

How to promote Health Department campaign messaging

Guide for ADAP grantees and partners



Distribute printed materials

Professionally designed and printed materials are available for free through VADIC.org



Share Department posts

Facebook.com/healthvermont
Instagram.com/healthvermont
YouTube.com/healthvermont
Twitter.com/healthvermont



Post videos from YouTube

YouTube.com/healthvermont

[ParentUp videos](#)
[End Addiction Stigma videos](#)
[VT Helplink videos](#)
[RxAware videos](#)
[Healthy at Home video](#)
[Naloxone videos](#)
[Do Your Part video](#)

Take Back Day date-specific videos available April and October



Post links to webpages

healthvermont.gov

healthvermont.gov/LetsTalkCannabis
healthvermont.gov/RxAware
healthvermont.gov/DoYourPart
healthvermont.gov/HealthyatHome
healthvermont.gov/KnowOD
VTHelplink.org
EndAddictionStigmaVT.com
1MoreConversation.com
ParentUp.org



TM

Maintain campaign integrity

1. Do not alter colors, aspect ratio or image quality
2. Do not edit text within images or videos
3. Do not use logos or images to create campaign materials, products or ads
4. Do not print logos or images

Jennifer Zoller, MPH

ADAP Substance Use Information Specialist

jennifer.zoller@vermont.gov

 @healthvermont

 VERMONT
DEPARTMENT OF HEALTH