The National Healthy Home training center and network is comprised of 45 partners across the US who provide education and training for public health and housing practitioners, housing inspectors, home performance professionals, property owners, maintenance and remodeling workers, and residents. This training helps them understand the principles of healthy housing and how to incorporate them into their practices and day-to-day activities.

As a part of an effort to increase awareness of the benefits of Healthy Homes Training, and to increase the numbers of students who receive training, Healthy Housing Solutions has created a marketing toolkit for our partners to use when promoting their courses.

Consistency of messaging is crucial to the success of any marketing or advertising campaign. It’s not only what you say but how you say it. By using the templates, logos, and images in the toolkit all of our partners nation wide will be speaking with one voice. This consistent messaging will have cumulative value as you communicate with all constituents whether it’s local or state agencies, funders, or prospective students.

**What’s in the Kit?**
- Logo and tagline
- Letterhead/Press Release template
- Digital Banners broken down by audience
- Social Media headers
- Flyers for print
- HTML flyers for email
- Promotional video

**Some promotional tactics to consider:**
- Health fairs and community events
- Face to face meetings
- Email
- Social media
- Database marketing for those that need licensing, certification or CEU’s needed to do business
- Piggy backing on other programs – i.e. professional development for school nurses, providing CEU’s an advantage
- Collaborate with other organizations who secure the audience

As you use the toolkit please let us know it if you have any questions or suggestions!