

STARTS WITH **one**

Washington State Opioid Awareness Campaign

January 24, 2018

ABOUT DH.

- Est. 1996
- Integrated – PR, advertising, branding, research, digital
- Team of 25 – strategists + creatives
- 20 years of experience working on statewide public education and behavior change campaigns including:
 - Immunizations, flu hygiene, West Nile Virus prevention, Medicaid and CHIP enrollment, oral health, traffic safety and more

CAMPAIGN PURPOSE.

- The Washington State Department of Social and Health Services (DSHS) has launched a statewide public education campaign to prevent opioid misuse and abuse and promote opioid safe storage and disposal.
- The funding for this campaign comes from a combination of federal funds.

Transforming
Lives

A research-based campaign.

KEY CAMPAIGN PRINCIPLE.

- Scare tactics receive attention, but research shows that it does not lead to long-term behavior change.
- Behavior change results from empowering messages that showcase positive behaviors.

BEST PRACTICE RESEARCH.

- DH reviewed more than 24 public education campaigns aimed at reducing opioid abuse and misuse, including campaigns from:
 - Utah, Pennsylvania, New Jersey, Tennessee, and more
- DH also reviewed academic research on how to best affect behavior change with our target audiences, including articles published by:
 - Columbia University, Mailman School of Public Health
 - Washington State University, Edward R. Murrow College of Communication
 - National Institute on Alcohol Abuse and Alcoholism Grants

RESEARCH METHODOLOGY.

- In July and August 2017, DH conducted research to garner insights about current awareness and perceptions.
- Research included:
 - 26 insight interviews with subject matter experts
 - 6 focus groups with target audiences: two each with young adults, parents, and older adults

INSIGHT INTERVIEWS.

- The purpose of the 26 interviews with subject matter experts was to:
 - Understand existing research and campaigns
 - Gather information about messaging and channels to reach our target audiences:
 - 18 – 25 year olds
 - Parents of teens and young adults
 - Older adults 65+
 - Solicit input on public education materials for partners

FOCUS GROUPS.

- DH facilitated six, 90-minute focus groups
- Three audiences participated in this research:
 - Young adults ages 18 to 25
 - Parents of young adults ages 18 to 25
 - Older adults ages 65 and older
- Three groups were held in Seattle and three were held in Spokane
- 61 people participated:
 - 17 young adults
 - 19 parents
 - 25 older adults

FOCUS GROUPS.

- The focus groups were organized around three distinct sections:
 - Facilitated discussion
 - Message testing
 - Campaign materials testing
- Facilitated discussion consisted of:
 - Awareness and perceptions
 - Opioid misuse (young adults & parents only)
 - Safe storage and disposal (parents & seniors only)

KEY FINDINGS ACROSS ALL AUDIENCES.

- Audiences want to know more about opioid abuse prevention and safe storage/safe disposal.
- There is a lack of knowledge and confusion about aspects of the opioid crisis.
- The campaign needs to help personalize the topic to move people past the notion this problem impacts “other” people.

INSIGHT INTERVIEW KEY FINDINGS.

- Participants believe the general public lacks knowledge about **prescription opioids**, including: the potential for addiction, stigmas around opioid use, and the use of opioids among youth.
- Participants also believe the general public lacks knowledge about **opioid safe storage and disposal**, including: the importance of protecting youth by locking up medications, why it's important to lock up medications, and where/how to dispose of medications properly.
- Participants believed messaging should include basic information about opioids.
- Recommended actions need to be direct and include clear examples.

INSIGHT INTERVIEW KEY FINDINGS.

- Messaging needs to be tailored for each specific audience, as they all come at these issues from very different perspectives.
- Use specific tactics to reach each demographic rather than a set of blanket tactics targeting all audiences.
- Participants feel campaign tools for partners should accommodate opportunities for localization.

FOCUS GROUP KEY FINDINGS.

- Audiences are very aware of the growing opioid problem and understand opioid misuse and abuse is a significant problem in WA state.
- People wanted specific facts/information about opioids and clearly defined actions they should take.
- Confusion exists about which prescription drugs are opioids.
- Parents and older adults are not clear on what are safe storage methods or how to safely dispose of unneeded prescriptions.
- People were drawn to a bold headline, imagery they could relate to and specific information they felt they could act upon.

FOCUS GROUP KEY FINDINGS.

- Recommended actions need to be practical and direct.
- Participants wanted a hierarchy of information they could easily digest: brief, clear and compelling.
- They wanted to be empowered and educated, not preached to.


Transforming
Lives

A compelling campaign theme.

STARTS WITH ONE.

- It all begins with just one step. One act of courage. One honest conversation. When it comes to preventing opioid misuse, the one who can make a difference is you.

STARTS WITH ONE.



One

act of courage

STOP OPIOID ABUSE
Your choices matter

- ✓ If you are prescribed an opioid, talk with your doctor about other options.
- ✓ Never share an opioid prescription with someone else.
- ✓ Treatment works. If you think you need help, call Washington Recovery Help Line at 1 (866) 789-1511.
- ✓ Dispose of unused medications safely at a take-back program near you. Find one at TakeBackYourMeds.org.

Prescription pain meds are now the leading cause of accidental death in our state – more than guns and car crashes.¹

Opioids negatively affect the reward center in the brain. Over time, a user needs more and more. This makes them highly addictive.

You can make a difference. Help a friend. Share the facts.

Learn more at GetTheFactsRx.com

Source: Washington State Department of Health
1. Substance Abuse and Mental Health Services Administration
Reimprinting Step



One

honest conversation

STOP OPIOID ABUSE
Your influence matters

- ✓ Kids are 50 percent less likely to use drugs when parents tell them about the risks.
- ✓ Talk to your kids about the risks of opioid abuse.
- ✓ Encourage your kids to talk with their doctor about other ways to treat pain.
- ✓ Lock up your medications.
- ✓ Dispose of unused medications safely at a take-back program near you. Find one at TakeBackYourMeds.org.

Prescription pain medications are now the leading cause of accidental death in our state! 75 percent of opioid misuse starts with people using medication that wasn't prescribed for them—usually taken from a friend or family member.²

You can be the one to help keep your family safe. Talk with your kids and share the facts with other parents.

Learn more at GetTheFactsRx.com

Source: Washington State Department of Health
2. Substance Abuse and Mental Health Services Administration
Reimprinting Step



One

simple step

lock up your meds

STOP OPIOID ABUSE
Your choices matter

- ✓ Prescription pain medication is highly addictive. Talk with your doctor about other ways to manage pain.
- ✓ Lock up your medications.
- ✓ Safely dispose of unused medications at a take-back program near you. Find one at TakeBackYourMeds.org.

Prescription pain medications are now the leading cause of accidental death in our state! 75 percent of opioid misuse starts with people using medication that wasn't prescribed for them—usually taken from a friend or family member.²

Simple steps, like locking up medications, can stop them from being misused.

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Source: Washington State Department of Health
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CAMPAIGN GOALS.

- The goals of this campaign plan are to:
 - Inform and educate about the dangers of prescription drug misuse and abuse.
 - Increase awareness of safe storage, use, and disposal practices.

CAMPAIGN AUDIENCES.

- Campaign audiences:
 - Young adults 18-25
 - Parents of teens and young adults
 - Older adults
 - People using opiates for chronic and acute pain

Building a plan.

AN INTEGRATED CAMPAIGN.

- Four key focus areas for getting the campaign message out.
 - **A strong campaign brand** and the development of campaign assets including a campaign microsite, collateral, advertising, social media content.
 - **Paid media** (TV, radio, outdoor and digital) to reach targeted demographics with campaign messages and public service announcements.
 - **Earned media** to educate target audiences through news channels.
 - **A partner program** that provides tools to prevention and treatment partners, agencies, non-profits, associations, universities and others for communicating to their audiences across the state.

Putting the plan in action.

CAMPAIGN TACTICS: DIGITAL.

- Facebook page
- Campaign website

CAMPAIGN TACTICS: PARTNER PROGRAM

- Partner toolkit
 - Campaign research report
 - Fact sheet
 - Rack card
 - Poster
 - Print ad
 - Social media toolkit
 - Billboards
 - Transit ads
 - Radio spot
 - TV spot
 - Digital ads
- Ongoing partner communications

CREATIVE ASSETS.



one simple step

Lock up your meds.

Stop opioid abuse. [GetTheFactsRx.com](https://www.getthefactsrx.com)

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Transforming lives



Talk to your kids about the risks of opioid abuse.

one honest conversation

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one honest conversation

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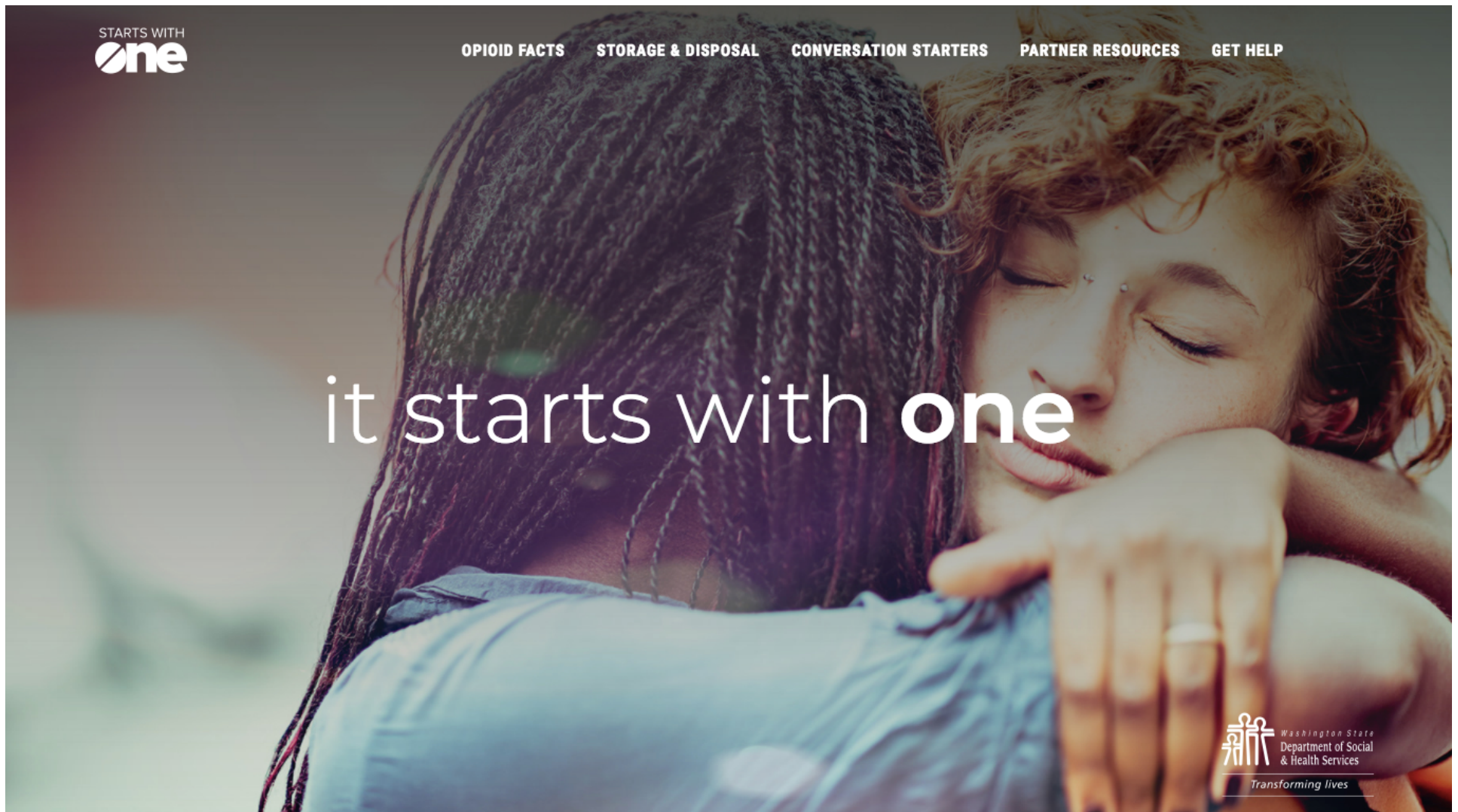
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CREATIVE ASSETS.



CREATIVE ASSETS.



OPIOID FACTS

STORAGE & DISPOSAL

CONVERSATION STARTERS

PARTNER RESOURCES

GET HELP

ABOUT THE CAMPAIGN

Prescription pain medications are now the leading cause of accidental death in Washington state. The Starts with One campaign is designed to inform and educate young adults, their parents, and older adults about the dangers of prescription drug misuse and the importance of safe storage, use, and disposal. This campaign is funded by the Washington State Department of Social and Health Services (DSHS).



HOW TO USE THESE ASSETS.

- **Paid media:** Use these assets to place your own local media buy.
- **Earned media:** Localize the story for your local media outlets.
- **Partner support:** Collaborate with partners to distribute materials.

Point your local community to the campaign microsite for more information.

LOCALIZING THESE ASSETS.



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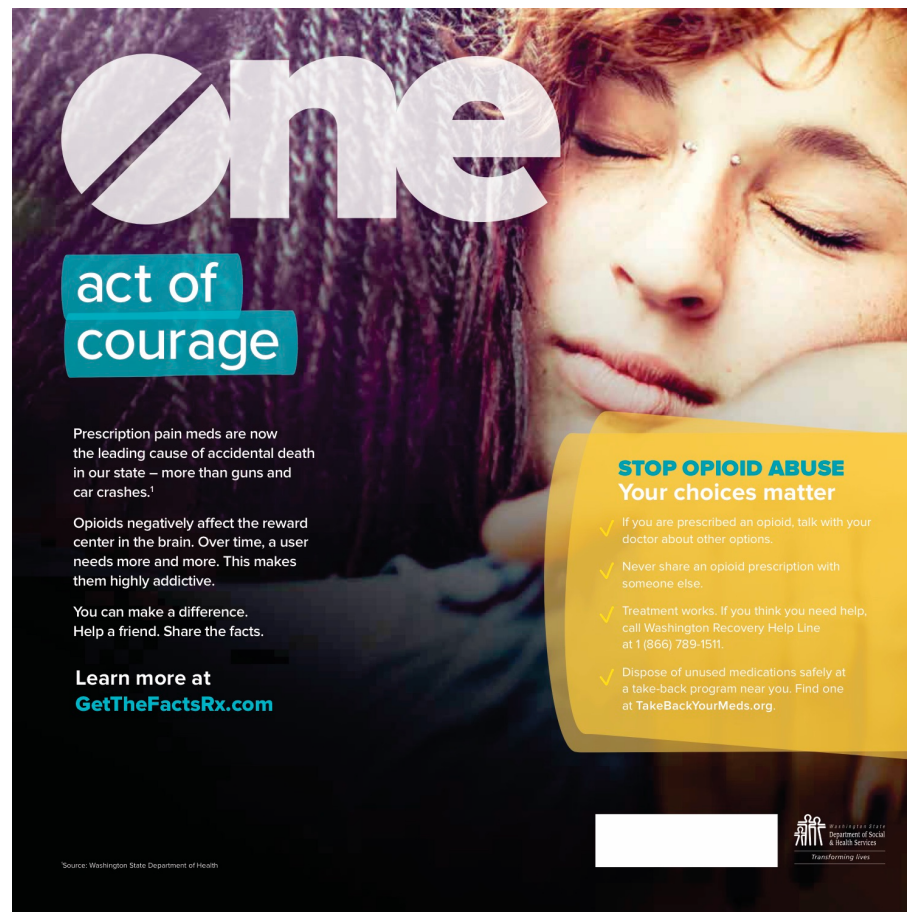
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WASHINGTON STATE
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WASHINGTON STATE
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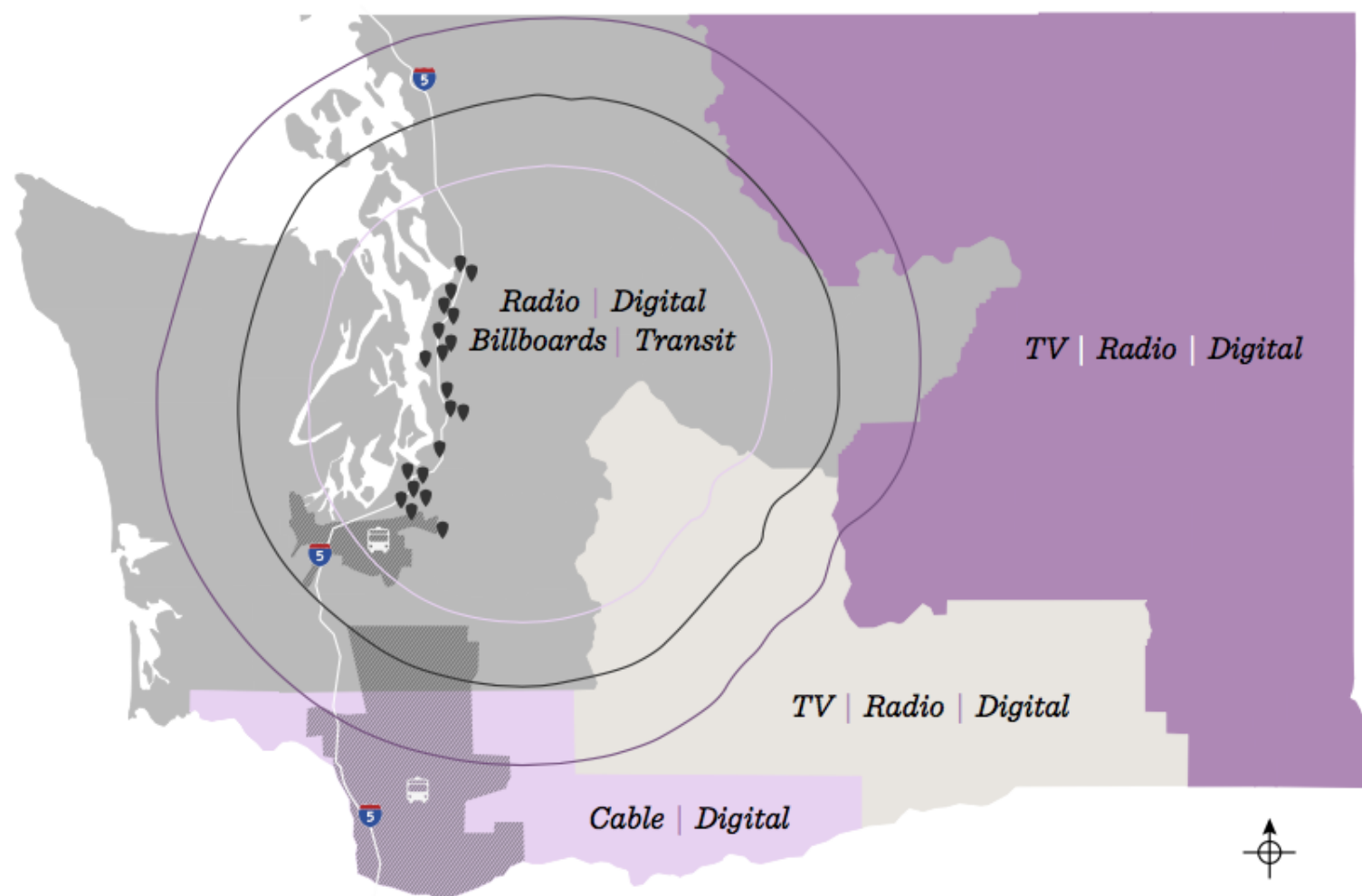
CAMPAIGN TACTICS: EARNED MEDIA.

- Safe disposal events with media partners
- Opinion editorials / letters to the editor

CAMPAIGN TACTICS: PAID MEDIA.

- Criteria:
 - A market based approach across Washington state to maximize budget
 - A mix of traditional and digital media in different parts of the state that deliver the highest number of eyes per dollar
 - Geographic and urban vs. rural diversity

CAMPAIGN TACTICS: PAID MEDIA.



Measuring success.

EVALUATION.

- Paid Media:
 - Impressions
 - Reach
 - Frequency
- Other:
 - Online survey results
 - Conversion tracking
 - Web traffic
 - Social media following
 - Social reactions

EVALUATION.

- Minerva reporting is required.
- Reporting is “Information Dissemination” and is done as any other information dissemination is reported.
 - Select the appropriate campaign when reporting.

Recap: Leveraging the campaign in your community.

TOP WAYS TO LEVERAGE THE CAMPAIGN.

- Download the partner toolkit.
- Like the campaign Facebook page.
- Leverage all existing channels to distribute materials.
- Always direct people to the campaign microsite.
- Share information consistently.

Questions?