



Sharing CAREAPP: A Guide for Spreading the Word

CAREAPP is a Howard County Health Department program that connects County residents to community programs and services, including resources for food, health, housing, transportation, education, employment assistance, and more.





Social Media

Help us spread the word by sharing CAREAPP on your social channels. You can promote your own programs alongside a wealth of other HoCo services that may benefit both new and existing clients. Check out the below example posts.

Facebook & Instagram

Example 1: Meet HoCo's brand new resource portal, CAREAPP! Find and connect with social service programs (like ours!) in our area by entering your ZIP Code. And yes: it's free! [include link in post]

Example 2: Are you looking for services in Howard County? Visit CAREAPP at findhresources.org to find free and reduced-cost programs in our area! Enter your ZIP Code and get connected to the resources you need.

Example 3: If you or someone you love struggle with hunger, CAREAPP can help. Visit findhresources.org for emergency food assistance, nutrition education, supplemental foods, and even breastfeeding support. Because no one in HoCo should go hungry.

Example 4: Do you need medical care? Are you looking for assistance with medical bills? Interested in being screened for cancer or tested for STIs? CAREAPP can help. Visit findhresources.org for free and reduced-cost medical services right here in HoCo.

Example 5: Are you looking for affordable rental housing? Are you or someone you love experiencing homelessness? Would a financial grant help you avoid eviction or move into a new home? Help is available right here in HoCo. Visit findhresources.org to get started.

Example 6: Need a ride to a medical appointment? A FREE public bus pass for a HoCo middle school or high school student? Affordable transportation for a resident aged 60+? You'll find all these resources and more on CAREAPP! Visit findhresources.org for a comprehensive guide to transportation programs like these, right here in HoCo.

Example 7: Sometimes, you just need a little help. If you or someone you love are struggling and could use a free smartphone, crib, or car seat, or access to information about school-age programs, camps, healthcare, and more, visit findhresources.org today.

Example 8: It's never too late to learn something new. Consider a class on diabetes self-management, living with chronic disease, Medicare offerings, or more: they're all free or reduced-cost, and you'll find them all on CAREAPP. Visit findhresources.org to explore your options (then go learn something new!)

Example 9: CAREAPP offers access to employment services, right here in HoCo. Whether you're returning to the work force, seeking a high school diploma, making a career change, or searching for an internship, visit findhresources.org to get started.



Twitter

Example 1: DYK? CAREAPP connects you with programs and services, in seconds, right here in HoCo. All you need to start is your ZIP Code. Type it in at the link: findhcrsources.org

Example 2: Get to know CAREAPP, a new, FREE online resource to find the programs and services you and your loved ones may need, right here in HoCo. Enter your Zip Code to get started: findhcrsources.org

LinkedIn

Example 1: Introducing CAREAPP: a new digital resource for residents seeking community programs and services. Find and connect with providers right here in HoCo by entering your ZIP Code. And yes: it's free! Click to try it out: findhcrsources.org

Example 2: Are you or someone you know looking for help? Connect instantly with programs and services right here in HoCo using CAREAPP, a new free platform. Simply enter your ZIP Code to get started: findhcrsources.org.

*Include findhcrsources.org in your LinkedIn bio and refer followers there

Themed Social Media Posts

[Use public facing Favorites Folders](#) to create lists of your favorite programs for your community that are easy to access and always up to date!

Example 1: Are you at risk for Prediabetes or Type 2 Diabetes? Maybe you have already been diagnosed. Don't wait another moment. Explore free or reduced-cost resources and services to help you better manage your diabetes on [CAREAPP](#) or visit findhcrsources.org.

Example 2: You are more than your diabetes diagnoses or any health statistic. Be the change you would like to see by taking an active role in writing your own health story. Explore free or reduced-cost resources and services to help you better manage your diabetes on [CAREAPP](#) or visit findhcrsources.org.

Example 3: Stresses, cravings, and slips happen. Looking to quit vaping or smoking but not sure where to start? Explore free or reduced-cost resources and services to support you in your journey on [CAREAPP](#) or visit findhcrsources.org.



Postcards

Print out and distribute these postcards. Postcards are available in [English](#), [Spanish](#), [Chinese](#) and [Korean](#). Share these postcards at any touchpoint with a community member. Examples settings for distribution: after visit materials, distribution sites for clothing or food, waiting rooms, mailers and other gathering location.

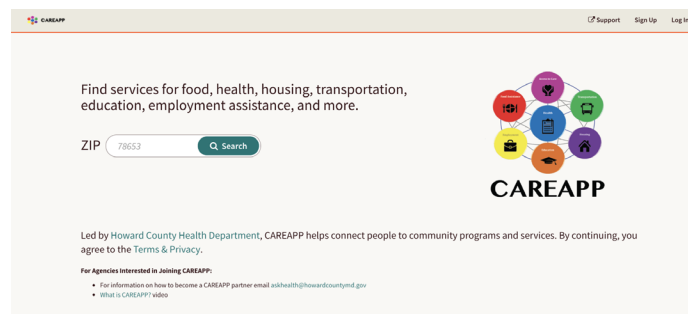


Newsletters

Consider adding a section about CAREAPP in your organization's newsletter, to let your most devoted followers know about your new resource.

Example Text

Finding help just got easier. If you need resources or support, CAREAPP makes it easy to find programs and services for food, shelter, health care, work, financial assistance, and more right in our HoCo community. Try it out today at findhcreources.org.





Simple Search Boxes

Add a simple search box to your site to allow seekers to naturally find CAREAPP and navigate to resources. For instructions on adding a simple search box, email Natalie Hall at nhall@howardcountymd.gov.

Option 1 – search by ZIP code

Enter your ZIP code	SEARCH
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Option 2 – search by keyword and ZIP code

Keyword or program name	Enter your ZIP code	SEARCH
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