JUST PLAIN KILLERS.COM
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 ABUSE AND MISUSE IN SC

- Major problem: % Pre 54, % Post 52
- Moderate problem: % Pre 29, % Post 28
- Minor problem: % Pre 5, % Post 7
- Not a problem: % Pre 1, % Post 2
- Not sure: % Pre 11, % Post 11

% Pre vs % Post comparison for different perception levels.
KNOW SOMEONE WHOSE LIFE HAS BEEN NEGATIVELY IMPACTED BY...

- Prescription opioid misuse/abuse
  - % Yes Pre: 36
  - % Yes Post: 37

- Heroin abuse
  - % Yes Pre: 24
  - % Yes Post: 28
Some people say...

Prescription drugs are safer
- % Pre: 17
- % Post: 17

Prescription drugs are just as dangerous
- % Pre: 78
- % Post: 77

Not sure
- % Pre: 4
- % Post: 6
CONCERN ABOUT ISSUES IN SC
CONCERN ABOUT ISSUES IN SC

% Very Concerned Post

- Condition of roads and bridges: 57%
- Public education: 53%
- Drug and alcohol abuse: 43%
- Economy/Jobs: 37%
POSITIONS ON PAIN TREATMENT
LEVEL OF COMFORT AROUND TALKING TO YOUR DOCTOR ABOUT TREATING PAIN WITHOUT THE USE OF PRESCRIPTION OPIOIDS

- Very Comfortable: 52
- Somewhat Comfortable: 21
- Somewhat Uncomfortable: 12
- Very Uncomfortable: 8
- Not Sure: 6
CONCERN ABOUT BECOMING ADDICTED OPIOID MEDICATION IF PRESCRIBED

- Very Concerned: 37
- Somewhat Concerned: 24
- Not Very Concerned: 20
- Not at all Concerned: 16
- Not Sure: 3
POSITION ON DISCOMFORT

Take opioids if it means being pain free

Expect some discomfort and take non-prescription drugs

Not sure
AWARENESS OF A MEDICATION CALLED NALOXONE OR NARCAN THAT REVERSES AN OPIOID OVERDOSE?

- Yes: 52
- No: 40
- Not sure: 8
POSITION ON MAKING NALOXONE/NARCAN AVAILABLE:

To first responders like EMS, firemen and policemen
- 16% % Moderately support
- 68% % Strongly support
- Total: 84%

To caregivers and parents of people who are addicted to opioids
- 25% % Moderately support
- 35% % Strongly support
- Total: 60%

For free in community centers in areas with high rates of drug overdoses
- 22% % Moderately support
- 28% % Strongly support
- Total: 50%

For purchase at drug stores like Walgreens and CVS
- 20% % Moderately support
- 25% % Strongly support
- Total: 45%
Yes, Narcan/Naloxone should be widely available: 55

No, Narcan/Naloxone should NOT be widely available: 45
JUST PLAIN KILLERS RECALL
Just Plain Killers

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.
**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

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.

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

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.
Just Plain Killers

1 in 4 people who are prescribed opioids struggle with addiction.
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

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

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Engagements</th>
<th>Clicks</th>
<th>Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.9M</td>
<td>13.7K</td>
<td>905</td>
<td>4K</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Platform</th>
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</thead>
<tbody>
<tr>
<td>45-54</td>
<td>Facebook</td>
</tr>
<tr>
<td>35-44</td>
<td>Twitter</td>
</tr>
<tr>
<td>25-34</td>
<td>Instagram</td>
</tr>
</tbody>
</table>
**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.

<table>
<thead>
<tr>
<th>Implications</th>
<th>Engagements</th>
<th>Clicks</th>
<th>Fans</th>
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</thead>
<tbody>
<tr>
<td>2.8M</td>
<td>11.6K</td>
<td>833</td>
<td>3.5K</td>
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</tbody>
</table>

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

<table>
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<th>520K</th>
<th>7.5K</th>
<th>72</th>
<th>396</th>
</tr>
</thead>
<tbody>
<tr>
<td>impressions</td>
<td>engagements</td>
<td>clicks</td>
<td>fans</td>
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During the campaign, 150 messages were sent from the Just Plain Killers Twitter profile. The content generated 520499 impressions, 7,548 engagements, 72 link clicks and gained 396 fans.
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.

| 927K impressions | 21K views | 554 likes | 107 fans |

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

<table>
<thead>
<tr>
<th>bonus broadcast</th>
<th>bonus cable</th>
<th>total added value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,548</td>
<td>9,120</td>
<td>$141K</td>
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</table>

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).

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<tr>
<td></td>
<td>4,464</td>
<td>52%</td>
<td>7.85M</td>
<td>1.5M</td>
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<tr>
<td><strong>sessions on web</strong></td>
<td></td>
<td><strong>total web traffic</strong></td>
<td><strong>video impressions</strong></td>
<td><strong>video views</strong></td>
</tr>
</tbody>
</table>

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.

PUBLIC TOOL KIT DOWNLOADS

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</thead>
<tbody>
<tr>
<td>fact sheet</td>
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<td></td>
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<tr>
<td>brochure</td>
<td>104</td>
<td></td>
</tr>
<tr>
<td>powerpoint</td>
<td>132</td>
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</tr>
</tbody>
</table>
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.
YEAR 2 CREATIVE
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.
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

OPIOID DEPENDENCY CAN DEVELOP IN JUST 3 DAYS

JUST PLAIN KILLERS.COM
ASK ABOUT SAFER, EFFECTIVE ALTERNATIVES TO OPIOID PAIN KILLERS.

JUST PLAIN KILLERS.COM

OPIOID DEPENDENCY CAN DEVELOP IN JUST 3 DAYS.
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
What are Opioids
Pain Management
Addiction vs. Disease
Social Media Posts
“Ask your Doctor” Call to Action
List of Partners
Pain Management Page

What is Pain? / Types of Pain

“Ask your Doctor” Call to Action

Strategies for Managing Pain

Addiction vs. Disease

ASK YOUR DOCTOR ABOUT ALTERNATIVES TO PRESCRIPTION OPIOIDS
Take Action Page

Safe Storage & Disposal

“Ask your Doctor” Call to Action

Information about Narcan
Find Help Page

Content expanded to cover pain management

Treatment Centers Map
Updating items in the toolkit to incorporate new messaging