

## Maryland Youth-Driven Social Marketing

### Shutterfly Websites

The On Our Own Maryland (OOOMD) TAY Project and Maryland Coalition of Families' Taking Flight have produced 2 Shutterfly websites, which is an online sharing tool for pictures, videos, and communication among the private group of young adults peers who attended the 2013 and 2014 Young Adult Peer Support & Leadership Retreats hosted by these organizations. You can access the link to both year's sites right from the OOOMD TAY page <http://www.onourownmd.org/projects/maryland-youth-outreach-project> .

### Facebook

Taking Flight did a social marketing campaign using Facebook directed towards young adults which provided resources, quotes, and general information on young adult mental health issues, peer support, and recovery strategies.

<https://www.facebook.com/TakingFlightMD>

OOOMD's TAY Project also uses FB heavily to communicate with its youth/young adult network including private FB messages, FB groups (such as for the retreat attendees), and general communication amongst the network.

### Online Stigma Quilt

Taking Flight also has an online Stigma Quilt which was an activity where youth and young adults throughout Maryland created a quilt square that addressed some of the stigma they have faced because of their mental health challenges (names they have been called, how they have been judged) and then decorated over those negative things with how they wish to see themselves and be viewed by others. They take ongoing submissions of these quilt squares. The link is <http://www.taking-flight.org/#!tumblr-feed/c24ai> .

### Online Recovery Stories

OOOMD's TAY Project has collaborated with OOOMD's EPP on their online Recovery Stories videos to include several young adult recovery stories which you will be able to access shortly on the OOOMD website. (They just finished them up for this fiscal year end.)