



CHERNOFF NEWMAN

COLUMBIA / CHARLESTON / ORLANDO / CHARLOTTE

**JUST PLAIN KILLERS** ● **COM**

# GOALS

Create changes in behavior in the usage and supply of prescription opioids and the attitudes surrounding managing pain.

# OBJECTIVES

Raise awareness surrounding the dangers of misusing or abusing prescription medications.

Change the mindset of patients to develop an understanding that slight and manageable pain is a part of life.

Provide support for local treatment providers and third-party partners to effectively execute the campaign at a grass-roots level.

Reduce the stigma of persons in recovery or those suffering from opioid use disorder.

DAODAS  
Statewide Post-Campaign Awareness Study

MAY 2018

# METHODOLOGY

## METHODOLOGY

Online panel

Conducted between April 20 and May 8, 2018 and is a followup to the benchmark study conducted in November 2017

N = 500

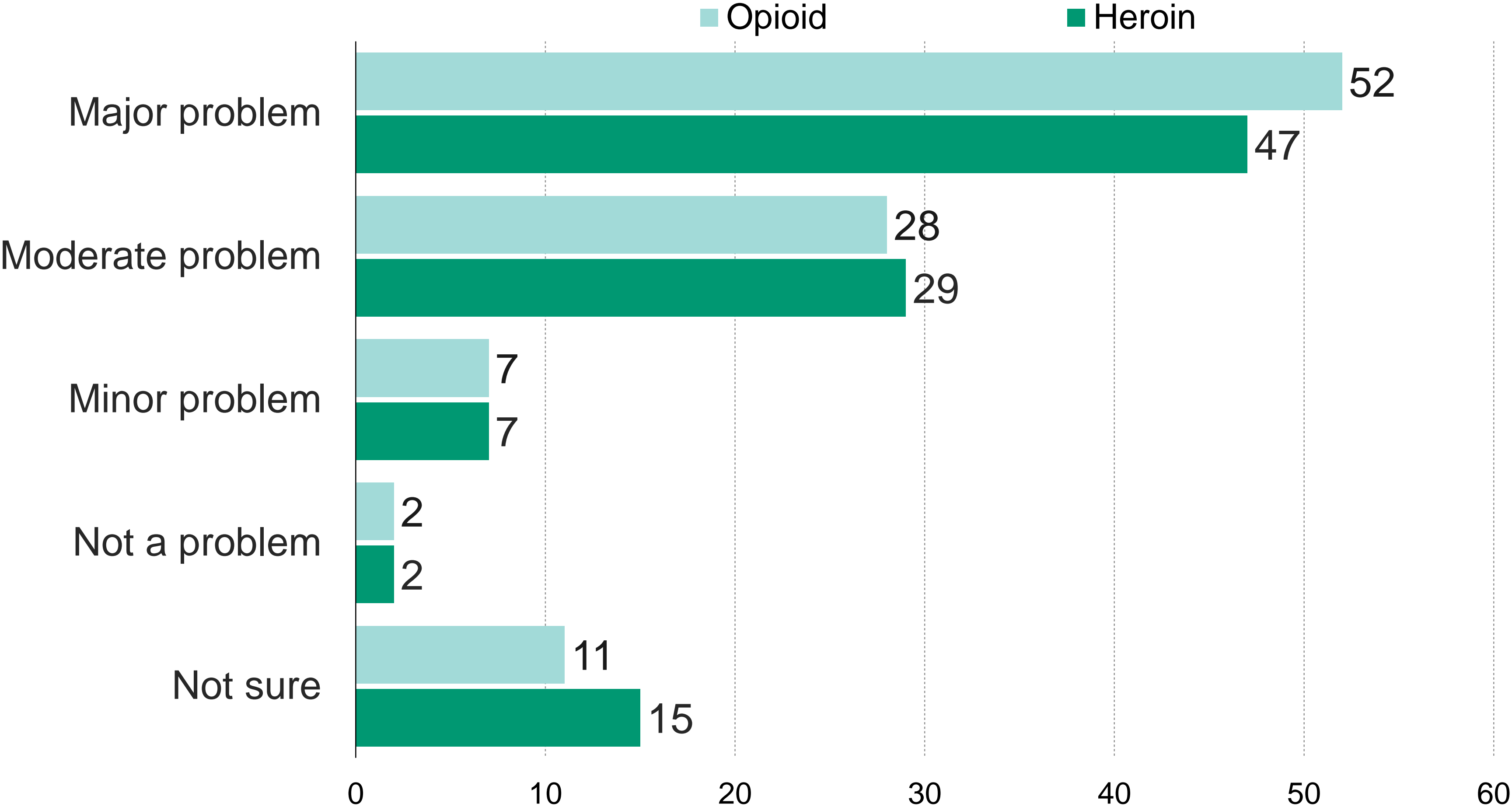
Sampling error is +/- 4.4 percentage points at the 95% confidence level

Unless otherwise noted, findings are presented in percent and have been rounded

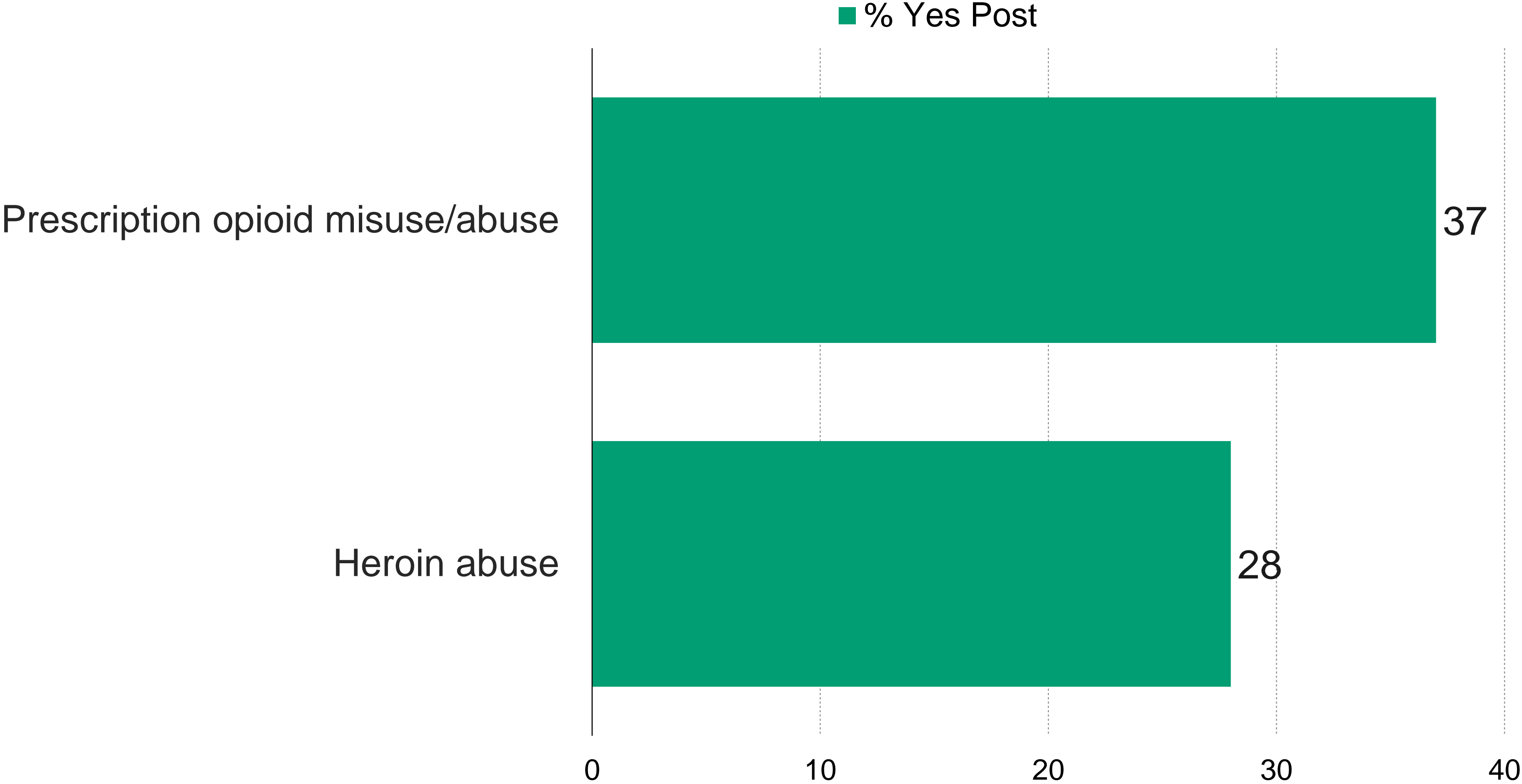
HOW BIG IS THE ISSUE



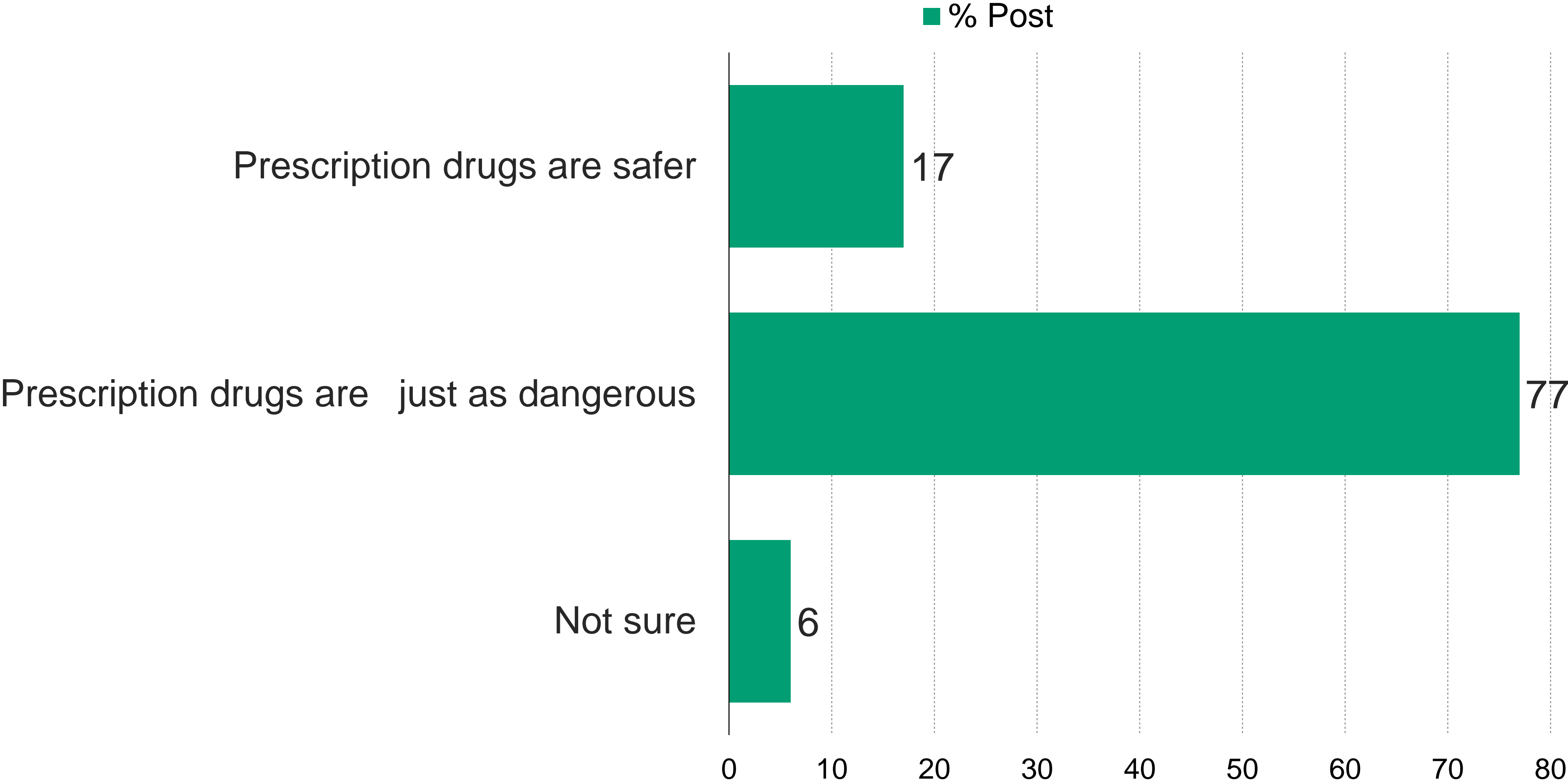
# PERCEPTION OF OPIOID AND HEROIN ABUSE AND MISUSE IN SC



# KNOW SOMEONE WHOSE LIFE HAS BEEN NEGATIVELY IMPACTED BY ...

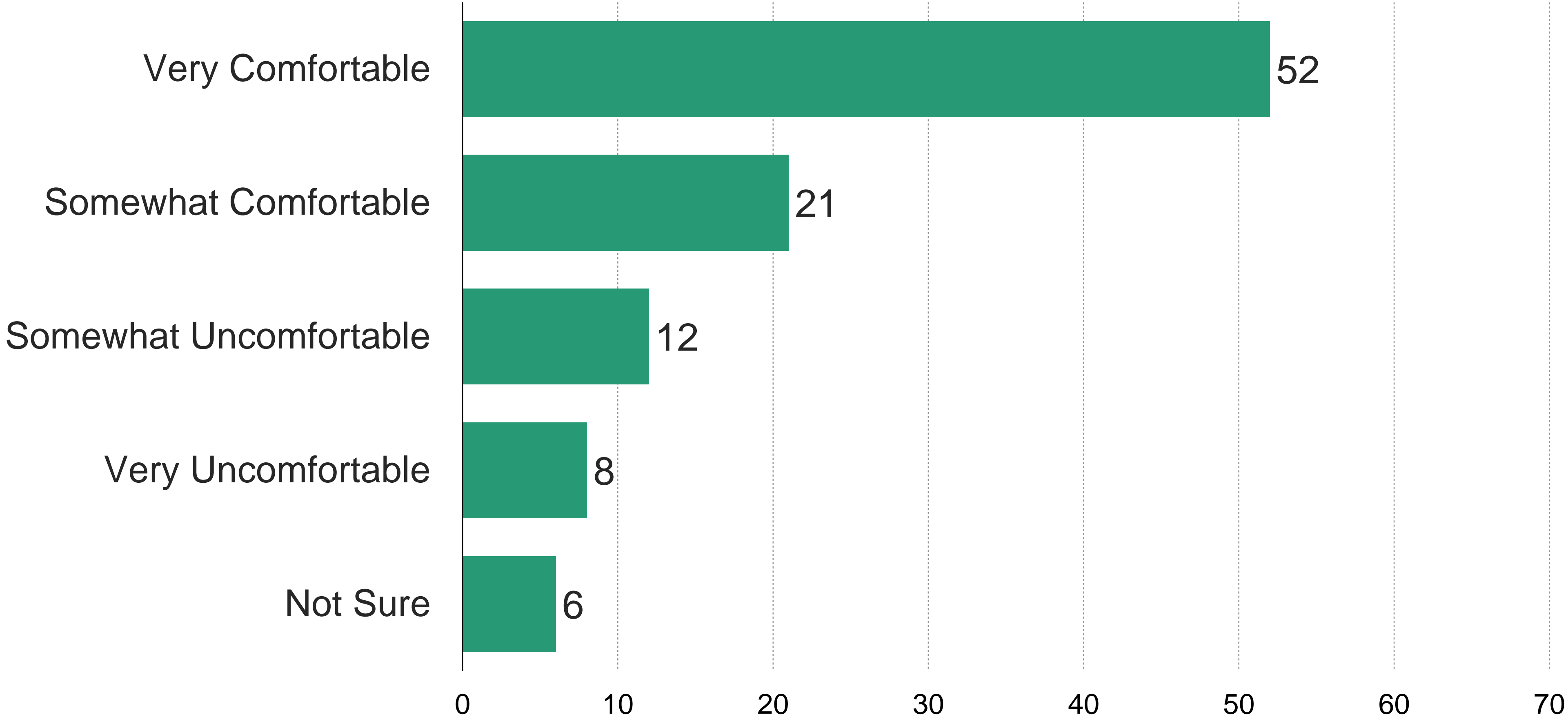


# SOME PEOPLE SAY ...

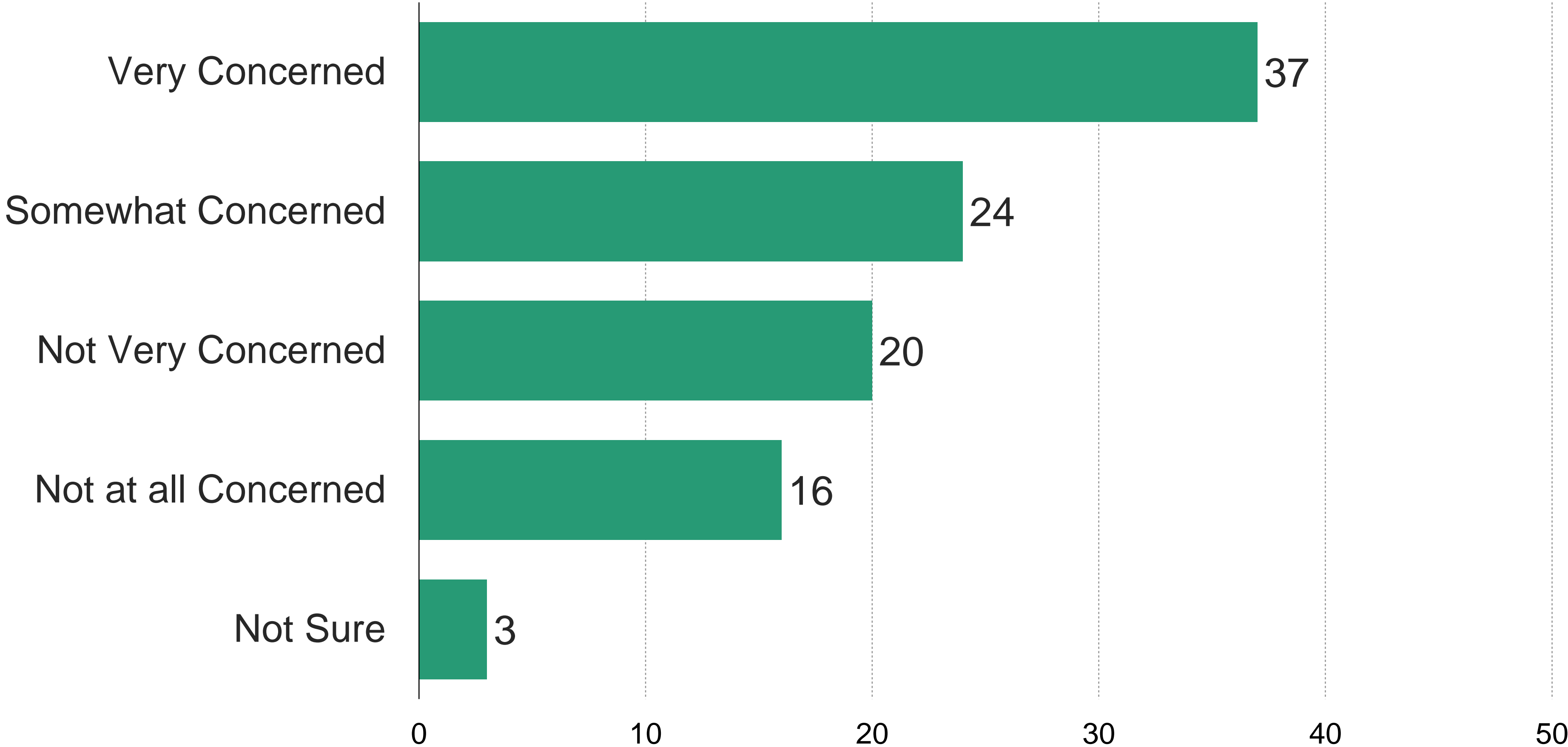


# POSITIONS ON PAIN TREATMENT

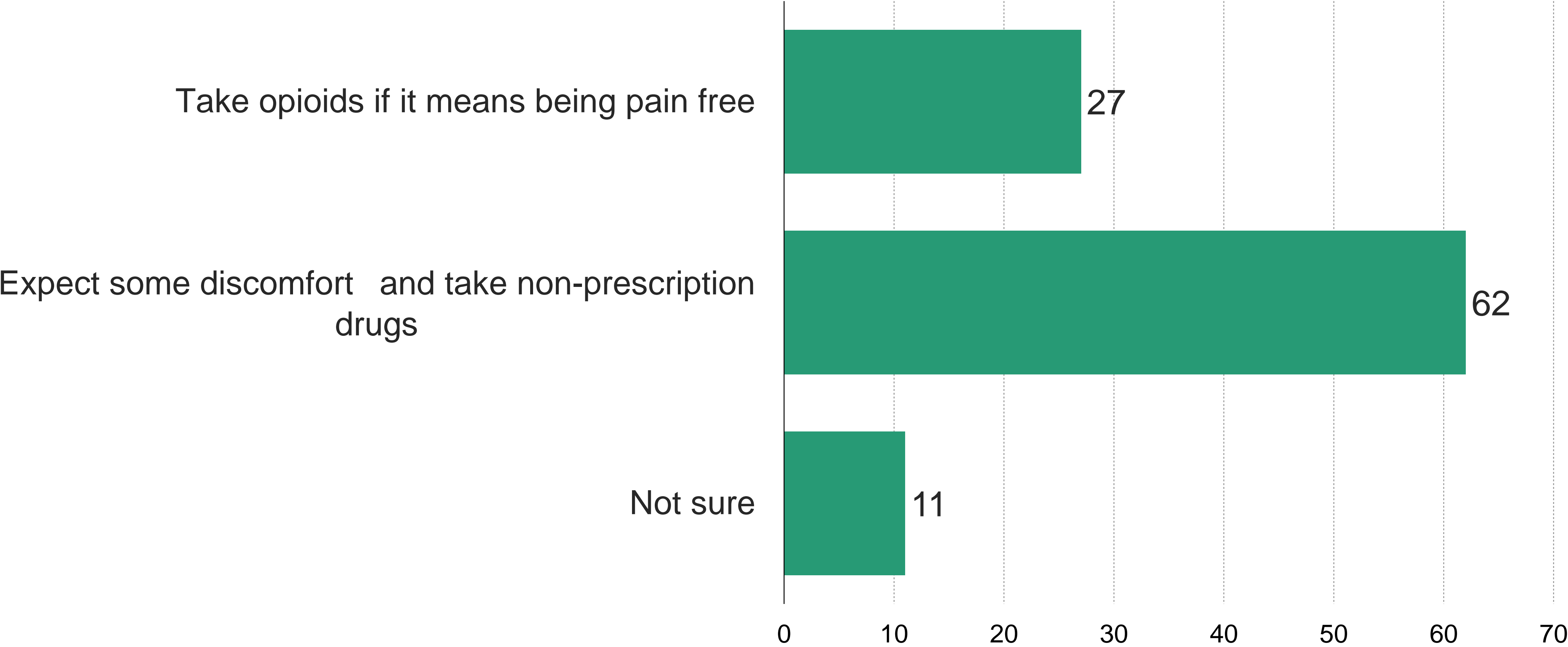
# LEVEL OF COMFORT AROUND TALKING TO YOUR DOCTOR ABOUT TREATING PAIN WITHOUT THE USE OF PRESCRIPTION OPIIODS



# CONCERN ABOUT BECOMING ADDICTED OPIOID MEDICATION IF PRESCRIBED



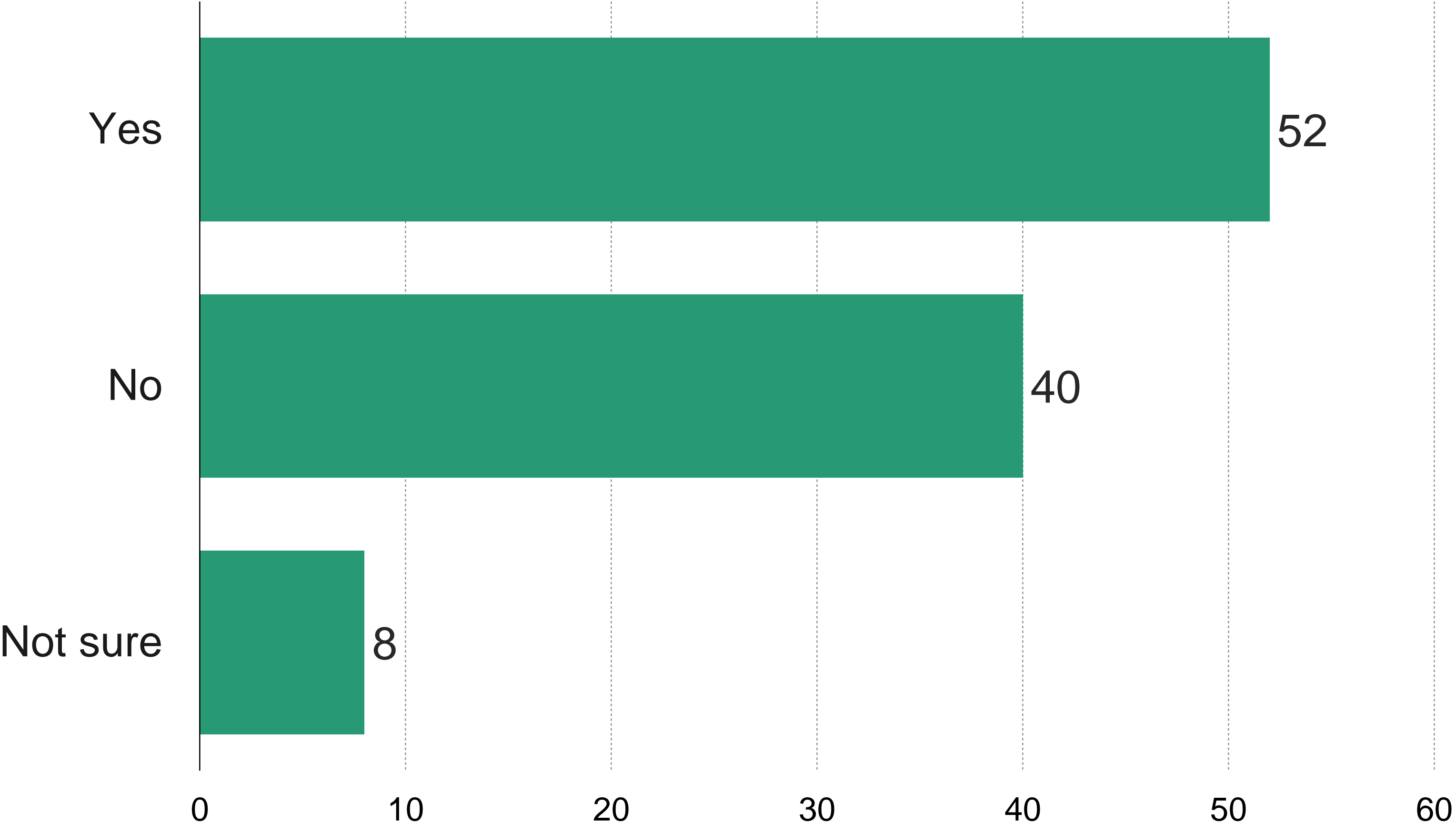
# POSITION ON DISCOMFORT



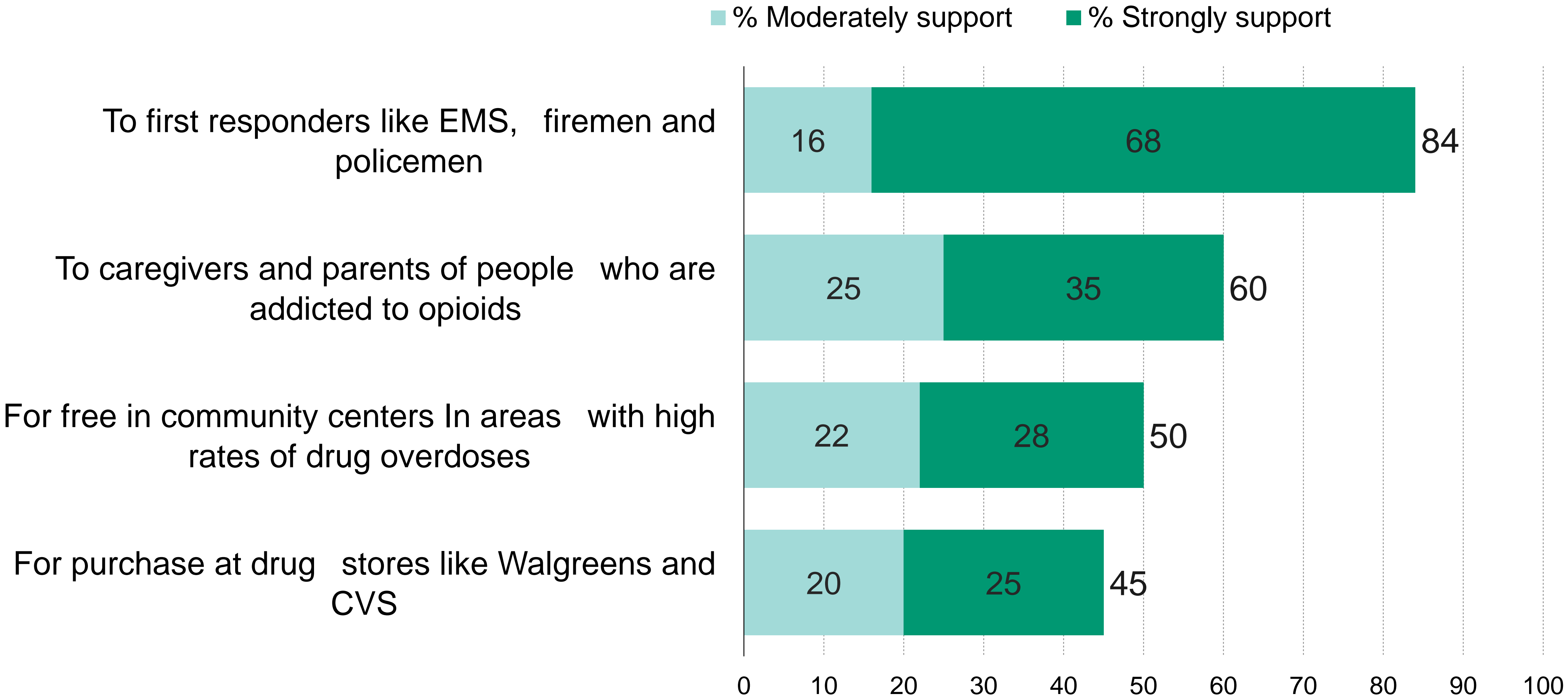
# NALOXONE / NARCAN



# AWARENESS OF A MEDICATION CALLED NALOXONE OR NARCAN THAT REVERSES AN OPIOID OVER DOSE?



# POSITION ON MAKING NALOXONE/NARCAN AVAILABLE:



JUST PLAIN KILLERS RECALL

# Just Plain Killers

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The opioid epidemic continues to make national headlines and South Carolina is severely affected.

Nearly five million opioid prescriptions are filled every year in SC.

That's more than one prescription for each person in the state.

# Just Plain Killers

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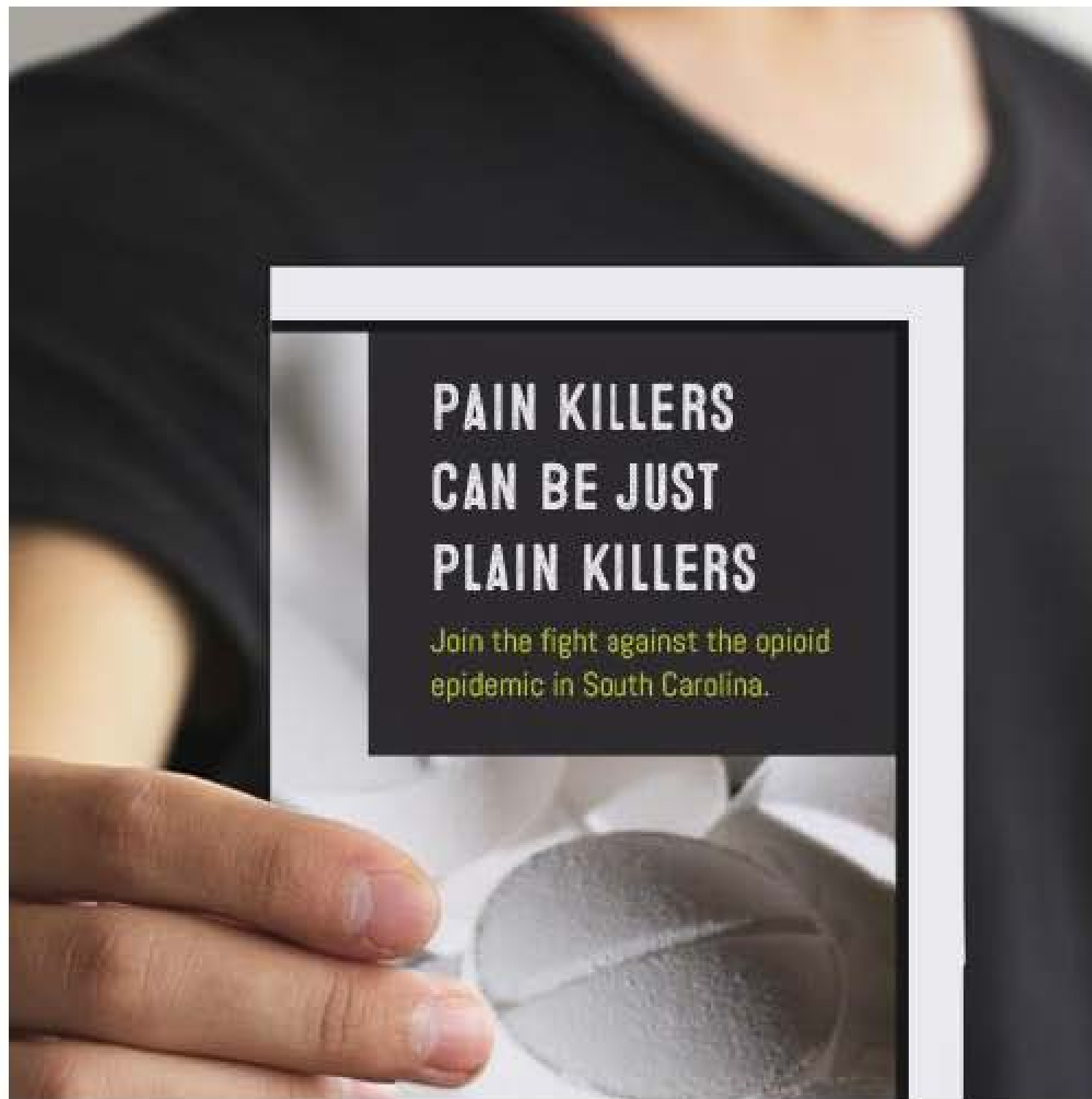


**Objective:** Develop and implement a statewide media campaign designed to raise community awareness and reduce the stigma of prescription opiate misuse and abuse in South Carolina.

**Strategy:** Using the line *Just Plain Killers*, we created a campaign that featured facts associated with the problem here in our state that helped define what opioids are, along with the real dangers associated with them.

**JUST PLAIN KILLERS.COM**

# Just Plain Killers



Integrated campaign includes digital, social and traditional media tactics to show how the use of opioids can lead to addiction.



# Just Plain Killers



**Efforts:** Press conference with Governor McMaster, PSAs, website, social media and a toolkit local agencies can customize for use in their communities.

**Goals:** Create much-needed awareness about opioid misuse and to get people involved in helping stop the epidemic.

**JUST PLAIN KILLERS.COM**

**For Immediate Release:**  
January 10, 2018

**Contact:** Jimmy Mount  
jmount@daodas.sc.gov

**DAODAS Launches Statewide Outreach to Combat Opioid Epidemic**  
Governor Henry McMaster Calls on South Carolinians to Rally Behind Effort

Columbia, S.C. – The South Carolina Department of Alcohol and Other Drug Abuse Services (DAODAS) has launched a statewide public education campaign to address the opioid epidemic in South Carolina. The Just Plain Killers campaign will raise and deepen the public's awareness of opioid use and abuse in the state while destigmatizing those affected by opioid use disorder.

# Just Plain Killers

The website is dedicated to helping raise awareness, educating people about prescription pain killers and acting as a resource for taking action and getting help.

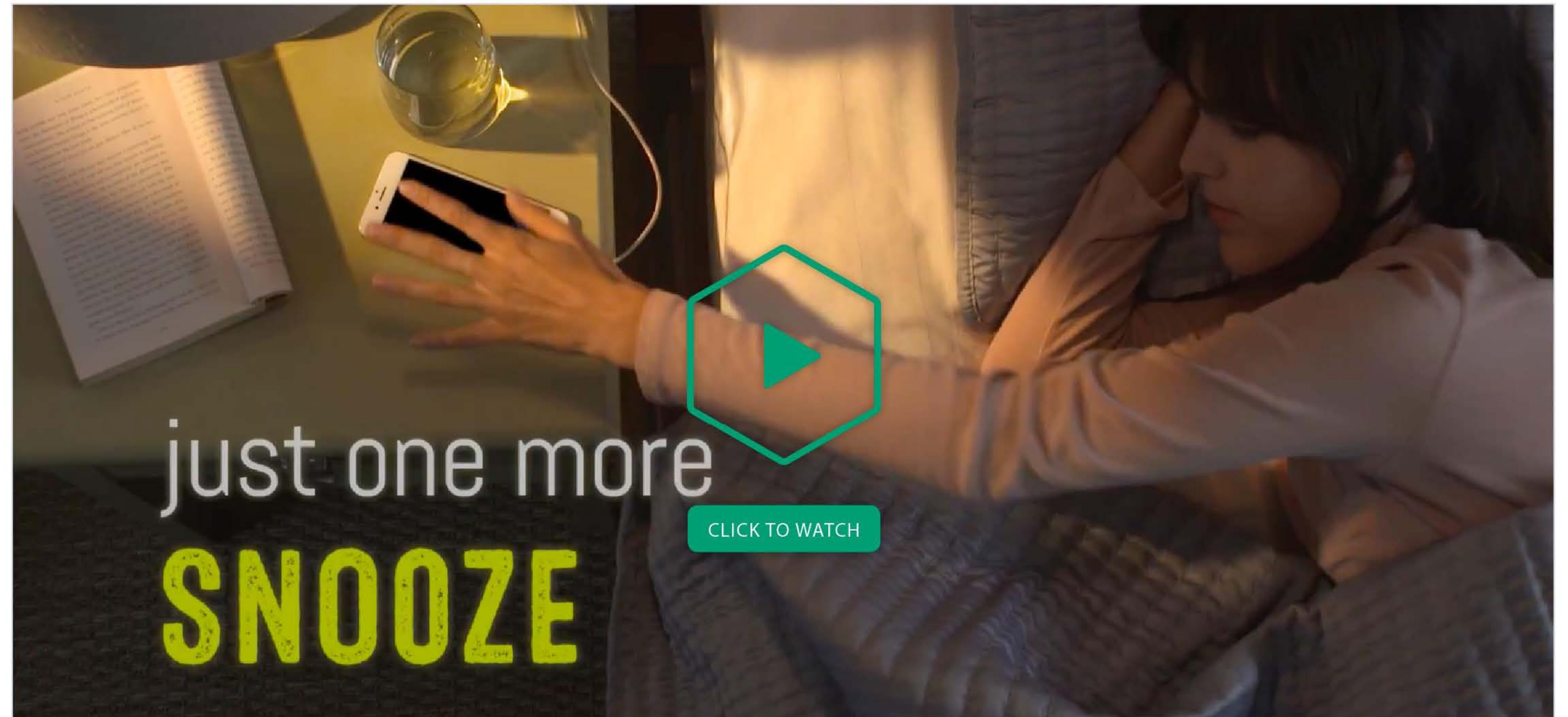




# Just Plain Killers

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**Concept:** Common, everyday behaviors can be fixating. Becoming dependent on opioids starts in a similar manner. People don't intend to get hooked, but just one more pill can lead to one more prescription and eventual deadly consequences.



# Awareness Results

**47%** of SC residents recall one or more statements from the campaign.

**54%** of SC residents recall one or more visual elements from the campaign

# Results: Just Plain Killers

In the past three months residents of SC have seen or heard ads – that:

**20%** use the line 'Pain Killers...Just Plain Killers'

**17%** show a statistic that 5 million pain killer prescriptions are filled in SC every year

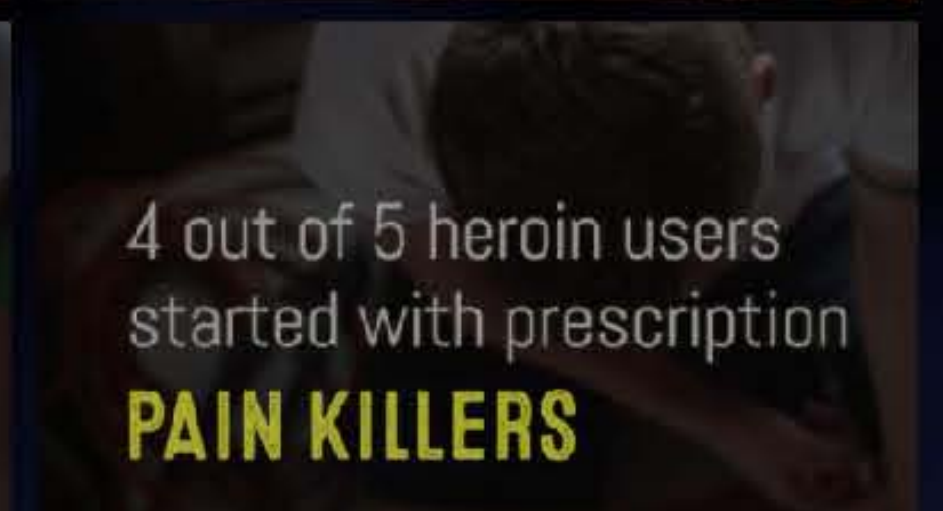
**21%** use the line 'Just one more' and shows individuals partaking in common activities and then drug use

**24%** show a statistic that 4 out of 5 heroin users started with prescription pain killers

# Results: Just Plain Killers C **JUST PLAIN KILLERS**.COM

In the past three months residents of SC have seen or heard ads – that:

- 17%** JustPlainKillers.com
- 17%** ...just one more Snooze
- 17%** ...just one more Episode
- 21%** ...just one more Pill
- 21%** ...just one more Time
- 16%** 5 million pain killer prescriptions filled in SC Every Year
- 33%** 4 out of 5 users started with prescription Pain Killers




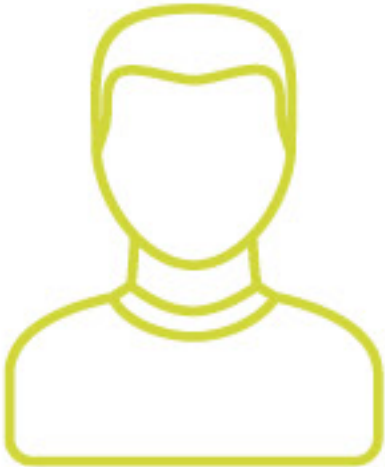

# SOCIAL RECAP

## CAMPAIGN SUMMARY

<b>2.9M</b>	<b>13.7K</b>	<b>905</b>	<b>4K</b>
impressions	engagements	clicks	fans

During the campaign, a total of 433 messages were sent from the Just Plain Killers' social channels, resulting in a total of 2,894,243 impressions, 13,689 engagements, 905 link clicks and 4,087 fans.

## AUDIENCE

 <b>45-54</b>	 <b>35-44</b>	 <b>25-34</b>
facebook	twitter	instagram

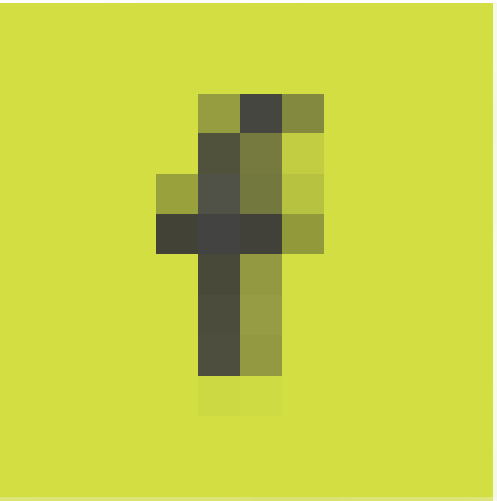


## FACEBOOK ACTIVITY

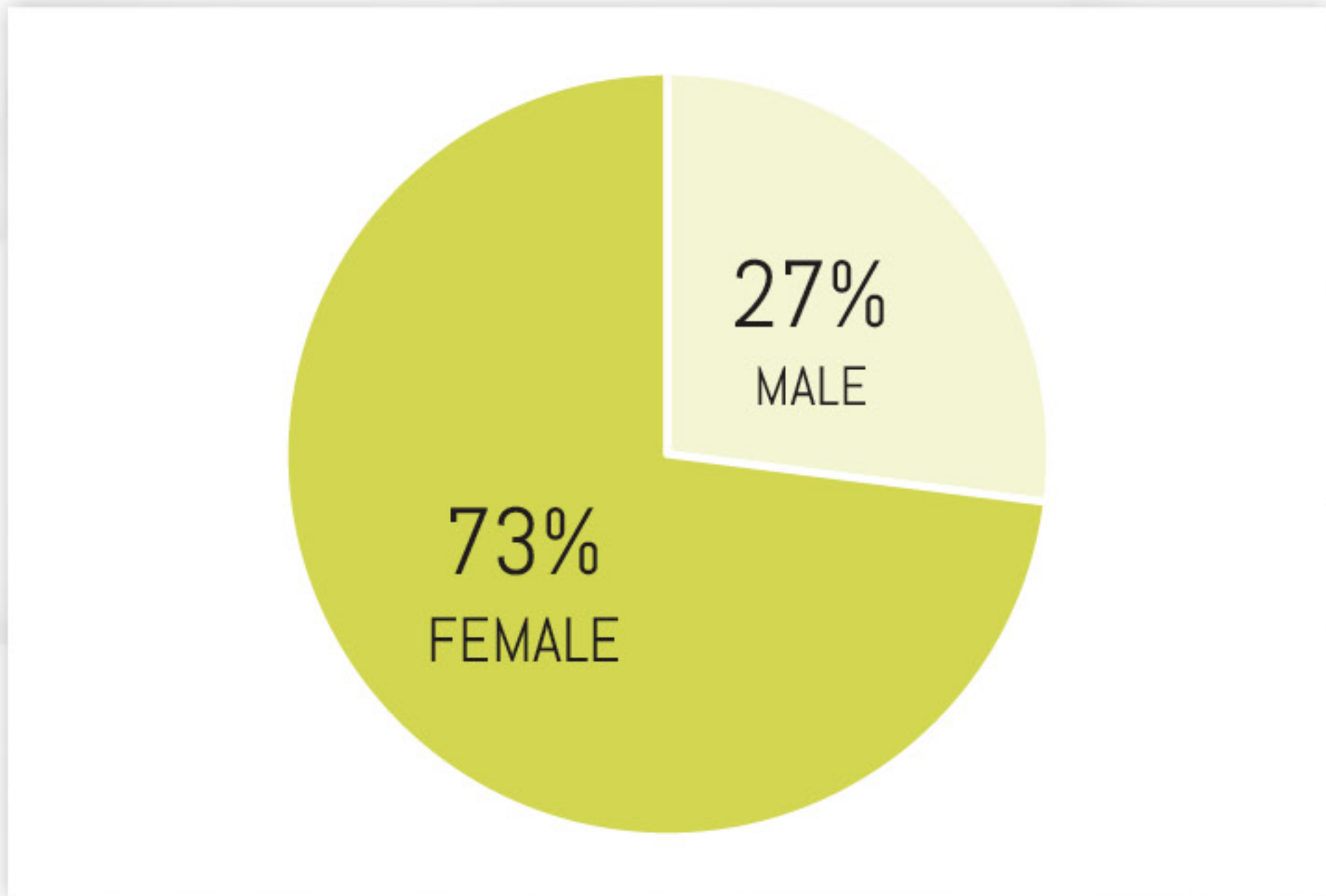
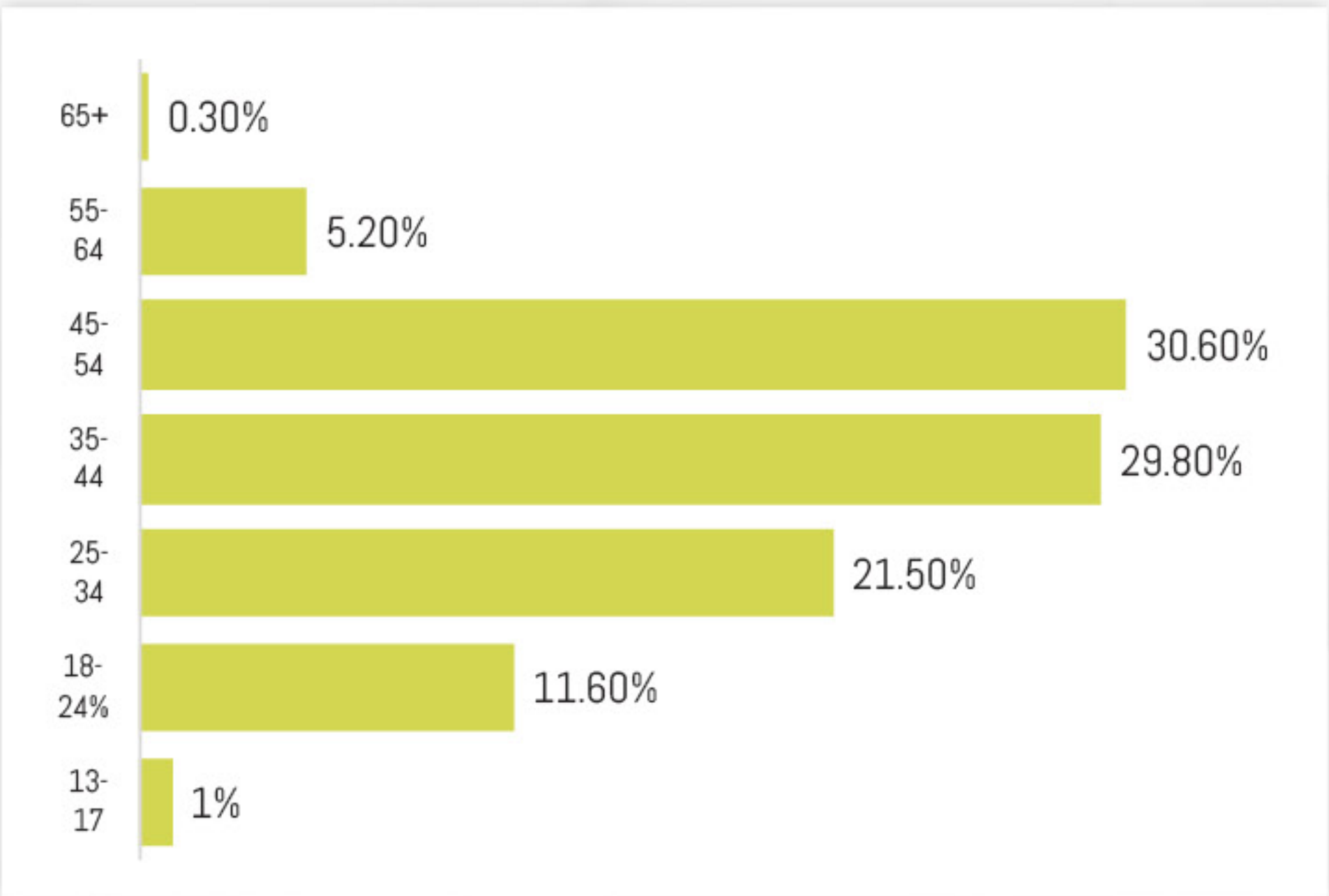
The Just Plain Killers Facebook page shared relevant news articles, campaign-specific visuals, resource links and more. During the lifetime of the campaign, 161 Facebook posts were published resulting in 2,803,133 impressions, 11,630 engagements, 833 clicks and a fan base of 3,587 from both organic and paid content.

<b>2.8M</b>	<b>11.6K</b>	<b>833</b>	<b>3.5K</b>
impressions	engagements	clicks	fans

The Facebook content reached an average of 13,262 users daily, generating 8,507 reactions, 807 comments and 2,316 shares.

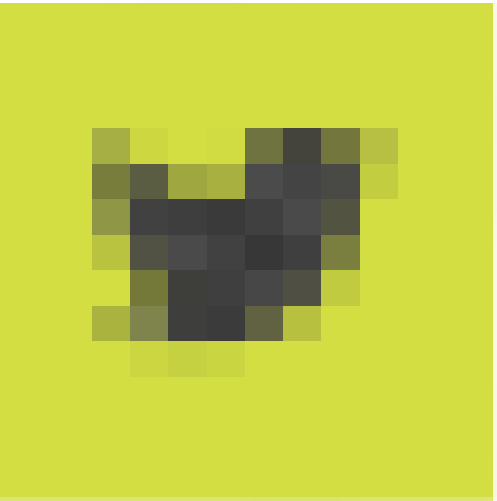


# AUDIENCE SUMMARY



Females between the ages of 35-54 are the leading force behind the Just Plain Killers Facebook audience.





## TWITTER ACTIVITY

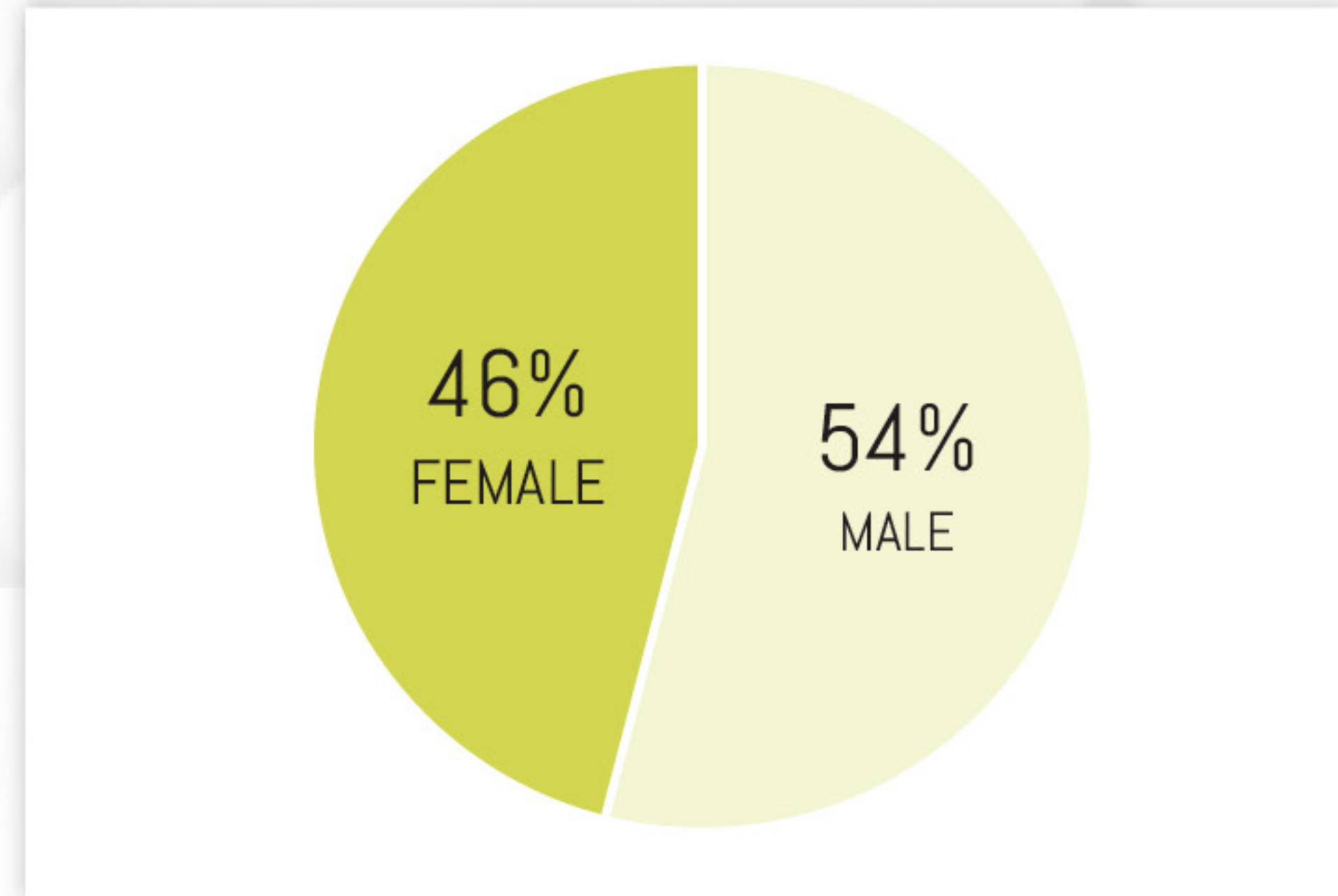
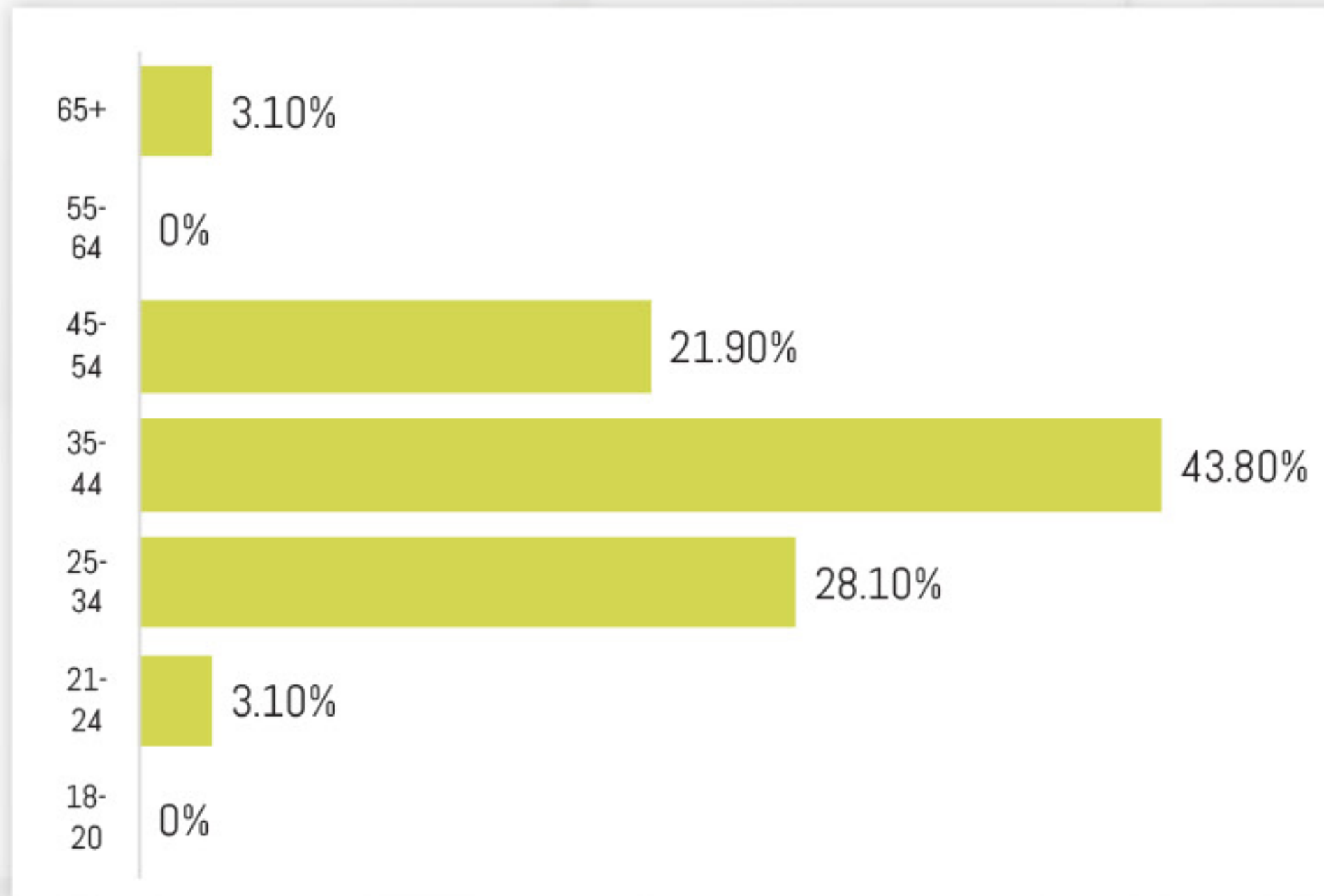
The Just Plain Killers Twitter profile shared relevant news and announcements, in addition to campaign messaging, @JustPlainKillers retweeted national and regional news surrounding the opioid epidemic.

<b>520K</b>	<b>7.5K</b>	<b>72</b>	<b>396</b>
impressions	engagements	clicks	fans

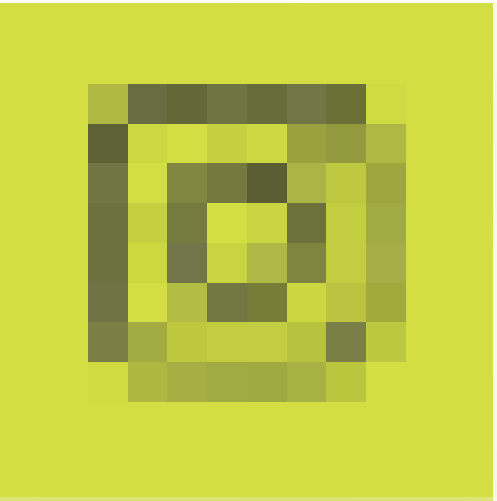
During the campaign, 150 messages were sent from the Just Plain Killers Twitter profile. The content generated 520,499 impressions, 7,548 engagements, 72 link clicks and gained 396 fans.



## AUDIENCE SUMMARY



Males between the ages of 35-44 are the leading force behind the Just Plain Killers Twitter audience.

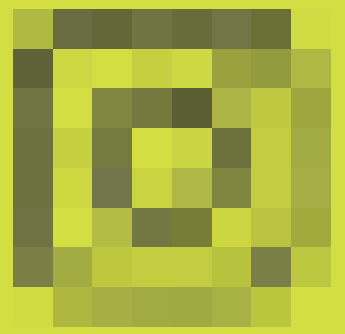


## INSTAGRAM ACTIVITY

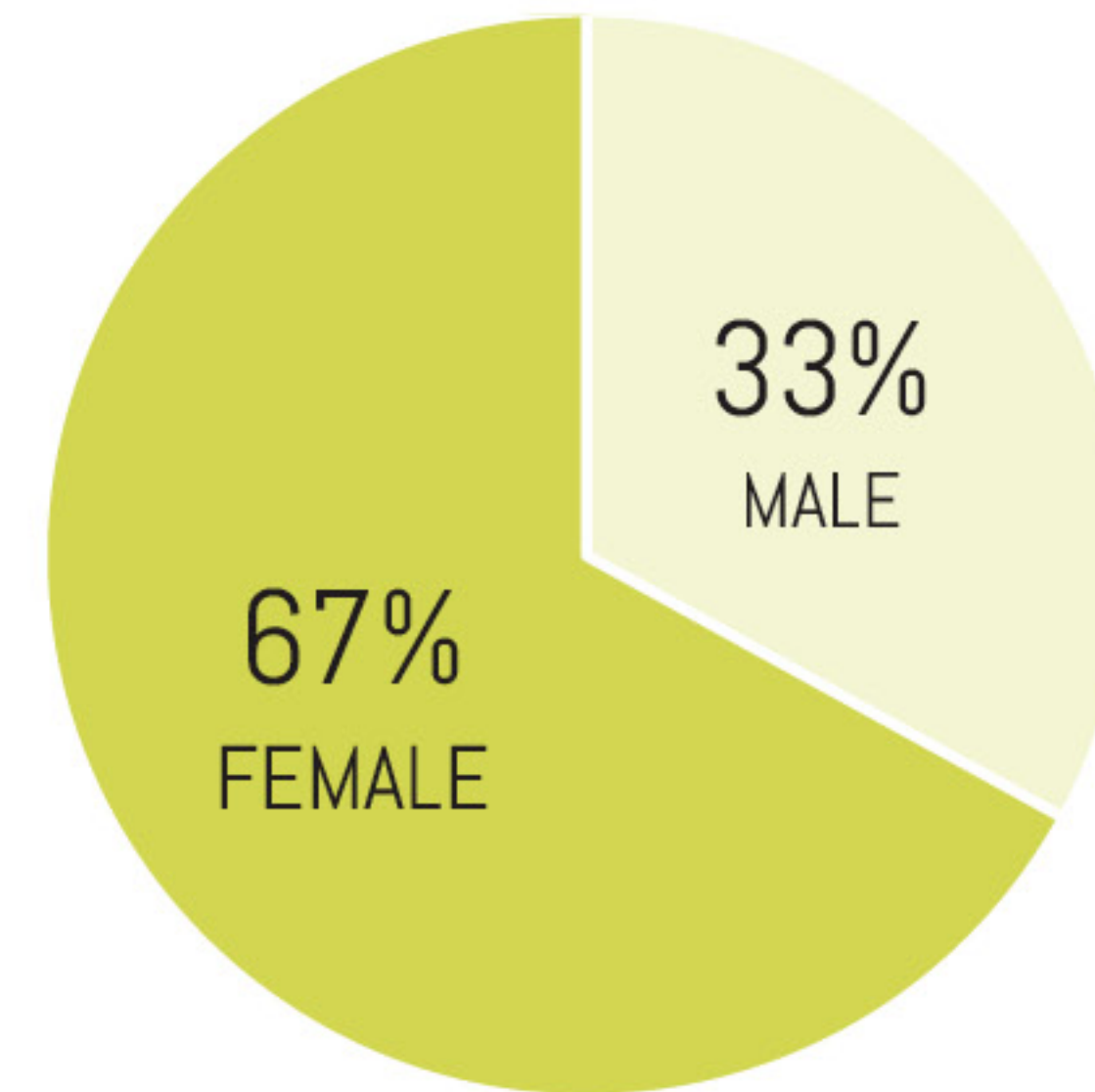
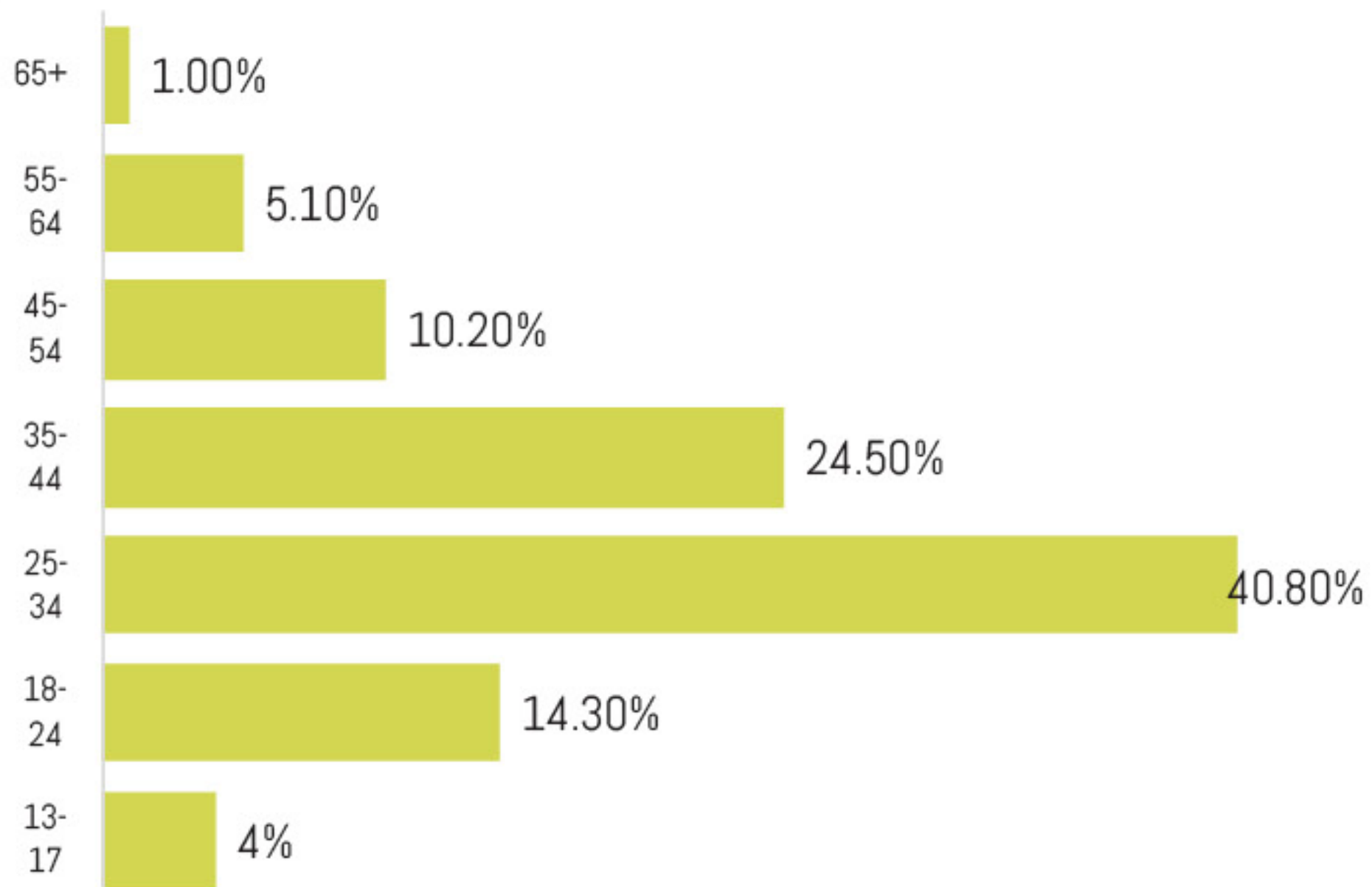
The Just Plain Killers Instagram channel featured infographic and visuals supporting the mission and message of the campaign. In addition to organic posts, the paid component ran Instagram stories featuring the campaign's video content.

<b>927K</b>	<b>21K</b>	<b>554</b>	<b>107</b>
impressions	views	likes	fans

The organic and paid Instagram content, received 927,723 impressions, 21,096 views, 554 likes and gained a total of 107 fans.



## AUDIENCE SUMMARY



Females between the ages of 25-34 are the leading force behind the Just Plain Killers Instagram audience.

# PAID REACH

The 2018 paid media efforts began in January with paid social and display ads promoting the pledge to avoid opioid misuse. In February, we began broader efforts with the launch of broadcast and cable television, Over the Top Television and wider digital efforts.

<b>1,548</b>	<b>9,120</b>	<b>\$141K</b>
bonus broadcast	bonus cable	total added value

A total of 1,548 bonus spots ran on the broadcast television stations, 9,120 bonus spots ran on cable systems throughout SC and the total added value for broadcast was \$141,012 on top of our paid schedule.

## DIGITAL MEDIA

The digital media buy included banner ads, Facebook, Twitter, YouTube, Snapchat, Instagram stories and Over the Top (OTT).

<b>4,464</b>	<b>52%</b>	<b>7.85M</b>	<b>1.5M</b>
sessions on web	total web traffic	video impressions	video views

The paid digital accounted for 4,464 sessions on the website and 52% of total traffic. Throughout the campaign, over 7.85 million video impressions were served, accounting for over 1.5 million completed video views.

# WEB ANALYTICS

The Just Plain Killers organic and paid social content drove users back to the microsite, JustPlainKillers.com, for more information and materials regarding treatment, prevention and disposal. In addition to information for the public, the microsite hosted a tool kit for invested audiences to download and repurpose campaign materials.

<b>9K</b>	<b>20K</b>
users	page views

## PUBLIC TOOL KIT DOWNLOADS

<b>171</b>	<b>104</b>	<b>132</b>
fact sheet	brochure	powerpoint

# YEAR 2 CREATIVE



**JUST PLAIN KILLERS** ● **COM**

TV





RADIO

**ANNCR VO:**

In South Carolina, we have two times more fatalities from opioid overdoses than alcohol-impaired driving.

And, 4.5 million opioid prescriptions are filled here every year.

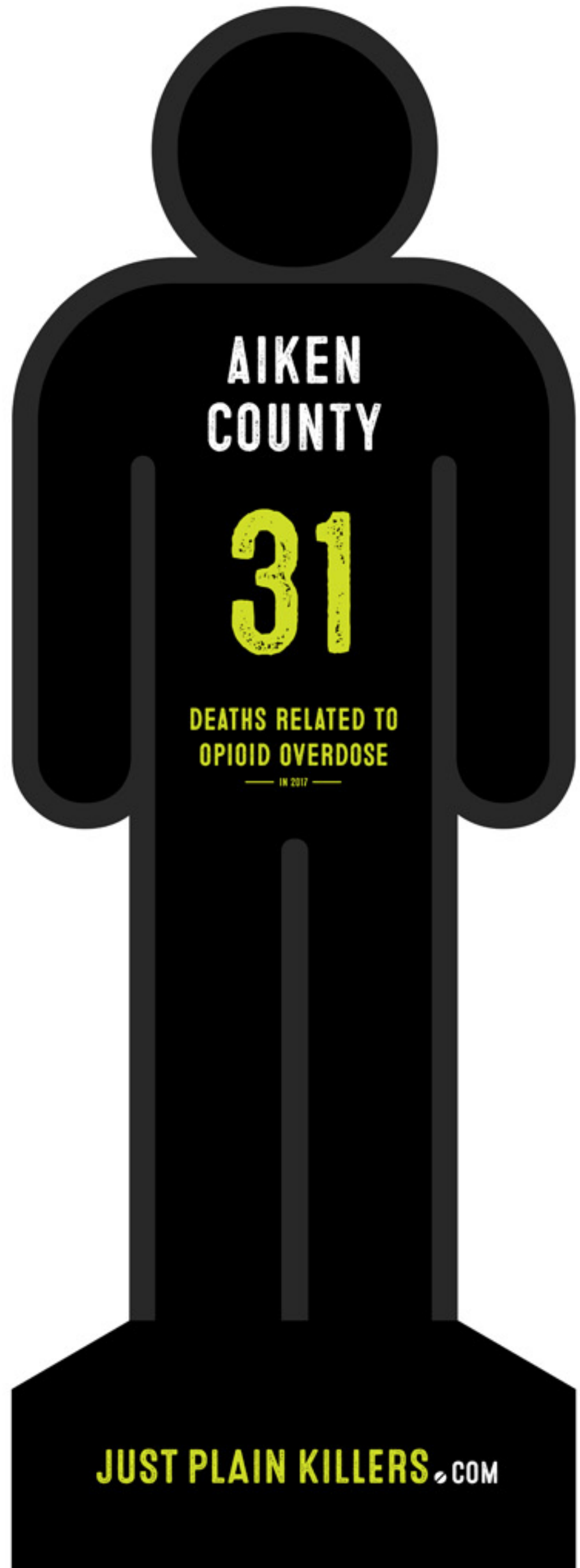
Fact is, it can take just three days to become dependent.

So, always ask whether you really need opioids for pain.

**INSERT LOCALIZED INFO (5 SECONDS)**

Don't let pain killers be just plain killers. Learn more at [JustPlainKillers.com](http://JustPlainKillers.com).

AMBIENT





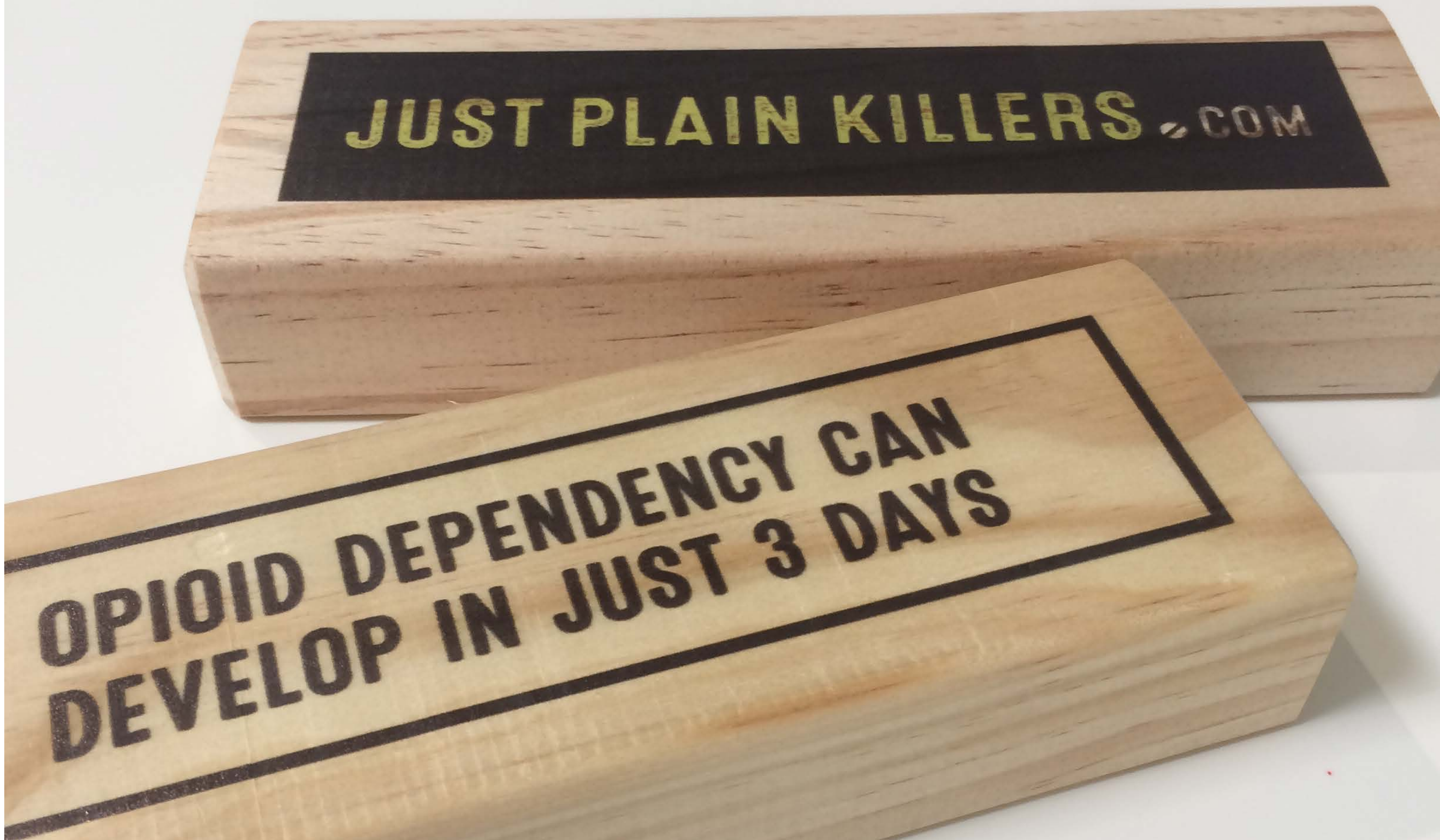
# AMBIENT 02



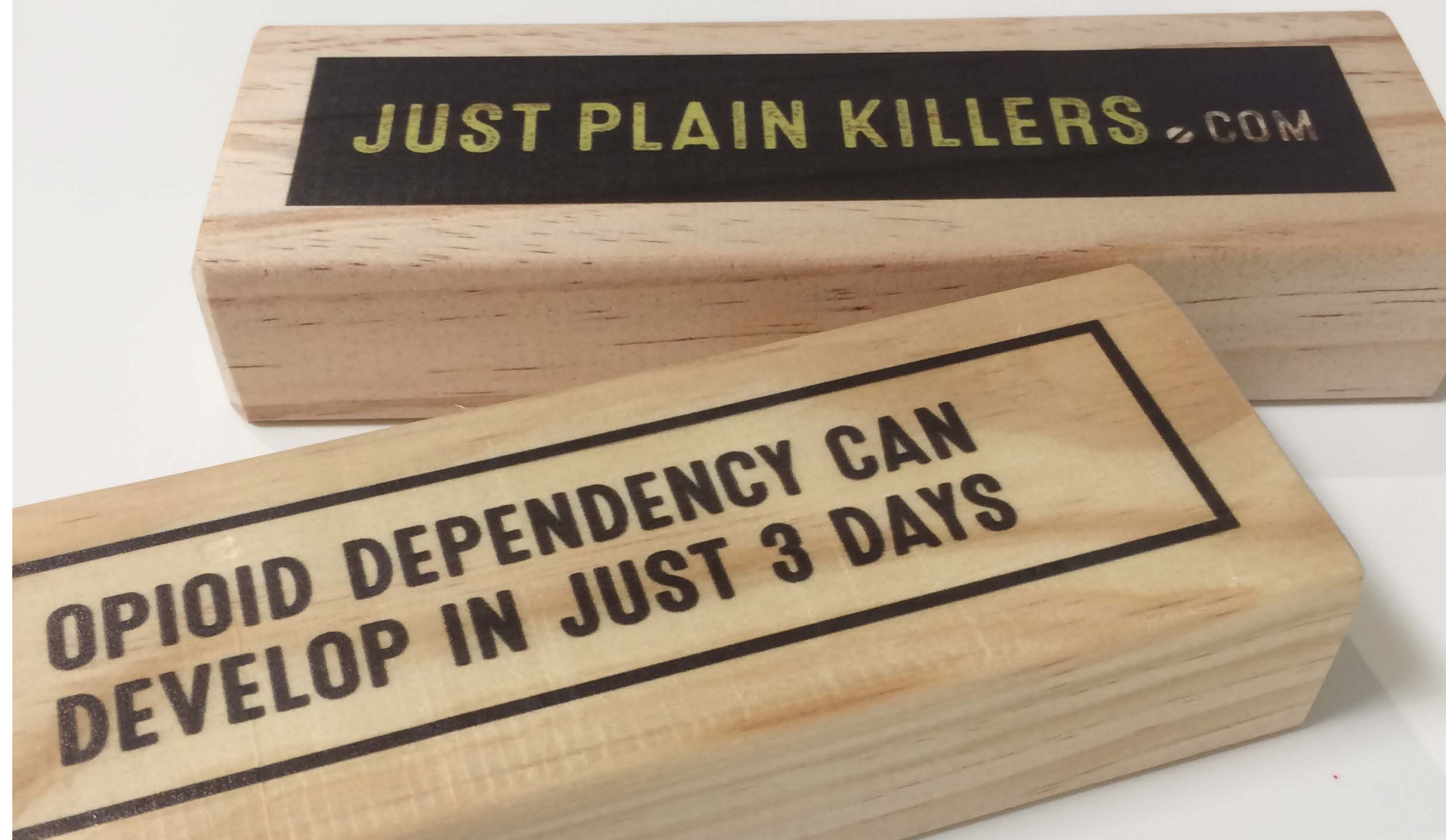
IN SOUTH CAROLINA,  
**A PAIN KILLER PRESCRIPTION  
IS FILLED EVERY 7 SECONDS**



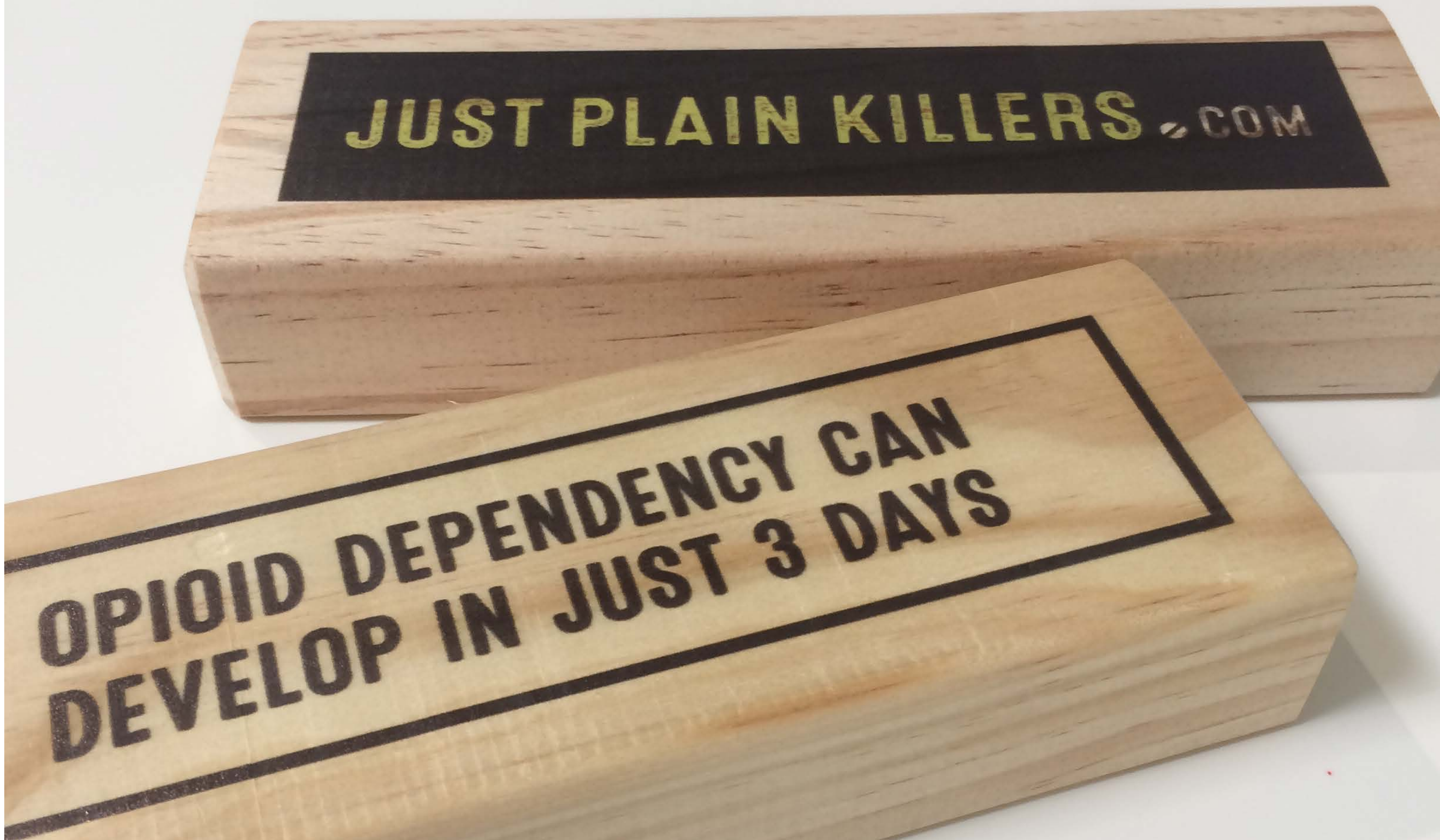
**4 OUT OF 5 HEROIN USERS  
STARTED WITH PRESCRIPTION OPIOIDS**



ASK ABOUT  
**SAFER, EFFECTIVE ALTERNATIVES  
TO OPIOID PAIN KILLERS**

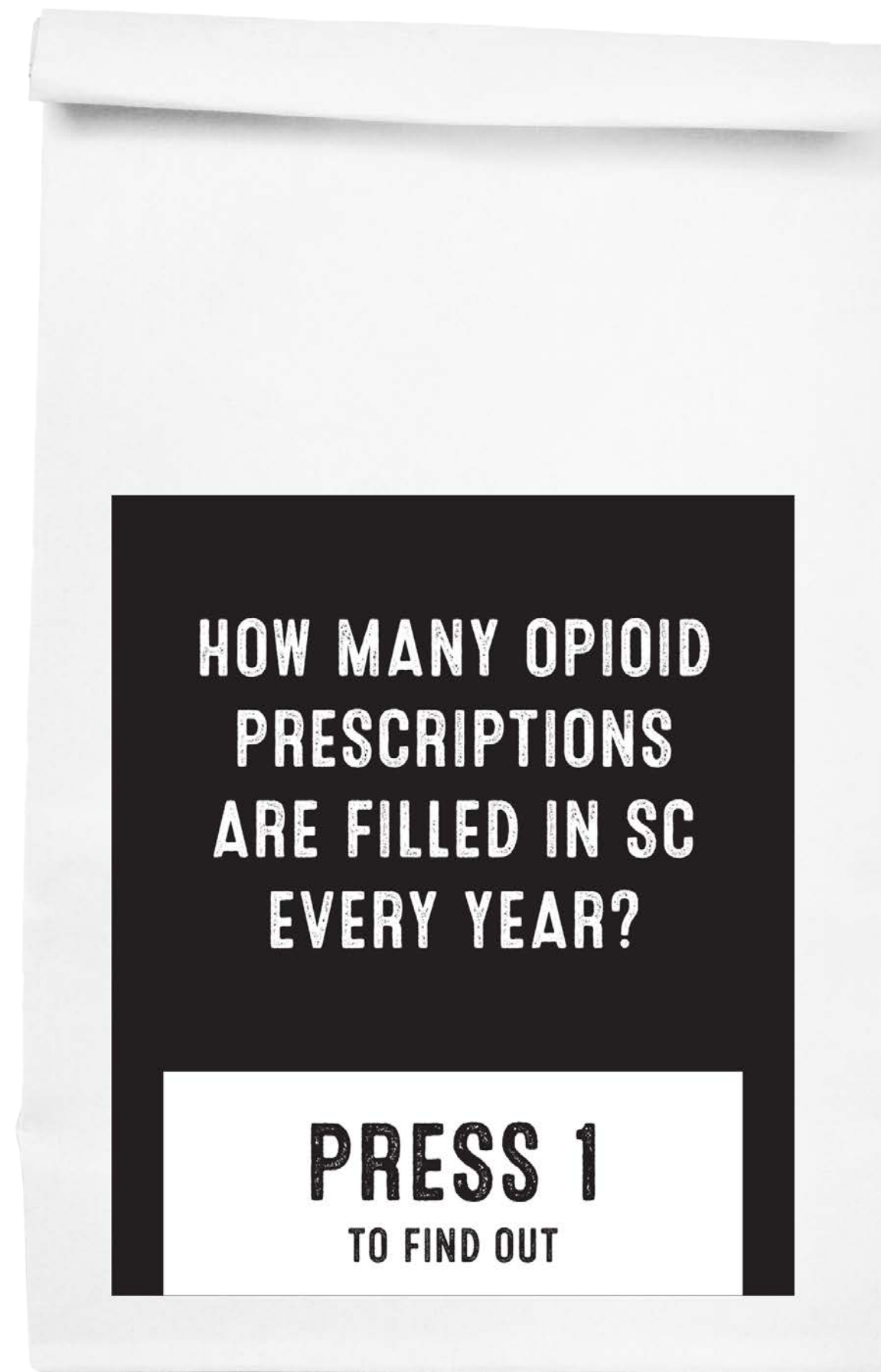


LEARN HOW YOU CAN  
**START A CONVERSATION ABOUT  
OPIOIDS WITH YOUR LOVED ONES**



**EFFECTIVE ALTERNATIVES  
TO OPIOID PAIN KILLERS EXIST**

# AMBIENT 02



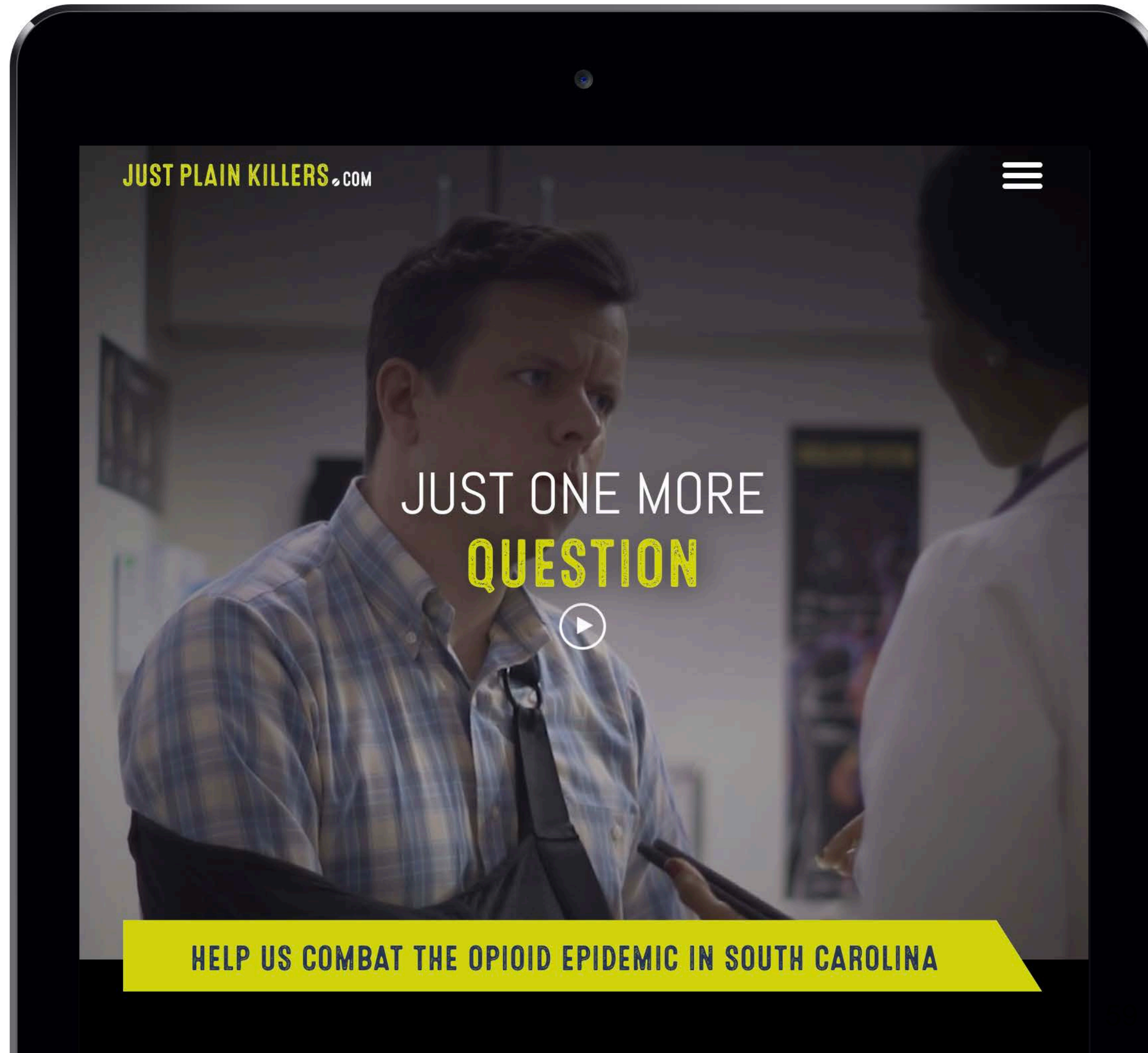


**WHAT ARE SOME  
ALTERNATIVES  
TO OPIOID PAIN  
KILLERS?**

**PRESS 4  
TO FIND OUT**



WEB



## JustPlainKillers.com

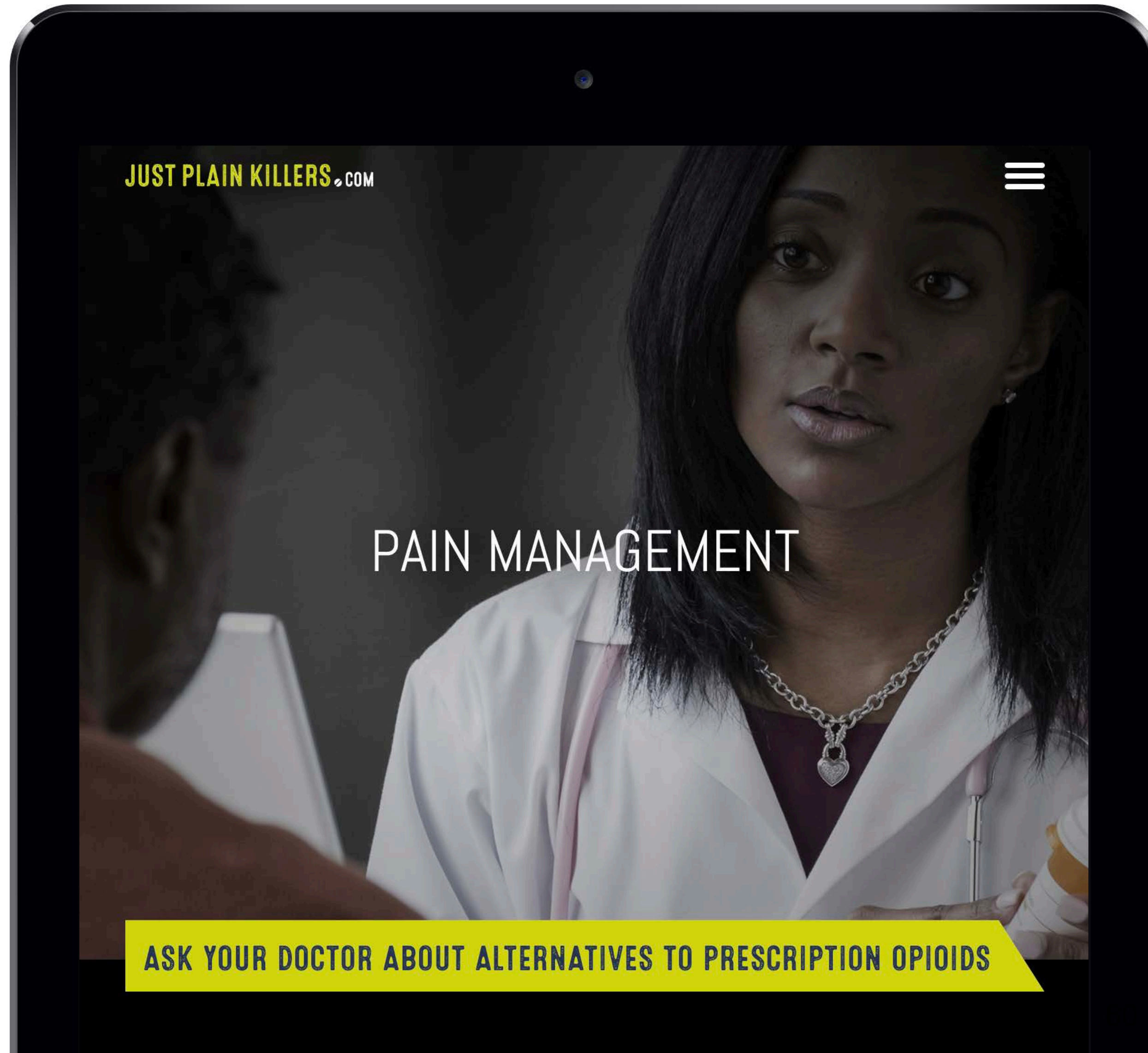
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Pain Management

What are Opioids

“Ask your Doctor” Call to Action

Treatment Center Map Call to Action



## Pain Management Page

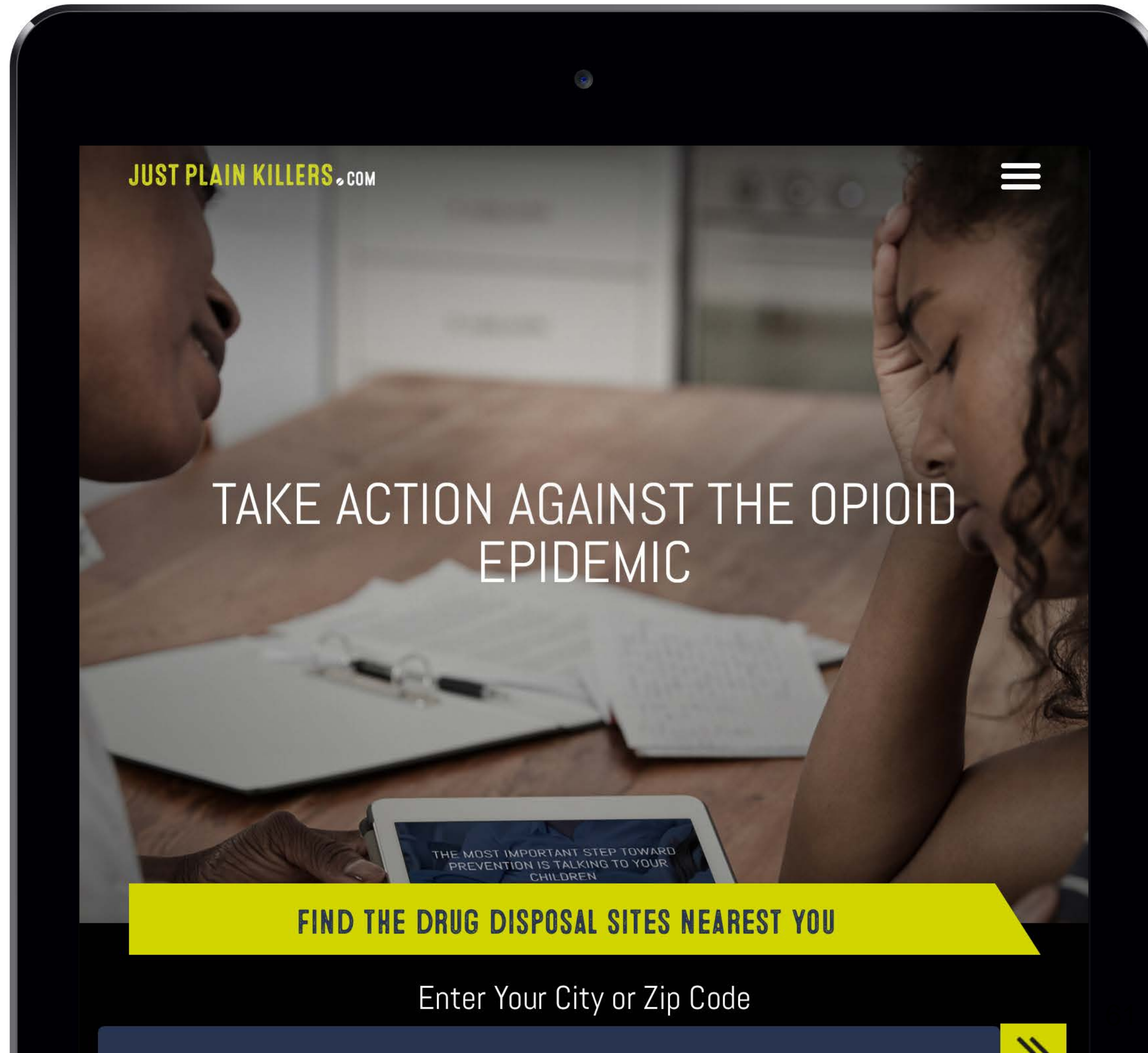
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What is Pain? / Types of Pain

“Ask your Doctor” Call to Action

Strategies for Managing Pain

Addiction vs. Disease



## Take Action Page

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Safe Storage & Disposal

“Ask your Doctor” Call to Action

Information about Narcan

Drug Disposal Map



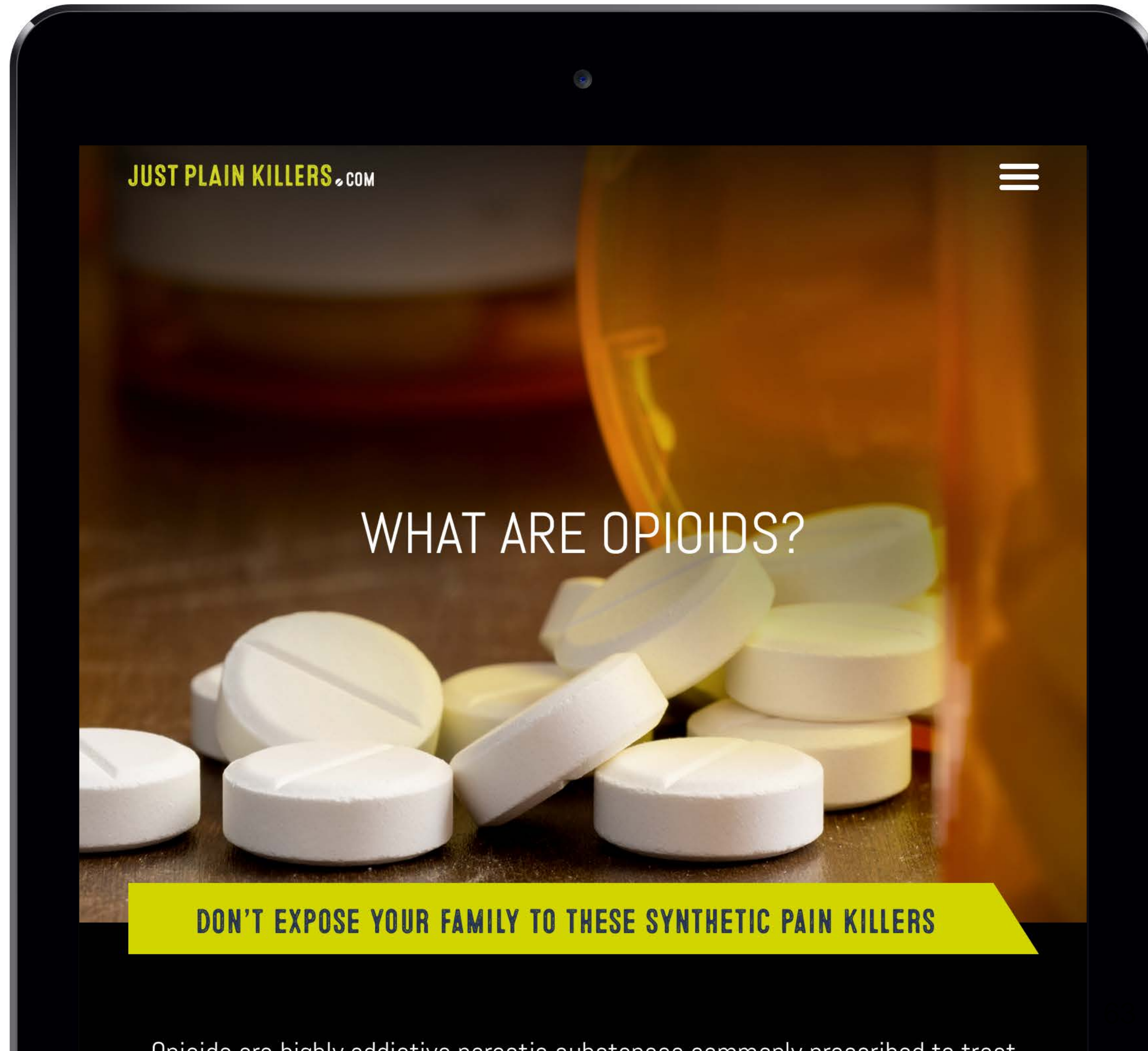
## Find Help Page

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Content expanded to cover pain management

Treatment Centers Map

Stories of Recovery



## What Are Opioids Page

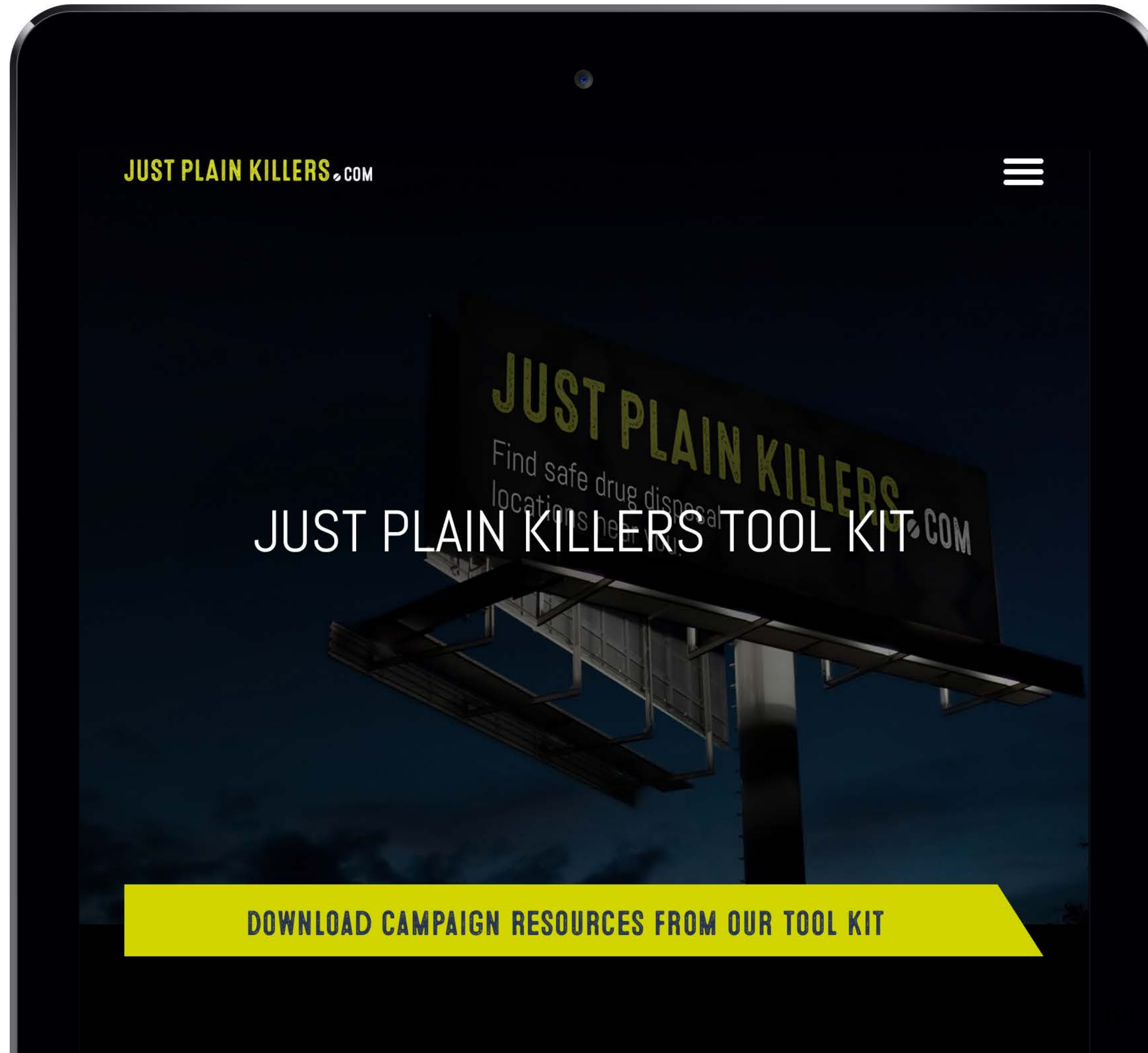
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[Take Action / The Pledge / Find Help](#)

[List of Opioids](#)

[“Know the Deadly Risks of Opioids”](#)

[Resources](#)



## Tool Kit Page

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Updating items in the toolkit to incorporate new messaging





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