



OPIOID CRISIS RESPONSE GRANT

- MEDIA CAMPAIGN 2019

Clay County Public Health Center | Liberty, MO

Campaign Timeline.....	2
Campaign Goals.....	3
Expenditures.....	3
Content and Results.....	3
Website.....	4
Billboard Campaign.....	7
Movie Theater Campaign.....	9
Radio Campaign.....	10
Digital Campaign.....	11
Evaluation.....	18
Campaign Summary.....	20

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Clay County Public Health Center | Liberty, MO

Campaign Timeline

Clay County Public Health Center was notified of the opportunity for opioid funding from the CDC and MODHSS in [February 2019](#). Internal planning began soon after with a team of approximately 10 staff members, primarily from the Health Planning & Policy section. This workgroup made the decision to allocate \$38,000 of the \$75,000 grant towards an educational and preventative marketing campaign. The campaign would be created as a team but led by the communications specialist.

After the grant was confirmed on [April 26](#), a press release was sent out on [April 29](#) to notify the local media. On [May 9](#), Community Development Specialist Danielle Roethler was [interviewed](#) at CCPHC by 41 Action News about the grant and the Prescription Drug Monitoring Program. It aired as the first story of the evening.

The following months were spent determining the goals, design and messages of the campaign. Media broker Mike Parsons of Dash Media was brought on board to help book advertising and assist with strategy. However, before any other content was created or launched, the website that the public would be directed to in all the ads had to be created. This was done during the month of [June](#) and heavily utilized the community development team and their interns.

On [July 1](#), the *It Happens Here Too* campaign was officially launched with the publishing of the website. On [July 2](#), CCPHC was notified that the grant funding deadline, which was originally scheduled for August 31, 2019 was extended and funds were now available for use until November 30, 2019.

Another press release was sent out on [July 8](#), specifically to tell the media and the public about the intent of the opioid awareness campaign. By the [end of July](#), all the traditional ad platforms chosen by the workgroup – billboards, movie theater, radio – had been launched in at least one location*.

From the months of [July to November](#), the communications specialist worked with the opioid workgroup, the media broker and CCPHC management to create all content used in the campaign, monitor activity and collect results. All content created was sent to and approved by MODHSS before launching.

The [end of August](#) saw the launch of the video advertisement across Google, Facebook and Instagram. In [September](#), the first round of targeted social media ads was launched, focusing on various age groups. By the [end of September](#), the majority of the traditional ad placements had completed their runs*.

All targeted Google ads, again focused on various age groups, were run during the [first weeks of October](#). The second round of social media ads, targeted towards specific demographics, was launched in the [second half of October](#). By [October 28](#), the originally scheduled digital ads completed their runs*.

In [September](#), the opioid workgroup decided to use a portion of the grant funding to pay for a random sample survey that would provide an idea of the impact made by the campaign in Clay County. This survey, hosted through Qualtrics, was created by epidemiology and the communications specialist during the month of [October](#) and sent out [mid-November](#), with results delivered a week later**.

Finally, in [November](#), three additional ads were launched in order to use the remaining funds before they became unavailable after [November 30](#). These last-minute ads included a Spotify audio/visual ad, six additional weeks in the Liberty 12 theater and a Facebook video ad. The final campaign material is scheduled to come down [January 11](#), officially ending the *It Happens Here Too* campaign.

*More details regarding specific ad launch dates can be found in the **Content & Results** section.

Details regarding the results of the Qualtrics survey can be found in the **Evaluation section.

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Campaign Goals

The CCPHC opioid grant workgroup outlined one overall goal of the marketing campaign: to reduce stigma surrounding opioid addiction. Throughout the campaign, this goal was accomplished by spreading awareness that opioid addiction can happen quickly to anyone of any age and by sharing opioid misuse statistics from Clay County. The campaign also had a goal of educating the public on some of the basic elements of opioids and misuse, including the names of common opioid medications and the steps that lead to addiction. Finally, the campaign wanted to assist those seeking help for opioid misuse and provide resources for people who want to prevent misuse for themselves, their loved ones or in their community.

Expenditures

Traditional advertising: \$25,741

Digital advertising: \$10,940

Evaluation process: \$7,499

Total: \$44,180 (59% of the grant funding, not including staff time)

Content and Results

The content used throughout the campaign consisted of a primarily teal and orange color scheme and utilized pill and pill bottle illustrations. The bold colors and simplistic graphics were chosen with the intent to catch attention and get messages across quickly and clearly.

Name/Tagline: It Happens Here Too. (The Opioid Epidemic in Clay County)





Website: clayhealth.com/opioids

Font: Franklin Gothic

Logo:



Color Guide:

Teal	R=49, G=190, B=187	
Orange	R=246, G=139, B=47	
Dark Teal	R=10, G=145, B=144	
White	R=255, G=255, B=255	

OPIOID CRISIS RESPONSE GRANT – MEDIA CAMPAIGN 2019

Clay County Public Health Center | Liberty, MO

Website

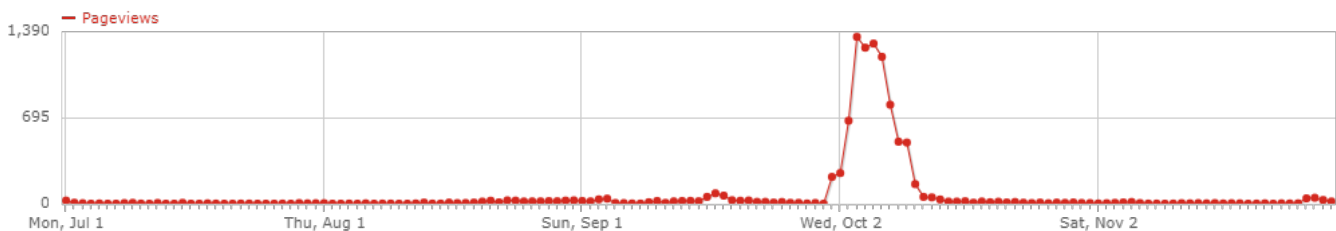
The decision was made to create the web pages for the opioid awareness campaign within the Clay County Public Health Center website. This was done for two main reasons: association and ease. The association with the established CCPHC site would make it very clear that this was information customized for residents of Clay County, Missouri and that an official, reputable government entity was the source of the information. It was also much easier and more cost-effective to build these new web pages within a system already familiar to staff and that would not add any additional costs to build or maintain.

The four web pages were created by keeping in mind the main questions or needs that most Clay County residents would have regarding opioids. The clayhealth.com/opioids address was used across most of the campaign materials and directed users to the homepage of the campaign. The homepage briefly introduced visitors to the site and to the campaign and allowed them to choose which part of the campaign they were most interested in.

The [What's Going On?](#) page answered basic opioid and addiction questions, in addition to providing statistics about the situation locally. The [What's Being Done?](#) page outlined various efforts within the county to track, prevent and treat opioid misuse. Finally, the [How Can I Find Out More?](#) page provided links and resources for the different needs of different demographics. For example, links to prevention information could be found for pregnant women, parents, athletes and anyone who had recently been prescribed an opioid medication. There were also sections for those seeking help for misuse, for the family and friends of those who misuse, for prescribing doctors and for people looking get involved in prevention efforts.

Website Visits

July 1 – November 30, 2019



Homepage:

- Pageviews: 9,721 (accounted for 14% of CCPHC website visits during this period)
- Where they came from: 52% from direct entries, 24% from websites like Youtube and Facebook
- Where they went: 81% exited, 6% went to other CCPHC pages

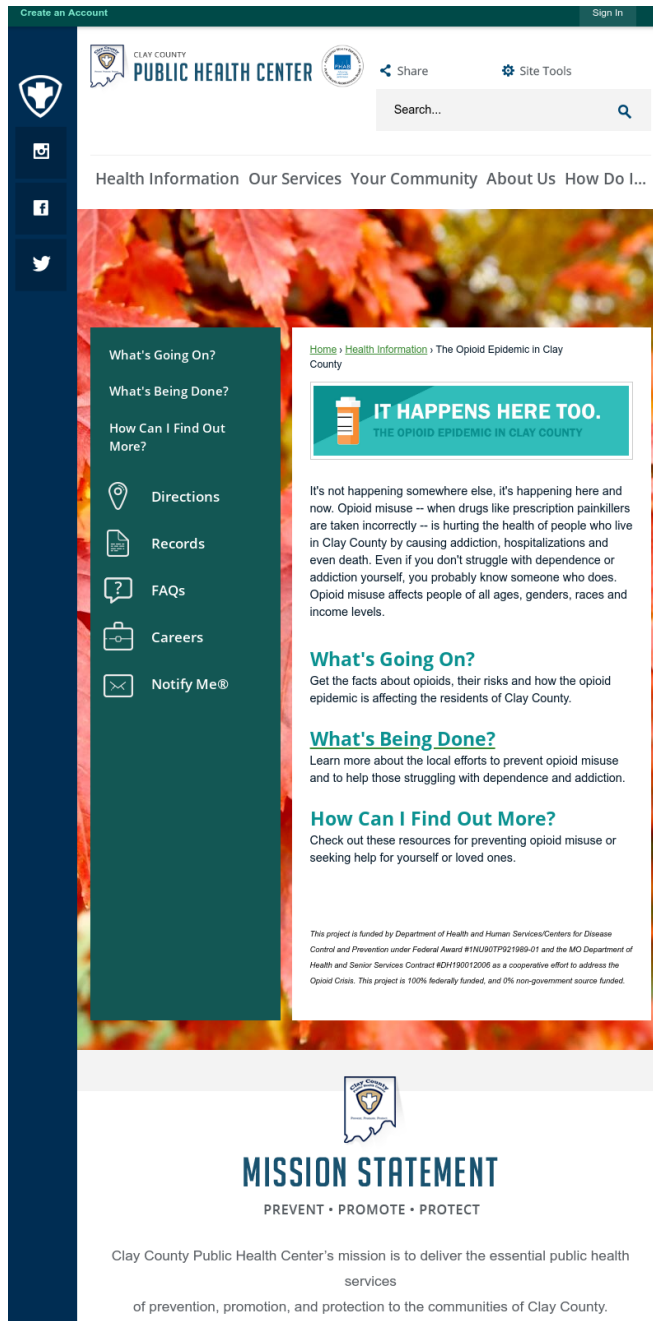
What's Going On: 232 pageviews

How Can I Find Out More: 606 pageviews

What's Being Done: 178 pageviews

OPIOID CRISIS RESPONSE GRANT – MEDIA CAMPAIGN 2019

Clay County Public Health Center | Liberty, MO



The screenshot shows the Clay County Public Health Center website. The header includes a navigation bar with links like 'Home', 'Health Information', 'The Opioid Epidemic in Clay County', and 'What's Being Done?'. A sidebar on the left contains links for 'What's Going On?', 'What's Being Done?', 'How Can I Find Out More?', 'Directions', 'Records', 'FAQs', 'Careers', and 'Notify Me@'. The main content area features a large banner with the text 'IT HAPPENS HERE TOO. THE OPIOID EPIDEMIC IN CLAY COUNTY'. Below this, there are sections for 'What's Going On?', 'What's Being Done?', and 'How Can I Find Out More?'. At the bottom, there is a 'MISSION STATEMENT' section with the text 'PREVENT • PROMOTE • PROTECT' and a paragraph about the center's mission.

Clay County Public Health Center

What's Going On?

What's Being Done?

How Can I Find Out More?

Directions

Records

FAQs

Careers

Notify Me@

IT HAPPENS HERE TOO.
THE OPIOID EPIDEMIC IN CLAY COUNTY

It's not happening somewhere else, it's happening here and now. Opioid misuse -- when drugs like prescription painkillers are taken incorrectly -- is hurting the health of people who live in Clay County by causing addiction, hospitalizations and even death. Even if you don't struggle with dependence or addiction yourself, you probably know someone who does. Opioid misuse affects people of all ages, genders, races and income levels.

What's Going On?
Get the facts about opioids, their risks and how the opioid epidemic is affecting the residents of Clay County.

What's Being Done?
Learn more about the local efforts to prevent opioid misuse and to help those struggling with dependence and addiction.

How Can I Find Out More?
Check out these resources for preventing opioid misuse or seeking help for yourself or loved ones.

This project is funded by Department of Health and Human Services/Centers for Disease Control and Prevention under Federal Award #1NU007P921989-01 and the MO Department of Health and Senior Services Contract K0H190012006 as a cooperative effort to address the Opioid Crisis. This project is 100% federally funded, and 0% non-government source funded.

MISSION STATEMENT
PREVENT • PROMOTE • PROTECT

Clay County Public Health Center's mission is to deliver the essential public health services of prevention, promotion, and protection to the communities of Clay County.

[Home](#) > [Health Information](#) > [The Opioid Epidemic in Clay County](#) > [What's Being Done?](#)

WHAT'S BEING DONE?

Local efforts to combat opioid misuse and addiction.

Prescription Drug Monitoring Program

Missouri is the only state in the U.S. to not have a statewide [Prescription Drug Monitoring Program \(PDMP\)](#). However, Clay County participates in local monitoring and is part of the St. Louis County PDMP. This program keeps track of the how many opioids are being prescribed and dispensed. It currently covers 84% of Missouri's population. If you are a health care provider, visit our PDMP page to learn how to register in the program.

Treatment Facilities & Support

If you or someone you know needs treatment for opioid use disorder or other substance addictions, [options are available](#) here in the greater Kansas City area. There are many levels of treatment for opioid use disorder including detox, medication-assisted treatment, residential treatment, outpatient counseling, support groups and more. Treatment works and recovery is possible.

Naloxone Distribution

Clay County Public Health Center is participating in a partnership with the [Missouri Overdose Rescue and Education \(MORE\)](#) project and the [Missouri Heroin Overdose Prevention and Education \(MO-HOPE\)](#) project. CCPHC is a distribution hub for naloxone, a drug that can reverse the effects of an opioid overdose if given quickly. At this time, we can provide naloxone to first responder agencies (i.e., fire departments, ambulance services, and law enforcement agencies) for free after they complete a brief training over how to properly use naloxone through the state of Missouri. If your agency is interested in participating, contact Karen Wallace, MORE Project Director, Missouri Department of Health and Senior Services at 573-751-6839.

Prescription Take Back Days & Drop-off Locations

Safe storage and disposal of opioid medications are a very important part of making sure they do not fall into the wrong hands or are misused. [National Take Back Days](#) encourage the public to throw away unwanted, unused or expired medications. Many of the drop-off locations for these prescriptions are open year-round for the public to access at any point. Check out a list of Northland locations [here](#).

Local Coalitions

Clay County Public Health Center is actively involved with many local coalitions working to address youth prescription drug misuse along with other substance use prevention and mental health promotion efforts. Check out the coalitions in your area. If you are interested in joining their efforts, contact our Community Development Program at 816-595-4319.

- [Excelsior Springs SAFE](#)
- Kearney-Holt CAN
- [Liberty Alliance for Youth, Inc.](#)
- Missouri City PERC
- [Northland Coalition](#)
- Northtown TRY
- Oak Park TRY
- Smithville TRY
- Staley TRY
- Tonka Nation TRY

OPIOID CRISIS RESPONSE GRANT – MEDIA CAMPAIGN 2019

Clay County Public Health Center | Liberty, MO

[Home](#) > [Health Information](#) > [The Opioid Epidemic in Clay County](#) > [What's Going On?](#)

WHAT'S GOING ON?

Still have questions about the opioid epidemic? No worries. We understand that it's a complex issue. But we'll try to answer some of the most common questions about what these drugs really are and what's going on with their use in Clay County.

What are opioids?

Opioids are a type of drug that block pain signals to the brain. They [release dopamine](#), the "feel good" hormone responsible for the reward system that sends feelings of pleasure throughout the body. They may be helpful for managing pain after a surgery or injury, but they are [highly addictive](#). Commonly known opioids include oxycodone (OxyContin®), hydrocodone (Vicodin®), codeine, morphine, fentanyl, tramadol and heroin, the illegal form of the drug.

How are these drugs addictive?

The longer opioids are taken, the higher the chance the body becomes dependent. This is because opioids [change the chemistry](#) of the brain. **Tolerance** to opioids means that someone has to take the drug in higher doses and more often to get the same feelings of pleasure. The next level, **dependence**, is the need to continue to take the drug for the brain's reward system to function. If it is not taken, withdrawal symptoms may happen. This can look like aching, fever, diarrhea/vomiting, sweating and chills. Finally, **addiction** to opioids refers to the continued misuse of the drug, even though it can have [negative effects](#) on other parts of your life.

How are opioids dangerous?

Dependence on opioids can occur after [just five days](#) of using the drugs. In addition to being highly addictive, opioids can have different strengths or potency. For example, heroin is [two to five times stronger](#) than morphine. Those who use heroin often begin by taking prescription opioids. Fentanyl is an opioid that is 100 times stronger than morphine, and it is [often mixed](#) with heroin, cocaine, and other chemicals in counterfeit pills. Users may believe they are taking heroin when they are actually taking fentanyl, [leading to](#) overdose deaths.

Who can become addicted?

This is not just a youth problem. In fact, from 2003-2017, more Clay County adults between the ages of 45 and 54 died from opioid overdose deaths than any other age group. Everyone, no matter the age, race, gender or income level can be affected by opioid drugs. By fighting the stereotype that only certain groups of people in certain places are addicted to opioids, we can encourage anyone who is struggling to seek help without embarrassment or shame.

Addiction can happen because of [many factors](#). It could be things like brain chemistry, age, environment, family surroundings, personality and behaviors, types of drug abuse and history of drug abuse. Anyone who uses prescription opioids, especially those who take more than average, are at a [higher risk](#) for opioid tolerance, dependence and addiction. Even babies are at risk. If a mother uses opioids during pregnancy, their newborn can exhibit withdrawal symptoms and develop neonatal abstinence syndrome (U.S. National Library of Medicine, 2019).

What's the current situation in Clay County?

According to Clay County Public Health Center's most recent data, 98 Clay County residents died from opioid overdose from 2013-2017. Of these deaths, 9% were under the age of 25, 28% were between the ages of 22 and 34, 18% were between the ages of 35 and 44, 28% were between 45-54 and 17% were 55 and older. During that same amount of time, 1,311 residents were hospitalized, racking up more than \$33 million in medical charges.

For more information about the situation in Missouri, visit the [Missouri Opioids Dashboard](#) for statewide data on opioid overdose deaths, misuse demographics, impact on the future and costs of opioid misuse.

OPIOID OVERDOSE DEATHS IN CLAY COUNTY

BY AGE GROUP, FROM 2003-2017



This project is funded by Department of Health and Human Services/Centers for Disease Control and Prevention under Federal Award #1N6J0T921989-01 and the MO Department of Health and Senior Services Contract #0419012006 as a cooperative effort to address the Opioid Crisis. This project is 100% federally funded, and 0% non-government source funded.

[Home](#) > [Health Information](#) > [The Opioid Epidemic in Clay County](#) > [How Can I Find Out More?](#)

IT HAPPENS HERE TOO.

THE OPIOID EPIDEMIC IN CLAY COUNTY

HOW CAN I FIND OUT MORE?

Everyone should have the information they need to be well-informed about the issue of opioid misuse. Check out the resources below to learn more about how you can play your part to fight the opioid epidemic.

General Information

Great resources for anyone wanting to learn more about opioids and the current situation in the U.S.

- [National Institute on Drug Abuse](#)
- [Truth Initiative](#)
- [Centers for Disease Control and Prevention](#)
- [Missouri Opioid Crisis](#)
- [Partnership for Drug-Free Kids](#)
- [Northland Coalition](#)



Dealing with Addiction

Resources for those currently struggling with addiction to find treatment and support.

- [SAMHSA's National Helpline](#)
- [Finding Quality Treatment for Substance Abuse Disorders](#)
- [Find a Treatment Center](#)
- [Kansas City-Area Treatment Facilities](#)
- [Midwest Institute for Addiction](#)
- [Tri-County Mental Health Services](#)
- [Preferred Family Healthcare](#)



Patients

Have you recently been prescribed opioids? Learn more about questions to ask your doctor and precautions you can take to avoid misuse.

- [Centers for Disease Control and Prevention](#)
- [U.S. National Library of Medicine](#)
- [12 Questions to Ask Your Doctor](#)
- [What are the Risks of Opioid Pain Medications? \(SAMHSA\)](#)



Providers & Pharmacists

Additional information for keeping patients and customers safe and well-informed about their prescriptions.

- [Pharmacists: On the Front Lines](#)
- [Prescribing Opioids for Chronic Pain \(CDC\)](#)
- [Opioid Prescribing Courses for Health Care Providers](#)
- [Information for Oral Health Professionals](#)



Friends & Family

Do you think someone you love is misusing opioids? Here's advice for how you can help.

- [Red Cross First Aid for Opioid Overdoses Online Course](#)
- [National Institute on Drug Abuse](#)
- [Partnership for Drug-Free Kids](#)
- [How to Tell if a Loved One is Abusing Opioids \(Mayo Clinic\)](#)
- [The Recovery Village](#)



Athletes & Injury

Many young people are introduced to prescription opioids because of injuries often caused through athletics and exercise.

- [Student Athletes](#)
- [U.S. Anti-Doping Agency](#)
- [Substance Abuse and Professional Sports](#)



Parents

Tips for parents on talking to their kids about opioids and ways to protect their family from misuse.

- [Talk with Your Kids](#)
- [Protect Your Family](#)
- [American Association of Poison Control Centers](#)
- [Missouri Poison Centers](#)
- [Talking with Your Child About Opioids \(SAMHSA\)](#)



Pregnancy

Learn more about the risks of taking opioids during pregnancy.

- [Centers for Disease Control and Prevention](#)
- [National Institute on Drug Abuse](#)
- [March of Dimes](#)
- [U.S. National Library of Medicine](#)



Alternative Treatments

Opioids should be a last resort when it comes to pain management. Learn more about the numerous other options available to help treat pain.

- [Managing Your Pain: Which Approach is Right for You? \(SAMHSA\)](#)
- [Non-Opioid Treatments for Chronic Pain \(CDC\)](#)
- [National Center for Complementary and Integrative Health](#)



Get Involved

Ways to help your community combat opioid misuse.

- [Local Efforts and Coalitions](#)
- [Partnership for Drug-Free Kids](#)
- [Look Your Meds](#)
- [FDA: How to Safely Dispose of Unused Medicines](#)
- [National Take Back Day](#)
- [Local Take Back Box Locations](#)

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Billboard Campaign

With the help of Dash Media, five billboards in various locations across Clay County were chosen. While attempts were made to secure boards in or near most major cities in the county, there were some limitations due to availability. Four of the five were physical boards, with the design being printed and hung. The *It Happens Here Too* ad on the digital board in Liberty was one of eight scrolling ads shown at a time.

Billboard	Location	Design*	Duration	Price (total)	Impressions (approx.)
Liberty (Digital)	Northbound I-35, between S Liberty Pkwy and the Flintlock Flyover	Tolerance, Dependence, Addiction	4 weeks (July 1 – 28)	\$2,710	538,648
Kansas City North	Southbound 435, approaching the I-35 interchange	Tolerance, Dependence, Addiction	4.5 weeks (Aug. 12 – Sept. 7) Hung late, time added to end	\$2,225	673,032
Kearney	Southbound I-35, less than one mile south of Hwy 92	Tolerance, Dependence, Addiction	15+ weeks (paid for 4) (Launched July 22)	\$2,415	499,400
Excelsior Springs	Northbound on Hwy 69 at the B Hwy intersection	Opioid addiction: it starts here.	4 weeks (Sept 9 – Oct. 6)	\$745	184,220
North Kansas City	Northbound North Oak Trafficway, near the intersection of 42 nd St.	Dependence on opioids can happen after just 5 days.	4 weeks (Aug. 12 – Sept. 8)	\$745	197,588

*Designs



OPIOID CRISIS RESPONSE GRANT – MEDIA CAMPAIGN 2019

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North Oak Trafficway



69 Hwy



435



Kearney



Liberty (image not damaged in real life)

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Movie Theater Campaign

A 30-second video was developed in-house and then finalized by production company Okie Creative. The video then played approximately 10-15 minutes before every movie shown in the theaters for the weeks listed below.

Because it would be seen by audiences of all ages and backgrounds, the video was made to be a broad overview of the main messages of the campaign. The first part addressed the opioid epidemic and who it affects (reducing stigma) and the second part listed opioid names (education and making it relatable) and stated the risks of opioid use. Finally, the video ended with the web address viewers could go to (call to action) for more information and stated the name/sponsors of the campaign.

The video can be viewed [here](#) or by searching “It Happens Here Too: The Opioid Epidemic in Clay County” on YouTube.

Movie Theater	# of Ads	Duration	Price (total)	Impressions (approx.)
B&B Theatres Liberty Cinema 12	3,498	10 weeks (Aug. 12 – Sept. 8) (Nov. 18 – Dec. 29)	\$4,407	92,000
B&B KC Northland 14	1,960	5 weeks (July 15 – Aug. 25)	\$847	172,232
Kansas City 18 (Regal Kansas City in Ameristar Casino)	2,016	4 weeks (Sept. 2 – 29)	\$1,647	54,948

CLAY COUNTY PUBLIC HEALTH CENTER

30 SECOND AD - OUTLINE

1 THE OPIOID EPIDEMIC IS

2 THE OPIOID EPIDEMIC IS REAL.

3 AGES

4 AGES RACES

5 AGES RACES INCOME LEVELS

6 WHAT ARE OPIOIDS? THEY HAVE NAMES

7 OXYCODONE CODEINE HYDROCODONE MORPHINE FENTANYL

8 OXYCODONE CODEINE HYDROCODONE MORPHINE FENTANYL

9 OXYCODONE CODEINE HYDROCODONE MORPHINE FENTANYL

10 OXYCODONE CODEINE HYDROCODONE MORPHINE FENTANYL

11 OXYCODONE CODEINE HYDROCODONE MORPHINE FENTANYL

12 JUST FIVE DAYS OF USE

13 LEARN MORE ABOUT THE OPIOID EPIDEMIC IN CLAY COUNTY VISIT CLAYHEALTH.COM/OPIOIDS

14 IT HAPPENS HERE TOO.

THE OPIOID EPIDEMIC IS

REAL AND IT'S AFFECTING KANSAS CITIZENS OF

ALL AGES,

RACES

AND INCOME LEVELS.

WHAT ARE OPIOIDS? THEY HAVE NAMES

LIKE OXYCODONE,

CODEINE,

HYDROCODONE,

MORPHINE,

AND FENTANYL AND

YOU CAN BECOME DEPENDENT ON THEM AFTER JUST FIVE DAYS OF USE.

TO LEARN MORE ABOUT THE OPIOID EPIDEMIC IN CLAY COUNTY, VISIT CLAYHEALTH.COM/OPIOIDS.

OPIOID MISUSE: IT HAPPENS HERE TOO.

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Radio Campaign

The 30-second radio ad used the same script and audio from the video. Originally, it was recorded by a voice actor hired through Speedy Spots and the voice and music were put together by Mix 93.3. However, the decision was made that the voice and music from the video fit the mood of the campaign better. Three of the four radio ads eventually ran with the video's audio track.

For each station, CCPHC purchased a number of spots where the ads would run each week. These spots varied in placement from peak times to middle of the night. These were the only form of ads ran throughout the campaign that reached people living inside AND outside of Clay County.

Station	Genre	Number of Spots/Duration	Price	Impressions (approx.)
Mix 93.3	Top 40	68 spots, 2 weeks (July 8 - 21)	\$2,460	110,000
106.5 The Wolf	Country	84 spots, 2 weeks (July 22 – Aug. 4)	\$2,540	128,200
94.1 KFKF	Country	96 spots, 2 weeks (Aug. 5 – 18)	\$2,450	298,600
94.9 KCMO	Greatest Hits (60's-80s)	48 spots, 2 weeks (Aug 19 – Sept. 1)	\$2,460	245,400

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Digital Campaign

This portion of the campaign was delivered entirely through online channels and only shown to people who live (or possibly work) in Clay County. The messages and graphics were customized for each platform.

Platform	# of Ads	Amount Spent	Impressions or Reach*	Link Clicks	Cost Per Click
Facebook	20	\$5,134	116,436 reached	1,578	\$1.85
Instagram	10	\$907	56,247 reached	83	\$4.98
Twitter	4	\$477	34,402 impressions	325	\$3.97
Google	3	\$2,422	1,574,230 impressions	9,759	\$0.25
YouTube	1	\$1,000	161,967 impressions	254	\$3.94
Spotify	1	\$1,000	65,000 impressions	TBD	TBD

*Impressions are the number of times an ad appeared on a screen; could be shown multiple times to the same person. Reach is number of unique people that saw the ad in total (making this number more valuable/telling). Some platforms report both these numbers, others only report one.

The majority of the social media ads were distributed in three rounds. **Round One** was simply the 30-second video and targeted to anyone in Clay County. **Round Two** consisted of 10 different ads, targeted at four different age groups. A larger portion of the money for this round was budgeted for the ads targeted at adults aged 45-60 – the age group with the highest rate of overdose deaths in the county. The wording and graphics of each ad were customized to the age groups so they could be as relevant and engaging as possible. For example, the ads targeted at young people 15-30 years old referenced memes, life plans and wisdom tooth removal.

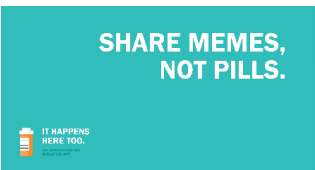
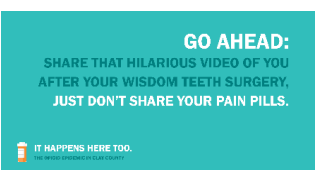
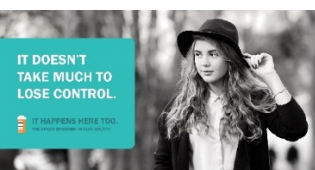

Round Three of the social media ads consisted of nine ads targeted at specific demographics like people seeking help for misuse, their friends and family, pregnant women, athletes, parents, etc. The tools within some of the advertising platforms allowed the ads to reach these people specifically.

OPIOID CRISIS RESPONSE GRANT – MEDIA CAMPAIGN 2019


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Round Two Graphics and Messages

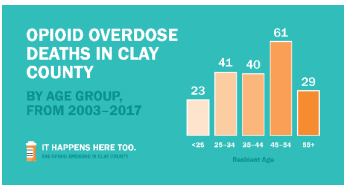
Youth 15-30 - \$400

	<p>Did you know that sharing medications is not just dangerous but also illegal? Never take opioid pain medicine that wasn't prescribed to you. Learn more about the risks of taking opioids at clayhealth.com/opioids.</p>
	<p>Have leftover pain medication from when you got your wisdom teeth out? DON'T share pills with anyone else and dispose of them safely by at a local drop-off bin. Find your nearest drop-off location at clayhealth.com/opioidefforts.</p>
	<p>Getting addicted to opioids can seriously throw your life plans off track. Whether you access them through "safe" ways like a pain prescription from a doctor or through illegal means like heroin, tolerance and addiction can start after just a few uses. Learn more at clayhealth.com/opioids.</p>
	<p>You've heard about the "opioid epidemic" but what are opioids? Their names might sound familiar. Learn more about opioids and how to avoid misusing them at clayhealth.com/opioids. (18-30 b/c of marketing pills to minors)</p>

Adults 30-45 - \$300



	<p>By fighting the stereotype that only certain groups of people in certain places are addicted to opioids, we can encourage anyone who is struggling to seek help without embarrassment or shame. Learn more at clayhealth.com/opioids.</p>
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Adults 45-60 - \$1,000



	<p>Opioid misuse is not just a youth problem. In fact, more people age 45-54 years old in Clay County have died from an opioid overdose than in any other age group. Learn more about what you can do to prevent misuse and addiction at clayhealth.com/opioids. (\$12.41 spent before pausing)</p>
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	<p>More people age 45-54 years old in Clay County have died from an opioid overdose in recent years than in any other age group. Learn more about what you can do to prevent misuse and addiction at clayhealth.com/opioids.</p>
	<p>Everyone, no matter their age, race, gender or income level is vulnerable to becoming dependent on opioids. Learn what you can do to prevent misuse and addiction at clayhealth.com/opioids.</p>

Facebook – Adults 60+ - \$300

	<p>Have you recently been prescribed an opioid pain medication? Learn what questions to ask your doctor before you start taking them and what precautions you can take to avoid misuse at clayhealth.com/opioidresources.</p>
	<p>You've heard about the "opioid epidemic" but what are opioids? Their names might sound familiar. Learn more about opioids and how to avoid misusing them at clayhealth.com/opioids.</p>

Round Three Graphics and Messages

The link to the website was included on every ad as a button and not necessarily within the text. Also, for this round of ads, all the links sent users to the How Do I Find Out More? page instead of the opioids homepage.

<p>Pregnant Women \$100</p>		<p>Taking opioid pain medication before, during or after pregnancy comes with risks. Learn more so you can avoid causing lasting health problems for you or your baby.</p>
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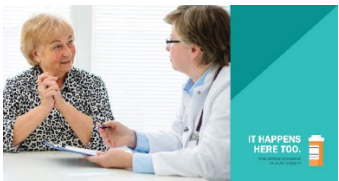
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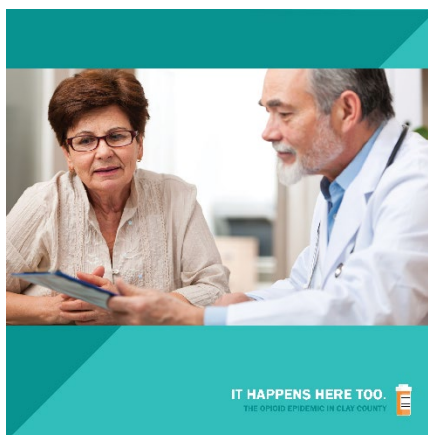
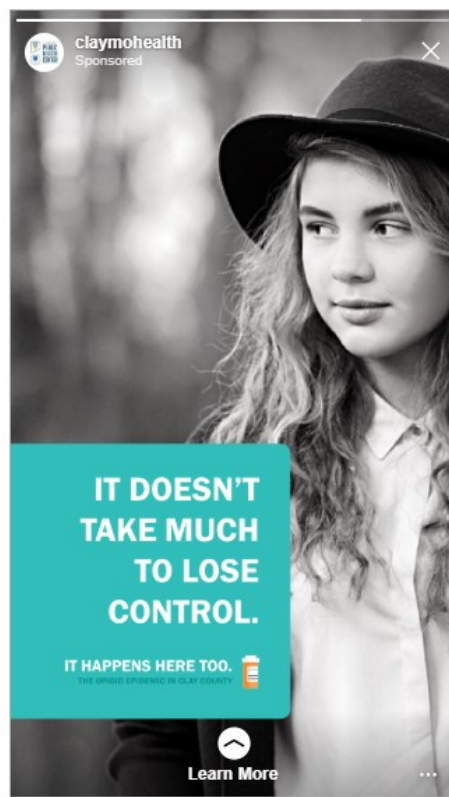
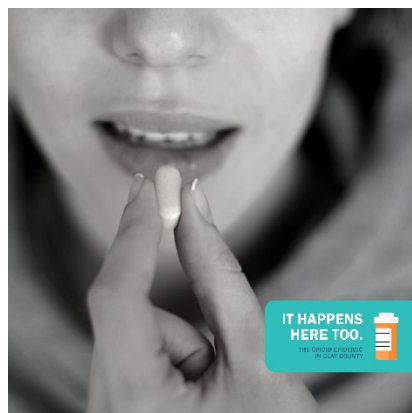
<p>Dealing w/ addiction \$200</p>		<p>Never be afraid to seek help if you are struggling with opioid dependence or addiction. Find treatment, support and other resources at clayhealth.com/opioids.</p>
<p>Parents \$200</p>		<p>Protect your family from misuse and addiction. Find tips for how to talk to your kids about opioids, both illegal and prescription.</p>
<p>Parents of athletes \$100</p>		<p>Sports injuries are one way young people are often introduced to prescription opioids. Make sure your student athlete knows the risks to avoid misuse and addiction.</p>
<p>Alternative treatment \$100</p>		<p>Looking for safer options to help manage chronic pain? Find more info about alternative ways to treat pain and how to avoid misuse if you choose to use opioids.</p>
<p>How to get involved \$138</p>		<p>Looking for ways you can help prevent opioid addiction and overdoses in your community? Visit our website for ways to get involved.</p>
<p>Providers \$100</p>		<p>What's going on with opioids in Clay County? Learn more about the current situation and find additional resources for how to keep patients safe when prescribing.</p>
<p>Family and friends \$300</p>		<p>It can be hard to know how to help when one of your friends or a family member is struggling with opioid dependence or addiction. Find resources at clayhealth.com/opioids.</p>

OPIOID CRISIS RESPONSE GRANT – MEDIA CAMPAIGN 2019

Clay County Public Health Center | Liberty, MO

<p>Recently prescribed \$200</p>		<p>It's important to educate yourself before starting to take an opioid pain medication. Learn what questions to ask your doctor and the precautions you can take to avoid misuse.</p>
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Other Graphics Used – Instagram, Google, Spotify



OPIOID CRISIS RESPONSE GRANT – MEDIA CAMPAIGN 2019

Clay County Public Health Center | Liberty, MO

Facebook Results

Ad description	Target Audience	Days	Duration (dates)	Amount Spent	Reach (unique)	Link Clicks	Cost Per Click	Men	Women	Notes
Share Memes, Not Pills	14-30 years old	5	9/9 - 9/15	\$100	3,458	41	\$2.44	44%	56%	
Interrupted Life Plans	14-30 years old	5	9/9 - 9/14	\$100	2,854	65	\$1.54	45%	55%	
Ask Your Doctor	60+ years old	6	9/9 - 9/15	\$150	4,268	87	\$1.72	26%	74%	
It Starts Here	30-45 years old	9	9/9 - 9/18	\$300	7,888	126	\$2.38	39%	61%	
Overdose deaths w/ graph	45-60 years old	1	9/12 - 9/17	\$12.41	767	2	\$6.21	21%	79%	Chose to end early
Overdose deaths	45-60 years old	5	9/16 - 9/21	\$500	13,724	208	\$2.40	37%	63%	
Wisdom teeth	15-30 years old	5	9/16 - 9/21	\$167	2,822	82	\$2.04	59%	41%	End was not set, accidentally went over budget
Opioid names	18-30 years old	5	9/16 - 9/21	\$100	7,524	77	\$1.30	45%	55%	Was not allowed to target younger than 18
Opioid names	60+ years old	6	9/16 - 9/22	\$150	5,926	208	\$0.72	24%	76%	
It Starts Here	45-60 years old	10	9/16 - 9/26	\$495.09	10,178	150	\$3.30	34%	67%	
Opioids & Pregnancy	Pregnant Women	5	10/11 - 10/15	\$92.63	3,043	58	\$1.60	0%	100%	
Family & Friends	Everyone	10	10/11 - 10/21	\$431.96	7,890	22	\$19.63	48%	52%	Received 77 reactions but didn't translate to clicks (\$1.22 CPE)
Find Help Today	Dealing w Addiction	10	10/11 - 10/21	\$285.01	5,680	144	\$1.98	48%	52%	
Parents	Ages 35-60, Parents	10	10/11 - 10/21	\$328.83	6,010	133	\$2.47	44%	56%	
Get Involved	Everyone	4	10/18 - 10/22	\$138.00	3,165	11	\$12.55	25%	75%	Performed well as a post with 113 reactions (\$0.92 CPE)
Athletes & Opioids	Parents of Athletes	5	10/21 - 10/26	\$100.00	3,675	43	\$2.33	50%	51%	
Alternative treatment	Opioid users; everyone	5	10/21 - 10/26	\$83.02	2,810	48	\$1.73	51%	49%	Not sure why it didn't use the entire \$100 budget
Prescription Safety	Providers	5	10/21 - 10/26	\$100.00	2,938	60	\$1.67	34%	66%	
Opioid Safety	Recently prescribed	5	10/23 - 10/28	\$200.00	3,684	13	\$15.38	28%	72%	Received 103 reactions (\$1.23 CPE)
Totals/Averages				\$3,834	98,304	1,578	\$4.39	37%	63%	
							\$1.97*			

* A note about the ads with higher Cost Per Click Rates: three of these four ads were created differently (with the goal of engagement, not clicks), resulting in very different results from the others.

The \$1.97 Cost Per Click average is the average when excluding the four anomalies.

OPIOID CRISIS RESPONSE GRANT – MEDIA CAMPAIGN 2019

Clay County Public Health Center | Liberty, MO

Instagram Results

Ad description	Target Audience	Duration (days)	Duration (dates)	Amount Spent	Reach (unique)	Link Clicks	Cost Per Click
Fighting stigma	30-45 years old	10	9/16 - 9/26	\$200	12,552	41	\$4.88
Lose control (story)	18-30 years old	10	10/11 - 10/21	\$199.64	16,260	14	\$14.29
Lose Control	15-30 years old	8	9/16 - 9/23	\$200	17,048	18	\$11.11
Opioids & Pregnancy	Pregnant Women	5	10/11 - 10/15	\$7.28	499	4	\$1.82
Find Help Today	Dealing w Addiction	10	10/11 - 10/21	\$7.13	526	4	\$1.78
Parents	Parents	10	10/11 - 10/21	\$12.62	392	2	\$6.31
Athletes & Opioids	Parents of Athletes	5	10/21 - 10/26	\$2.27	152	0	
Alternative Treatment	Opioid users; everyone	5	10/21 - 10/26	\$0.16	8	0	
Prescription Safety	Providers	5	10/21 - 10/26	\$0.77	56	0	
Totals/Average				\$606.92	47,493	83	\$6.70
Ran automatically through FB ad							

Twitter Results

Ad Description	Target Audience	Duration (days)	Duration (dates)	Amount Spent	Impressions (views)	Link Clicks	Cost Per Click
Opioid Names	18-30 years old	4	9/17 - 9/20	\$100	9,200	21	\$4.76
Share Memes	18-30 years old	4	10/4 - 10/7	\$100	9,910	84	\$1.19
Athletes & Opioids	Athletes	2	10/15 - 10/17	\$100	7,874	11	\$9.09
Family & Friends	Everyone	On & off	10/22 - 10/31	\$177.46	7,418	209	\$0.85
Totals/Average				\$477	34,402	325	\$3.97

Video Results (All Platforms)

Platform	Days	Dates	Amount Spent	Impressions	Reach (unique)	Link Clicks	Cost per Click	Watched 50%	Watched 100%
Facebook	12	8/23 - 9/4	\$700	83,675	18,132	407	\$1.72	3,738	2,425
Instagram	12	8/23 - 9/4	\$300	20,686	8,754	92	\$3.26	315	26
Facebook Pt. 2	4	11/27 - 11/30	\$600	41,566	16,476	266	\$2.26	1,883	1,028
Platform	Days	Dates	Amount Spent	Impressions	Interactions (views)	Link Clicks	Cost per Click	Watched 50%	Watched 100%
Youtube	18	8/18 - 9/4	\$1,000	161,967	31,964	254	\$3.94	30%	20%
Totals/Average			\$2,000	266,328	58,850	753	\$2.97		

Impressions = # of times seen on screen, Interaction = watched full video or clicked, Reach = unique # of people who saw the ad

Google Display (Web Ads)

Target Audience	Days	Dates	Amount Spent	Impressions	Link Clicks	Cost Per Click	Notes
Youth 15-30	8	10/1 - 10/8	\$701.81	688,924	3,596	\$0.19	Showed to 18-34 year olds
Adults 30-45	8	10/1 - 10/8	\$702.66	392,305	2,541	\$0.28	Showed to 25-45 year olds
Adults 45-60	9	10/3 - 10/11	\$1,017.73	493,001	3,622	\$0.28	Showed to 45-64 year olds
Totals/Average			\$2,422.20	1,574,230	9,759	\$0.25	

OPIOID CRISIS RESPONSE GRANT – MEDIA CAMPAIGN 2019

Clay County Public Health Center | Liberty, MO

Evaluation

The workgroup wanted to explore options for gathering data that might indicate the impact the campaign had on the people of Clay County. To do this, the epidemiology team and communications specialist created a survey through Qualtrics, a site that allowed CCPHC to send out and pay for survey responses from Clay County residents.

While some value can be found in the data collected, the number of responses was far below epidemiological standards for reliable results. This was due to limitations on the number of people Qualtrics could get to complete the survey within a relatively small geographic area (Clay County). However, the main goal of the evaluation survey was to gauge how many people in the county saw and were impacted by the campaign so expanding the geographic boundaries of the survey distribution was not an option.

Format

The survey began with one qualifying question – if they lived or worked in Clay County – followed by two identifying questions where participants were asked their age and gender. Next, two recall questions (one text, one visual) determined whether they had seen any of the campaign messages before.

From here, survey takers who had seen the messages before were asked seven questions about where they had seen the ads, what their reactions were to seeing the ads and the impact the ads made on their knowledge and opinions on opioid addiction.

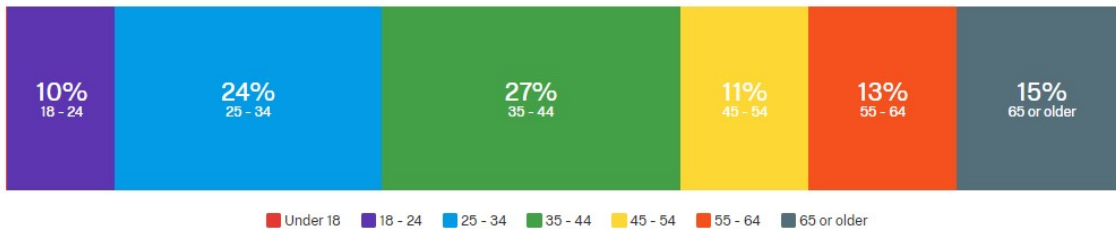
Survey takers who had NOT seen any of the campaign materials before were directed to a separate survey. This survey allowed us to still gain valuable feedback from people who had not seen the messages before by using them to conduct message testing. They were introduced to more of the campaign's messages and then asked a series of 12 questions regarding how clear, effective and memorable they believed the messages to be. These responses will be very helpful to CCPHC staff for marketing efforts of any kind in the future and will help inform decisions about effective design and wording.

OPIOID CRISIS RESPONSE GRANT – MEDIA CAMPAIGN 2019

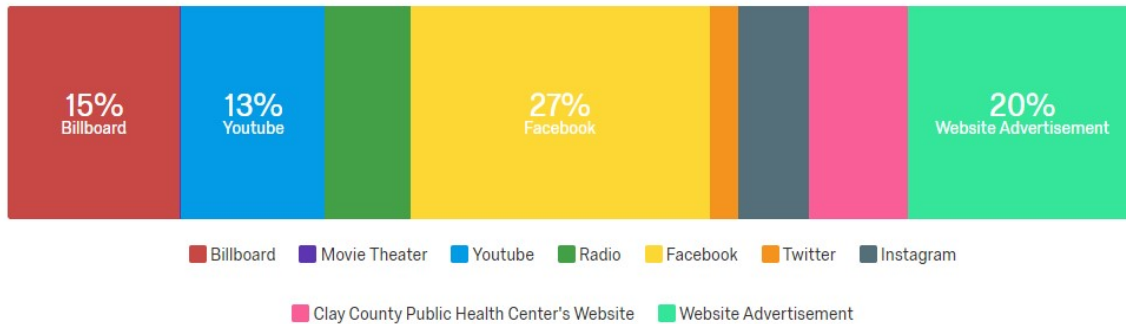
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Results

In total, **105 responses** were collected from the survey. All the respondents lived or worked in Clay County, with 80% identifying as female and 20% as male. The age of survey takers can be seen below.



Amongst all survey takers, 42 (40%) reported they had seen or heard of the campaign before. The places where they recalled seeing the campaign's ads are shown below.



When it comes to impact, 50% reported that seeing the ads impacted their view of people struggling with opioid addiction. When asked for further explanation, some said “it could happen to anyone” and it made them feel “sympathetic” to those struggling. Others said “it didn’t” impact their views and a few said it did not impact them because they have already had personal experience with addiction and they “understand that not all people CHOOSE that route.”

- The most common overall reactions to the messages were “happy to see it brought up” (33%) and reflective (31%). 19% had no overall reaction, 14% liked the messages overall and one respondent (2%) reported hating the messages.

- 76% agreed that they better understood opioid addiction after viewing the messages, with none disagreeing.

- 83% said the messages added to their knowledge of the risks of opioids, to some degree.

OPIOID CRISIS RESPONSE GRANT – MEDIA CAMPAIGN 2019

Clay County Public Health Center | Liberty, MO

Campaign Summary

The hope remains that the awareness campaign had an impact on Clay County residents in ways not necessarily revealed by the evaluation data and will have a positive impact on future opioid misuse rates in Clay County. However, the process of making the campaign itself certainly made an impact on the CCPHC staff members involved.

The evaluation process was the area in which staff learned the most lessons that can be applied in the future. As an organization that strives to make evidence-based decisions, it was valuable to experiment with a service like Qualtrics that allows CCPHC to gather data and input from the public. Throughout the process, it became very clear the ways in which the service would be worth the money to programs like epidemiology and communication in the future and the ways in which it would not.

For example, Qualtrics is a great way to conduct message testing (gathering qualitative and quantitative feedback on campaign materials in order to identify strengths and weaknesses) but those tests are vastly more beneficial if conducted before the campaign is launched. Staff was not familiar with message testing and/or did not think it was within the budget and so it became an afterthought for this campaign. However, it is a process that CCPHC needs to correctly go through the next time a campaign of this size is created.

Overall, having the time and money to conduct a public health education campaign of this size allowed staff to discover the various ways the health center can use paid media to reach the people in our community. Some staff members became aware of advertising mediums they didn't realize were within reach while other staff members like the communications specialist gained experience in creating content for those mediums. It will be exciting to see how the lessons learned through this awareness campaign influence the ways CCPHC educates and informs residents in the future.