising projects...

NARC...

...promotes both financial and man-hour support for NARC and its member units through national fraternal organizations, sororities, business groups and foundations—typical prominent organizations working in conjunction with NARC are the Junior Clubwomen of the General Federation of Women's Clubs, Civitan International and the United States Jaycees.

...creates and produces special events such as benefits and other activities designed to increase the financial resources of NARC and its member units.

...provides consultation and assistance to state and local units on fund raising matters.

...maintains contact with foundations, institutions and other funding sources, for the purpose of procuring grant monies for NARC research and study projects.

...upon request, conducts cooperative fund raising ventures with state and local units—adapting NARC's professional experience to the specific needs of the units concerned.

...through its liaison with the Junior Clubwomen of the General Federation of Women's Clubs, more than \$90,000 was contributed to NARC, state and local member units during a 24-month period.

...through cooperation with Federal Service Campaigns, NARC and its participating member units received more than \$447,000 from two successive appeals.

...has received nearly \$40,000 in contributions from the United Airlines Stewardess Alumnae, Inc., Clipped Wings, during its association with this organization. This figure does not include generous contributions received by NARC local units.

# public awareness: the key to public support

In this age of mass communication, when a multitude of agencies and organizations are vying for support, it is difficult to overestimate the importance of an effective public information program. Before the public can respond to appeals for membership, fund raising, or improved services, they must first be made aware that such needs exist across the country, and within their individual communities...

NARC...

...gains national recognition through an annual White House picture ceremony with NARC's poster child-publicity in more than 600 newspapers across the country.

...secures prominent national figures to serve as spokesmen for NARC and its units—such as National Honorary Chairman Barbra Streisand, and National Sports Chairman Calvin Hill of the World's Champion Dallas Cowboys.

...produces and places public service ads in such national publications as Look, Forbes, The Hollywood Reporter, Television/Radio Age, Billboard and many others—and works with all media in the preparation of public awareness features.

...publishes Mental Retardation News, with a circulation of 158,000—the only newspaper devoted solely to the problems and needs of the mentally retarded.

...gains more than a million dollars annually in donated public service network time through TV and radio spots featuring stars such as Barbra Streisand, Ryan O'Neal, Henry Fonda, Charl-

ton Heston, Johnny Carson, Peggy Lee and a wealth of other top-flight entertainers and makes these spots available for use by all ARC units, so national campaign efforts can be supplemented by valuable exposure on local and area radio and TV stations.

...obtains nationally-recognized speakers for NARC's annual conventions, such as Senator Hubert H. Humphrey and Mrs. Humphrey, HEW Secretary Elliot L. Richardson, and Senator Robert Dole.

...publishes Action Together and Information Exchange, two monthly publications designed to meet the special needs of NARC and its member units. Action Together is aimed at keeping ARC units informed of vital legislative needs and other projects requiring active support-Information Exchange serves as a clearinghouse for useful information on ARC activities, ideas and projects.

...produces a wide variety of materials in support of National Retarded Children's Month and Membership Month- including TV and radio spots, publicity kits, campaign posters, canisters, brochures, membership promotion kits, etc.

...offers a special celebrity series of radio spots specifically designed for YOUTH NARC.

...gains national exposure through placement of key NARC leaders on network television shows, such as the CBS "Entertainer of the Year" special, and the NBC-TV Today Show.

... negotiates with motion picture and recording studios, advertising agencies, graphics houses, public relations firms, and many others, to ob-

tain much of NARC's production of film spots, recordings and other items either at no cost whatever, or on an "out-of-pocket" cost basis—a savings passed on to NARC units.

...answers 500-600 public inquiry requests per month-and responds with information, facts and publications to parents, teachers, students, mental retardation personnel, service organizations, the news media and other concerned individuals and organizations both in this country and abroad.

...provides professional support in the area of public education, through appearances, interviews and speeches before ARC units and other interested organizations.

...maintains a large selection of pamphlets, literature, booklets and campaign materials for use by NARC units.

...through an \$83,533 grant from Civitan International, NARC will be able to greatly broaden its public information efforts through the development of publications on mental retardation for distribution to member units, physicians, social agencies and the general public.

# **programs to meet the needs of mentally retarded citizens**

Prevention of mental retardation through education and research, intensive efforts to improve and change the concepts of residential services and special education, and special emphasis on combating the relationship between poverty and mental retardation-these are major Association program activities...

NARC...

...works with the U.S. Department of Labor in an On-The-Job Training project, to provide new opportunities for economic stability for mentally retarded persons.

...develops appropriate means of combating poverty-related mental retardation, such as promoting public awareness of lead poisoning, health hazards, isolation from needed services and cultural deprivation.

...carries out an intensive program aimed at eliminating the dehumanizing conditions that exist in a significant number of private and public institutions for the mentally retarded-such as the recent Parent Training in Residential Programming project, designed to help parents become more knowledgeable of accreditation standards, so they can actively take part in improving facilities and upgrading programs. (NARC has continually played a major role in the establishment of such standards for all residential facilities.)

... continually encourages new opportunities for meaningful employment in both government and private industry through its Employer of the Year competition.

...provides aid and support to state and local ARCs working to improve the quality of residential programming in facilities in their areas.

...develops policy statements and action programs outlining the educational needs of the mentally retarded, and promotes appropriate education legislation, preschool programming and extension of special education services to mentally retarded adults.

...works to ensure that all mentally retarded persons have access to the highest quality of services.

...urged the American Medical Association Council on Medical Education to upgrade, expand and modernize medical education in the field of mental retardation.

...initiates and promotes a varied and continuous program of research-past successes

include the development of screening procedures for PKU, epidemiological investigations on the effect of malnutrition, studies of the relationship of viral infections on mental retardation and the study of specific defects that may be associated with chromosomal abnormalities ...new research directions will concentrate on needs in operational and programmatic areas.

# a strong, involved citizenry

The strength and effectiveness of NARC depends upon the recruitment, retention and involvement of a strong membership. Without active, interested members, there can be no organization, no effective vehicle for creating public support and awareness of the needs of mentally retarded persons...

NARC...

...works with volunteer committees, state and local units, to strengthen the concept of community involvement through membership, dedication and greater public understanding.

...works with ARC units across the country to gain new members, and effectively utilize the resources and skills of the existing membership.

...aids state and local ARC units in annual membership campaigns by providing complete data on organizational procedures, campaign activities and promotional material.

...initiates pilot membership programs to test the effectiveness of recruitment methods that may someday benefit the overall membership.

...encourages prospective member units, and lends active support in helping such units meet the necessary requirements to gain NARC membership-additionally, NARC offers staff consultation to all members in areas such as dues, membership development, support and workshop planning.

# the voice of the future

A new and vibrant aspect of the National Association for Retarded Children came into being in 1967 with the formation of YOUTH NARC, the youth division of NARC...

NARC...

...continually increases public awareness and involvement of young persons through YOUTH NARC's affiliations with the Presidents Committee on Employment of the Handicapped, the National Voluntary Action Program, the United Nations World Youth Assembly, and various other groups.

...engages in a myriad of service activities on behalf of the mentally retarded through YOUTH NARC, including recreation, summer day-care programs, camping activities, fund raising, Special Olympics, job training and many more.

...encourages the continued growth and progress of YOUTH NARC, which now claims 500 affiliated units in 44 states, with a membership topping 15,000.

...works to ensure the further expansion and utilization of NARC's youth association-YOUTH NARC.

...through its youth division, trains and encourages members for future leadership roles in NARC itself.

# what lies ahead

You'll note that each area of responsibility at NARC has one thing in common with the other. It's a basic principle we mentioned at the beginning, and one worth mentioning again:

Our dual goal at the National Association for Retarded Children is to ensure that mentally retarded persons share fully in all human rights and services, and, for the sake of future generations, to diligently pursue every feasible avenue in the area of prevention...

The greatest triumph for an organization such as ours would, of course, be the completion of these goals. Ultimately, then, we are dedicated to bringing about the day when we can close our doors for the last time—when a National Association for Retarded Children is no longer needed—when mental retardation joins the other afflictions of man that have become a thing of the past.

Such a day may be a long time coming. A great deal of work lies ahead. But all of us believe it's a day worth working for.

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2709 Avenue E. East • Arlington, Texas 76011