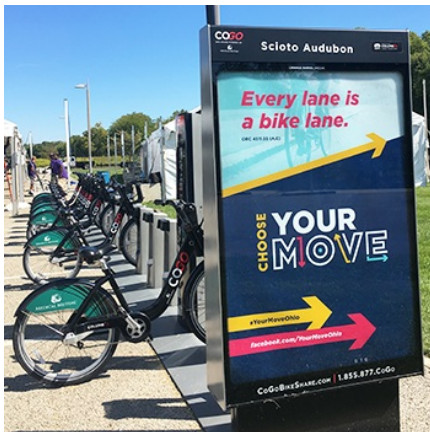


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Issue 7: #YourMoveOhio Pilot Launches



Your Move Ohio Education Campaign Pilot Launched

We told you earlier this summer about the Ohio Departments of Health and Transportation teaming up to create a campaign to encourage and educate more Ohioans to safely use active transportation — walk, bike or bus. The campaign is named Your Move.

A five-county pilot is running through mid-October. The pilot has two purposes – to launch the Your Move brand and test messages before going statewide next spring. The five counties are Athens, Franklin, Richland, Stark and Summit.

The pilot includes advertising and experiential education. Partners from the five pilot counties were trained to help community members plan their bike ride to work. You can see the ads on social media and billboards, hear them on the radio and more.

The Your Move team also has created a Facebook community where Ohioans can tell us — What's Your Move? — and is sharing inspirational eye candy on Instagram.



Everyone is encouraged to share #YourMoveOhio.

Learn More

- Like – [Facebook.com/YourMoveOhio](https://www.facebook.com/YourMoveOhio)
- Follow on Instagram – [@YourMoveOhio](https://www.instagram.com/YourMoveOhio)

Questions? Feedback?

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