

GET THE WORD OUT...

TOP TEN WAYS YOU CAN MARKET THE CLEARINGHOUSE AND YOUTH SPACE!

www.gethealthysmc.org AND
www.yspacesmc.org

1. **NEWSLETTERS:** Include a brief paragraph on the clearinghouse website in your organization's newsletter
2. **PERSONAL EMAIL SIGNATURE:** Add a note at the bottom of your signature recommending email recipients visit www.gethealthysmc.org and www.yspacesmc.org
3. **BUSINESS CARDS:** Add one or both of the website links to your business card
4. **OP-ED and LOCAL PAPERS:** Write an op-ed about the website and send it in to your local paper
5. **BLOGS:** Mention the clearinghouse website in any blogs that you write
6. **WORD OF MOUTH:** Spread the word...tell people at your place of worship, play group, or book club about this website
7. **SCHOOLS:** Encourage your child's school to include information about the website in their school communications
8. **HALLOWEEN:** Hand out pencils, magnets, etc. with this website link during Halloween instead of unhealthy treats
9. **IN PARTNERSHIP WITH YOUTH:** Encourage youth to check out the youth space (www.yspacesmc.org) by posting a flyer about the website near computers in schools and afterschool programs
10. **BECOME AN E-FRIEND:** Join the Get Healthy San Mateo County clearinghouse website page on myspace and facebook

Contact Naida Pare at npare@co.sanmateo.ca.us or 650-573-2496 for newsletter language, article facts or to share your marketing ideas.