**Advertising Options for the Sharps Program**

**1. Social Media Campaign (No cost, wide reach)**

* **Quarterly posts**
	+ What the Sharps Program is
	+ Where and how to safely dispose of needles
	+ What to do if residents find discarded sharps
* Use real images (if safe and appropriate)
* Suggested hashtags: #SharpsDisposal #ColumbiaCountyOregon

**Sample Post Idea:**

“DID YOU KNOW? Columbia County has a safe and legal way to dispose of used needles. Help keep our roadsides safe. Learn more at ColumbiaCounty.info/sharps (shortened bitly link).”

**2. Media Release (No cost, official)**

* An annual press release could:
	+ Highlight program impact (e.g., number of sharps collected, cleanup efforts)
	+ Educate on public safety concerns
	+ Encourage reporting or safe disposal

**3. Printed Signage (Moderate cost, targeted reach)**

* Install **signs at problem areas** (like Pittsburg Road):
	+ “Dispose of Needles Properly – Keep Columbia County Safe”
	+ Include contact info or a QR code to the existing County webpage

**4. Flyers and Posters (Moderate cost, community reach)**

* Post at:
	+ Pharmacies, clinics, libraries, public restrooms
	+ Transfer stations and City Halls
* Include visuals, brief instructions, and disposal site info

**5. Billboard (High cost, optional test)**

* Place a billboard near a high-dumping area:

“Used Needles Don’t Belong Here. Use Columbia County’s Sharps Disposal Program. Learn more at ColumbiaCounty.info/sharps (shortened bitly link).”

**6. Partnership Outreach (No direct cost, extended reach)**

* Work with:
	+ Pharmacies, hospitals, addiction services
	+ Law enforcement and Public Health
* Provide printed handouts or counter cards explaining the program