

Calvert County Health Department *MAT Works for Me* Campaign

Situation Individuals suffering from opioid use disorder (OUD) have often been unfairly portrayed as “choice users” who refuse help. Although 12-step programs and talk therapy have been the main avenues for treating OUD, these approaches aren’t consistently effective, and overlook the fact that OUD has been proven to be a chronic disease. In recent years, medication-assisted treatment (MAT) has been highly effective in helping OUD patients regain and maintain sobriety. However, it has its detractors who perceive it as “trading one addiction for another.”

The Calvert County (MD) Health Department was looking to decrease the stigmatization of MAT and increase understanding of the treatment among county residents as a viable alternative to traditional therapies. It engaged the Channel team to develop a campaign to educate county residents on the benefits of MAT, address misperceptions, and guide patients to local MAT providers and resources.

Solution Our solution was to craft a campaign that was grounded on the following points: 1) while treatment may be different for everyone, MAT is a proven, highly effective approach to treating OUD; 2) MAT has and will continue to save lives; and 3) with MAT, people can regain control of their lives.

In addition to in-depth client discussions and desktop research, the Channel team conducted interviews with individuals who shared their recovery experiences through MAT. Insights from this discovery helped establish the foundation of our *MAT Works for Me* campaign. Components included a comprehensive campaign look-and-feel, a campaign theme and logo, a landing page, a series of downloadable hot cards and posters, animated digital banner ads, TikTok and Snapchat ads, and radio scripts for streaming radio ads.

Result The following are metrics for the first two months of the campaign:

- Delivered 1,225,457 impressions
- Generated 4,745 clicks
- Secured 1,081 swipe-ups on Snapchat
- Drove 26% increase of social media referrals to the campaign landing page

As a result of the campaign’s success to date, we are in ongoing talks with Calvert County for additional projects to support MAT and other programs addressing substance misuse.

- campaign identity
- landing page

M·A·T

works for me

M·A·T
works for me Medication Assisted Treatment for Opioid Use Disorder

I feel ~~hopeless~~ human

Medication Assisted Treatment (MAT) is a safe and proven approach to treating opioid use disorder (OUD) and helping people take back their lives. If 12-step programs and talk therapy alone aren't working for you, MAT can help.

MAT Behavioral Treatment Recovery Support

What is MAT? How does MAT work?

“I instantly felt better...the treatment gives you stability and time to get yourself together. It lets you take back power over how you feel.”
Tracy S.

Myth vs. Fact

- “MAT treats one addiction for another?”
- “MAT increases overdose risks for participants.”
- “MAT always lives necessary.”
- “MAT is too expensive.”
- “There’s no proof MAT is better than abstinence.”
- “My landlord isn’t serious enough for MAT.”
- “MAT only works for the short term.”

MAT Infographic Download

More advantages of MAT

- MAT patients have lower healthcare costs than those on drug-free treatment programs.
- MAT reduces by 50 to 65% of overdose with OUD—abstinence-based programs succeed in only 10 to 15% of patients.
- MAT has drastically lowered overdose deaths from California to Rhode Island — Call 800 the guide to Calvert County, Maryland.

Where can I get started on MAT?
There are several MAT providers throughout Calvert County:

- Assess Recovery Center**
410-684-0143
www.assessrecovery.com
- Calvert County Behavioral Health Clinic—Calvert Crisis Response**
1-877-461-3628
- Bayside Recovery—Opioid Treatment Program**
443-486-0880
bayside@medication-assistedtreatment.com
- Project Chesapeake**
443-969-8311
projectchessapeake@projectchessapeake.com

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- poster
- hot cards

I feel ~~broken~~
whole

MEDICATION ASSISTED TREATMENT

Medication Assisted Treatment (MAT) is a safe and proven approach to treating opioid use disorder (OUD) and helping people take back their lives. If 12-step programs and talk therapy alone aren't working for you, MAT can help.

Learn more about MAT and how you can enroll in a program at MATworksforme.org

I feel ~~hopeless~~
human

MEDICATION ASSISTED TREATMENT

**ASSISTED TREATMENT
OPIOID USE DISORDER**

Medication Assisted Treatment (MAT) is a safe and proven approach to treating opioid use disorder (OUD) and helping people take back their lives. If 12-step programs and talk therapy alone aren't working for you, MAT can help.

Common myths about MAT are based on misconceptions and unfounded

Myths	Facts
"MAT trades one addiction for another."	Research shows that a combination of MAT and behavioral therapies can successfully treat OUD and sustain recovery—and reduce opioid-related deaths by up to 50%.
"MAT increases overdose risks for participants."	MAT prevents overdoses by eliminating illicit opioid use that leads to overdoses. It prevents life-threatening overdoses by being highly regulated, resulting in decreased relapse.
"MAT disrupts true recovery."	MAT has assisted patients in recovery by improving basic daily functioning without drug or alcohol use—leading to increased ability to handle stress and better overall quality of life.
"MAT is too expensive."	The cost of medication is much lower than the cost of illicit opioids. Various forms of MAT are covered through Medicaid and many private insurance providers.
"There's no proof MAT is better than abstinence."	Untrue—MAT success is evidence based and is growing in popularity as a recommended course of treatment for OUD.
"My condition isn't severe enough for MAT."	MAT uses a multitude of medication options that are tailored to fit an individual's unique needs.
"MAT only works for the short term."	Research shows that patients in MAT programs for at least one or two years show the greatest rates of success. Medications can be taken indefinitely, depending on individual needs, without adverse effects.

I feel ~~damaged~~
normal

MEDICATION ASSISTED TREATMENT

**M·A·T
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- banner ads
- social media posts

