

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.

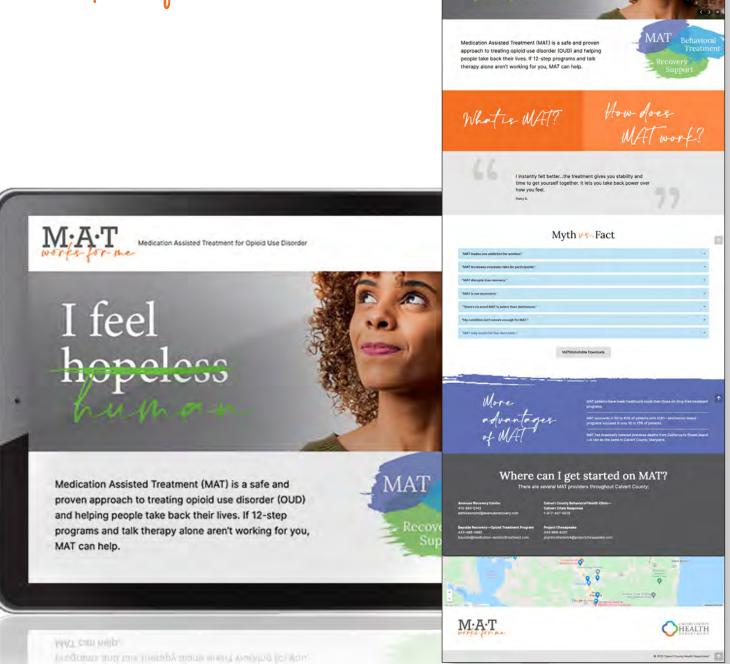
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- landing page

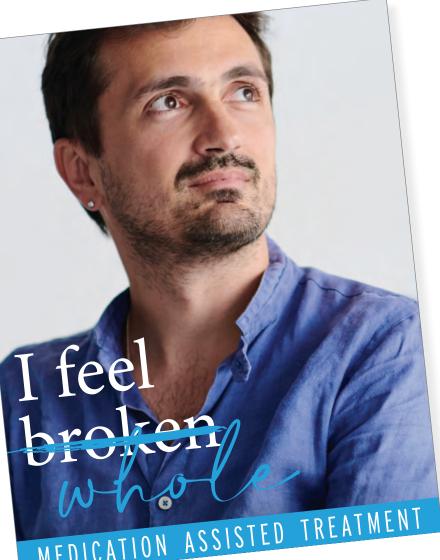
M:A:T

I feel

hopeless

M:A.T. works for me



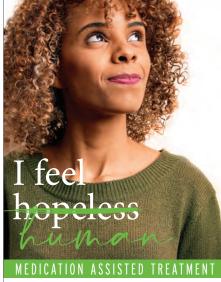


Medication Assisted Treatment (MAT) is a safe and proven approach to treating opioid use disorder (OUD) and helping people take back their lives. If 12-step programs and talk therapy alone aren't working for you, MAT can help.

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





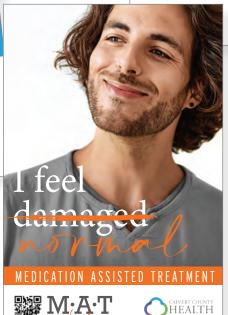


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Myths	Facts
"MAT trades one addiction for another."	Research shows that a combination of MAT and behavioral therapies can successfully treat OUD and sustain recovery-and reduce opioid-related deaths by up to 50%.
"MAT increases overdose risks for participants."	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 peachs without advance offers.





- banner ads
- social media posts



















