

Somerset County Health Department

Situation The Somerset County Health Department (SCHD), located in the southernmost county in Maryland, was looking to address two separate issues in the county: (1) reduce underage and binge drinking and (2) continue to generate awareness of the opioid epidemic. The county wanted a centralized digital location where residents could visit and be informed about underage drinking, alcohol and opioid abuse, steps for prevention, and resources for getting help. Somerset County also has a separate website devoted to opioid addiction entitled “Unmask Addiction.” This site was only one-year old and simply needed minor updates, content changes and tweaking to enhance the current design.

Solution To address the needs of the County’s current initiatives, the Channel team recommended creating a themed landing page, logo, and an easy to remember domain, “A Clean Getaway”. The name connoted getting help and getting clean from your addiction. This themed micro-site included all the prevention and addiction facts, warning signs and help information. For the underage drinking initiative, we created a jump-page entitled “Binge on the Truth” and decided to keep the existing theme of “Unmask Addiction” for opioid addiction.

Once the micro-site was officially live, we ran a three-month media campaign to drive traffic to both “A Clean Getaway” and “Unmask Addiction.” Monthly social media calendars, behavioral banner ads, Facebook pay-per-click, and Facebook video pay-per-click advertising were used. We also ran :30 second radio on two Somerset County stations featuring the local Sheriff promoting the “Unmask Addition” site and encouraging listeners to call 911 or 443-523-1790 for treatment and help under the Good Samaritan Law.

Results The mobile ad (320x50) secured 737,238 impressions, which happened to be 75% of the overall banner ad impressions. The 300x250 (desktop and mobile) garnered 13% of all impressions, while the 728x90 (desktop only) closely followed and came in with the remaining 12%.

In terms of paid social media efforts, the Facebook single image PPC produced 254,184 total impressions and 1,228 link clicks. All clicks were split evenly at 50% men and 50% women, while most clicks came from the 45-54 age range. Looking at impressions, the

majority came from both men and women aged 25-34.

The Good Samaritan Law video PPC ad had an overall reach of 23,723 people and 43,362 impressions. In terms of viewers and video watch percentages, 22,667 watched 50% of the Good Samaritan Law video and 20,466 viewers completed watching the full video. This particular video appealed to men (57% of views) more than women (43% of views) and the 25-34 age range was engaged the most between all impressions and video views.

Here are the top takeaways:

Banner Ads

- 981,679 impressions
- 1,491 clicks
- Click-thru-rate (CTR) averaged .15%

Facebook – organic social calendar

- 2,016 impressions
- 62 engagements (likes, shares, comments, etc.)
- Gained 11 new likes and 12 new followers
- 76 page views

Facebook – “Unmask Addiction” single image pay-per-click (PPC)

- 254,184 impressions
- 58,675 people reached
- 1,228 link clicks to the “Unmask Addiction” website

Facebook – Good Samaritan Law video pay-per-click (PPC)

- 42,362 impressions
- 23,723 people reached
- 65 link clicks to the Good Samaritan Law site page
- 20,466 people watched 100% of the video



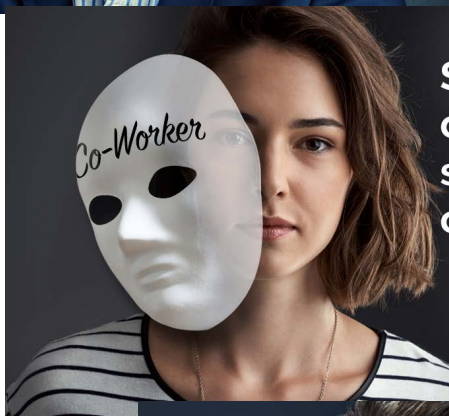
After practice
he's planning on
scoring in a whole
different game

**UNMASK
ADDICTION**



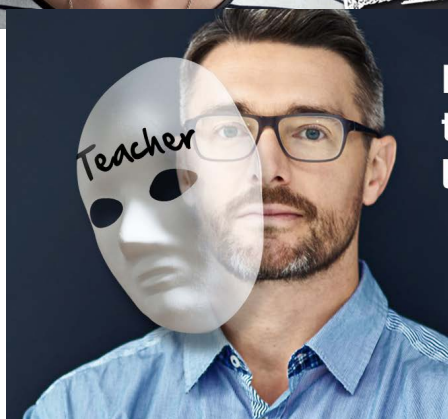
He's hiding an
addiction right
next door

**UNMASK
ADDICTION**



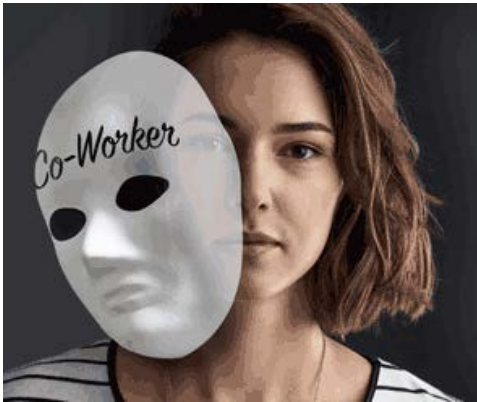
She's working
overtime on
something that
could kill her

**UNMASK
ADDICTION**



Math isn't all
that students are
learning from him

**UNMASK
ADDICTION**



She's working overtime on something that could kill her

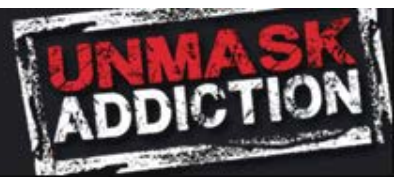


Public Health
Prevent. Promote. Protect.

Somerset County Health Department



He's hiding an addiction right next door



Public Health
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 **Unmask Addiction**
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Opioid abuse is hard to spot, especially early on, when it's easy to wear a "mask" of normalcy. Get the help you—or a friend/family member—need.



UNMASKADDICTION.ORG
Unmask Addiction [Learn More](#)
Don't wait—help is available in Somerset County.

11 Reactions 5 Shares

[Like](#) [Comment](#) [Share](#)

 **Unmask Addiction**
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Call 911 if you witness a drug or alcohol overdose. Maryland's Good Samaritan Law protects you.



Timothy Bozman
Chief of Police - Princess Anne, MD.

UNMASKADDICTION.ORG
Good Samaritan Law [Learn More](#)
Somerset County Health Dept.

17 Reactions 3 Comments 18 Shares

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