



Local parades are a great source of free or low-cost public awareness and marketing for Start Talking and your prevention project or coalition. To help you get the word out, Start Talking has developed the "Start Talking Parade Toolkit". This Toolkit has great ideas and resources you can use to help us spread the message of Start Talking to every Ohioan.

First, decide what you want to accomplish with your Start Talking parade participation. There are several options:

- Getting people to recognize the Start Talking "brand" by using the logos, colors, and images of Start Talking
- Encouraging people to check out the Start Talking web site (starttalking.ohio.gov) or Facebook page ([Facebook.com/StartTalkingOhio](https://www.facebook.com/StartTalkingOhio))
- Passing out informational fliers about Start Talking such as the "10 Start Talking Tips" for parents or one or more of the Start Talking informational post cards. Consider using more than one – each is designed to reach a specific audience.
- Using the parade as an opportunity to invite your community to a local Start Talking event.

Next, decide the best way to capture the attention of parade goers. Here are some tips on making your Start Talking parade marketing more effective:

- Join up with local law enforcement such as the Sheriff, State Highway Patrol, or Chief of Police. In some communities, these people lead the parade and can offer valuable assistance in getting the message out. Law enforcement officers know first-hand the effects of drug abuse on a community.
- Consider partnering with other groups who may already be in the parade: Boy Scouts or Girl Scouts, 4-H Clubs, local businesses, local Chambers of Commerce, or high school or college athletes or cheerleaders.
- Many communities have local alcohol and drug prevention coalitions. Check with your local mental health or substance abuse prevention or counseling agency, the local Alcohol, Mental Health and Addiction Services Board, or other social service agency to find out if there is a coalition near you. You can find out how to contact your local Alcohol, Mental Health and Addiction Services Board in the "Government" section of your local phone book or by visiting www.oacbha.org/mappage.php and clicking on your county.

Finally, make sure the Start Talking logo, website address and other materials are visible and available to parade goers. There are lots of resources and ideas in the Toolkit on the Start Talking web site at <http://starttalking.ohio.gov/Programming/SummerCampsandParades.aspx>.

If you need assistance locating the materials or would like to talk about more ideas on how to use parades to promote Start Talking, email Sarah Smith, Director of Start Talking! at Sarah.Smith@StartTalking.Ohio.Gov.