

## **PROMOTION OF COMMUNITY NUTRITION PROGRAMS**

### **Outreach—actions to recruit the target audience to participate in the program**

- Contests
- Free samples
- Direct mailings
- Designed buttons, decals, bumper stickers
- Flyers placed on windshields in parking lot
- Notices in church bulletins
- Sidewalk sign placed outside office or program site
- Brochure describing benefits of program

### **Public relations—actions to earn public understanding and acceptance**

- Demonstrations in grocery store or mall
- Cable television program
- Exhibits at civic and professional meetings
- Presentations at civic groups
- Invited tours of your organization
- Sponsoring of a sports team or event
- Having program profiled in newspaper
- Distributing free “how-to-do-it” handout related to nutrition message

### **Advertising—nonpersonal forms of communication conducted through paid media under clear sponsorship**

- Signs on buses and in bus shelters
- Cross-promotion with another group reaching out to the target audience
- Radio announcements
- Ads in local newspapers or newsletters read by target audience
- Grocery bag labels or stuffers
- Point-of-purchase display
- Web page

### **Publicity—the planting of news about the program or product in published (newspaper), broadcast (radio and TV), or electronic media (Web) that is not paid by the sponsor**

- Feature story in newspaper
- Ribbon cutting news coverage
- Endorsements by other organizations
- Being a guest speaker on a talk show