

# How to Promote Substance Use Messaging

## Division of Substance Use Programs

The Health Department has made sharing substance use messaging easier than ever! Partners and grantees can promote this messaging and support substance use prevention, harm-reduction, treatment and recovery in their communities.

If you need help accessing or understanding this information, contact [AHS.VDHDSU@vermont.gov](mailto:AHS.VDHDSU@vermont.gov).

### Include Messaging in Your Outreach

We have made it easy to share professionally developed and design substance use messaging. Here are three ways to promote these messages.



#### Share our social media posts

Follow **@HealthVermont** on our social channels and share posts to yours. Add local details and resources to your message.

- [Facebook.com/HealthVermont](https://www.facebook.com/HealthVermont)
- [Instagram.com/HealthVermont](https://www.instagram.com/HealthVermont)
- [YouTube.com/HealthVermont](https://www.youtube.com/HealthVermont)



#### Distribute our marketing materials

Order posters, rack cards, brochures, lock bags, pens, stickers and more at the [Vermont Alcohol and Drug Clearinghouse \(VADIC\)](#).

- ✓ Order for free
- ✓ Ship for free



#### Link to our webpages

Share campaign webpages in emails, presentations, factsheets, newsletters, social media posts and more!

[HealthVermont.gov/LetsTalkCannabis](https://www.healthvermont.gov/LetsTalkCannabis)  
[HealthVermont.gov/DoYourPart](https://www.healthvermont.gov/DoYourPart)  
[HealthVermont.gov/HealthyatHome](https://www.healthvermont.gov/HealthyatHome)  
[HealthVermont.gov/KnowOD](https://www.healthvermont.gov/KnowOD)

[VTHelplink.org](https://www.vtHelplink.org)  
[1MoreConversation.com](https://www.1MoreConversation.com)  
[ParentUp.org](https://www.ParentUp.org)  
[OneLessVT.com](https://www.OneLessVT.com)



**HealthVermont.gov**  
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 **VERMONT**  
DEPARTMENT OF HEALTH

## Follow us on social media



- Engage in the conversation on our posts to increase your organization's visibility.
- Share posts our professionally developed messages.
- Boost health messaging among your organization's followers.
- Add local information to increase relevancy for your followers.

## Maintain messaging design



- Keep all colors, text, logos, images, videos, image and video quality and aspect ratios unedited.
- Logos and images should not be used to create other materials, products or ads.
- Order free professionally printed materials at the [Vermont Alcohol and Drug Clearinghouse \(VADIC\)](#) instead of printing from your organization.

## Add to your organization's communication plan



- Include plans to monitor our social media and share posts with additional local information.
- Join us and hop on the trends! Many of our social media posts include popular trends we are seeing on social media. If you see one that we have used or others that you come across, you can make it specific to your work and have some fun!

Partners and grantees are an important messengers, especially in your communities! Build off of what the Health Department has developed to promote substance use messaging that resonates with your community members.