



CHERNOFF NEWMAN

COLUMBIA / CHARLESTON / ORLANDO / CHARLOTTE

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

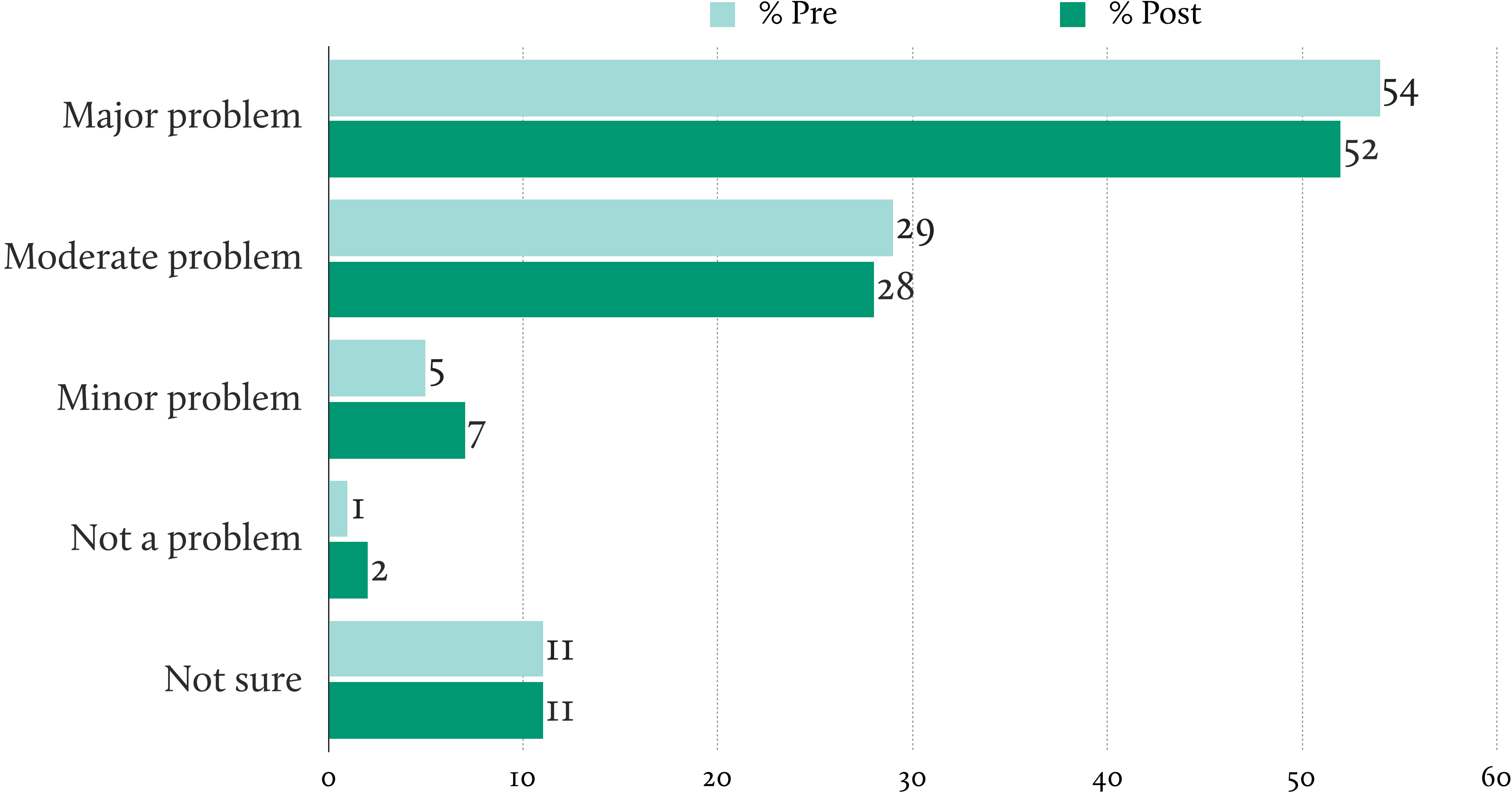
N = 500

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

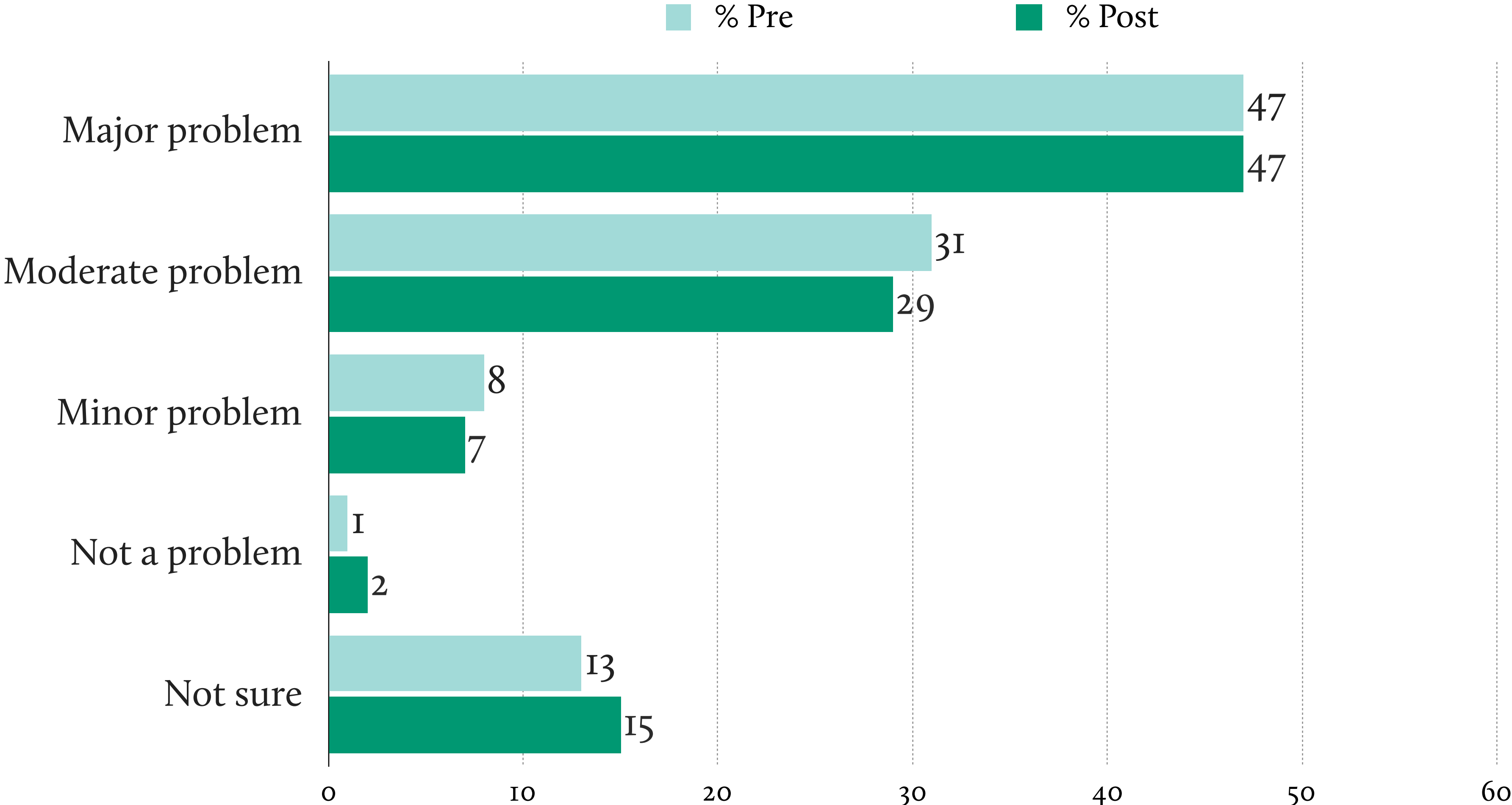
Unless otherwise noted, findings are presented in percent and have been rounded

HOW BIG IS THE ISSUE

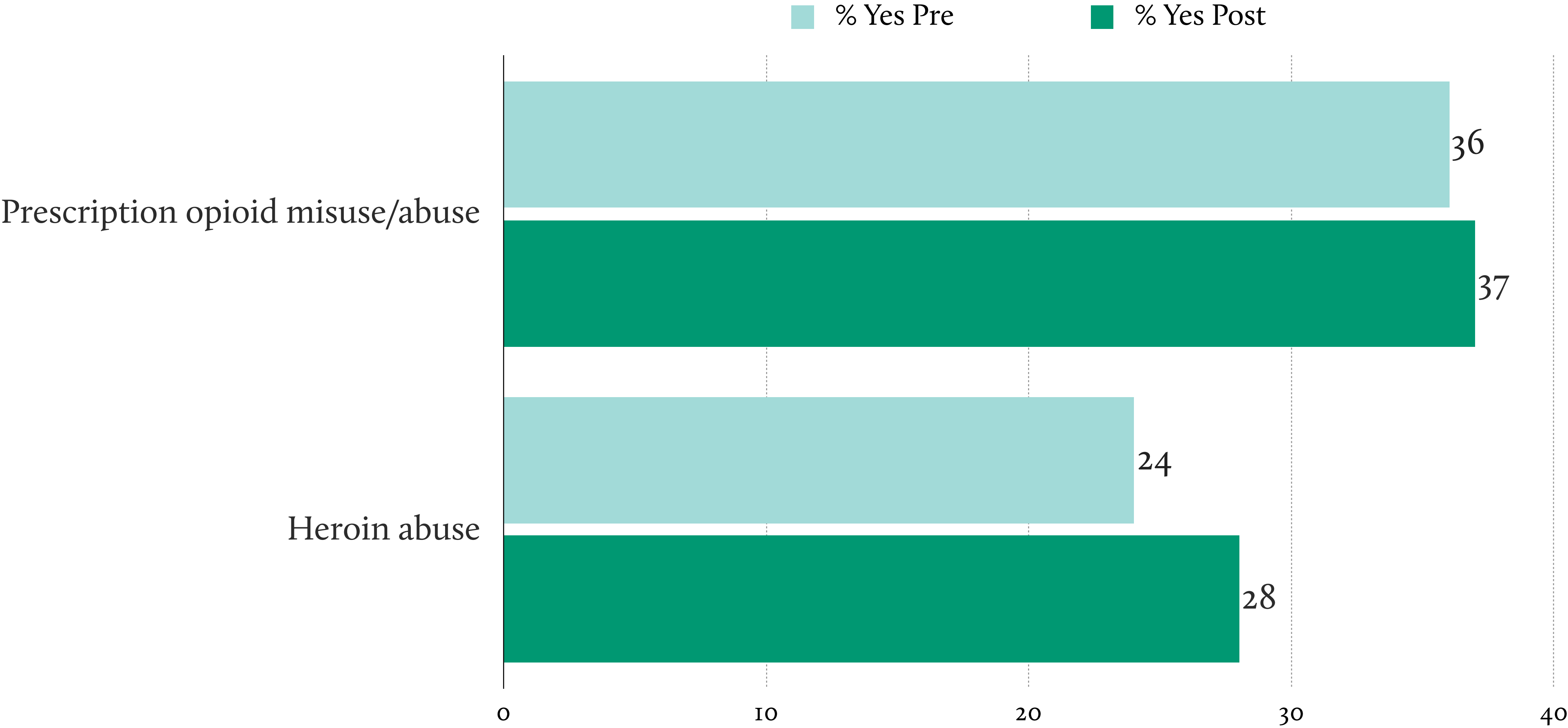
PERCEPTION OF OPIOID ABUSE AND MISUSE IN SC



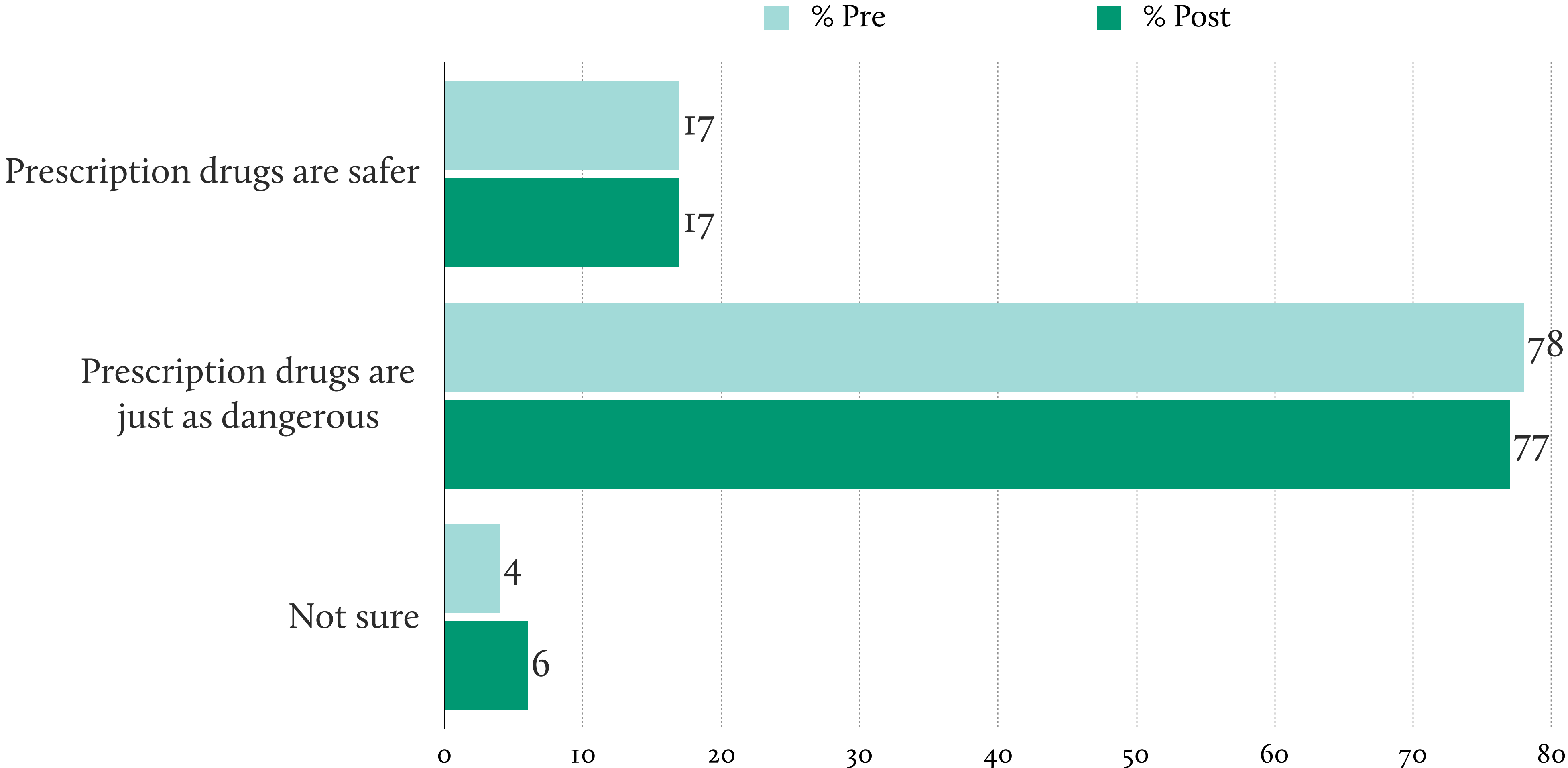
PERCEPTION OF HEROIN ABUSE



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

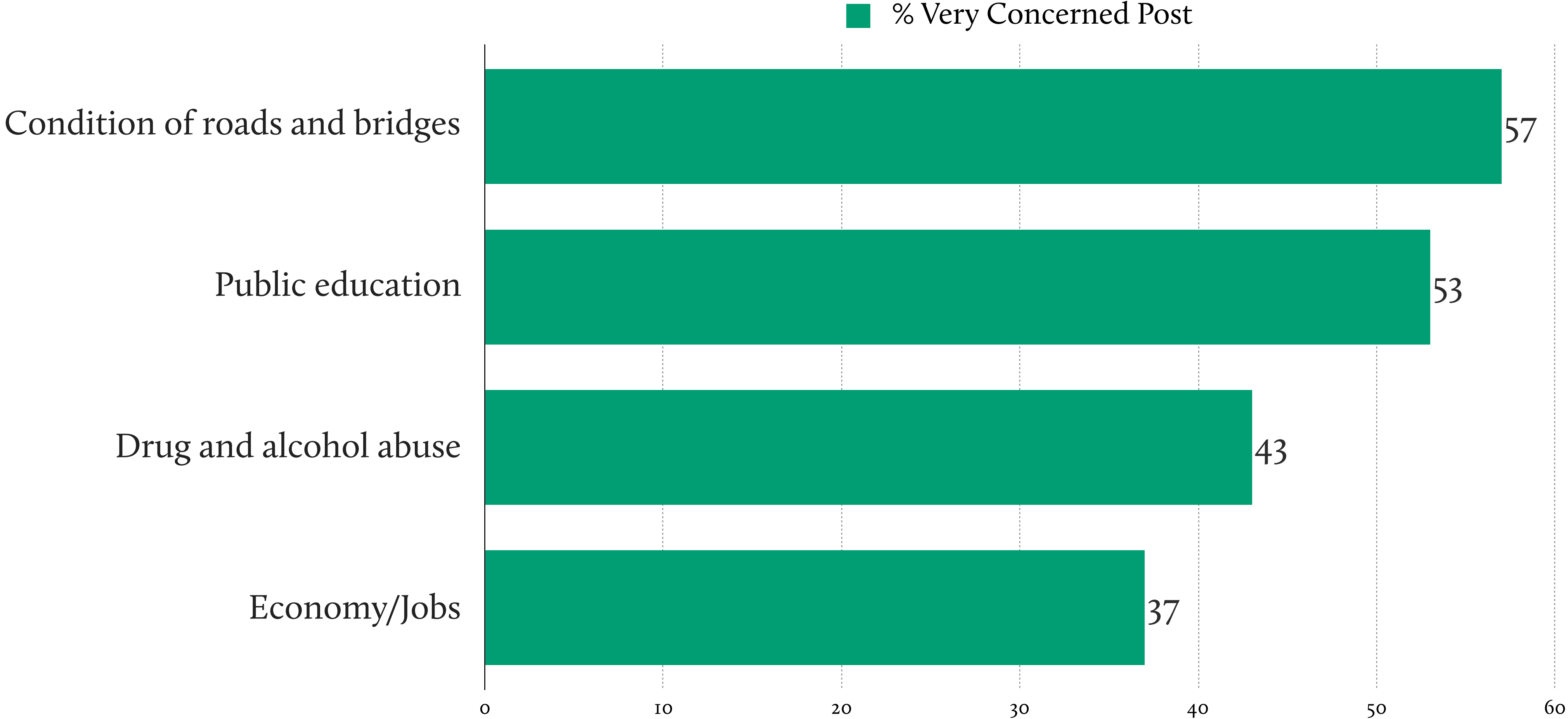


SOME PEOPLE SAY ...



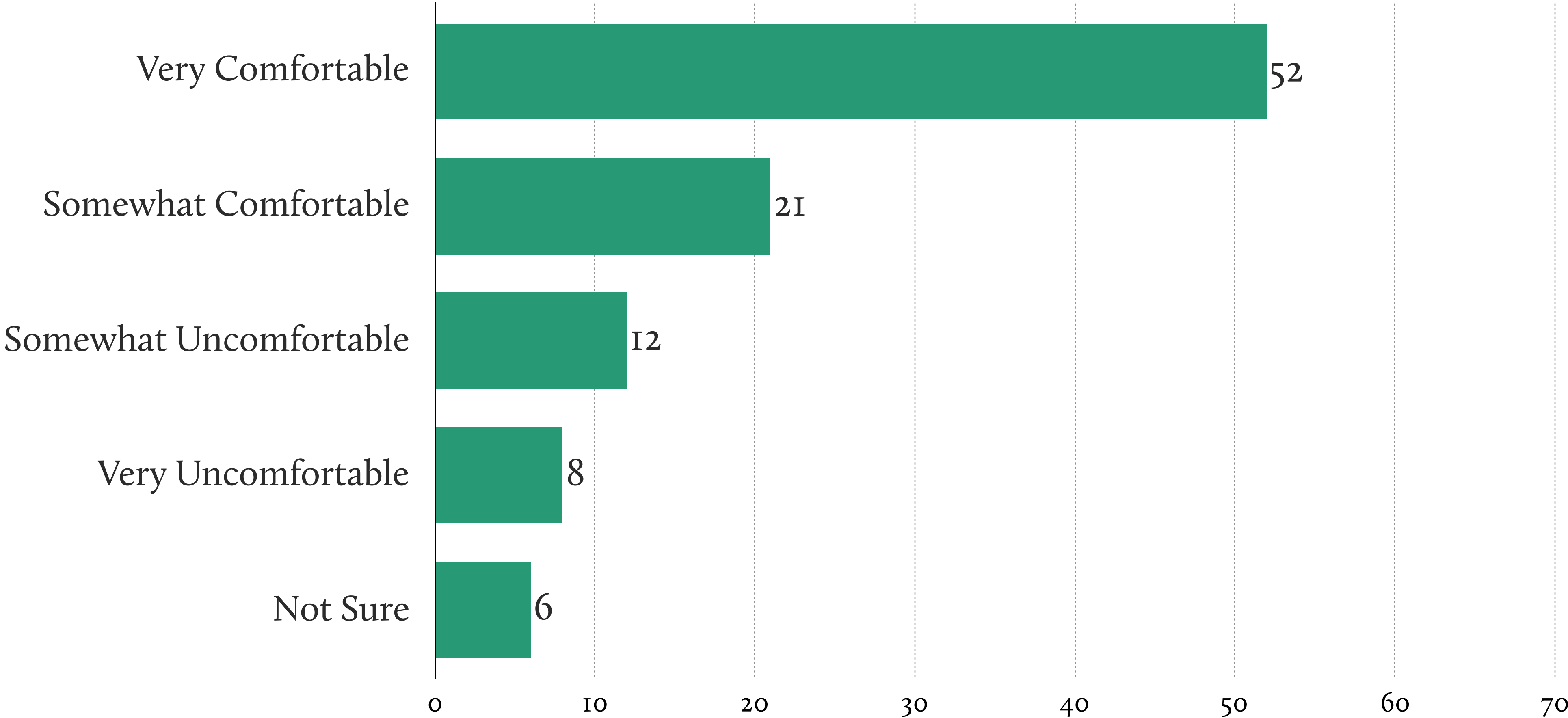
CONCERN ABOUT ISSUES IN SC

CONCERN ABOUT ISSUES IN SC

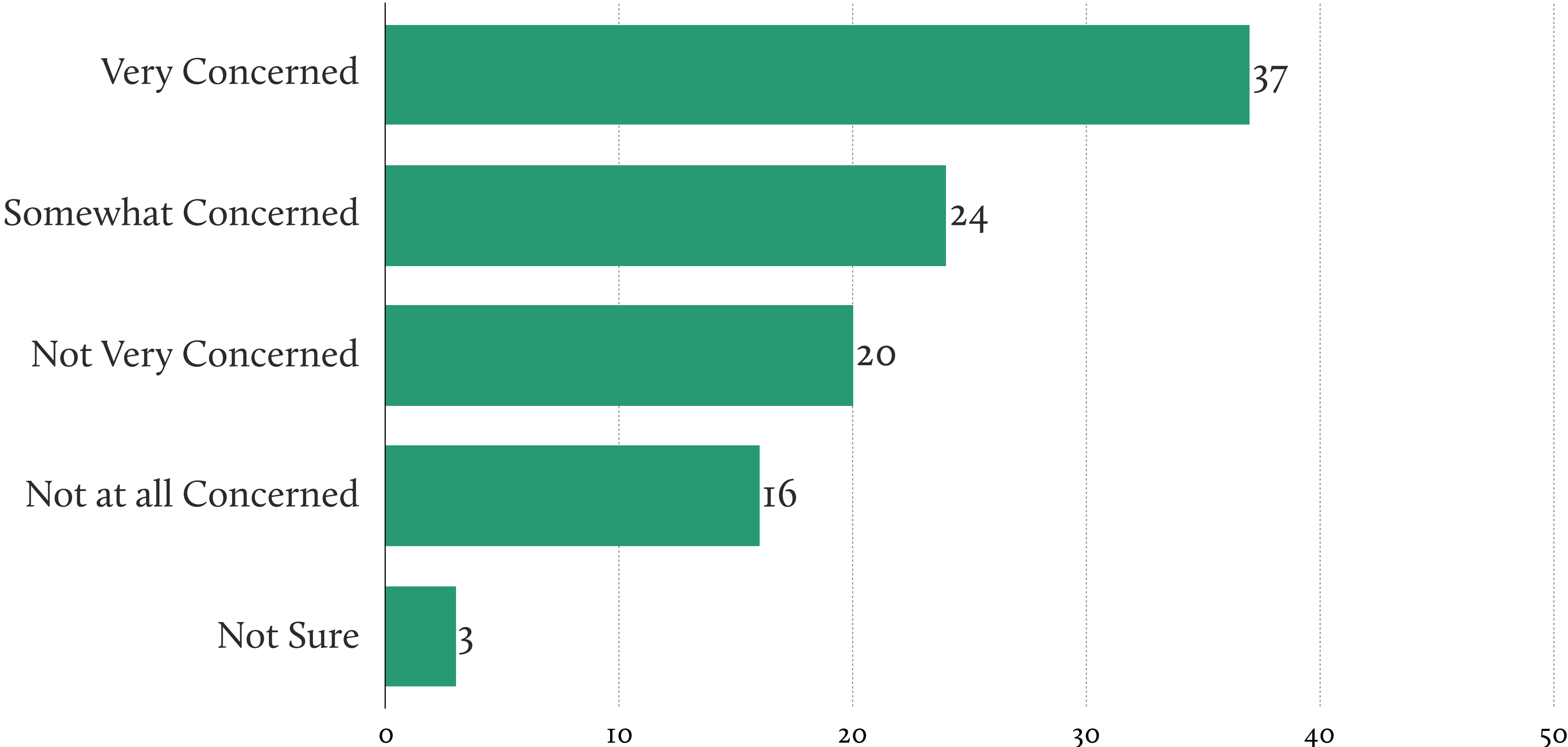


POSITIONS ON PAIN TREATMENT

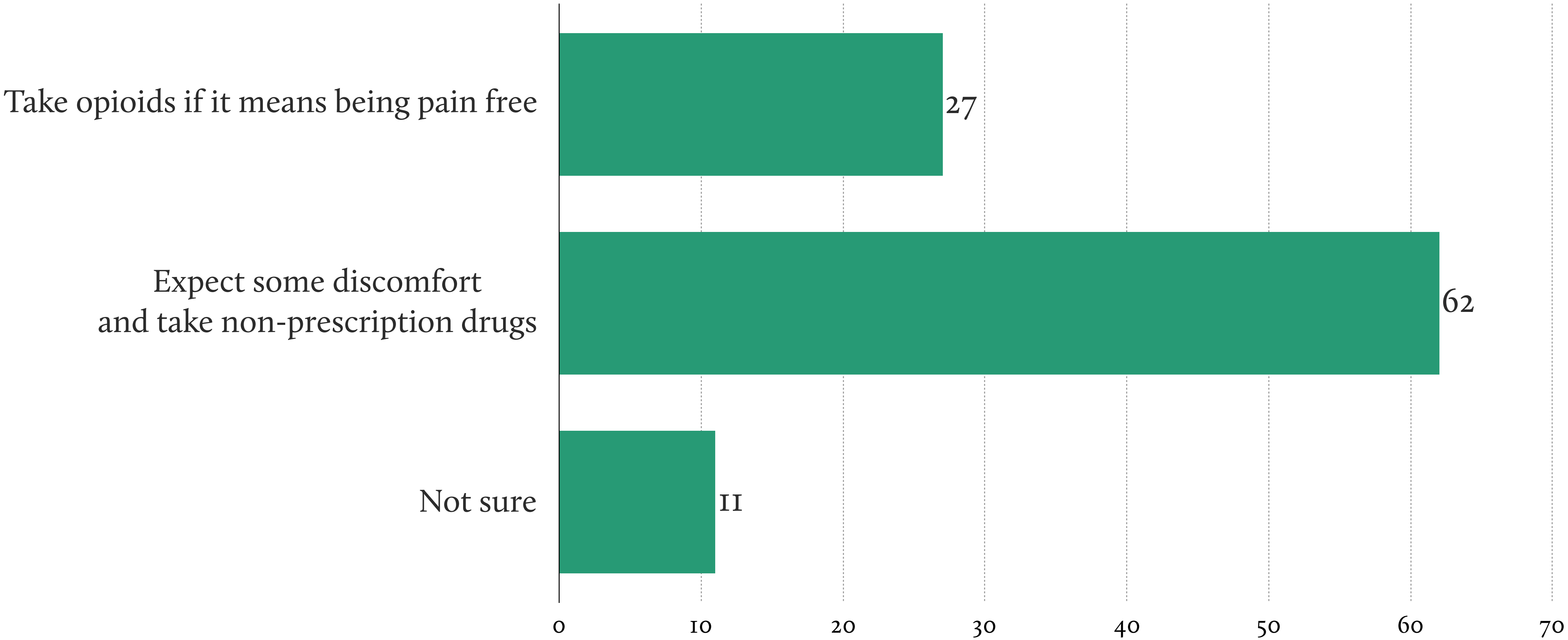
LEVEL OF COMFORT AROUND TALKING TO YOUR DOCTOR ABOUT TREATING PAIN WITHOUT THE USE OF PRESCRIPTION OPIOIDS



CONCERN ABOUT BECOMING ADDICTED OPIOID MEDICATION IF PRESCRIBED

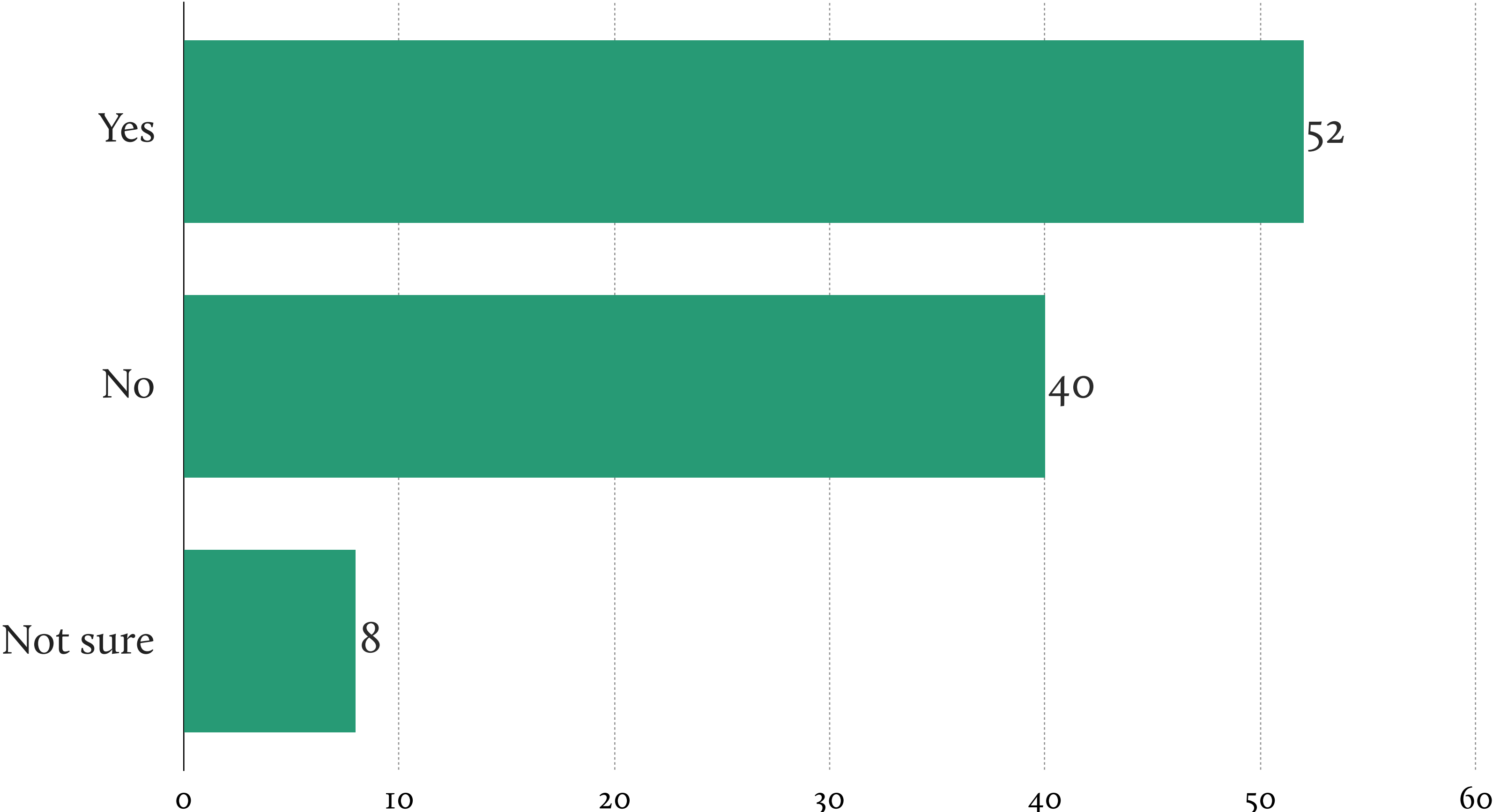


POSITION ON DISCOMFORT



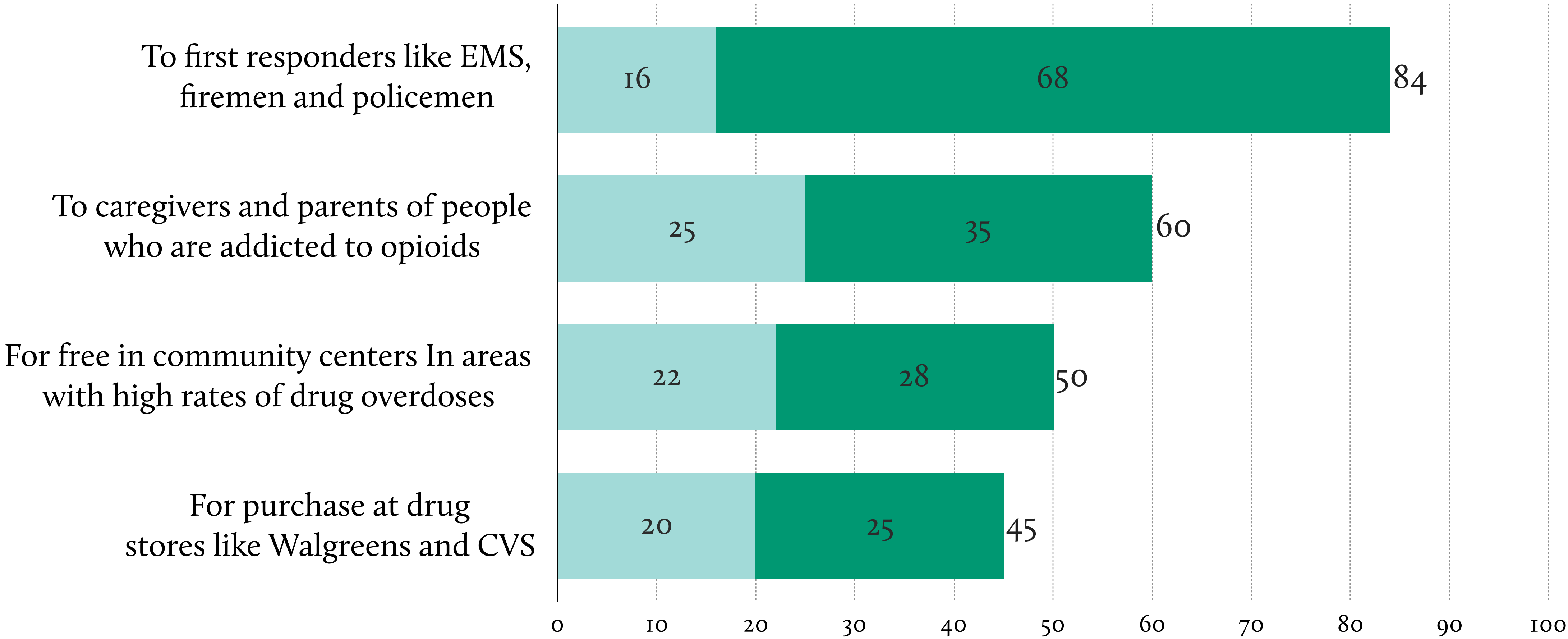
NALOXONE / NARCAN

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



POSITION ON MAKING NALOXONE/NARCAN AVAILABLE:

■ % Moderately support ■ % Strongly support



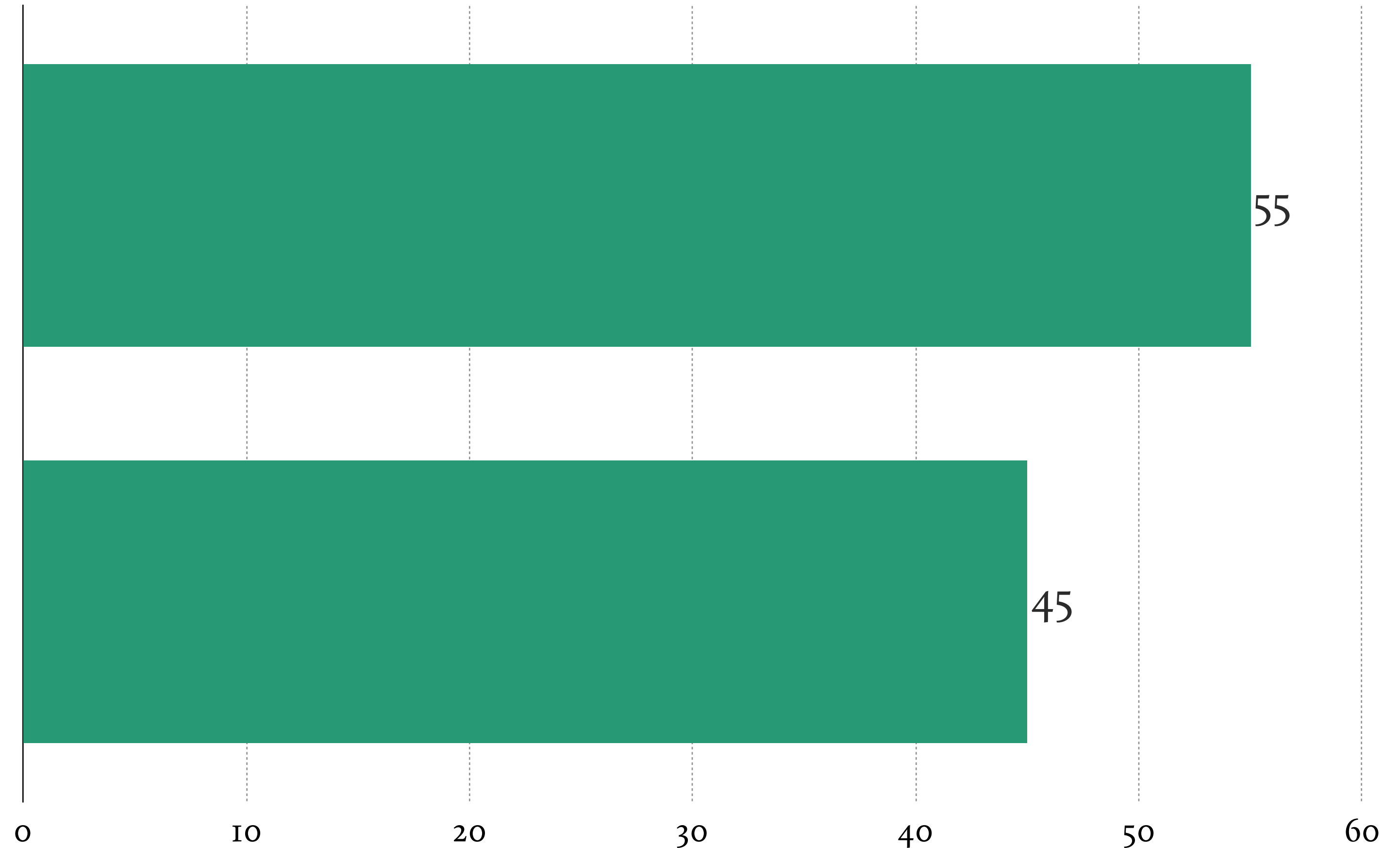
POSITION ON NARCAN / NALOXONE

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.

Just Plain Killers

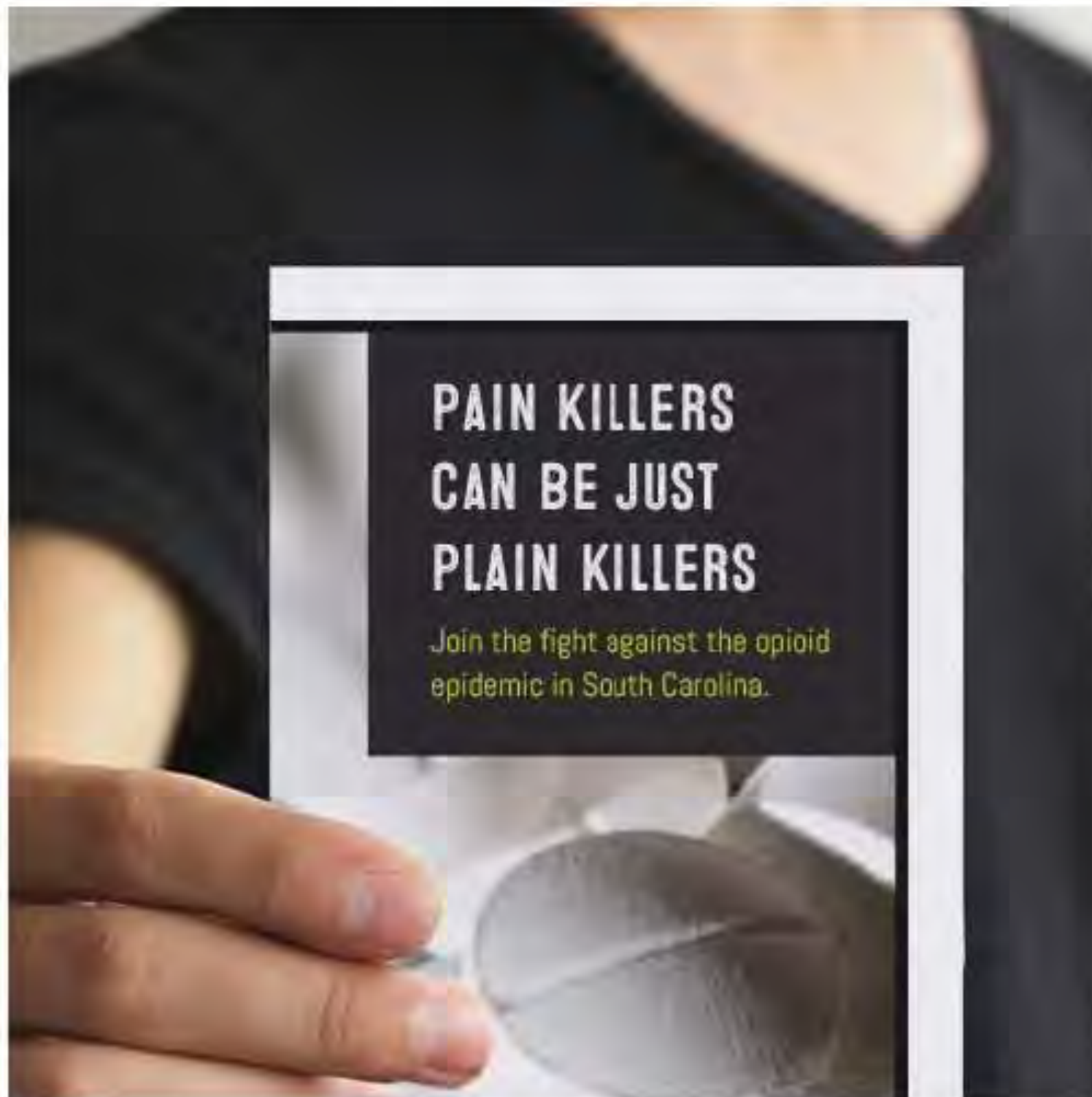


Objective: Develop and implement a statewide media campaign designed to raise community awareness and reduce the stigma of prescription opiate misuse and abuse in South Carolina.

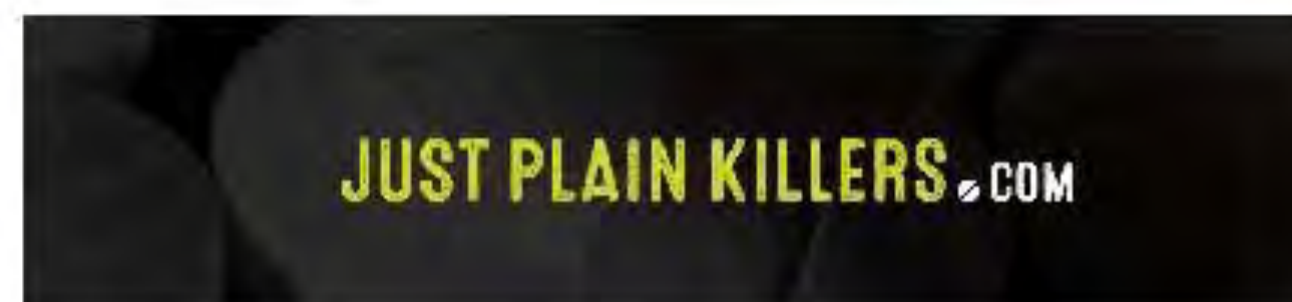
Strategy: Using the line *Just Plain Killers*, we created a campaign that featured facts associated with the problem here in our state that helped define what opioids are, along with the real dangers associated with them.

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.

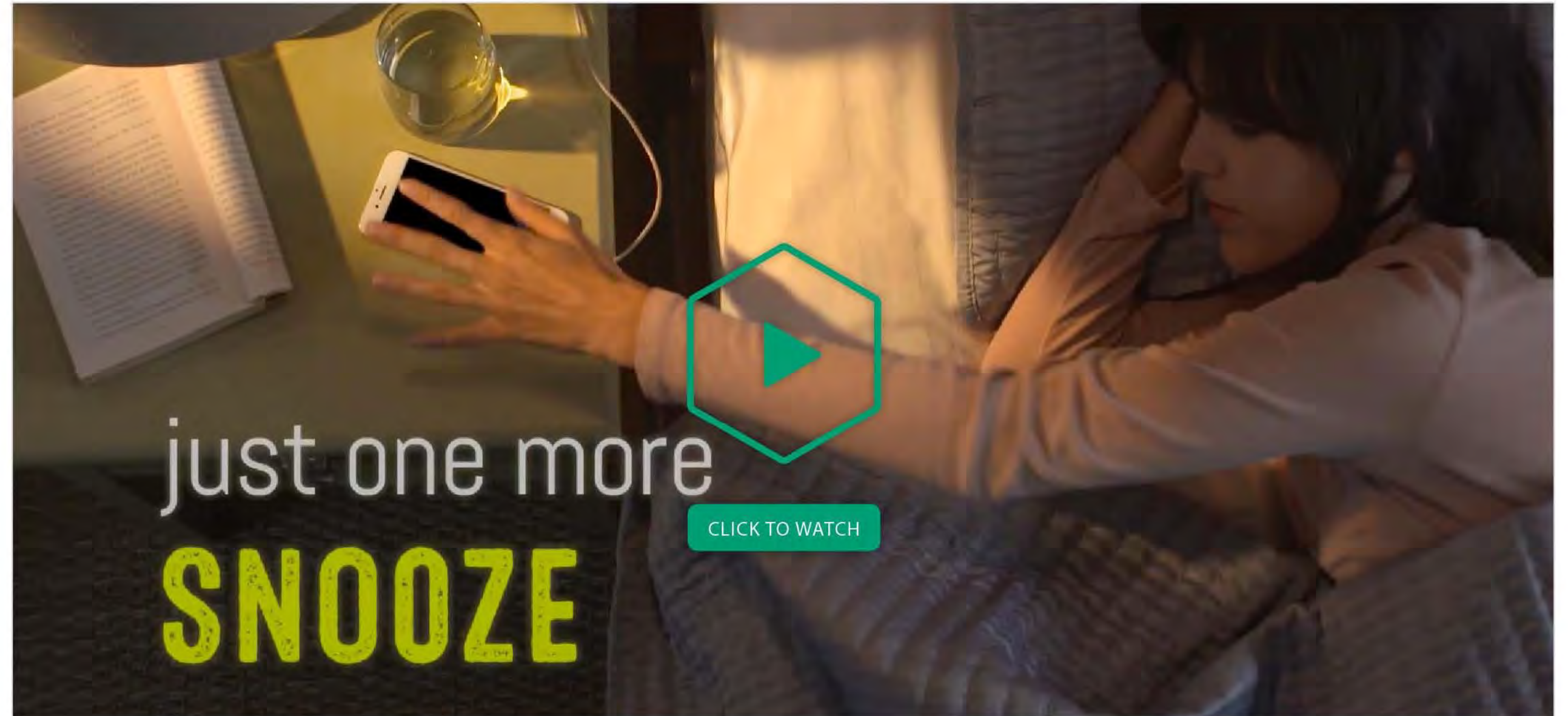
Just Plain Killers

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.

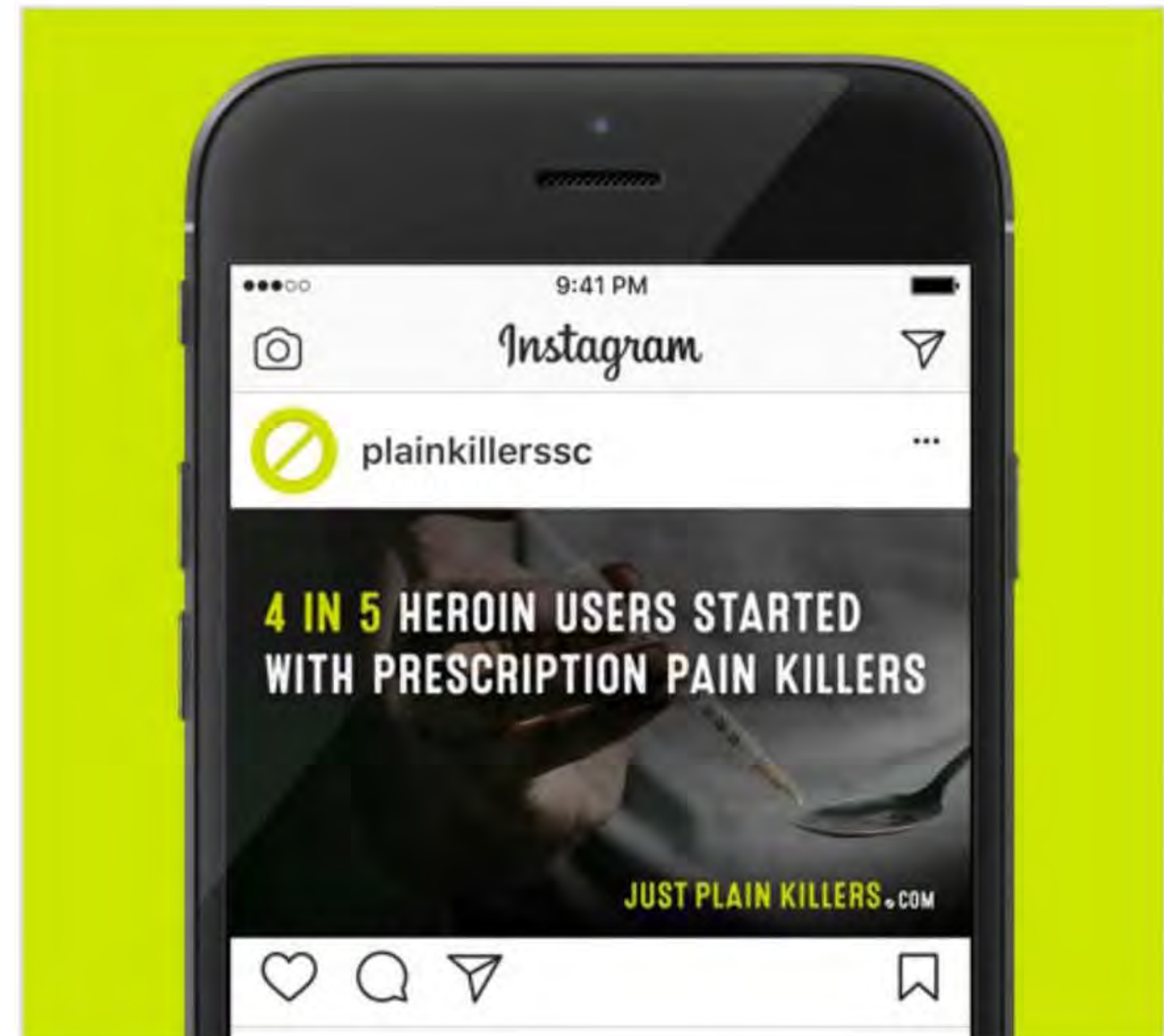
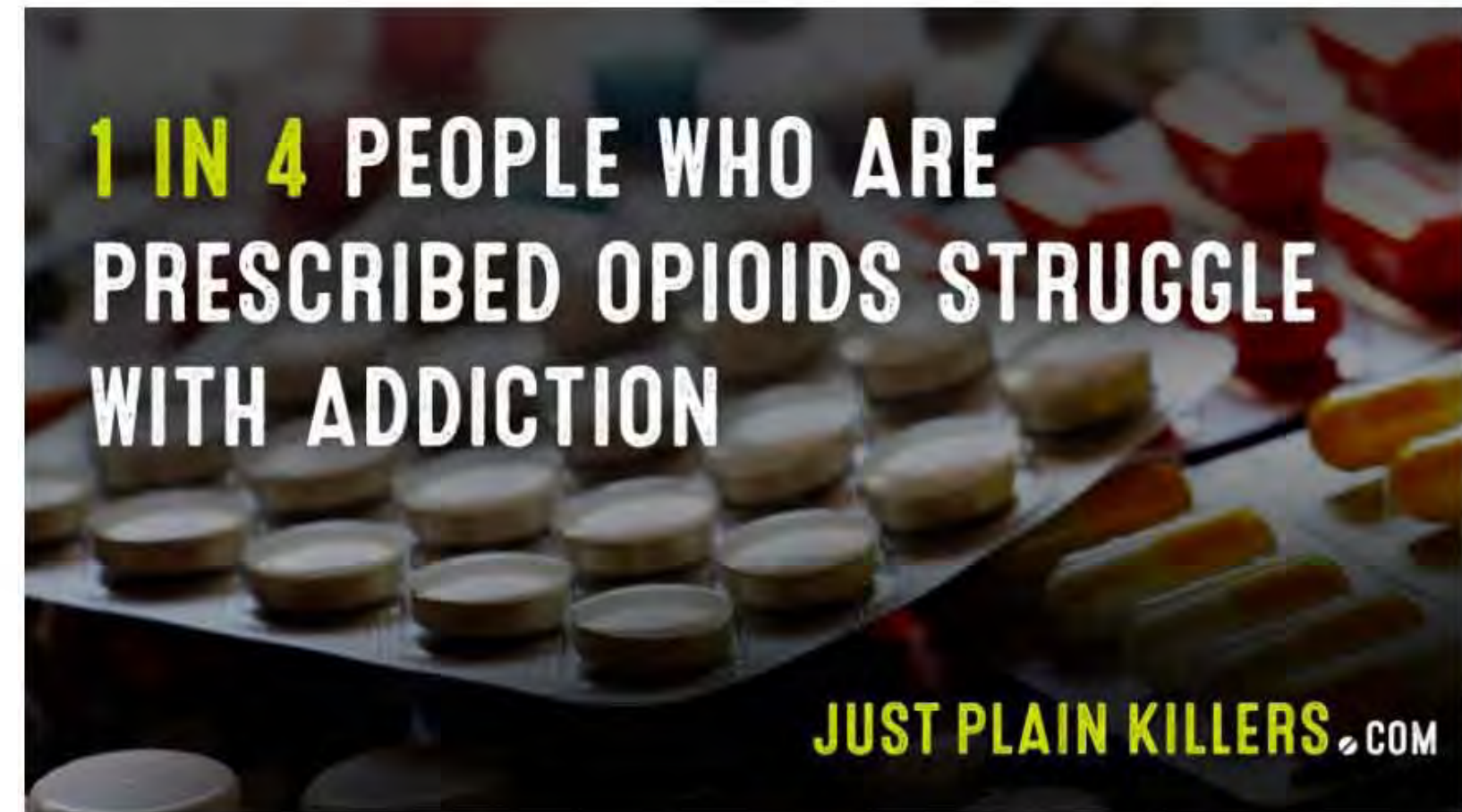
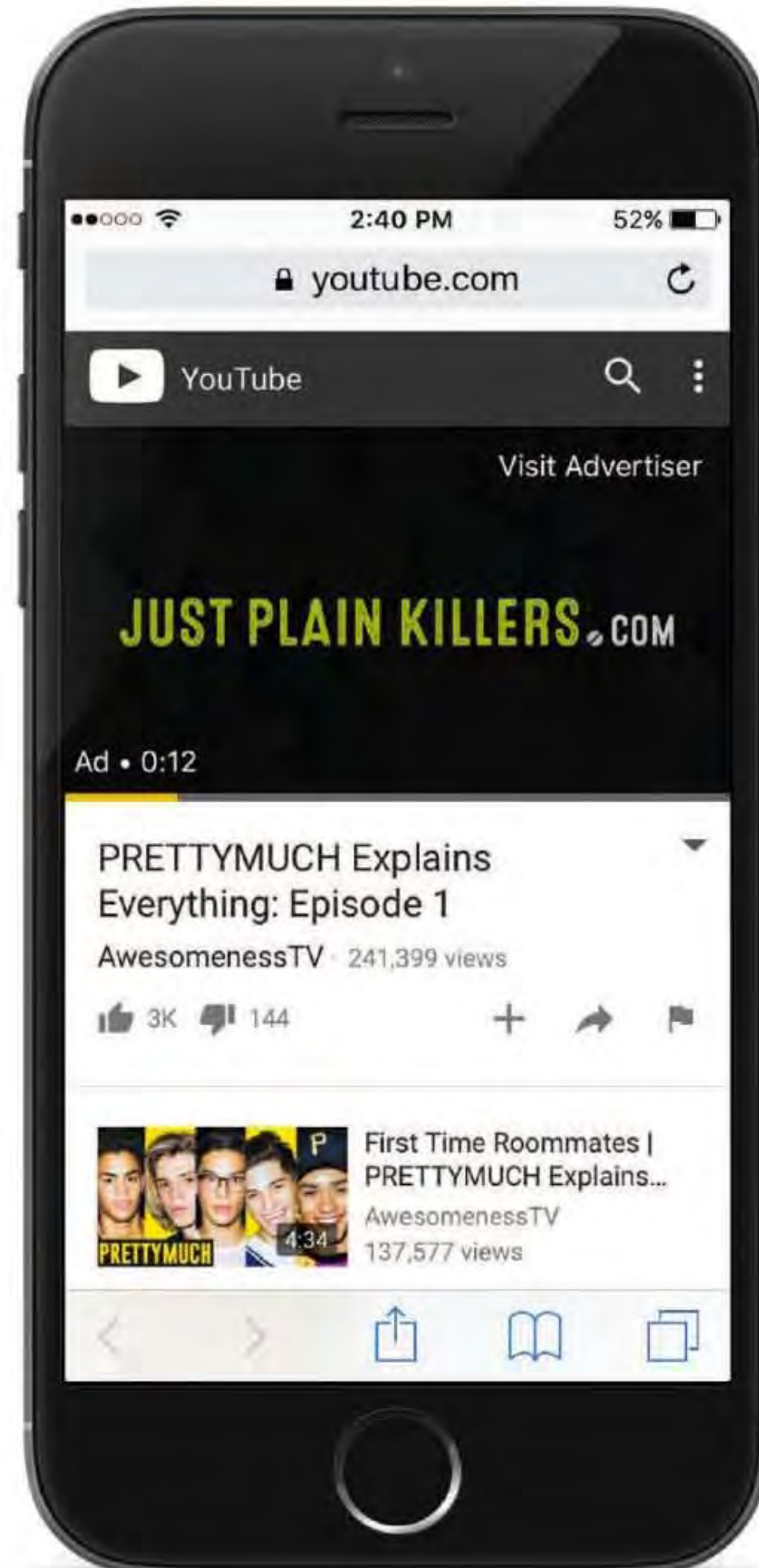


Just Plain Killers

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



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

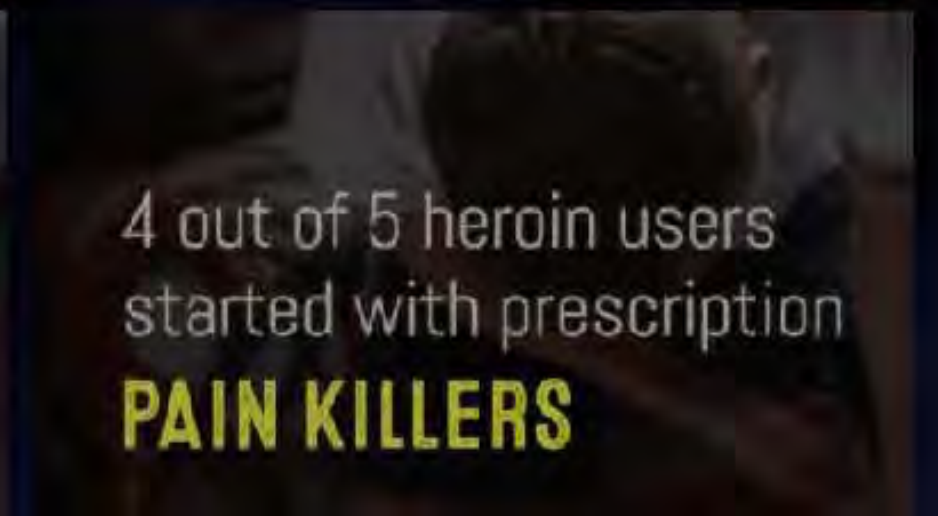
21% use the line 'Just one more' and shows individuals partaking in common activities and then drug use

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

2.9M	13.7K	905	4K
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

 45-54	 35-44	 25-34
facebook	twitter	instagram



FACEBOOK ACTIVITY

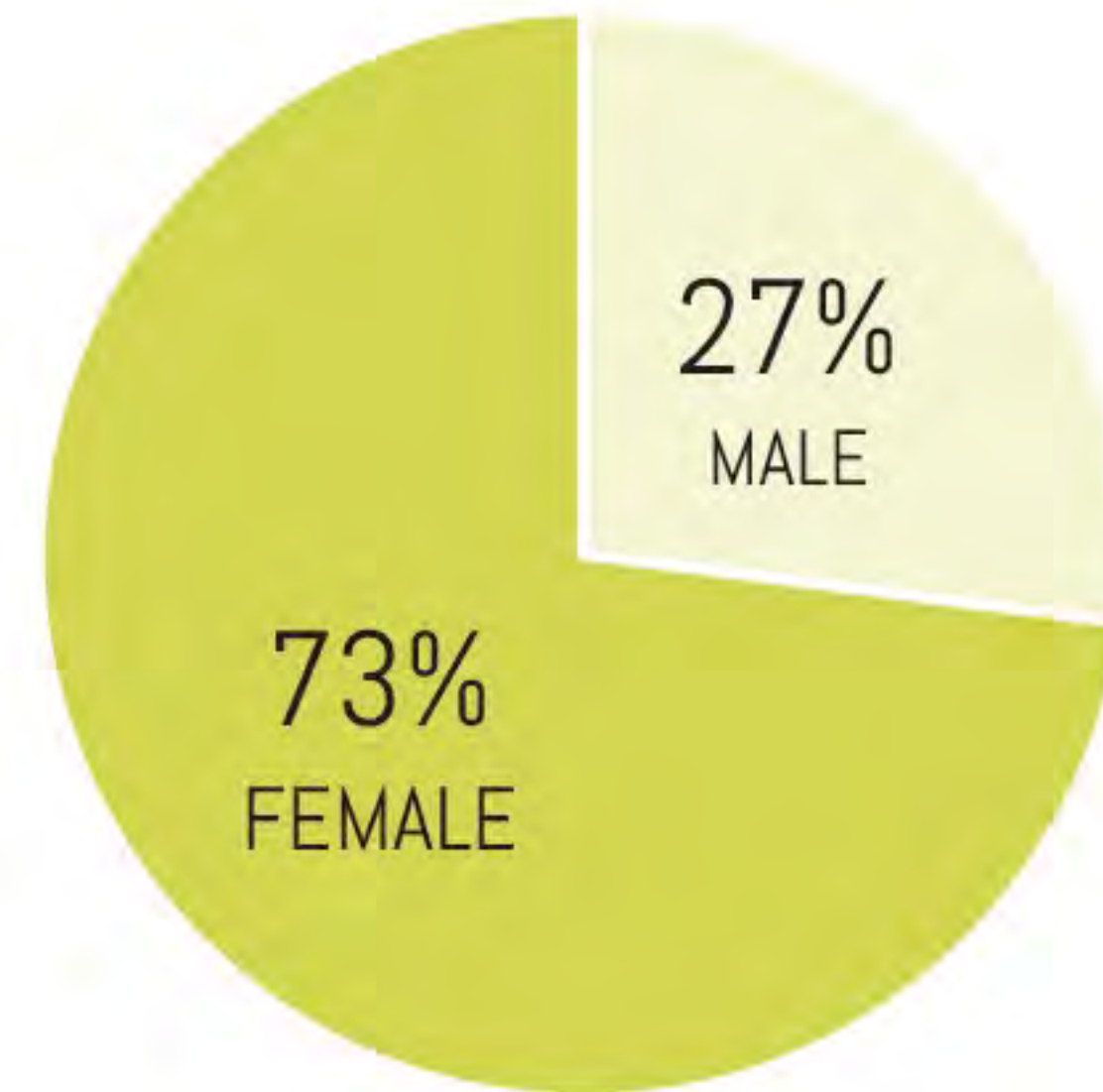
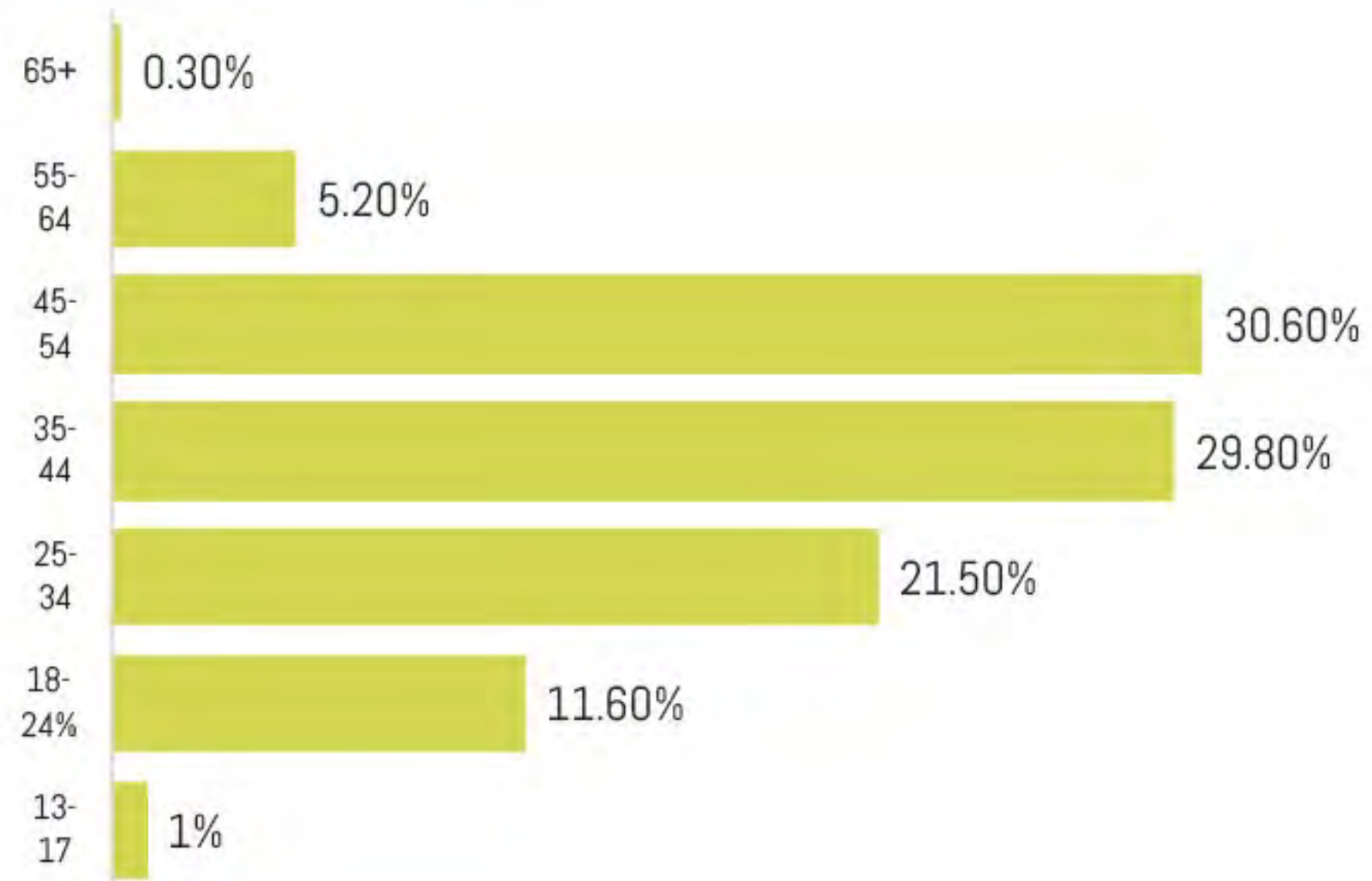
The Just Plain Killers Facebook page shared relevant news articles, campaign-specific visuals, resource links and more. During the lifetime of the campaign, 161 Facebook posts were published resulting in 2,803,133 impressions, 11,630 engagements, 833 clicks and a fan base of 3,587 from both organic and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

2.8M	11.6K	833	3.5K
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

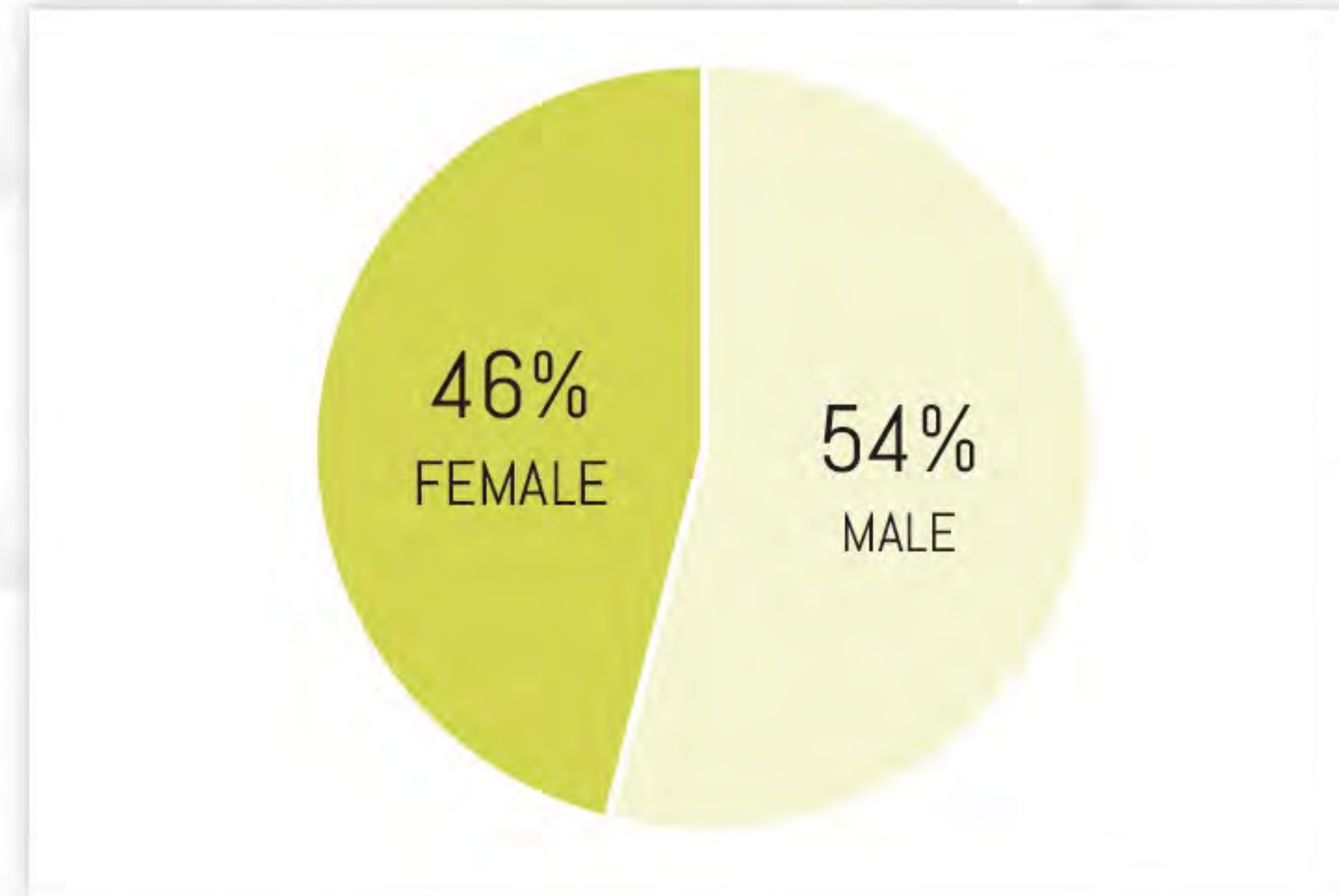
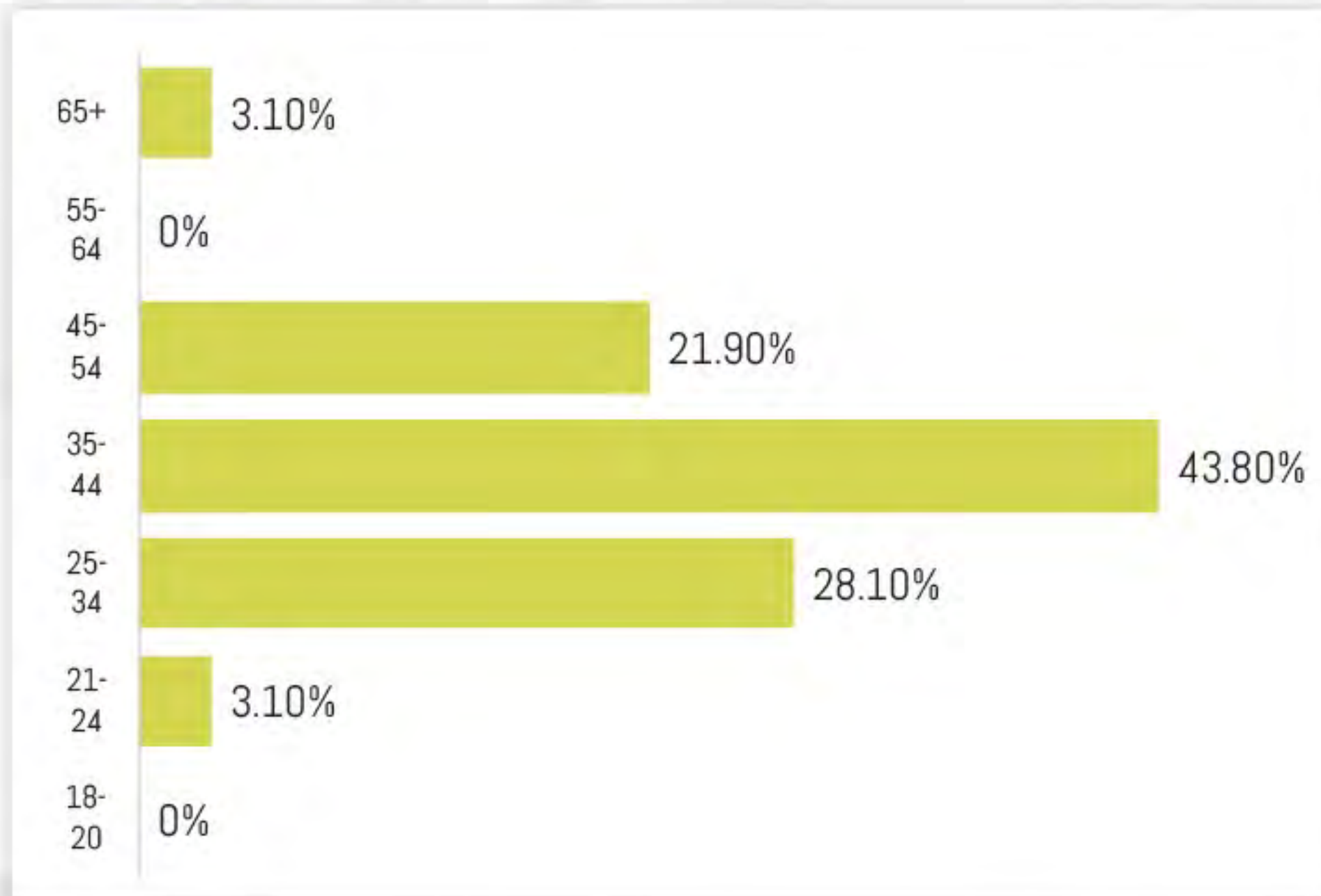
The Just Plain Killers Twitter profile shared relevant news and announcements, in addition to campaign messaging, @JustPlainKillers retweeted national and regional news surrounding the opioid epidemic.

520K	7.5K	72	396
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

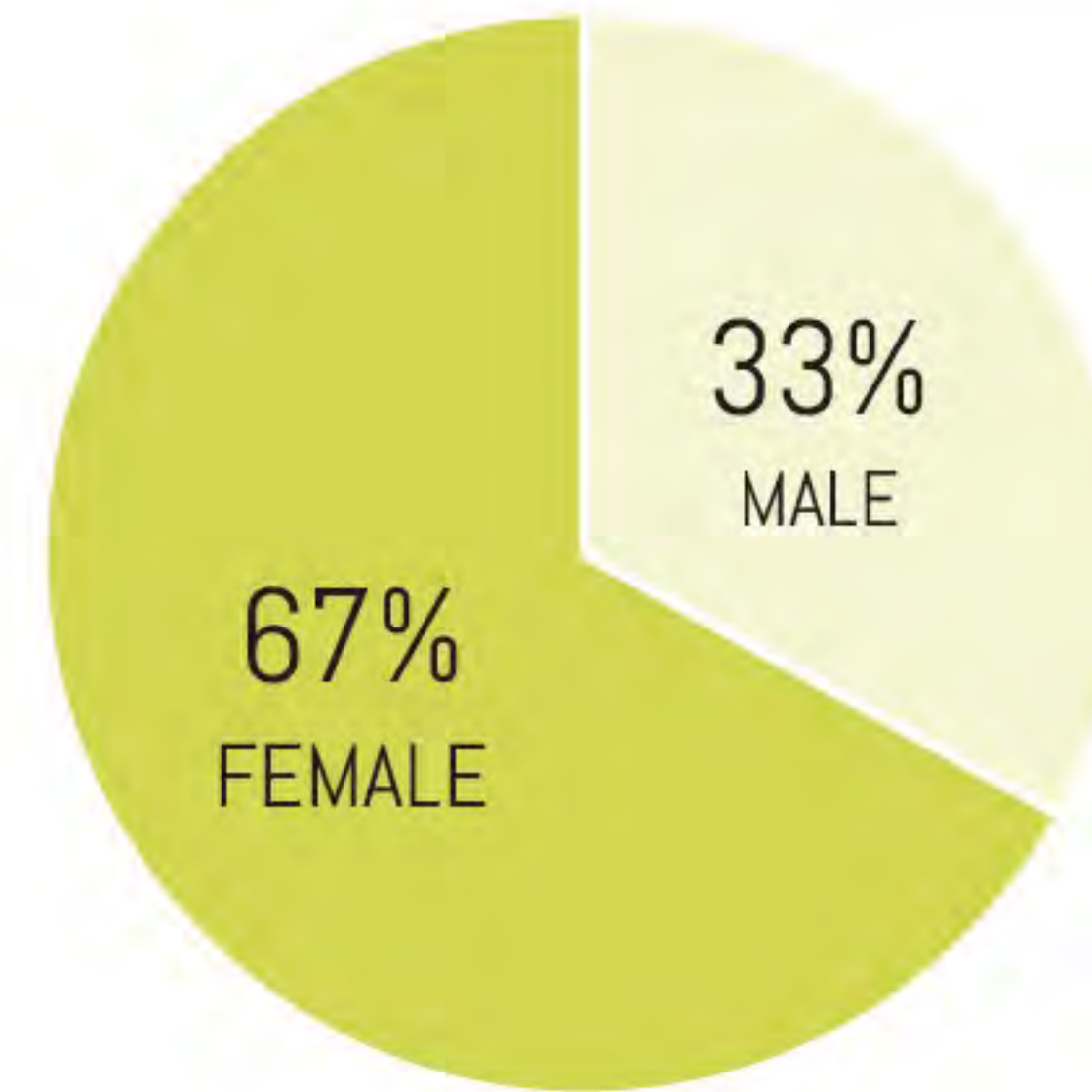
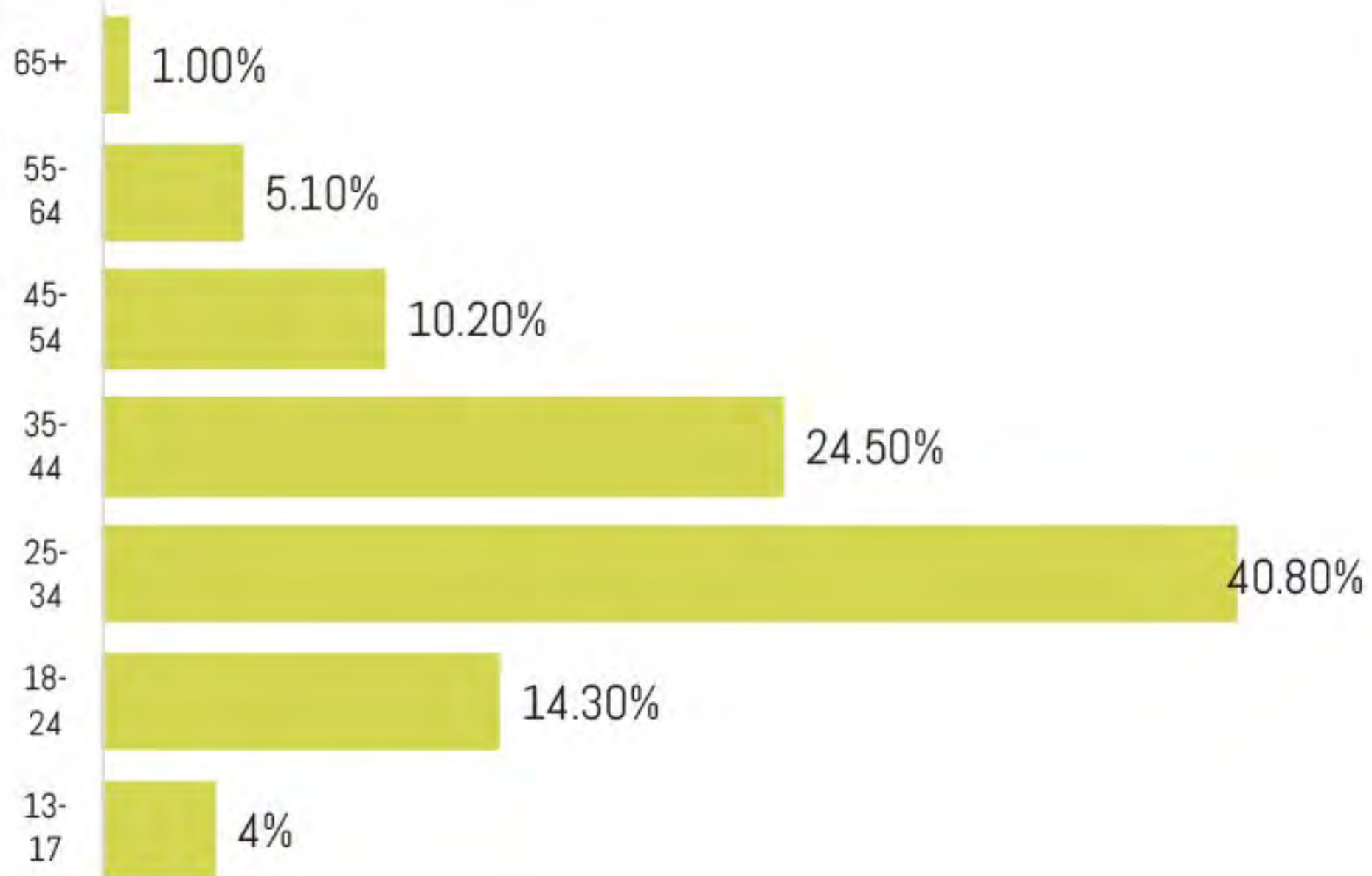
The Just Plain Killers Instagram channel featured infographic and visuals supporting the mission and message of the campaign. In addition to organic posts, the paid component ran Instagram stories featuring the campaign's video content.

927K	21K	554	107
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.

1,548	9,120	\$141K
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).

4,464	52%	7.85M	1.5M
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.

9K	20K
users	page views

PUBLIC TOOL KIT DOWNLOADS

171	104	132
fact sheet	brochure	powerpoint

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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**



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

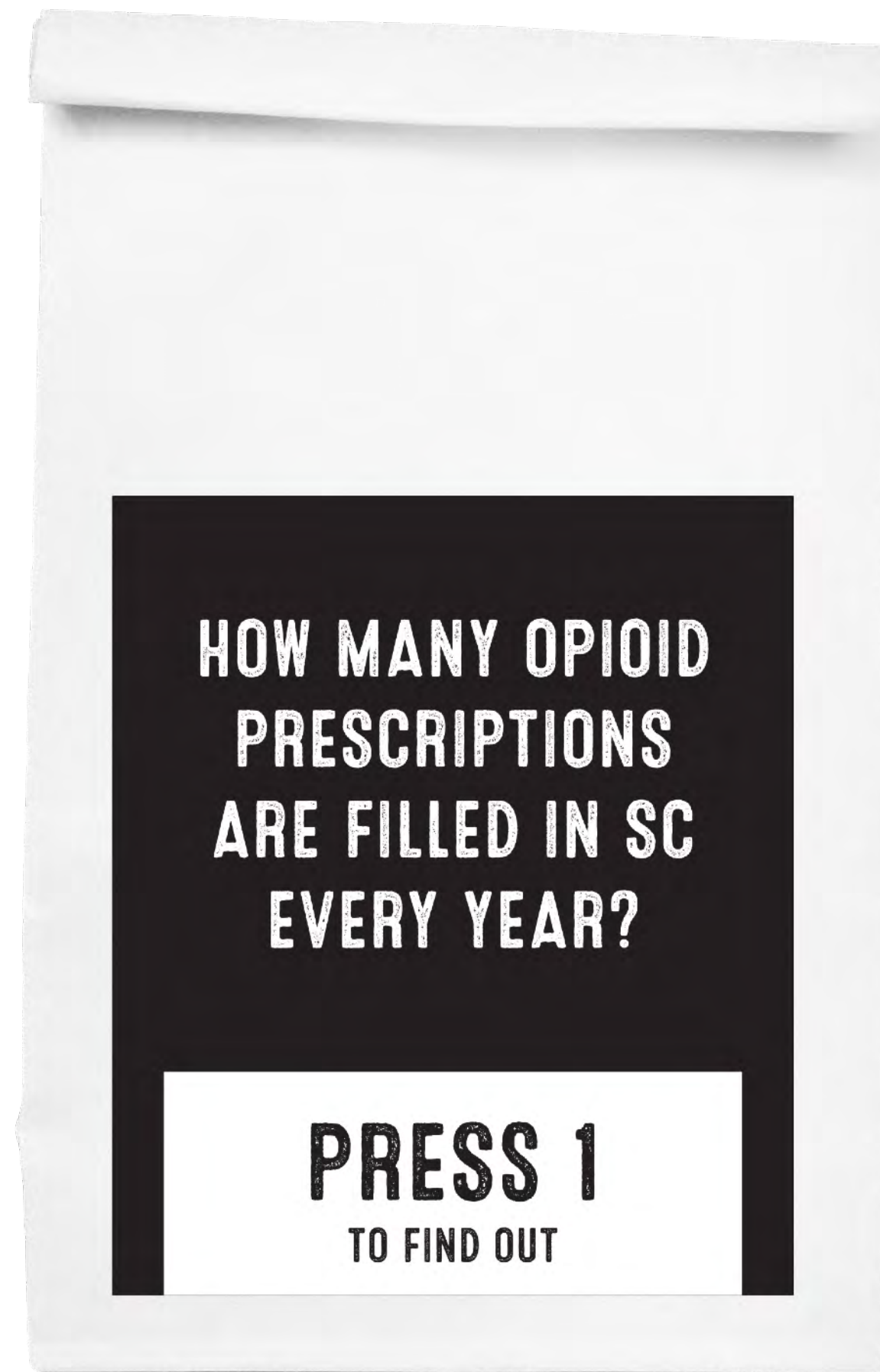


LEARN HOW YOU CAN
**START A CONVERSATION ABOUT
OPIOIDS WITH YOUR LOVED ONES**



**EFFECTIVE ALTERNATIVES
TO OPIOID PAIN KILLERS EXIST**

AMBIENT 02

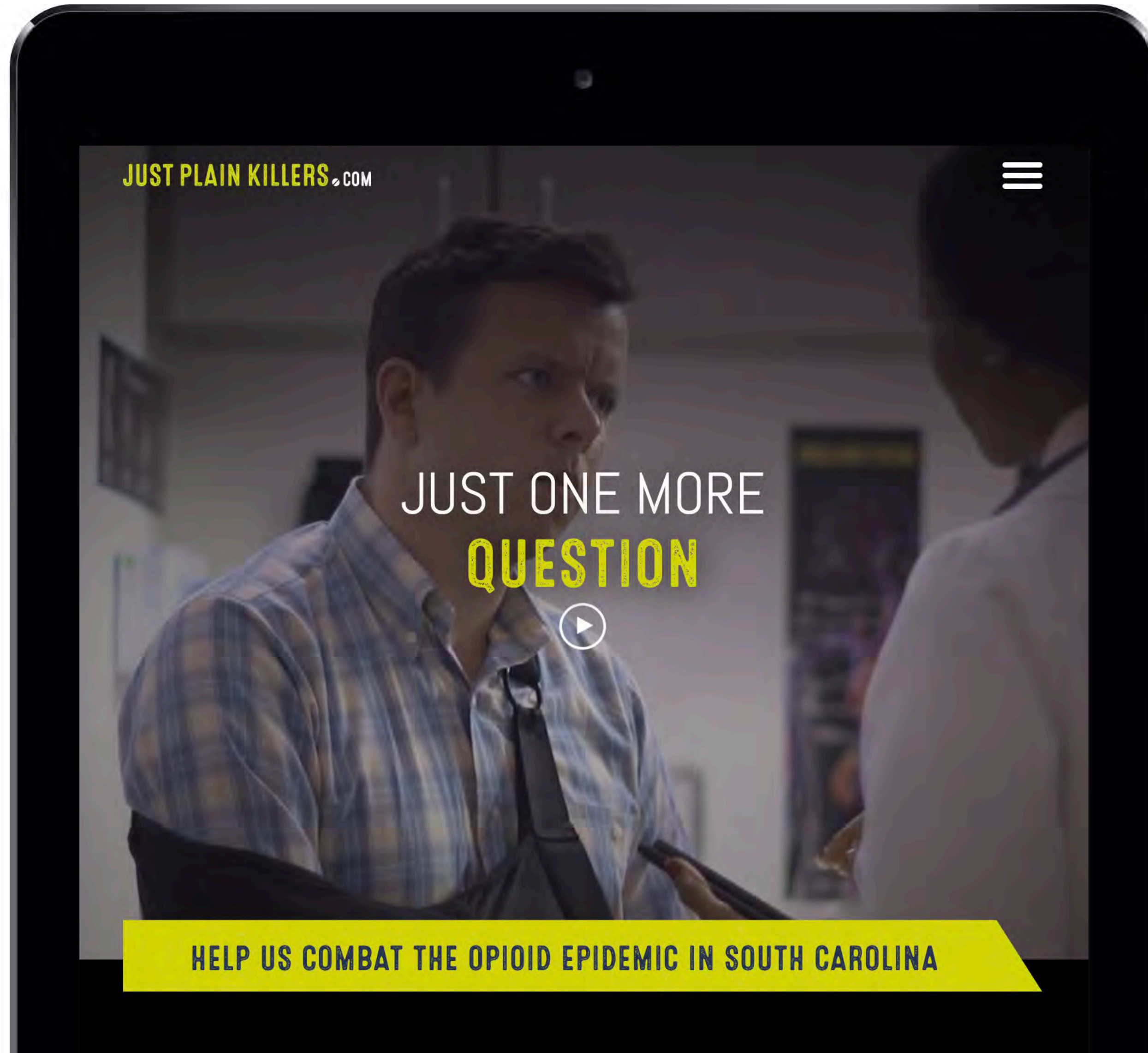


**WHAT ARE SOME
ALTERNATIVES
TO OPIOID PAIN
KILLERS?**

**PRESS 4
TO FIND OUT**



WEB



JustPlainKillers.com

What are Opioids

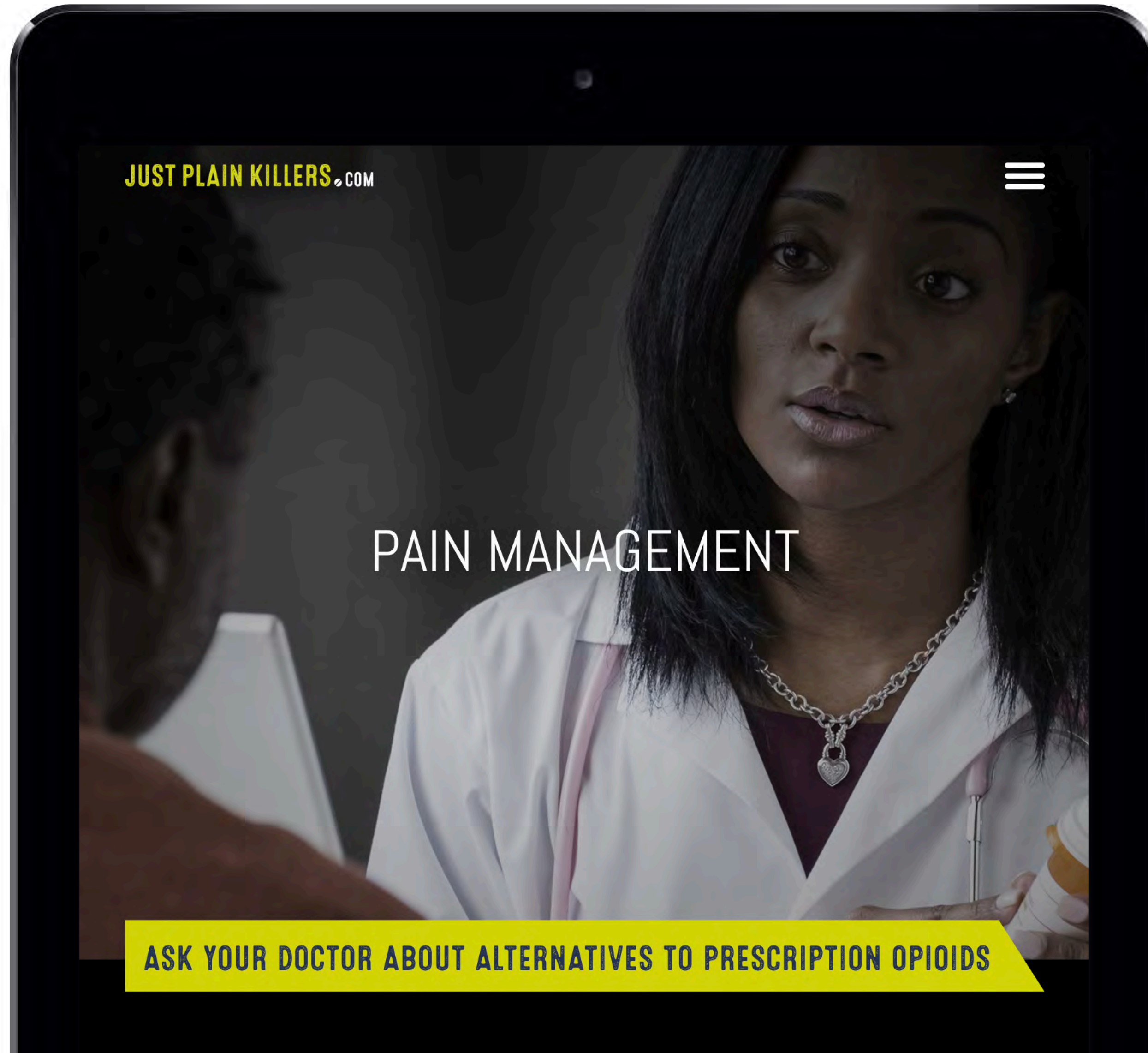
Pain Management

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

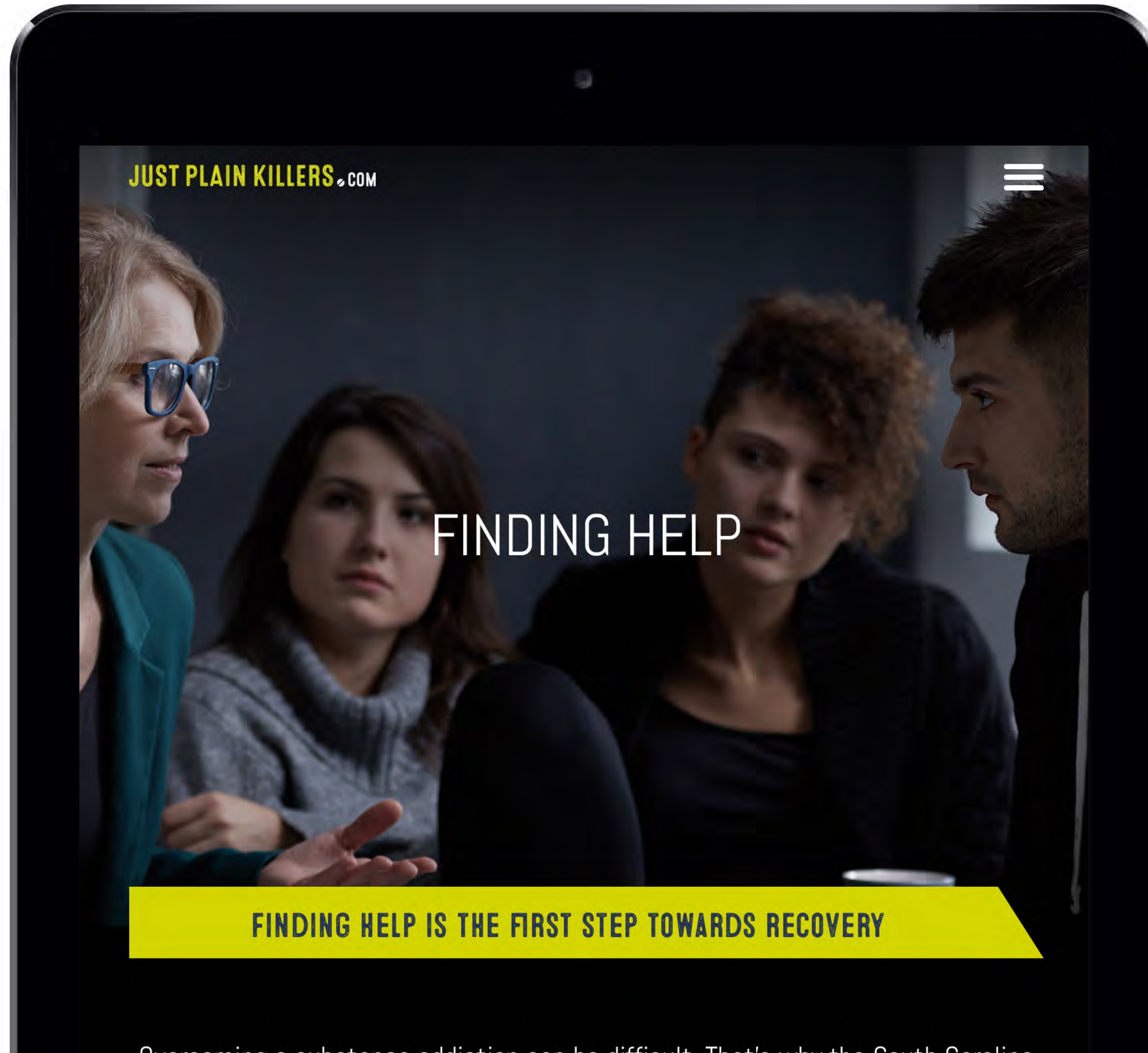


Take Action Page

Safe Storage & Disposal

“Ask your Doctor” Call to Action

Information about Narcan



Find Help Page

Content expanded to cover pain management

Treatment Centers Map



What Are Opioids Page

Take Action / The Pledge / Find Help

List of Opioids

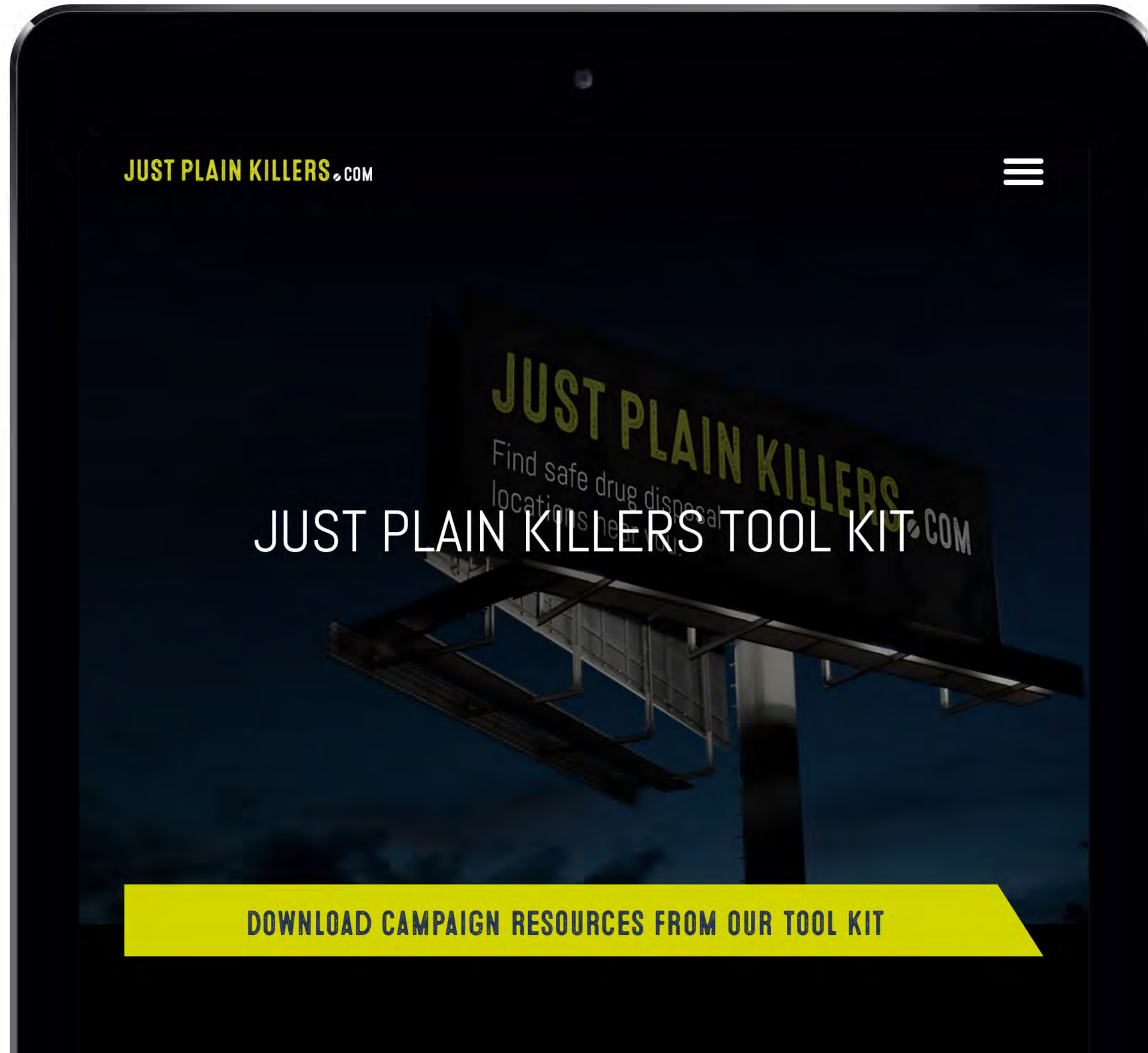
3 Rotating Stats

Drug Disposal Map

“Know the Deadly Risks of Opioids”

Stories of Recovery

Resources



Tool Kit Page

Updating items in the toolkit to incorporate new messaging



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