

## Frederick County Health Department – *Stay In The Know*

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### **Situation Opioid Misuse Prevention Program**

The United States is experiencing a nationwide epidemic with opioids. Every state is working hard to raise awareness and provide education and treatment for this scourge. Frederick County, Maryland is working to raise awareness in the community, particularly regarding the safe storage and disposal of medications. Similarly, the dangers of prescription opioids among patients who rely on them is another problem that needs to be addressed in Frederick County.

When asked, 69% of the Maryland Public Opinion Survey (MPOS) respondents say that they have not heard any information regarding safe storage of prescriptions and 43% maintain that they have not seen or heard any information regarding safe disposal of prescription drugs. Although the majority of MPOS respondents of all ages acknowledged risk in using opioids, there remain those who believe that prescription opioids are safe and that it is safer to get high with prescription opioids than with heroin and other street drugs. Nearly 30% of all MPOS respondents believe that it is safe to use prescription opioids.

### **Alcohol Misuse Prevention Initiative**

There is a serious concern over both underage drinking and binge drinking among young adults in Frederick County. The goal is to reduce the percentage of underage drinkers and reduce young-adult binge drinking throughout the county over a 30-day period. The campaign aim was to educate all populations on responsible drinking behaviors in Frederick County.

Per a 2013 study, approximately one third of Frederick County high school students drink alcohol and one in five students has reported having five or more drinks in a row in the past 30 days. Along with this, one in six 14-year-olds reported past 30-day alcohol use. In terms of binge drinking, nearly 62% of 18-20-year-olds have reported past 30-day binge drinking and over 35% self-reported having anywhere from five to 10 drinks on a single occasion in the past 30 days. 58% of 21-25-year olds have reported that they have engaged in binge drinking in the past 30 days. 46% self-reported having anywhere from five to 10 drinks on a single occasion in the past 30 days. The reality is that young adults are drinking and are

too often drinking to excess. This creates safety and health concerns, not to mention legal concerns.

Channel Communications was contracted by Frederick County on behalf of the Frederick County Health Department to develop strategic marketing materials for both the Opiate Misuse Prevention Program and Alcohol Misuse Prevention Initiative to focus on prevention, as well as educate on several specific issues and misconceptions.

**Solution** Prior to any creative work, the Channel team conducted a thorough analysis of key findings in both prevention initiatives. This included: studying recent reports specific to the state of Maryland and Frederick County area like the MSPF2, examining various campaigns aimed toward alcohol prevention and opioid misuse, and testing campaign messages with each initiative's target audience.

Requested by the Prevention Unit of the Behavioral Health Services (BHS) Division, one of Channel's goals was to create an overarching prevention "brand" or "feel" that could be woven through any or all present and future prevention campaigns/messaging. Whether the Prevention Unit was discussing alcohol, opioids, tobacco, marijuana – they wished to see a "common theme" or message about prevention that filters into all campaign messaging. Thus, the "Stay In The Know" overarching prevention "brand" was created.

We developed two additional brands:

1. "Facts About Opioids" – Opioid Misuse Prevention
2. "Think Before You Drink" – Alcohol Prevention

Our focus for the Opioid Misuse Prevention campaign was to increase the perception of risk associated with the misuse of prescription opioids among young adults, ages 18-40, while educating parents on the dangers their children face with prescription opioid misuse. We also had a specific focus on increasing the awareness of safe disposal options for prescription opioids.

For the Alcohol Prevention campaign, our focus was on the underage drinking behaviors of youth ages 15 to 20 and binge drinking behaviors of young adults ages 18 to 25. Our strategy was to implement an effective binge drinking media campaign that focused on educating those individuals about responsible drinking behaviors (i.e., pacing your drinks, alternating alcoholic and non-alcoholic drinks, eating while drinking, etc.).

### **Media Components**

The campaign website was promoted in a broad range of media and communications channels, including social media, educational emoji infographics, 15-second radio through Pandora Everywhere, online video pre-roll, digital behavioral banner ads, geo-

We also developed a series of six, 1-to-2-minute videos using two local, talented spokespeople “Natalie” and “Todd.” They delivered drink tip scenarios to get people to “Think Before You Drink.” Tips encouraged young drinkers to have a plan, pace and space drinks, eat before and while drinking, alternate alcoholic with non-alcoholic drinks, etc. Fifteen-second cut-down versions were also created for social media posts and boosts.

## Media Plan

MONDAY →	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	AUGUST	TOTAL
<b>Creative Development and Deliverables</b>								
Create Ad Landing Page							\$15,000.00	
Create Banner Ads (360 x 250) and (300 x 500)							\$2,160.00	
Videos Production for s-k videos with cutdown versions (<30 sec.)							\$7,800.00	
Develop three (3) promo items (cards, posters, etc.)							\$2,730.00	
Repurpose promo items into Display Ads, 3 sizes (320 x 50, 300 x 50, 300 x 250)							n/a time & costs	
Develop five (5) different infographics							\$1,660.00	
Create Instagram Page							Instr. Soc.Med.	
>15 tan. radio audio scripts							\$1,200.00	
<b>Digital Media</b>								
Pandora Everywhere (113 sec. audio scripts recorded by station and <30 sec. video)							\$6,750.00	
Website Pre-roll using <30 sec. videos							\$3,300.00	
Gon-Fancing Display Ads:							\$2,460.00	
<b>Social Media Marketing</b>								
Social Media Oversight (monthly calendars, reporting, Underage Party Tip Hotline)							\$2,340.00	
Facebook Promoted/Boosted Posts							\$2,100.00	
Twitter Banner Ads							Inst. Soc.Med.	
Mobile Banner Ads Geo-targeted (120 x 50, 300 x 50, 300 x 250)							\$5,250.00	
<b>Agency Fees (creative, video/audio direction, design, writing, copy, &amp;c. reporting)</b>								
							\$12,000.00	
<b>Misc./Direct Project Expenses:</b>								
							\$750.00	
<b>Promotion of Underage Party Tip Hotline (Advertising matter)</b>								
							\$5,000.00	
<b>TOTAL</b>								
							\$62,430.00	

**Results** Early results of the “Stay In The Know” campaign have already shown great success. In the first six weeks of the campaign rollout...

Stay In The Know Takeaways:

Website had:

- 3,992 sessions
- 2,897 users
- 5,660 page views

Website Traffic Type (by sessions):

- Display (2,007 sessions), direct (1,293 sessions), social (574 sessions) making up for approx. 97% of all site sessions.

Facebook:

- 270 increased likes
- Increased followers by 269
- Post engagements increased by 6,793

YouTube:

- 252 total views, 189 minutes of watched videos

Facts About Opioids Takeaways:

OMPP Banner Ads (resulting in site traffic):

- 1,014 sessions, 658 new users

Banner Ads (Behavioral):

- 173,995 impressions, 785 clicks
- 33% CTR

Think Before You Drink Takeaways:

Mobile Banner Ads (resulting in site traffic):

- 841 sessions, 472 new users

Mobile Banner Ads (Geo-targeted) have landed:

- 304,409 impressions, 617 clicks
- 24% CTR

Pandora Everywhere:

- 332,500 impressions, 658 clicks to date
- 30% CTR

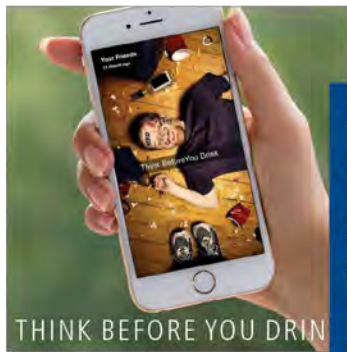
Geo-fencing in Frederick County:

- 135,563 impressions, 231 clicks
- 18% CTR%





\*banner ads  
\*posters



**EAT BEFORE  
AND  
WHILE  
DRINKING**

Keep hitting the "Like"  
button on this tip.



Frederick County Health Department

**STAY IN THE KNOW**

PREVENTING SUBSTANCE MISUSE IN FREDERICK COUNTY

[Click here for more tips on drinking responsibly](#)

THINK BEFORE YOU DRINK

**STAY IN THE KNOW**

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A message from the Frederick County Health Department  
Visit [StayInTheKnow.org](#) for more tips on drinking responsibly

THINK BEFORE YOU DRINK

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**Responsible Drinking Tips:**

- Have a plan before you go out
- Choose not to drink alcohol (sometimes zero is your best option)
- Avoid drinking games
- Alternate alcoholic with non-alcoholic drinks
- One and Done
- Eat before and while drinking
- Pace and Space (pace your drinks to one or fewer per hour)
- Count your drinks (one count, lose control)
- Watch out for your friends
- Know your drink (know the alcohol content)

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[StayInTheKnow.org/NoAlc](#)

- \*1-2 minute videos
- \*:15 cut-down versions



\*social media image  
\*banner ads





# FACTS ABOUT OPIOIDS



An estimated 90% of people suffering long-term pain are prescribed an opioid without knowing if the drugs help or are safe to use. Talk to your doctor before taking a prescription for opioids.\*

\*Source: consumerreports.org

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Visit [StayInTheKnow.org/Opioids](http://StayInTheKnow.org/Opioids) for more information on opioid misuse

## Talking with Your Doctor about Opioids

### TAKING OPIOIDS: A CHECKLIST

Opioids (such as hydrocodone, oxycodone, codeine and morphine) are not right for everyone. They can have some very serious side effects. Ask your health care provider these questions BEFORE taking opioids.

- ☐ Why do I need this medication—is it right for me?
- ☐ How long should I take this medication?
- ☐ Are there non-opioid alternatives that could help with pain relief while I recover?
- ☐ How can I reduce the risk of potential side effects from this medication?
- ☐ What if I have a history of addiction with tobacco, alcohol or drugs?
- ☐ What if there is a history of addiction in my family?
- ☐ Could this treatment interact with my other medicine for anxiety, sleeping problems, or seizures?
- ☐ Can I share this medication with someone else? Why not?
- ☐ How should I store my opioid medication to prevent other people from taking it? What should I do with unused opioid medicine?
- ☐ Can I have a prescription for naloxone?


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Funding provided by the Maryland Department of Health, Behavioral Health Administration & SAMHSA, 2017

# FACTS ABOUT OPIOIDS



4 out of 5 individuals who use heroin reported misusing prescription drugs first. Take medication only as directed.\*

\*Source: DEA.gov

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## Talking to Teens about Opioids

### TIPS FOR DISCUSSING OPIOIDS

As a parent, teach your teen to:

- Respect the power of medicine and use it properly.
- Recognize that all medicines, including prescription medications, have risks as well as benefits. The risks can increase dramatically when medicines are abused or misused.
- Take responsibility for learning how to take prescription medicines safely and appropriately, and seek help at the first sign of a problem for their own or a friend's abuse.

What to discuss with your teen:

- Don't assume that illegal drugs are the only threat to them. Taking someone else's prescription medications is dangerous and unlawful as well.
- The dangers of misusing prescription medicine include addiction, slower brain activity, irregular heartbeat, dangerously high body temperature, heart failure and lethal seizures
- Stress that the following popular beliefs are absolutely FALSE:
  - Prescription medicines are much safer than illegal drugs
  - Prescription pain relievers cannot be addictive or fatal
  - There is nothing wrong with using prescription drugs without a doctor's prescription.
- Encourage your teen to ask you or a doctor about the negative side effects of prescription medicine, how to watch for them, and what to do if a negative side effect is suspected.
- Ask your family physician to speak to your teen about the importance of properly using prescription medicines.
- Provide a safe and open environment for your teen to talk about abuse issues.

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\*landing page

