

Qualifications for Marketing Person or Firm:

County-wide experience preferred.

Experience with social issues preferred.

What is the call-to-action or just brand awareness?

Targets are parents and children

Services needed:

- Name of Task Force
- Tagline
- Recommendation of methods (use or not use)
- Website
- Social Media
- Print media
- Radio
- Billboards
- Mail outs
- Videos
- Flyers
- Surveys at restaurants
- Circle logo on handout
- Live public events
- Half-time at sports events
- Contests for children
 - Poster contest for elementary students and/or video contest for middle and high school students
 - And/or video contest for middle and high school students
- Public Service Announcements (PSAs)
- Local access television shows, e.g. Alachua County Talks with Mark Sexton
- Drug give-up programs
- Use Santa Fe Mentor Program <https://www.radkids.org>
- Invite Meridian to Task Force for advice
- Work with HPW <https://hpwcoalition.org>.
- Work with Alachua County Sheriff's Office