

Frederick County, Maryland

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) 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	SECS	MAY							JUNE							JULY							AUGUST							SEPTEMBER							IMPRESSIONS
		27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	3	10	17	24	31	7	14	21	28
Research & Planning																																					
Creative Development & Execution																																					
NEWSPAPER																																					
Frederick News Post																																					
Front Page Post It Notes	3" x 3"																																				
Inserts (full run)	8.5" x 11"																																				
Banner Ads	10" x 2"																																				
Half Page, ROP (4c)	10" x 10"																																				
RADIO																																					
WAFY FM (PM Drive Host-Chris):30	:30																																				
WFRE FM (:15 Live Reads)	:15																																				
TV/CABLE																																					
WHAG TV & COMCAST CABLE	:15/:30																																				
DIGITAL ADVERTISING																																					
Banners-Behavior and Retargeting																																					
Local Sites (Preroll Video & Banners)																																					
LANDING PAGE																																					
SOCIAL MARKETING																																					
Twitter & Facebook																																					
Find Out First																																					
Agency Fees																																					
Miscellaneous & Travel																																					
Insurance																																					
Total																																					6,279,342

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 to hear more of my story or call 211 for help and treatment options

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

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

Airtime and other charges may apply for cell phone users. Mobile users may also call 1-866-411-6803.



**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 to hear more of my son's story or call 211 for help and treatment options

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**PRISON WASN'T IN MY PLANS.
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In high school, I experimented with alcohol and pot. Then I moved on to narcotics and cocaine. Public 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.**

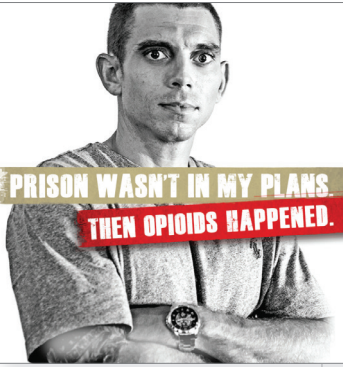
If you or someone you love is battling addiction, help is available to take back your life.

Visit www.takebackmylife.org to hear my story or call 211 for help and treatment options.

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- newspaper stickies
- handout cards



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

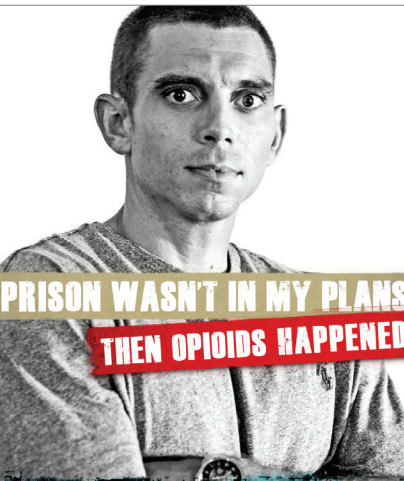
I grew up in a loving and athletic household. In high school, a cheerleading injury introduced me to prescription opioids. By 25, I was taking narcotics daily. Eventually I lost my career and family. But treatment helped me recover and empowered me to take my life back.

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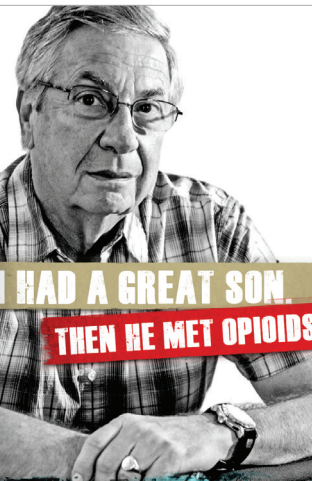
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**I HAD A GREAT SON.
THEN HE MET OPIOIDS.**

My son, who was 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, get help today. Don't wait to take your life.

Visit www.takebackmylife.org to hear more of my son's story and treatment options



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TAKE 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 Addiction Program is helping individuals and families with support, and treatment they need to take their lives back.

Heroin is derived from morphine, which is a natural painkiller. Research suggests that abuse of other drugs, such as OxyContin and Vicodin, can often lead to heroin use.


People who inject heroin reported abusing prescription opioids before moving on to heroin.

Heroin 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

Information on opioids and heroin is from 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 and learn more about prevention on Twitter: @FCHSDept and Facebook: facebook.com/FCHSDept

OR

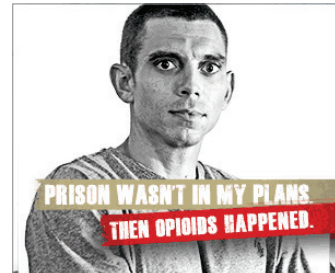
Call 211 for help and treatment options 24 hours a day, 7 days a week

Active and other charges may apply for cell phone calls. Mobile users may also call 1-800-451-1000.

- online banner ads
- website



If you or someone you love is struggling, help them take back their life.
Visit www.takebackmylife.org to hear my son's story or call 211 for treatment options.
Funding provided by the Maryland Department of Health and Mental Hygiene and SAMHSA



Video takebackmylife.org

- :30 tv spot
- 2:00 online videos




Video (Click to view)



Video (Click to view)

Frederick County Health Department
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 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

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. takebackmylife.org

FC Health Department @FCHealthDept · Aug 4
The "new" face of heroin addiction is now the norm. #Stoptheepidemic takebackmylife.org recoveryispossible.org fb.me/3TOAwbBpO

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by Take Back My Life
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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 ...

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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...

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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