



## **HOW TO MARKET METH360® IN YOUR COMMUNITY**

Marketing Meth360™ consists of three key components: informing your community about Meth360; prospecting venues and organizations where presentations can be delivered; and promoting presentations to your community.

The Partnership has provided a number of document templates that you can use and adapt for your community. The items listed below that are in bold, italicized, and underlined can be found within the Meth360 online resources section.

### **Informing your Community**

After you have organized your Meth360 effort, you may hold a press conference announcing the program within your community. If you have professionals with public relations experience on your team they can be a great help in this effort, but anyone can reach out to the media.

The first step is to identify the media in your community, and the right point of contact at each media outlet. You are looking for television stations and radio stations that have news, and daily and weekly newspapers. Call the media outlet, and ask for a fax number and e-mail where a media advisory and press release can be sent. Most often, you will be given the contact information for a news director or assignment editor.

The Partnership has provided a **media advisory template** and a **press release template to launch Meth360 in your community** which you can adapt for your announcement. The key to working with the media is follow-up and responsiveness. Send the media advisory at least three days ahead of the event, and then again the day before the event. Calling the news room to confirm that your media advisory has been received is a great way to follow up and connect with the media.

On the day of the press conference, have copies of your press release, and a packet of back-up information available for the press. After the press conference has been completed, fax or e-mail copies of the press release to anyone who is not able to attend.

### **Prospecting Venues and Organizations**

Most often, Meth360 has been delivered to “pre-gathered” groups – organizations that meet regularly and invite speakers. The following list is based on locations where the Meth360 was delivered in our pilot markets:

- Civic Organizations (Rotary, Kiwanis, Lions, etc.)
- School Groups (Teacher In-service, Parent Teacher Organizations, Senior Classes)
- Health Care (Staff In-service, Treatment Programs)
- Law Enforcement (Community Watch groups, Probation programs, Citizen Police Academies, Drug Courts)
- Church Groups
- Non-Profit organizations (American Red Cross, Big Brothers Big Sisters, Camp Fire USA, etc.)
- Municipal facilities (Fire Stations, Senior Centers, Libraries)
- Colleges & Universities (Health Classes)
- Workplace (Lunch & Learn programs, Utility Workers, etc.)
- Professional Associations (Realtors, Chambers of Commerce, etc.)

Using this list, and you and your fellow organizers' network of contacts within the community, identify the groups to whom you wish to present Meth360. Next, identify the point of contact who decides who may speak to the group, reach out to them, and follow up. The Partnership has provided a **letter/e-mail template to prospective venues/organizations** which you can adapt for your community.

When you have agreed on a time and location for the presentation, find out how many people they expect to attend so that you will have enough **information packets** for all of the attendees. Find out how much time your presenters will have to deliver the presentation. Also find out if their meeting is closed, open to the public, and if they are willing to allow the press to attend.

If the press can attend, adapt the **media advisory** for this purpose. A presentation may provide a more compelling visual and story than a press conference. Be sure that the presenters know that the media has been invited.

### **Promoting Presentations**

If your host organization's meeting is open to the public, or if you have scheduled a presentation as a stand alone event, you should promote the presentation to the community.

The best way of reaching the largest possible audience is by sending a Community Calendar item to your local media by adapting the **community Calendar template/event invitation**.

You may also send out a **letter/e-mail blast inviting public to Meth360 presentations**. Ask all of the organizations who are involved in your community's Meth360 effort to use their e-mail / outreach lists to send invitations to the public.

Finally, you can adapt one of the **flyers/posters to promote Meth360 presentations** for the presentation, and work with volunteers to post these flyers across your community.

**In closing ...**

Word of mouth has been one of the most effective methods of raising awareness of the program. At the end of every presentation, take the time to let the audience know that presentations can be delivered to other groups within the community. You may circulate a “lead list” on which audience members can provide information about other venues where presentations can be delivered. For example, a member of a Rotary Club may wish to have a presentation delivered to their professional association or workplace.

You may also consider broadcasting a presentation, or a modified version of a presentation. In Fairfax County, Virginia, a presentation broadcast on a cable access channel reached thousands of households.

Meth360 is a great program, and taking the time to market the program to your community is well worth the effort. The ultimate purpose of the program is to deliver information to audiences and mobilize them to stop meth in their community. People can only take part in this effort if the organization they belong to hosts a presentation, or know when and where presentations are happening. Your marketing effort is the key to opening the door for these community members.

If you have any questions, please contact us at [meth360@drugfree.org](mailto:meth360@drugfree.org)