

# WORKING WITH BUSINESSES

Local businesses have strong ties to the community and most are willing to engage in activities that benefit children, especially if they can see specific results from their participation. Start with by identifying businesses in your community that might be willing to help with outreach. You can approach a range of businesses from fast food chains to the corner barber shop. Consider where families are likely to shop, such as grocery stores, toy stores, and children's clothing stores. Meet with the owners or managers of these businesses. Inform them of the important opportunity to help provide families with information about WVCHIP.

1. Post flyers or posters announcing WVCHIP at local businesses. Posters and flyers can be posted in store windows, near cash register and checkout line, or in other highly visible places.
2. Include information about WVCHIP on a store's product(s). For example, information can be sent out with pizza delivery boxes, stuffed into shoe boxes or other products, or printed on milk cartons and grocery bags.
3. Place information on food tray liners in restaurants. Many fast-food restaurants have successfully used paper liners on food trays or other paper products to convey important messages.
4. Ask businesses to support your efforts to advertise WVCHIP in local newspapers, magazines, or newsletters.
5. Encourage business leaders to print WVCHIP and the toll-free helpline on ticket stubs for plays, concerts and other local events.
6. Urge businesses to host a Children's Health Day for the community.
7. Invite businesses to provide in-kind donations of materials and services for printing, photocopying, office supplies and other needs.
8. Involve business associations and chambers of commerce with your local outreach. Professional groups that represent small businesses can help you reach a larger number of business owners who can spread the word about WVCHIP.
9. Include flyers in utility bills or other type of bills sent to all members of the community.
10. Ask local businesses to include a WVCHIP informational flyer in their employee's pay roll checks.
11. Promote the availability of low-cost health care coverage for children and families on company websites.
12. Send a listserv announcement or include an article in company newsletters.