

# 2020 Guidance for Grantees

## How to promote Health Department campaigns.

The Health Department works with professional marketing agencies to create research-based materials designed to appeal to various groups of Vermonters. We are happy to share our materials with you and appreciate your partnering with us to protect the health of Vermonters. It is important that the images and materials provided to you are used as designed and for their intended purpose. For example, social media images are low resolution and cannot be enlarged to be bus ads. Maintaining the consistency of the look and style of each campaign enhances its recognition and impact. **Sharing posts from the Health Department's social media is encouraged.**



### Images & Videos

- Use only images and videos provided with this guidance.
  - Do not manipulate images and videos.
  - Maintain colors, aspect ratio and image quality.
  - Text within images and videos cannot be edited.
- Do not use components or logos to create new items.
- Provided images cannot be used for other print or marketing purposes (no bus ads, commercials, etc.).



### Message Text

- Do not edit message text.
- Local information can be added.
- Message text can be included in newsletters and partner outreach.
- Additional approved text can be found on campaign webpages. These statements can be used to enhance messaging to audiences and partners.
- Information included with campaign text cannot be contradictory to Health Department messaging.



### Print Materials

- Newspaper ads are provided in different sizes.
- Do not print campaign materials or images.
- Print materials are available for free through the Vermont Alcohol and Drug Information Clearinghouse (VADIC).

[vadic.org](http://vadic.org)

(802) 223-6263

[orders@pear-vt.org](mailto:orders@pear-vt.org)

**See your grant agreement (Attachment A, #3, Section G) for media outreach, communication and education requirements.**

**Topics in gray are provided as optional resources related to ADAP's work.**

Jennifer Zoller, MPH

(802) 951-5799, [jennifer.zoller@vermont.gov](mailto:jennifer.zoller@vermont.gov)

Learn more at [healthvermont.gov](http://healthvermont.gov)

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# Parent Up

Message Text	Image/Video	
#ParentUpVT is a FREE resource that helps you tackle the tough stuff. Get parenting advice on topics like drinking, marijuana, and mental health at <a href="http://ParentUpVT.org">ParentUpVT.org</a>		ParentUp_General_Facebook-1200 x 628.png ParentUp_General_Instagram-1080 x 1080.png ParentUp_General_Twitter-1024 x 512.png
This year's prom theme? Safe and healthy. Talk with your kids about underage drinking before they go out. For tips, check out <a href="http://ParentUpVT.org">ParentUpVT.org</a> #ParentUpVT		ParentUp_Prom_Facebook-1200 x 628.png ParentUp_Prom_Instagram-1080 x 1080.png ParentUp_Prom_Twitter-1024 x 512.png
🎓 ConGRADulations 🎓 Make sure your kids celebrate safely by talking with them about underage drinking. Learn how at <a href="http://ParentUpVT.org">ParentUpVT.org</a> #ParentUpVT		ParentUp_Grad_GIF_Facebook_Twitter-1920x1080.mp4  ParentUp_Grad_GIF_Instagram-1080x1350.mp4
Don't put off talking with your kids about marijuana! Learn how it affects developing brains, plus get conversation tips at <a href="http://ParentUpVT.org">ParentUpVT.org</a> #TalkEarlyTalkOften #ParentUpVT		ParentUp_Marijuana_Facebook-1200 x 628.png ParentUp_Marijuana_Instagram-1080 x 1080.png ParentUp_Marijuana_Twitter-1024 x 512.png
Talking with your kids about marijuana is not easy, but you can do it. Learn tips at <a href="http://ParentUpVT.org">ParentUpVT.org</a> #TalkEarlyTalkOften #ParentUpVT		<a href="https://youtube.com/watch?v=DNbWXAD859A">youtube.com/watch?v=DNbWXAD859A</a>
Feeling awkward about starting a marijuana conversation with your child? Don't! Just relax and stay positive. Learn tips at <a href="http://ParentUpVT.org">ParentUpVT.org</a> #EmbraceTheAwkward #ParentUpVT		<a href="https://youtube.com/watch?v=iL4dDERqeoU">youtube.com/watch?v=iL4dDERqeoU</a>
(Newspaper ad)		ParentUp_NewspaperAd-4.5x3.pdf ParentUp_NewspaperAd-4.5x3_bw.pdf ParentUp_NewspaperAd-6.75x5.pdf ParentUp_NewspaperAd-6.75x5_bw.pdf

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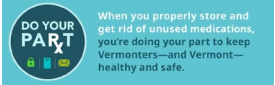
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# Let's Talk Cannabis • Vaping

Message Text	Image/Video	
<p>Do you have questions about cannabis (marijuana) and your health? Let's talk about it! <a href="http://healthvermont.gov/LetsTalkCannabis">healthvermont.gov/LetsTalkCannabis</a> #LetsTalkCannabisVT</p>		LetsTalkCannabis.jpg
<p>Vaping THC has been linked to hospitalizations and deaths across the country. Stay safe - don't vape products that have THC. Learn more: <a href="http://healthvermont.gov/vapinginjury">healthvermont.gov/vapinginjury</a></p>		

# Do Your Part • Rx Aware • Take Back Day • Healthy at Home

Message Text	Image/Video	
<p>Medications not stored safely can harm kids and pets. Flushing or tossing them in the trash hurts our waterways and wildlife. Do your part to help keep Vermont and Vermonters – safe. Learn how at <a href="http://HealthVermont.gov/DoYourPart">HealthVermont.gov/DoYourPart</a> #DoYourPart</p>		<p><a href="https://youtube.com/watch?v=TT9dIQEiktU">youtube.com/watch?v=TT9dIQEiktU</a></p> <p>or</p> <p>DoYourPart-SocialMedia.png</p>
<p>Take Back Day is here! Gather up those old, unused, expired meds from your cabinets and dispose of them safely. To find a location near you, visit <a href="http://TakeBackDay.dea.gov">TakeBackDay.dea.gov</a> #TakeBackDay</p>		<p>Go to Health Department YouTube for video with updated Take Back Day date: <a href="https://youtube.com/user/HealthVermont/videos">youtube.com/user/HealthVermont/videos</a></p>
<p>Anyone can become addicted and anyone can overdose. Opioids are powerful drugs and affect people differently. Talk to your doctor and learn how to use your medication safely. For more info, visit <a href="http://HealthVermont.gov/RxAware">HealthVermont.gov/RxAware</a> #RxAware</p>		<p>Any CDC Story video: <a href="http://cdc.gov/rxawareness/resources/video.html">cdc.gov/rxawareness/resources/video.html</a></p>
<p>Take these simple steps to keep your home healthy and safe:</p> <ul style="list-style-type: none"> <li>- Be aware of dangerous chemicals</li> <li>- Secure harmful substances</li> <li>- Clean up lead dust</li> <li>- Keep drinking water safe</li> </ul> <p>Learn more: <a href="http://healthvermont.gov/healthyathome">healthvermont.gov/healthyathome</a></p>		<p><a href="https://youtube.com/watch?v=6NLjdXhvwlo">youtube.com/watch?v=6NLjdXhvwlo</a></p>

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# Needle Disposal • Naloxone

Message Text	Image/Video	
<p>Doing some cleanup and want to help keep our community safe? Find out how to safely and effectively dispose of needles. Learn more at <a href="http://healthvermont.gov/needledisposal">healthvermont.gov/needledisposal</a></p>		<p><a href="https://youtube.com/watch?v=tFVbLwTyOMs">youtube.com/watch?v=tFVbLwTyOMs</a></p>
<p>Do you know the signs of an opioid overdose? Learning them can save a life. For more information visit <a href="http://healthvermont.gov/naloxone">healthvermont.gov/naloxone</a></p>		<p><a href="https://youtube.com/watch?v=GnGMkJSu4gU">youtube.com/watch?v=GnGMkJSu4gU</a></p>
<p>Do you know how to reverse an opioid overdose using naloxone? Learning how can save a life. For more information visit <a href="http://healthvermont.gov/naloxone">healthvermont.gov/naloxone</a></p>		<p><a href="https://youtube.com/watch?v=EhMFjo25F2U">youtube.com/watch?v=EhMFjo25F2U</a></p>
<p>Do you know how to administer rescue breathing and chest compressions during an opioid overdose? Learning how can save a life. For more information visit <a href="http://healthvermont.gov/naloxone">healthvermont.gov/naloxone</a></p>		<p><a href="https://youtube.com/watch?v=wUJ-BIEY7H0">youtube.com/watch?v=wUJ-BIEY7H0</a></p>
<p>Do you know what to do after administering naloxone to reverse an opioid overdose? Learning what to do can save a life. For more information visit <a href="http://healthvermont.gov/naloxone">healthvermont.gov/naloxone</a></p>		<p><a href="https://youtube.com/watch?v=Ae07_E2RyNY">youtube.com/watch?v=Ae07_E2RyNY</a></p>