

STR Funded Media Campaign

Program Goals: The statewide media campaign will help address the needs and purpose of misuse/abuse prevention, education and awareness through the following program goals:

- Development of a statewide media campaign designed to raise community awareness and reduce the stigma surrounding the issue of opiate-related drug misuse/abuse in South Carolina;
- Development of universal branding in order to link current multimedia opiate misuse/abuse campaigns that have been developed by partner agencies in South Carolina;
- Promotion of resources developed for professionals;
- Development of prevention messages for youth, young adults and parents/guardians warning of the dangers of opiate misuse/abuse;
- Provision of information on treatment options available throughout the state for opiate-related drug misuse/abuse;
- Provision of information on recovery initiatives in South Carolina;
- Provision of information on the prevention of opioid overdose deaths through the availability and use of naloxone;

Target Populations:

1. General population (SC citizens);
2. Professionals (medical, behavioral health, first responders);
3. Youth and young adults (12-25);
4. Parents/guardians
5. Patients/caregivers with an opiate use disorder

Objective: The campaign is designed to educate and inform the people of South Carolina about the grave consequences associated with prescription pain killer/opioid abuse. The campaign materials feature facts associated with the problem here in our state and help define what opioids are along with the dangers associated with them.

Components of the campaign:

- **Campaign Kick-off** with participation from the Governor's Office-New Year's Resolution pledge to responsibly store and use prescription medication
- Development of 2 30 second **Public Service Announcements** that will run on TV- February and March, 2018
 - Spots will run in each of the major markets in SC (Columbia, Charleston, Myrtle Beach/Florence and Greenville) on the major networks as well as cable
 - Spots will run in each of the outlying boarder markets (Aiken/Augusta, Rock Hill/Charlotte and Hilton Head/Savannah) on cable networks
 - Over the Top TV-Utilizing this vehicle to reach younger audience. Spots will run on platforms such as Hulu, Sling TV and cable network apps like Watch ESPN
- **Website**-providing an informative and engaging web presence will give the people of SC a better understanding of the issue. Content to include: what are opioids, risk factors, opioids and pregnancy, safe use, what is addiction, safe storage, safe disposal, alternatives to opioids, how to get help, information on accessing naloxone and stories of recovery

- **Paid Social media** through:
 - Instagram- Instagram stories and in-feed will reach younger audiences (under 35)
 - Snapchat-Creating Snapchat stories with the PSA spot and Snap Ads for youth/young adults (under 24)
 - Facebook –Promoted posts and videos to reach Generation X (ages 38-52)
 - YouTube-Video pre-rolls to reach those 18-49
- **Toolkit of resources** to be used at the local county level will include the following:
 - Radio spots
 - Billboard creative
 - Stickers for prescription bags
 - Educational infographics
 - Power points templates for various audiences to be used for speaking engagements
 - Brochures
 - Social media content calendars
 - Factsheets
 - Newspaper ads, op-eds

Evaluation of the campaign will include the following metrics:

- Website visits and site analytics
- Social media followers, engagement and sentiment
- Pre and Post campaign research- awareness study of 500 South Carolinians designed to provide benchmark levels of awareness, perceptions, attitudes and behaviors related to opioid abuse and misuse in South Carolina
- Earned media analytics

Timeline:

2017:

May-August- DAODAS worked to secure media/marketing firm through state procurement process

September- Contract awarded and initial work on the creative development and element of the campaign begun

October- PSA shoot and website architecture developed

November- Pre-campaign survey conducted. Meeting with local providers to provide them an overview of the campaign and get their feedback and “buy-in” for branding of the campaign at the local county level

December- Site visits to each county to discuss local needs and campaign implementation

2018:

January- Campaign kick-off- website and social media goes live

February and March- TV PSA spots air throughout the state

April- Local implementation and social media continues

May- Post-survey and evaluation from year one completed