DEVELOPING PUBLIC HEALTH AWARENESS CAMPAIGNS

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2019 Campaigns

- Rx Prevention – Phase 4
- Overdose Prevention
- Treatment and Recovery
  - Journey Recovery Project
  - MAT/My Path
  - Substance Use Helpline
- Marijuana
  - Youth Prevention
  - Adult Use (Harm Reduction)
- Problem Gambling
- Vaping
  - Youth
  - Parent

- WIC Recruitment
- Safe Sleep
- Healthy Relationships (Teens)
- Hypertension
- Prostate Cancer
- Stroke
- Care that Fits You
- Mosquito and Tick Prevention
- Organ Donor
- Preparedness Month
Currently in Development

• Revising/Expanding existing campaigns
  • Spanish language adaptation of My Path My Recovery
  • State without Stigma
  • Stop Addiction Before It Starts
  • Vaping Awareness
  • Mosquito-borne Illness

• Reducing Stigma Behavioral Health Issues

• Access to Comprehensive Reproductive Health Services
Development Process

- Determine goal and target audience(s) based on data and emerging trends
- Conduct formative research
- Develop creative approach and potential concepts
- Test, revise, and test again
  - Considerations: geographic, ethnicity, income, age etc.
- Secure all necessary approvals
- Launch, monitor, and optimize performance
Opioid Recovery – Initial Concepts

I AM doing what works for me
IN RECOVERY
Recovery Coach • Therapy • Self-help

Discover your path to recovery
Treatment is different for everyone.

My Path
My Recovery
Medication and counseling works for me.
– Brett, 32
Final Concept

My Path My Recovery

Find what works for you.

Medication, counseling, and a support network work for me.

- Chris, in recovery from heroin

My Path My Recovery

Find what works for you.

Counseling, peer support, and 12-step work for me.

- Jenna, in recovery from opioid addiction

My Path My Recovery

Find what works for you.

Medication, one-on-one counseling, and family support worked for me.

- Julio, in recovery from addiction
Youth Vaping - Initial Concepts

Don’t Get Sucked In

SHUT OUT VAPE!

- Vapes have fruit and candy flavors to hide the taste of nicotine.
- Nicotine is the addictive chemical that makes vaping hard to quit.
- Nicotine changes the way your brain works—it can make you anxious and cause mood problems.

VAPE TARGETS TEENS

STAND UP TO VAPE!

- Cigarette makers own and invest in vape companies.
- Vape companies use sweet flavors to attract teens and hide the taste of nicotine.
- Nicotine is the addictive chemical in vapes that makes them very hard to quit.

VAPES & CIGARETTES

Different Products. Same Dangers.

- Addiction
- Nicotine
- Cancer-causing chemicals

GET THE FACTS!

- Some vape pods have as much nicotine as a pack of cigarettes.
- E-juices have chemicals that can cause cancer.
- Vapes contain nicotine, an addictive chemical that is very hard to quit.
- Cigarette makers own and invest in vape companies.

Sources:

ShutOutVape.org, @ShutOutVape
StandUpToVape.org, @StandUpToVape
SameDangers.org, @SameDangers
Youth Vaping - Final Concept

VAPES AND CIGARETTES
Different products. Same dangers.

ADDITION
NICOTINE
CANCER-CAUSING CHEMICALS

GET THE FACTS

Some vapes have as much nicotine as 20 cigarettes.
Nicotine can harm your brain, including your memory and ability to learn.
If you vape, you are 4 times more likely to smoke cigarettes.

mass.gov/vaping @GetTheVapeFacts
Para ayudar a proteger a sus hijos, hábleles sobre los opioides.

**PARE**
La Adicción
ANTES DE QUE COMIENCE

Aprenda qué puede decir...

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**Usted siempre ha protegido a sus hijos.**

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**Inicie la conversación.**

"Los opioides recetados son muy adictivos!"  
"Puedes hacerse adicto incluso si tienes una receta!"  
"¿Puedes sufrir una sobredosis de opioides recetados, al igual que con la heroína?"

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No existe un momento "perfecto"

Aproveche los momentos cotidianos para hablar con su hijo sobre el uso de opioides. Para iniciar la conversación, haga referencia a una noticia reciente de una adicción a opioides, un programa de televisión o una película que sucedió en su comunidad.

Puede preguntar lo siguiente:  
"¿Tienes alguna pregunta acerca de eso?"
Adaptations

Talk EARLY & OFTEN ABOUT OPIOIDS

Teens who talk with their parents about opioids are LESS LIKELY to misuse them.

Learn what you can say: mass.gov/StopAddiction

Now’s the time to talk about opioids.

Learn what you can say: mass.gov/StopAddiction

There’s no perfect time to talk about opioids.

Learn what you can say: mass.gov/StopAddiction
Narcan - Phase 1 & 2

IF YOU SEE AN OVERDOSE CALL 911
THE LAW PROTECTS YOU.

mass.gov/MakeTheRightCall

CARRY NALOXONE
CALL 911

STOP AN OVERDOSE
If you know someone who could overdose from pain meds or heroin, ask your pharmacist about getting Naloxone today.
During an overdose, don't be afraid to call 911. The law protects you. You could SAVE A LIFE.

mass.gov/MakeTheRightCall
SAVE A LIFE
Stop an Overdose with Narcan®

Fentanyl is deadly and has been found in heroin, cocaine, counterfeit pills, and other street drugs. Call 911 for help.

Learn how to use Narcan® and where to get it at mass.gov/narcan or call 1-800-327-5050
Dissemination

Varies based on target audience and budget

- Social and Digital Media
  - Facebook/Insta/Snap
  - YouTube
  - Google
  - Targeted websites

- Streaming services
  - Video (Hulu)
  - Radio (Spotify)

- TV
  - Broadcast
  - Cable
  - OnDemand

- Radio

- Out of Home
  - Transit (buses, trains, stations, shelters)
  - Billboards
  - Convenience Stores
  - Check cashing
  - Trash cans

- DOT Billboards
- Clearinghouse
- Material distribution to targeted partners
Measuring Success

- Changing landscape allows for detailed metrics
  - Number of impressions
  - Engagement with social media
  - Number of click throughs
  - Traffic flow through website
  - Time spend on webpage
  - All DPH campaigns consistently perform at or above industry standards
Questions?