

Two ways to use the HPCDP postcard:

1. As-is

Print the pdf, two-up and two-sided on card stock. Cut it in half and you will have two cards!

front

back

The front of the postcard features two circular logos on the left. The top logo is orange with a white outline of Oregon and the text "HEALTHY COMMUNITIES" above and "HEALTHY PEOPLE" below. The bottom logo is orange with a white outline of Oregon and the text "COMUNIDADES SANAS" above and "GENTE SANA" below. To the right, a blue box contains the heading "Why the new logo?" in white. Below this, white text explains the purpose of the logo: "Eating better, moving more, and living tobacco free lets Oregonians live healthier lives and do the things they love. Yet, too many people in Oregon lack access to healthy options where they live, work, learn and play. As a result, chronic diseases like asthma, heart disease, diabetes, arthritis and cancer are on the rise." Below this is a blue box with the heading "Together, we can ..." in white. Underneath, a list of three bullet points in white text: "Empower individuals to eat better, move more, and avoid tobacco", "Increase access to healthy options for all Oregonians, regardless of education, ethnicity or income", and "Support and serve people with chronic diseases".

The back of the postcard features an orange box at the top with white text: "The Healthy Communities, Healthy People movement celebrates actions that increase access to healthy options for all Oregonians." Below this, white text reads: "Community-based organizations, health departments, health providers and others are using this logo to identify our work as part of this statewide movement. Together, we're improving health and reducing chronic diseases. To learn how you can join the movement, please visit www.xxxxxxxxxxxxxxxxxx.org." At the bottom left is the "Oregon Health Authority" logo, and at the bottom right is the "HEALTHY COMMUNITIES HEALTHY PEOPLE" logo with "Baker County" written below it.

2. Customized

If you have Adobe Acrobat software, you can drop in your own logo on the back of the card in the position shown (replacing the statewide logo with yours), and you can add your health department or other logo alongside it. Add your url or contact information on the back, too.

OR

Take the pdf and your logos to a designer or quick printer, and they will do it for you. Be sure to give them your url or contact information, too.

front

your contact information
your logo
your health department logo

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