

Baltimore County Department of Health

Hope Is Within Reach

Situation In FY24, the Baltimore County Department of Health (BCDH) was seeking to deploy a community-focused marketing communications campaign that would inform, educate, and assist individuals to access key services offered under the Substance Use Services program. There were three key areas to spotlight:

1. **Resource, Education & Advocacy County Help Line (“REACH”)**: an on-demand non-fatal outreach team that includes guidance from a certified peer recovery specialist (CRS), which links individuals to substance use disorder treatment and/or recovery services, harm reduction services, and more.
2. **Anti-Stigma**: an effort to reduce the stigma surrounding Substance Use Disorder (SUD); a true health condition that can affect just about anyone (neighbors, co-workers, family/friends). Stigma can hinder people from reaching out to seek help for fear of facing discrimination due to the public lack of understanding about the disease.
3. **Fentanyl Risk Reduction**: an effort aimed at educating the public that synthetic fentanyl is in nearly all illicit substances. It is easy to make and inexpensive to produce. The smallest amount of fentanyl can cause an overdose and an unintentional overdose death.

Solution Channel’s solution was to create a branded overarching theme appropriately named, *Hope Is Within Reach*, that would house the crucial information and educational resources in the above three categories. The Channel team also created themes for Anti-Stigma, titled *Truth Not Stigma*, and Fentanyl Risk Reduction, titled *Facts About Fentanyl*. This branding was then accompanied by a microsite that would serve as a main, one-stop source of informational resources as well as a variety of creative deliverables including logos, :30 TV and radio spot, 6”x9” info cards, social media graphics, animated display ads, and ongoing public relations outreach efforts.

Result In just one month, the *Truth Not Stigma* and *Facts About Fentanyl* campaigns produced immense results, generating nearly 1,900,000 impressions and almost 2,000 clicks with an average click-through rate of .11% from digital advertising alone. The traditional media (cable TV, radio/streaming, out-of-home) led to massive impressions - an estimated 4,600,000 with *Truth Not Stigma* and over 3,340,000 from *Facts About Fentanyl*. The *Hope Is Within Reach* campaign has been deemed a huge success by the Health Department. Both teams are awaiting additional funds from the funding sources and are preparing for future website enhancements as well as media deployments.

- digital ads
- social media ads

Stay Smart

Stay Safer

Stay Alive

KNOW THE FENTANYL **FACTS**

Until now, I thought drug use took place in other communities.”

TRUTH
Not Stigma

Drug use crosses all ages, backgrounds, environments, and income levels.

HOPE IS WITHIN **REACH**

Can you tell who's using drugs? **Neither can we.**

TRUTH
Not Stigma

Don't Go Solo

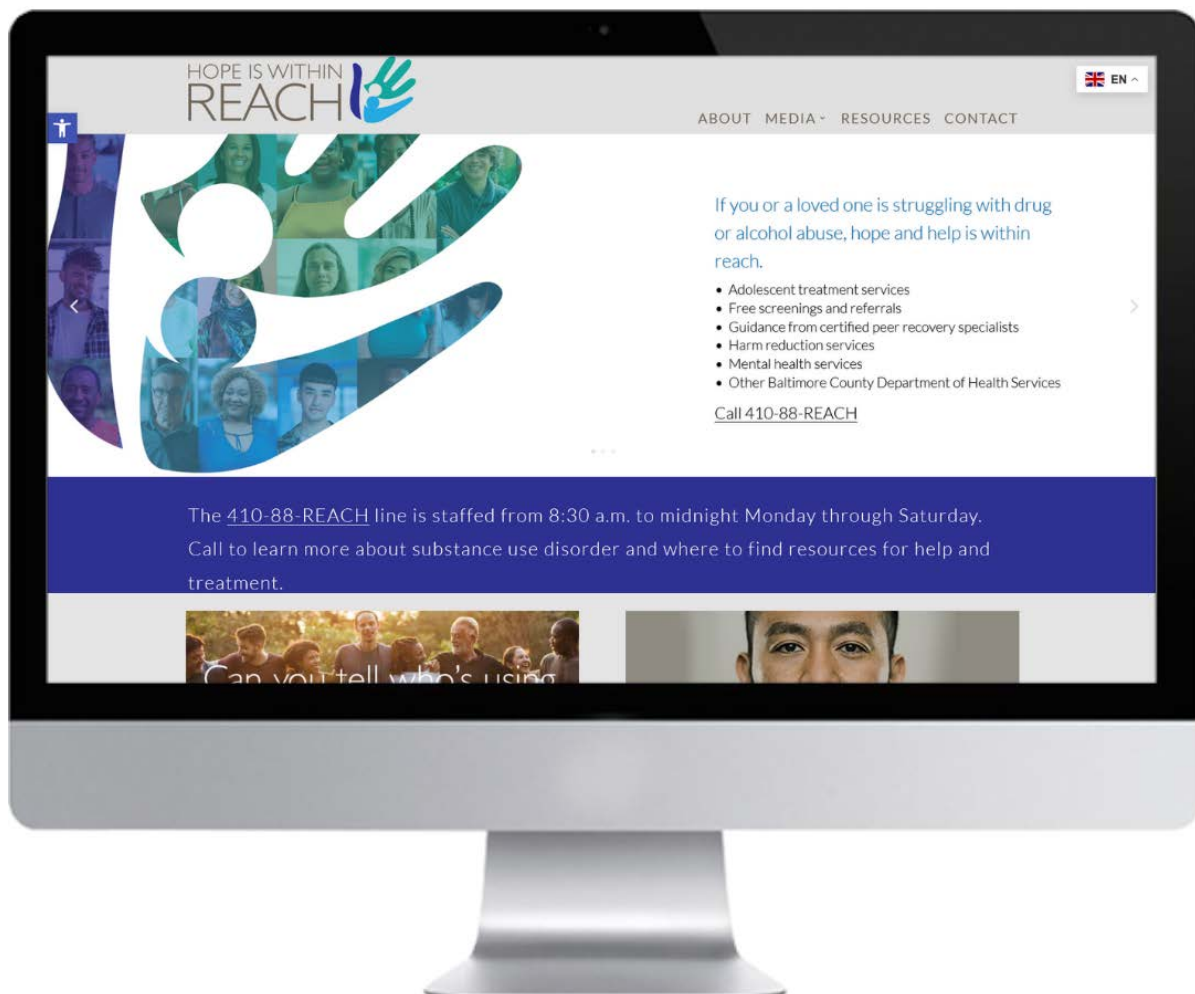
If you use, do it with a friend you trust— or at least have someone check on or call you.

KNOW THE FENTANYL **FACTS**

- logos
- microsite

KNOW THE FENTANYL **FACTS**

TRUTH *Not Stigma*



- television



https://youtu.be/ptYdC3NsSKw?si=_49Ri099LYjeHjuW

- hot cards



"I thought only certain people use drugs. **Not my best friend.**"



Can you tell who's using drugs? **Neither can we.**

Family. Friends. Neighbors. Co-workers. Community members. Anyone can be suffering from substance use. There's no such thing as a typical user. But the stigma—and reluctance to acknowledge and treat drug use—hasn't gone away.

More than 20 million Americans suffer from substance use disorder. Yet less than 10% will ever get medical help.

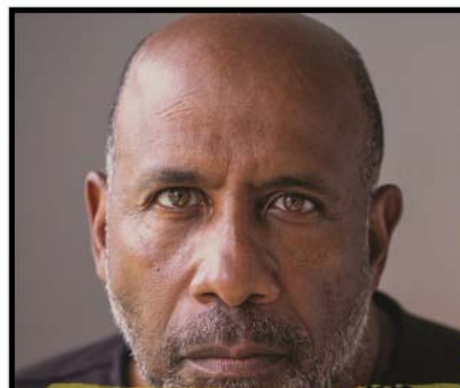
Recognizing you need help should come without shame. It's courageous and could save a life. Learn more and take action.

Drug use crosses all ages, backgrounds, environments, and income levels.

TRUTH
Not Stigma

410-88-REACH
88REACH.org

HOPE IS WITHIN REACH 

Don't Go Solo

If you use, do it with a friend you trust—or at least have someone check on you.

KNOW THE FENTANYL FACTS



Stay Smart. Safer. And Alive.

Fentanyl is no joke. It's everywhere and also in many other drugs. If you or a friend are using, here's how to stay safer.

TEST IT FIRST
Call the REACH line below to get fentanyl test strips you can use on any drug first to see if it contains fentanyl.

CARRY NARCAN®
Call the REACH line below to get free NARCAN. Use with a friend and be sure one of you is carrying NARCAN.

KNOW RESCUE BREATHING
If someone has overdosed, knowing how to provide rescue breathing can buy valuable time until help arrives.

TAKE IT SLOW
Use a small amount of any drug first to see how you're feeling before continuing.

Maryland's Good Samaritan Law protects anyone assisting in an emergency overdose situation from arrest and prosecution—so don't hesitate to help someone in need.

410-88-REACH
88REACH.org

KNOW THE FENTANYL FACTS

HOPE IS WITHIN REACH 

