

TECHNOLOGY TRAILBLAZING PLANS

USE TECHNOLOGY TO ENGAGE THE COMMUNITY AND
GROW YOUR PREVENTION DEPARTMENT'S REACH




Planning/Research- Look at trends, awareness holidays. Think about your target audience. Research evidence-based, online programs (sustainable post-COVID).




Developing- CANVA can be used to make everything from social media posts and videos to worksheets and flyers (free or small price). Vertical Response or Constant Contact to provide news/email updates (platforms allow for landing pages, text to sign up codes, and more), (free or small price)

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Outreach- Getting people to share posts. Paying to advertise goes a long way. Develop mass list-serv of school contacts/community groups. Use apps like Next Door and Facebook Neighborhood Groups to see things going on in the community and promote events.



Scheduling- There are so many different places to post, Hootsuite is a great tool to use to schedule all your posts on all platforms. Schedule months in advance (small price).



Evaluate Effectiveness- most online platforms have data analytics and show which graphics/post/links have more clicks. Keep track in an excel to track outreach numbers.

SUCCESSSES & LESSONS LEARNED

- **Prevention Chatter**- using a landing page (link) vs email attachments provides instant access to schedule a presentation.
- **3rd Mil Online Interventions**- promoting new programs takes time and targeting key school staff (Counselors, teachers, Principals, SROs). Mini courses are free.
- **Vertical Response/Constant Contact**- reaching all sectors with key messages
- **Crowd Games**- online game-based learning for students/classes

- **Red Ribbon Week Scavenger Hunt**- prize was donated and it got kids out of the house for a fun activity
- **PDF free editable fields**- allows anyone to take notes on a pdf worksheet.
- **Grammarly**- free grammar checker
- **CANVA**- animated presentations
- **PandaDoc**- free way to provide a secure digital signature
- **YouTube**- use a resource library for prevention materials for targeted audiences (keep it short).

