

## Frederick County, Maryland

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**Situation** Across the country, more and more individuals have been turning to opioids and heroin as their narcotics of choice. This epidemic has cut a path across urban and rural populations, drawn interest and fostered experimentation from even middle school-aged children, and affected families from diverse socioeconomic backgrounds. In Frederick County, Maryland, the Health Department was seeing increasing addiction rates and even deaths from opioid and heroin abuse and needed an impactful communications platform to help turn the tide in its own community.

After soliciting bids from area marketing communications firms, the Frederick County Health Department selected the Channel team to develop a campaign to achieve its objectives.

**Solution** **Approach**

Prior to any creative work, the Channel team conducted a review of similar public service campaigns around the country. The vast majority was found to employ scare and shock tactics that, while attention-getting, ultimately failed to establish a personal connection or “put a face” on the issue. Our findings led to recommending Frederick County Health Department reach out to individuals in the Frederick community who were willing to share their struggles and experiences, and those of family members, with opioid and/or heroin abuse.

We developed a campaign called “Take Back My Life” that targeted young males and was centered on a series of videos that focused on five individuals telling their personal stories of addiction and paths to recovery. The videos were featured on a landing page we created ([takebackmylife.org](http://takebackmylife.org)) and on a YouTube channel.

**Media Components**

The campaign website was promoted in a broad range of media and communications channels, including social media, :30 TV spots, radio, print ads, online banner ads, email, and posters throughout Frederick County. The county’s 2-1-1 emergency number, which connected callers to assistance and treatment resources, was included as a call to action on all messaging.

A comprehensive social media calendar helped manage post content and message timings; tracking reports monitored all activity on Facebook, Twitter, and YouTube; and Google Analytics was implemented to gain insight into engagements with the campaign landing page, banner ads, and online video pre-roll ads.

## Media Plan

MEDIA		MAY	JUNE	JULY	AUGUST	SEPTEMBER	IMPRESSIONS
Research & Planning							
Creative Development & Execution							
<b>NEWSPAPER</b>							
Frederick News Post							
Front Page Post It Notes	3" x 3"						93,300
Inserts (full run)	8.5" x 11"						62,200
Banner Ads	10" x 2"						612,500
Half Page, ROP (4c)	10" x 10"						124,400
<b>RADIO</b>							
WAFY FM (PM Drive Host-Chris):30	:30						961,270
WFRE FM (:15 Live Reads)	:15						724,000
<b>TV/CABLE</b>							
WHAG TV & COMCAST CABLE	:15/:30						1,726,672
<b>DIGITAL ADVERTISING</b>							
Banners-Behavior and Retargeting							800,000
Local Sites (Preroll Video & Banners)							1,000,000
<b>LANDING PAGE</b>							
<b>SOCIAL MARKETING</b>							
Twitter & Facebook							175,000
Find Out First							
Agency Fees							
Miscellaneous & Travel							
Insurance							
<b>Total</b>							<b>6,279,342</b>

The Channel team conducted a media day that allowed Frederick County media organizations to be debriefed on the campaign and its objectives. As a result of that personal outreach and connection we obtained high levels of added value from the local media to maximize the budget of the campaign. Everyone involved in the campaign pitched in something for this important cause. We also developed a press release announcing the campaign launch that was distributed to the Frederick County Health Department's house list of 300+ media outlets that included TV and radio stations, newspapers, and online properties, as well as government officials, department heads, and law enforcement.

## Result

Early results of the "Take Back My Life" campaign have already shown great success. In just the first two weeks of the campaign rollout:

- The YouTube channel had 1,842 views
- The Frederick County Health Department's Facebook page had 59 new likes
- The boosted video click-through rate on the Facebook page was 5.12%
- The view-through rate on video pre-rolls was 82.49% with 31,673 completed views
- The takebackmylife.org landing page has garnered 2,333 views to date

Anecdotally, members of the Channel team have even received unprompted postings on personal social media channels from followers sharing positive reactions to the campaign—and who were unaware that the Channel team was responsible for the work.

It's clear that "Take Back My Life" has garnered widespread positive attention in the community during its opening stages. We anticipate even more awareness of, and engagement with, the campaign as its deployment continues.

- theme and positioning
- campaign look and feel

# TAKE BACK MY LIFE

## FIGHTING OPIOID ADDICTION

### Research Modes Used:

Stakeholder Interviews

Background Research

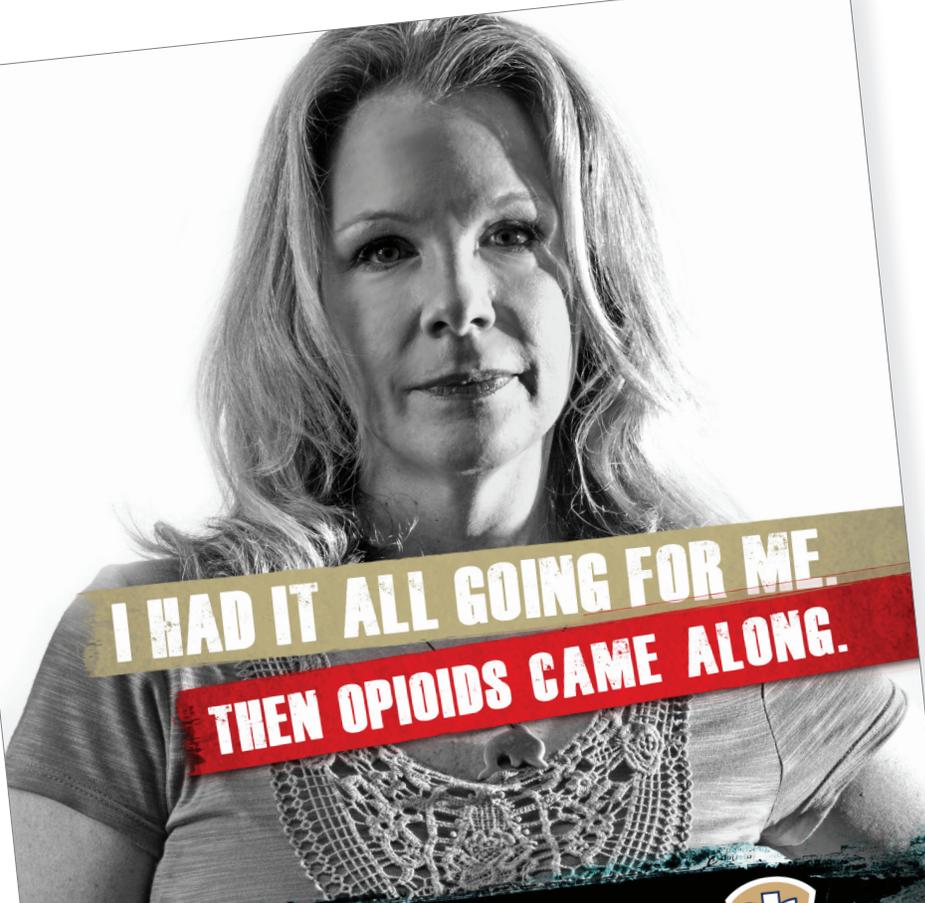
Research and Review of  
Like-minded Campaigns

The "Take Back My Life" campaign helps raise awareness of the dangers of opioid and heroin misuse not through a multitude of facts and figures, but through personal, real-life narratives. Instead of shocking and scaring audiences, "Take Back My Life" provides a simple yet powerful platform for the Frederick County community to listen to, and learn from, people who could easily be neighbors or acquaintances share their stories of how opioid addiction nearly destroyed their health, families, and careers.



PRISON WASN'T IN MY PLANS.

THEN OPIOIDS HAPPENED.



**I HAD IT ALL GOING FOR ME.  
THEN OPIOIDS CAME ALONG.**

I grew up in a loving and athletic household. In high school, a cheerleading injury introduced me to prescription opioids. By 25, I was taking narcotics daily. Eventually I lost my career and family. But treatment helped me recover and empowered me to take my life back.

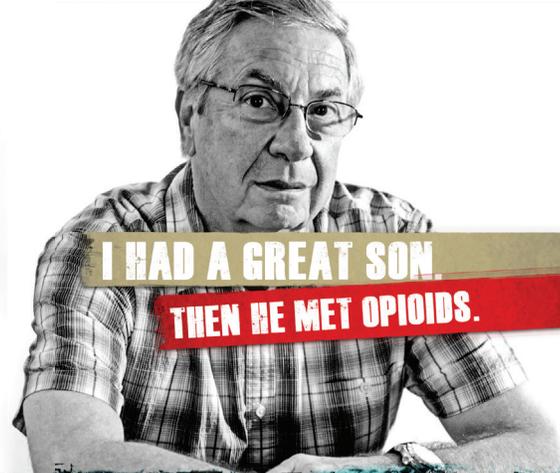
Visit [www.takebackmylife.org](http://www.takebackmylife.org) to hear more of my story or call 211 for help and treatment options

Airtime and other charges may apply for cell phone users. Mobile users may also call 1-866-411-8003.



**Public Health**  
Prevent. Promote. Protect.  
Frederick County Health Department

Funding provided by the Maryland Department of Health and Mental Hygiene and SAMHSA



**I HAD A GREAT SON.  
THEN HE MET OPIOIDS.**

My son Joey was athletic, funny, and loved by everyone. His back pain led to using prescription opioids, which led to an addiction. And then death from an overdose. If you or someone you love is struggling, get help today. Don't wait until it's too late to take back your life.

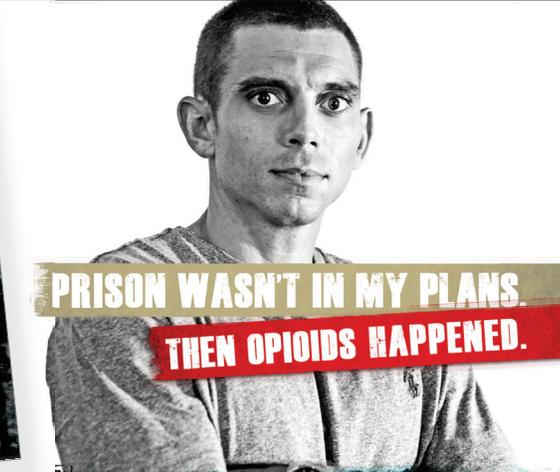
Visit [www.takebackmylife.org](http://www.takebackmylife.org) to hear more of my son's story or call 211 for help and treatment options.

#800-411-8003 or call 211 for help and treatment options. Mobile users may also call 1-866-411-8003.



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**PRISON WASN'T IN MY PLANS.  
THEN OPIOIDS HAPPENED.**

In high school, I experimented with alcohol and pot. Then I moved on to narcotics and cocaine. Opioids landed me in jail several times. By 25, I was a daily heroin user with a long-term prison sentence. I struggled with addiction until treatment helped me begin to take back my life.

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**I THOUGHT I WAS IN CONTROL.  
THEN I MET OPIOIDS.**

I found the help I needed. And now I'm taking back my life.

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**I HAD A HAPPY FAMILY.  
THEN OPIOIDS SHOWED UP.**

If you or someone you love is battling addiction, help is available to take back your life.

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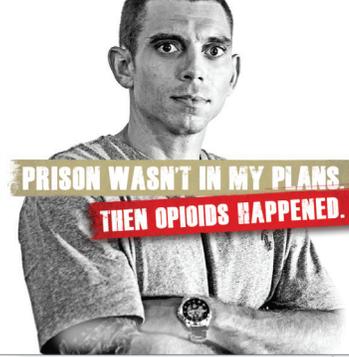
Funding provided by the Maryland Department of Health and Mental Hygiene and SAMHSA



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- newspaper stickies
- handout cards



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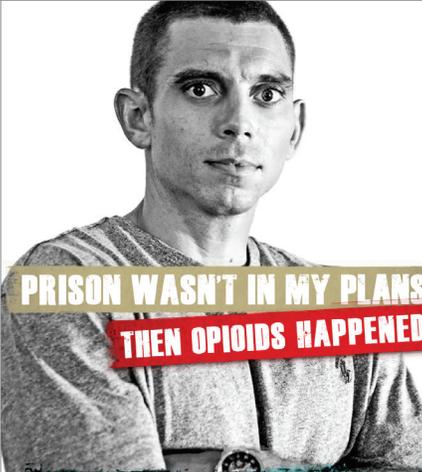
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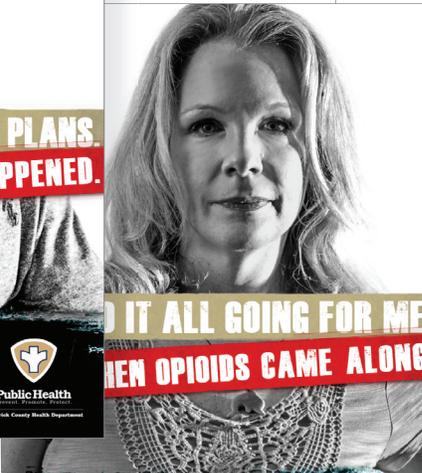
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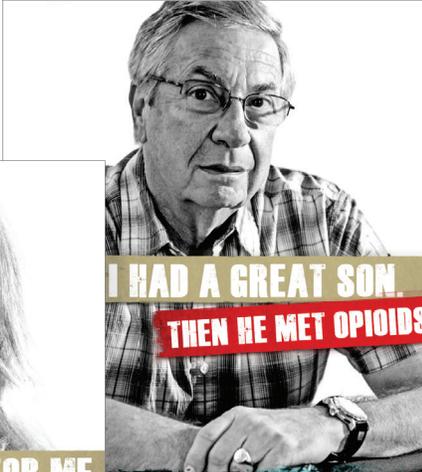
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**I HAD A GREAT SON. THEN HE MET OPIOIDS.**

My son was bright, funny, and loved by everyone. His back pain led to pills, which led to an addiction. And then death from an overdose you knew he was struggling, got help today. Don't wait back your life.

Visit [www.takebackmylife.org](http://www.takebackmylife.org) to hear more of my son's story and treatment options



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**BACK MY LIFE**

**Back Lives in Frederick County**

Families, careers, and promising futures lost to addiction by prescription opioid (painkillers) and heroin in the country. The Frederick County Intervention Program is helping individuals and their families, support, and treatment they need to get back on track in our area.

Heroin is derived from morphine, which is a natural painkiller. Research suggests that abuse of other drugs, such as Oxycodone and Vicodin, can often lead to heroin use. Heroin is a highly addictive drug that can be fatal. People who inject heroin reported abusing it before moving on to heroin.

Heroin is used because it is actually cheaper and easier to get than prescription opioids.

In 2011, 4.2 million Americans, aged 12 and older, had reported using heroin at least once in their lives.

**Hear real stories of opioid and heroin abuse at [www.takebackmylife.org](http://www.takebackmylife.org)**

Information on opioids and heroin is first content published by the National Institute on Drug Abuse, a part of the National Institutes of Health. www.drugabuse.gov. Funding provided by the Maryland Department of Health and Mental Hygiene, National Health Administration and SAMHSA.



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**IN 2014, 36 PEOPLE DIED FROM AN OPIOID OVERDOSE IN FREDERICK COUNTY.**

**IN ONE YEAR, CALLS FOR HELP WITH HEROIN ADDICTION ROSE 300% IN FREDERICK COUNTY.**

**HELP AND SUPPORT**

Hear real stories of prescription opioid and heroin addiction at [www.takebackmylife.org](http://www.takebackmylife.org) and learn more about prevention on Twitter: @FCHHealthDept and Facebook: facebook.com/FCHHealthDept

OR

Call 211 for help and treatment options 24 hours a day, 7 days a week

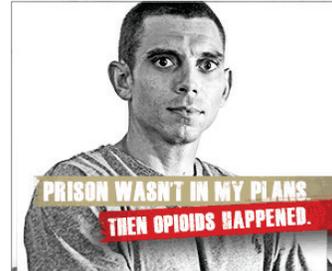
Heroin and other drugs may apply for cell phone calls. Mobile users may also call 1-800-672-6888.

- online banner ads
- website



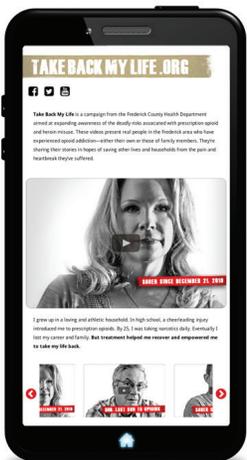
If you or someone you love is struggling, help them take back their life. Visit [www.takebackmylife.org](http://www.takebackmylife.org) to hear my son's story or call 211 for treatment options.

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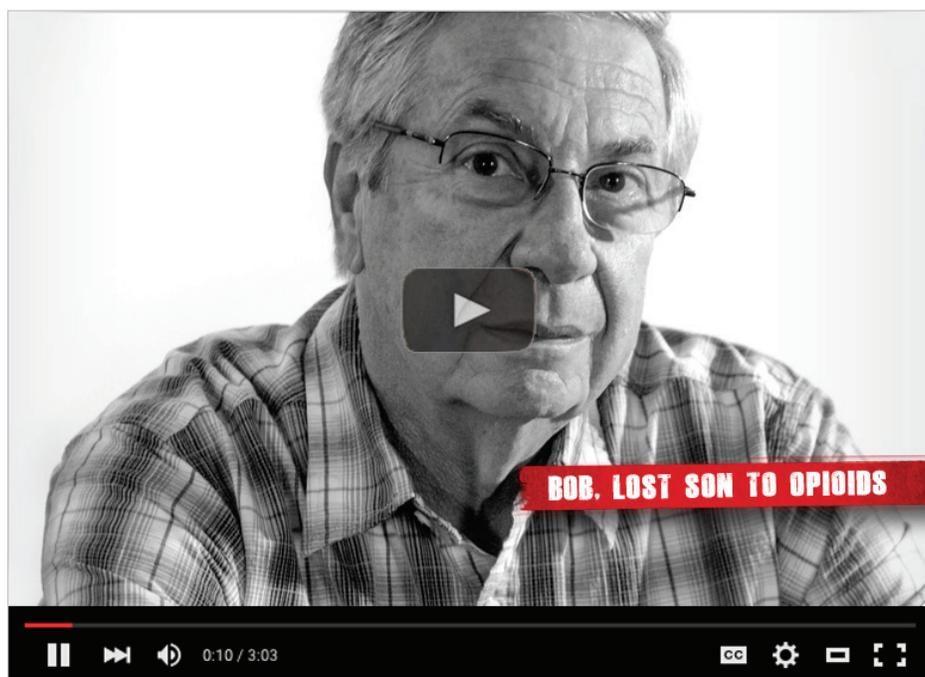


Video [takebackmylife.org](http://takebackmylife.org)

- :30 tv spot
- 2:00 online videos



Video (Click to view)



Video (Click to view)

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Sponsored · 🌐

I thought I was in control. Then I met opioids.



**Take Back Your Life**

TAKE BACK MY LIFE IS A CAMPAIGN FROM THE FREDERICK COUNTY HEALTH DEPARTMENT AIMED AT EXPANDING AWARENESS OF THE DEADLY RISKS ASSOCIATED WITH OPIOID MISUSE.

2.8k Views  
👍 8 🗨️ 2

Like Comment ➔ Share

**Frederick County Health Department**  
Sponsored (demo) · 🌐

Michelle grew up in a loving, athletic household and had it all going for her. Then opioids came along. Listen to her story and visit [takebackmylife.org](http://takebackmylife.org) to hear other Frederick County residents speaking out. #TakeBackMyLife #StopTheEpidemic



**Michelle's Take Back My Life Story**

Michelle grew up in a loving and athletic household. In high school, a cheerleading injury introduced her to prescription opioids. By 25, she was taking narc...

YOUTUBE.COM

64 Likes 3 Comments 33 Shares

👍 Like 🗨️ Comment ➔ Share

Tweets Tweets & replies Photos & videos

**FC Health Department** @FCHealthDept · Aug 13  
Bradley didn't plan to spend years of his life in prison. But that's where his heroin addiction led him. [youtu.be/pNKTPaKLYbg](https://youtu.be/pNKTPaKLYbg)

**YouTube**

Bradley's Take Back My Life Story



**Bradley's Take Back My Life Story**

In high school, Bradley experimented with alcohol and pot. Then he moved on to narcotics and cocaine, which landed him in jail several times. By 25, Brad was...

[View on web](#)

**FC Health Department** @FCHealthDept · Aug 12  
A person with addiction can regain a healthy, productive life. Look at Michelle. #recoveryispossible [takebackmylife.org](http://takebackmylife.org)

**FC Health Department** @FCHealthDept · Aug 4  
The "new" face of heroin addiction is now the norm. #Stoptheepidemic #takebackmylife #recoveryispossible [fb.me/3TOAwbBpO](https://fb.me/3TOAwbBpO)

[View media](#)

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**TAKE BACK MY LIFE .ORG**

**FIGHTING OPIOID ADDICTION IN FREDERICK COUNTY**

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Take Back My Life uploaded a video 1 week ago

**Karl's Take Back My Life Story**  
by Take Back My Life  
1 week ago · 47 views  
Karl grew up in a small town. But struggling to be comfortable in his own skin soon led to big problems with prescription pills and ...



3:47

Take Back My Life uploaded a video 1 week ago

**Carin's Take Back My Life Story**  
by Take Back My Life  
1 week ago · 58 views  
Life was great until Carin's husband became addicted to Percocet after a car accident. Later, her son also began abusing prescriptic...



2:39

Take Back My Life uploaded a video 2 weeks ago

**Bradley's Take Back My Life Story**  
by Take Back My Life  
2 weeks ago · 149 views  
In high school, Bradley experimented with alcohol and pot. Then he



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- grav3yardgirl** Subscribe
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