

Case Study:

Alabama Council on Developmental Disabilities Public Awareness Campaign

Objective:

The Alabama Council on Developmental Disabilities (ACDD) promotes independence, advocacy, productivity, and inclusion for Alabamians with developmental disabilities. ACDD engaged Applichat's public awareness, digital communications, and accessibility-focused content services to strengthen statewide visibility and make its resources, events, stories, and engagement opportunities easier to understand and access.

The campaign supports communications across disability awareness, advocacy, emergency preparedness, public input, education, and community inclusion, helping families, advocates, providers, and community partners connect with timely information and practical resources.

Performance:

As part of the ongoing campaign, Applichat has delivered website management, plain-language blog and social content, newsletter support, public announcements, event promotion, digital and print-ready ads, resource promotion, and advocate storytelling. This work supported key ACDD moments, including Developmental Disabilities Awareness Month, the 2027-2031 Five-Year State Plan public comment period, emergency preparedness outreach, council meeting updates, and partner events across Alabama.

Paid campaign activity has generated more than 306,800 impressions, reached at least 158,000 people, produced more than 4,966 link clicks, and driven nearly 3,134 landing page views with a click-through rate as high as 3.67%. Applichat also supports engagement efforts through regular newsletter updates to a growing audience of 945 subscribers and develops QR-code graphics, press materials, explainer videos, and advocate stories to increase awareness and participation.

