



STARTS WITH
one

Washington State
Opioid Prevention Campaign

OPIOID PREVENTION CAMPAIGNS: HOW TO MAXIMIZE EACH IN YOUR COMMUNITY.

This workshop will walk through:

- all campaign assets available for partner use (and what is new)
- media relations tips for engaging in media interviews and localizing messaging for media inquiries
- tips for running public service announcements in your local media.

ABOUT DH.

Established in
Spokane, WA
in 1996

Integrated – PR,
advertising, branding,
research, digital

Team of 30 –
strategists + creatives

20 years of experience
working on statewide
public education and
behavior change
campaigns

OVERVIEW OF CAMPAIGNS.

Starts with One empowerment-based prevention campaign:

- Focus: Inform and educate about the dangers of prescription drug misuse and abuse.

Take Back public education campaign:

- Focus: Importance of safe disposal of opioids, how to safely dispose of opioids, where to find permanent drop box locations

Tribal opioid prevention campaign:

- Focus: Specific asset development for tribal communities in Washington state


STARTS WITH ONE: CAMPAIGN GOALS & AUDIENCES.

- The goals of this campaign plan are to:
 - Inform and educate about the dangers of prescription drug misuse and abuse.
 - Increase awareness of safe storage, use, and disposal practices.
 - Increase awareness of how to respond to an opioid overdose.
- Campaign audiences in Washington state:
 - Young adults
 - Parents of young adults
 - Older adults (65+)

STARTS WITH ONE.

- It all begins with just one step. One act of courage. One honest conversation. When it comes to preventing opioid misuse, the one who can make a difference is you.

STARTS WITH ONE – CREATIVE ASSETS.



one

act of courage

STOP OPIOID ABUSE
Your choices matter

If you are prescribed an opioid, talk with your doctor about other options.

Never share an opioid prescription with someone else.

Treatment works. If you think you need help, call Washington Recovery Help Line at 1 (866) 789-1511.

Dispose of unused medications safely at a take-back program near you. Find one at TakeBackYourMeds.org.

Learn more at
GetTheFactsRx.com

Opioids are now one of the leading causes of injury-related deaths in Washington State. More people die from overdose than from car crashes.¹

Opioids negatively affect the reward center in the brain. Over time, a user needs more and more. This makes them highly addictive.²

You can make a difference. Help a friend. Share the facts.

Source: Washington State Department of Health
Source: National Institute on Drug Abuse for Teens

Washington State Health Care Authority



one

honest conversation

STOP OPIOID ABUSE
Your influence matters

- ✓ Kids are 50 percent less likely to use drugs when parents tell them about the risks.²
- ✓ Talk to your kids about the risks of opioid abuse.
- ✓ Encourage your kids to talk with their doctor about other ways to treat pain.
- ✓ Lock up your medications.
- ✓ Dispose of unused medications safely at a take-back program near you. Find one at TakeBackYourMeds.org.

Opioids are now one of the leading causes of injury-related deaths in Washington State.¹

75 percent of opioid misuse starts with people using medication that wasn't prescribed for them—usually taken from a friend or family member.²

You can be the one to help keep your family safe. Talk with your kids and share the facts with other parents.

Learn more at
GetTheFactsRx.com

Source: Washington State Department of Health
Source: Substance Abuse and Mental Health Services Administration

Washington State Health Care Authority



one

simple step

lock up your meds

STOP OPIOID ABUSE
Your choices matter

- ✓ Prescription pain medication is highly addictive. Talk with your doctor about other ways to manage pain.
- ✓ Lock up your medications.
- ✓ Safely dispose of unused medications at a take-back program near you. Find one at TakeBackYourMeds.org.

Opioids are now one of the leading causes of injury-related deaths in Washington State.¹

75 percent of opioid misuse starts with people using medication that wasn't prescribed for them—usually taken from a friend or family member.²

Simple steps, like locking up medications, can stop them from being misused.

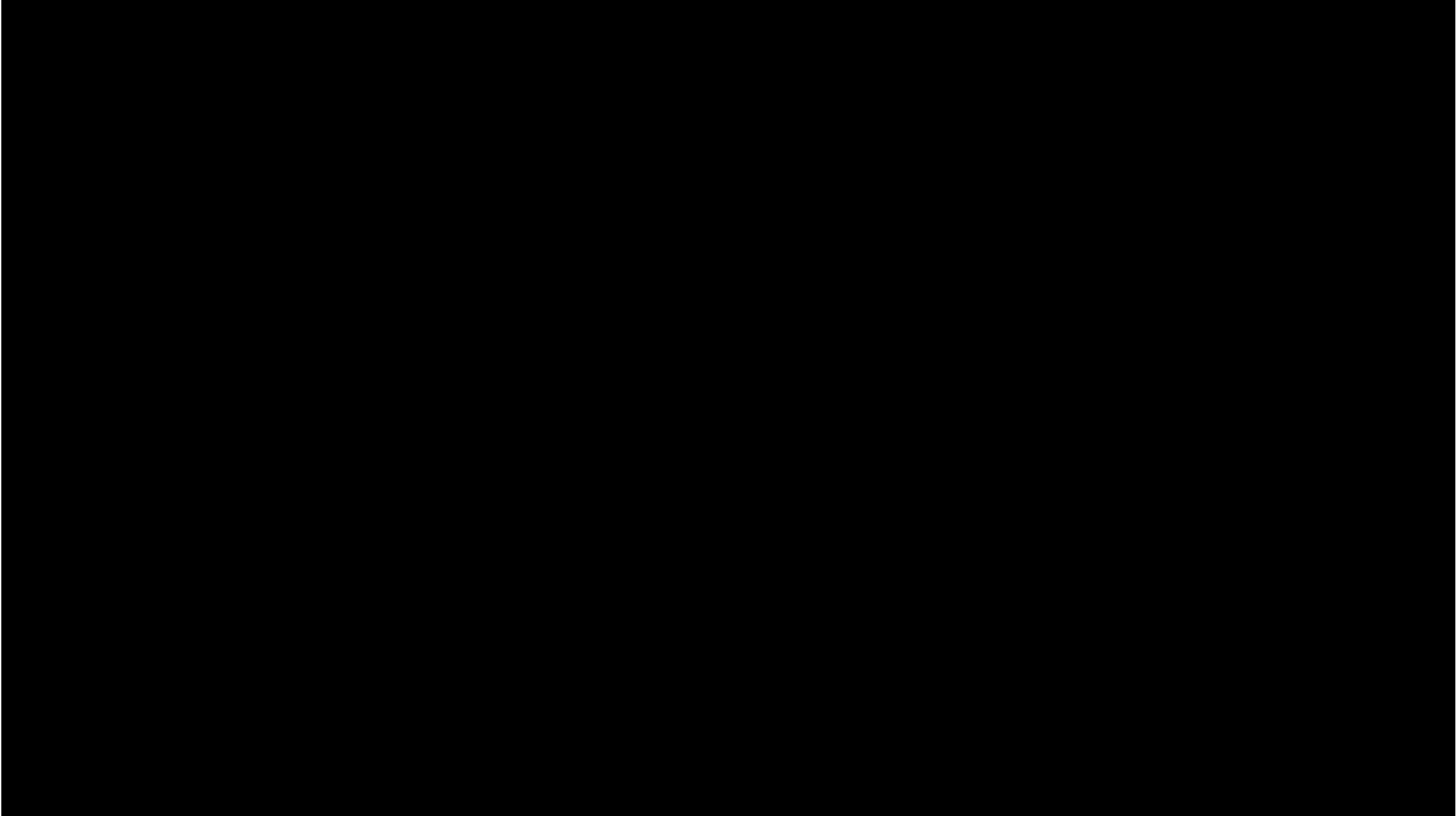
Learn more at
GetTheFactsRx.com

Source: Washington State Department of Health
Source: Substance Abuse and Mental Health Services Administration

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ASSETS AVAILABLE TO YOU

- Partner toolkit
 - Fact sheet
 - Rack cards
 - Posters
 - Print ads
 - Social media toolkit
 - Billboards
 - Transit ads
 - Radio spots
 - TV spots
 - Digital ads
 - Presentation-in-a-box
 - Stickers and magnets
 - Provider toolkits



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NEW ADDITIONS TO TOOLKIT & STRATEGY

- More translated materials (in progress)
- Parent toolkit for tips on starting conversations (in progress)
- DIY Videos (in progress)
- Opioids 101 (in progress)

- Year Three Paid Media Campaign: Targeted Videos for each Audience
 - Young Adults
 - Parents of Young Adults
 - Older Adults

TRIBAL CAMPAIGN

The objectives of this campaign included raising awareness of the following:

- Dangers of opioid misuse and abuse
- Safe storage, safe use and safe disposal practices in Tribal communities
- How to respond to an opioid overdose in the context of Tribal governments
- Treatment options for Opioid Use Disorders, included Medication-Assisted Treatment, and how to access treatment



Opioid **PREVENTION**

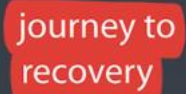


Journey to **RECOVERY**



The One Tribal opioid campaign is designed to inform and educate Tribal communities about the dangers of prescription drug misuse and the importance of safe storage, use and disposal.

This campaign is funded by Washington State Health Care Authority.



The Journey to Recovery campaign is designed to inform and educate Tribal communities about available treatment resources.

This campaign is funded by Washington State Health Care Authority.



PARTNER TOOLKIT

We developed a number of resources to help educators, health providers, and other partners use this campaign in their own Tribal communities. Topics and audiences include opioid use disorder awareness and education, treatment options, medication-assisted treatment, recovery resources, safe storage and disposal of your medications, information for pregnant and parenting women, and more. You can access all of these materials individually by following the links below.

If you would like to place an order of any of these materials, please contact [Kennedy Soileau](#).

RACK CARDS

Rack cards with key information tailored for each target audience.



POSTERS

A series of posters tailored for each target audience.
For use in your local community.



PRINT ADS

A series of print ads tailored for each target audience.
Localizable versions included.



BROCHURES

Three brochures with key information about opioid addiction, opioid overdose and medication assisted treatment.



VIDEOS

Downloadable versions of TV and Radio spots for use in broadcast or social media.



BUS ADS

A series of transit ads tailored for each target audience.



FLYERS

8.5 X 11 inch printable flyers.



EVENT PLANNING TOOLS

Resources to help you plan and present at local events.



<http://watribalopioidsolutions.com>

ACCESSING TRIBAL TOOLKIT MATERIALS

If you would like any of these resources, please reach out to Melissa Thoemke, Behavioral Health Communications Manager at Washington State Health Care Authority.

melissa.thoemke@hca.wa.gov

TRIBAL CAMPAIGN – CREATIVE ASSETS



one
act of
courage

SAVE A LIFE
Stop opioid overdose. Prevent a death.

- ✓ **BE PREPARED.** If a family member or friend uses opioids, have Naloxone on hand in case of overdose.
- ✓ **CHECK FOR SIGNS.** A person who has overdosed will have slow or no breathing, unconsciousness, blue lips or fingernails, and cool skin that's ashy and pale.
- ✓ **ACT FAST.** Administer Naloxone and call 911. Perform rescue breaths until medical help arrives.

Learn more at
StopOverdose.org

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one
simple
step

protect
your kids,
family, and
environment

Ending opioid misuse in our
community begins in our homes.

**SAFELY STORE AND DISPOSE
OF OPIOID MEDICATIONS.**

- ✓ **LOCK UP** opioid medications in a cabinet, drawer, medicine safe, or locking bag.
- ✓ **DISPOSE** of unused pills at a take back site to keep your family, home, and environment safe. Find one at [TakeBackYourMeds.org](https://www.TakeBackYourMeds.org).
- ✓ **ASK** a nurse, doctor, behavioral health provider, or pharmacist about safe opioid disposal near you.

Learn more at
WATribalOpioidSolutions.com

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journey to
recovery

**STRONG FAMILIES,
COMMUNITIES,
AND CULTURE**

Get help now.

If you or a loved one is expecting, it is important to take steps now for a healthy pregnancy, a healthy baby, and a healthy you. You are not alone and seeking treatment for opioid use disorder (OUD) is a positive step for you and your baby's future.

Learn more at
WATribalOpioidSolutions.com

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ASSETS AVAILABLE TO YOU

- Posters
- Rack cards
- Print ads
- TV spots
- Radio spots
- Pharmacy bag stuffers
- Social media content
- Videos
- Fact sheets
- Medication-Assisted Treatment presentation tools
- Medication locking bags
- Event checklist
- Pop up banners
- Tablecloths





one simple step

LOCK UP YOUR MEDS.
Protect your kids, family, and environment.

WATribalOpioidSolutions.com

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one simple step

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TAKE BACK CAMPAIGN

The objectives of this campaign included:

- Raise awareness of how and where to dispose of opioid medications, as well as the importance of removing medications from your home
- Normalize safe medication return behaviors
- Generate traffic to permanent drop box locations and the April National Prescription Drug Take Back Day events

TAKE BACK CAMPAIGN – CREATIVE ASSETS



one
simple
step

Save our environment.
Safely dispose of opioids.

TakeBackYourMeds.org

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one simple step

TAKE BACK YOUR MEDS Protect your loved ones *and* the environment. Dispose of unwanted, unused or expired opioid prescriptions safely at a:

- Take Back Drop Box
- National Drug Take Back Day Event (April and October)

75% 75 percent of opioid misuse starts with people using medication that wasn't prescribed for them, usually taken from a friend or family member.¹

Rx Opioid pain medications prescribed by doctors include oxycodone, hydrocodone, codeine, morphine and many others.²

 Take back sites across the state are a safe, convenient and secure way to dispose of any leftover medications.

FIND A SITE NEAR YOU Take back drop boxes are located at pharmacies, health centers, police stations and other sites across the state.

SEARCH LOCATIONS AT TakeBackYourMeds.org

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one
simple
step

take back your meds

Protect your loved ones *and* the environment. Dispose of unwanted, unused or expired opioid prescriptions at a Drug Take Back event.

National Drug Take Back Day Event
[Saturday, April ___]
[Time]
[Address Line 1] [Address Line 2]

Learn more:
[Web address]

Safe. Convenient. No questions asked.

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ASSETS AVAILABLE TO YOU

- Partner toolkit
 - Fact sheet
 - Customizable news release
 - Social media event posts + graphics
 - Facebook event graphic
 - Event ad template
 - Poster
- Rack card
- Digital ads
- TV spots
- Radio spots
- Campaign talking points

PARTNER TOOLKITS



OPIOD FACTS STORAGE & DISPOSAL CONVERSATION STARTERS OVERDOSE RESPONSE RESOURCES GET HELP

DOWNLOADS

We developed a number of resources to help educators, health providers, nonprofits, and other partners to use this campaign in their own communities. You can access all of these materials below.

To most effectively reach your communities' audiences, we've provided a series of options for each material:

- Image versions: Choose the images that best represent your community.
- Localizable versions: Add your contact information to a handful of materials.
- Non-Localizable versions: Use all campaign materials exactly as they are.
- Print-ready versions: Choose versions with crop marks to send directly to a professional printer, or choose versions without crop marks to print on your own personal printing machine.

To localize the posters, print ads, and rack cards:

- Make sure you have Adobe Acrobat Reader. If you don't, you can download the free version [here](#).
- Open the "Localizable Version" you wish to localize in Adobe Acrobat Reader.
- Click on the white box and begin typing the contact information you wish to include (organization name, phone number, email, address or website). Then click "Save."

<http://getthefactorsrx.com/>

TAKE BACK EVENT TOOLKIT

Fact Sheet – How to promote your event

A fact sheet that provides helpful tips for promoting your local Take Back Day event. It includes tips for creating a Facebook event, posting to social media, placing an ad in local publications, and more. Timeline for promotion of the event is also included.

[Download Fact Sheet](#)

Customizable News Release

A news release that promotes your local Take Back Day event. It can be used to pitch your take back event to the local media with customizable areas for event-specific details and contact information.

[Download News Release](#)

Social Media Event Posts + Graphics

A set of social media posts with suggested graphics to promote your upcoming Take Back Day event.

[Download Posts + Graphics](#)

Facebook Event Graphic

An event graphic that can be used on Facebook when developing a Facebook event for your Take Back Day event. Multiple image versions available. Versions with and without the date also available.



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HOW TO USE THESE VARIOUS ASSETS.

- **Paid media:** Use these assets to place your own local media buy.
- **Earned media:** Localize the story for your local media outlets.
- **Partner support:** Collaborate with partners to distribute materials.

Point your local community to the campaign microsite for more information.

HOW TO LOCALIZE YOUR CAMPAIGN



How to Localize Your Campaign

The *Starts with One* campaign is designed to inform and educate young adults, their parents, and older adults about the dangers of prescription drug misuse and the importance of safe storage, use, and disposal.

As part of this statewide effort, the Washington State Health Care Authority (HCA) provides campaign resources to coalitions and partners across the state. The hard work done at the community level by partners like you is a vital part of making a difference in our state.

The campaign is designed to be localized and tailored to your community. This guide is intended to help provide ideas for how to maximize the campaign in your area, in order to:

- Build awareness of your organization and its efforts
 - Generate genuine, grassroots appeal for your cause
 - Educate community members about how this issue is affecting your community
 - Increase the response to and engagement with your campaign
-

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TOP WAYS TO LEVERAGE THE CAMPAIGN.

- Download the partner toolkit.
- Leverage all existing channels to distribute materials.
- Always direct people to the campaign microsite.
- Share information consistently.
- Keep an eye on HCA's Facebook Page for relevant posts to like and share.



MEDIA RELATIONS TIPS

- Know how the media works
- How to localize a press release
- How to reach out to a publication
- Engaging in media interviews

PSAS IN YOUR LOCAL MEDIA

- How to run a public service announcement in your local media.
 - TV
 - Radio
 - Proving you're a non-profit
 - Who to contact

SHORT SURVEY

- Please help us help you. Take 5 minutes to complete the form that was distributed to help us understand what your coalition's needs are and how we can better support you.

A close-up photograph of a woman with long, dark, wavy hair wearing a purple knit beanie. She is resting her head on her hand, with her eyes closed, suggesting a state of relaxation or contemplation. The image is overlaid with a semi-transparent dark grey filter. The word "Questions?" is written in a clean, white, sans-serif font in the center of the image.

Questions?



Michelle Hege
Partner + CEO
DH

michelleh@wearedh.com