Sharing a Dose of Reality

Campaign Goal
Goal is to establish a compelling message and marketing campaign that resonates with ALL target audiences in order to realize a statewide decrease in prescription opioid abuse.

- Informs and educates about the improper use of prescription opioids
- Warns about the dangers of inadequate storage and disposal of prescription opioids and narcotics
- Informs each audience as to the role they play in the effort
- Encourages positive action
Target Audiences

Primary Target: 12 - 25 target audience
Comprised of two demographic segments that research has shown to most likely be at risk for drug misuse
- Teens 12-17 (for media buying purposes this will be 13-17)
- Millennials 18-24 (for media buying purposes this will be 18-25)

Target Audiences

Secondary Audiences: Adults 25+
Recommended as a second primary audience:
- Influencers of those most at risk and often unwitting suppliers
  - Parents, Grandparents, Siblings
  - Educators
  - Coaches
  - Medical Community
    - Prescribers: Dentists, Doctors, Pharmacists
    - Patients
  - Businesses
    - Business Owners
    - Employees
    - HR Personnel

Message Testing

Methodology
- Qualitative: 88 people
  - Market Research Online Community – Young Adult 18-24
- Focus Groups
  - Milwaukee – AGDA, Law Enforcement
  - Waukesha – Healthcare
  - Kenosha – Youth 12-17
  - Oneida Tribe – AGDA
  - Madison – Youth 12-17
  - Marinette – Youth 12-17
- Quantitative: Statewide Online Survey – 509 respondents
Dose of Reality Website
www.doseofrealitywi.gov
- Get Facts
- Get Support
- Take Action
- Drug Take Back
- Need Help?
- News

Get Support Tab
- Medical
- Students
- Parents
- Business
- Educators
- Coaches

- Encourage partners to utilize the provided, target materials.

Drug Take Back Tab
- How and where to dispose of unwanted prescription painkillers and other drugs.
- Map of locations where permanent drug drop boxes are located.

- Check site map to ensure your communities are listed.
Take Action Tab

- Hold an Outreach Event
- Take the Pledge
  I am concerned about the growing prescription painkiller abuse problem in Wisconsin. I pledge to use any medications I am prescribed only in the way they were intended by my doctor. I pledge to not share my prescriptions or use anybody else's. I pledge to safely and securely store my prescription painkillers or other medications and safely dispose of them when they are no longer needed or expired.
- Drug Take Back

www.DoseofRealityWI.gov

Ordering Portal:

Log In: Your Email Address
Password: Reality2015

Materials Available to You

- Logo
- Radio Commercials
- TV Commercials
- Print Ads
- Billboards
- Digital Online Ads (ex. Facebook, Pandora, Websites)
- Fact Sheets/ Posters/ Brochures
  - Medical
  - Business
  - Drug Take Back Day
- Social Media Posts (Images, Language)
  - Facebook
  - Instagram
  - Twitter
- Community Outreach Kits
  - Educators
  - Parents
  - Coaches
Community Outreach kits
• Guidelines/instructions on how to use the Kit
• Talking points
• Fact Sheet (specific to the individual Outreach Kit)
• PPT presentation (specific to the individual Outreach Kit)
• Social media posts you can use
• Drug Take Back flyer
• DOSE OF REALITY logo file

Creating a Social Marketing Campaign
Social marketing is the use of commercial marketing principles and techniques to promote the adoption of a behavior that will improve the health or well-being of the target audience or of a society as a whole.
Target Audience

One size does not fit all.

- Geographic
- Demographic
- Attitudes
- Behaviors

Each audience is unique which requires different types of communication and strategies.

Know your audience

- How do they get messages
- What programs/services do they need to act on behavior change
- What would have the greatest effect on changing the behavior
Truth Campaign

Research showed youth started smoking because

- Desire to rebel against authority
- Drive toward independence and self-expression
- Wanting to be part of a group

Truth Campaign...Redirected aim.

Effective Marketing Programs
focus on the consumer

All elements should be based on the wants and needs of its target audience rather than on the product.
**Approaches to Change:**

- **Information/Education** – Call 9-1-1 emergency
- **Coercion/Policy** – Tickets for unworn seat belts
- **Marketing/Promotion** – Persuasion or Incentives to change because it will help them become the person they desire to become.

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**Comprehensive Strategy using Marketing Mix**

- **Product**
- **Price**
- **Place**
- **Promotion**
- **Publics**
- **Partnership**
- **Policy**
- **Purse strings**

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**Product**

Behavior you want target audience to adopt.

- **Physical products** (smoke detectors or lock boxes)
- **Services** (medical examinations or 12 step programs)
- **Practices** (eating a healthy diet or disposing of unused medications)
- **Intangible ideas** (environmental protection or addiction is a disease)
Distinct product

Key is to be clear about the behavior seeking to change.
“What would it look like if someone successfully completed the behavior.”

Lock, Monitor, Dispose of meds.
All medications would be locked up and then disposed when unused.

Viable Product

• People must first feel that they have a genuine problem and that the product offered is a good solution to that problem.
• If consumer does not see themselves at risk or see a solution to the problem – they will not make a change or act.

Position

• Answer the consumer’s question - “What's in it for me?”
• Need to define the benefits - not just identifying the attributes.
• Dig deep to identify benefits - Ask consumers, “So Why is it important”
Product Position

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Benefit</th>
<th>Benefit</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helps burn fat and increase metabolism</td>
<td>Lose weight</td>
<td>Look better/feel better about self</td>
<td>Be sexier</td>
</tr>
<tr>
<td>Reduces access</td>
<td>Child cannot steal</td>
<td>Child less tempted and provides opportunity to talk about drug use</td>
<td>Child graduates high school and becomes successful</td>
</tr>
</tbody>
</table>

Get to know what your audience values and target messaging to see that their actions lead them to what they value most.

Price

What target audience has to give up to adopt behavior.
- Price
- Time
- Effort
- Old habits
- Emotional costs

Price Value

Cost can not outweigh the perceived benefits.
- i.e. Females risk losing boyfriend vs. becoming addicted

Monetary cost must be affordable but appear valuable.
- i.e. Lock box discount or limited free
Place
• Where and how the customers are going to get the product/message.
• Encountering the message when acting on the behavior.
• Need to make it very easy to prefer the behavior.
  i.e. Coupon for discounted lock box given with prescription.
  Sticker with Secure, Monitor, Dispose message on prescription bottles.

Promotion
How to get message out to target audience and how to motivate people to try and continue behavior.
Ask:
• What media does target watch
• Where does it get its information
• What spokespeople are most credible to group
  i.e. A brown bag messaging in Friday Folders to encourage parents to dispose of unused meds.

Types of Promotion
• Advertising (Television, Radio, Billboard, Poster)
• Public Relations (Press releases, letter to editors, talk shows)
• Social Media (Facebook, Twitter, Snap Chat)
• Promotions (Coupons, contest, in-store display)
• Media Advocacy (Press events to encourage policy changes)
• Personal Selling (one on one counseling, peer educators)
• Special Events (Health fairs)
• Entertainment (Dramatic presentations, songs)
Milwaukee Marquette Promotion

251 chairs to represent the number of overdose deaths in Milwaukee County

What's Your Dose of Reality
**Publics**

**External**
- Primary Target Audience
- Secondary – Who influences the decisions of target audience

**Internal**
- Do you need to educate staff, board, coalition members

**Partnerships**
- Social issues are often complex.
- One organization can't make a dent by itself.
- Partnerships extend resources and access a broader audience.

**Figure out who have similar audiences or goals.**
- i.e. Senior Centers and Meals on Wheels access elderly that can share information or lock boxes to encourage locking up their meds.

**Policy**
- We know behavior change often is sustained when the environment supports the change.
  - i.e. Prescribers and Pharmacists share the same message and materials when prescribing and distributing medications.
Purse Strings

Who is paying and providing in-kind support for the implementation

i.e. Hospitals and Insurance Companies may have invested interest to support campaign.

Analysis

- Target Audiences
- Marketing Mix (Product, Price, Place, Promotion, Public, Partnerships, Policies, Purse Strings)
- Barriers keeping target audience from taking action
**Strategy Development**

*Develop the strategy* to determine what they need to make the change...Utilizing information from analysis.

**Allocating of Resources:**
- Equal amount across segments.
- Different amounts to each segment.
- All resources to only one segment.

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**Program & Communication Design/Pre-Testing**

- Design overall messages, approaches and deliverables
- Test messages, materials and delivery

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**Implementation**

*Create chart to develop implementation plan:*

- **Audience:** Hospital
- **Description:** Local hospital/clinics
- **Messages:** Partner w/ us to promote - hang up posters & prescribers will hand out brochures
- **Execution:** Letters to hospitals, distribution of posters, presentation to staff/admin
- **Evaluation:** Each hospital will hang up 50 posters, prescribers will hand out brochure.
**Evaluation**

Set Goals and Objects (SMART)
- **Specific** - What observable change will occur
- **Measurable** - What metrics will you use to track change
- **Achievable** - Given available resources, what type and amount of change is reasonable
- **Relevant** - Is the objective laser-focused to move you closer to your overall goal
- **Time Frames** - What amount of time is reasonable to allocate to accomplish this objective

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**Drug Take Back Day**

National Drug Take Back Day
October 28, 2017

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**Awareness to Action**

- Knowledge may be necessary - but usually not enough
- Changing awareness, attitudes and beliefs are important to the path of behavior change.
- We need to be specific of what action we want someone to take.
- We need to help audiences see how it benefits them and become what they want to be.
Contact Information

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Want your law enforcement agency to host a Drug Take Back Day?
Contact Danielle Long, longdb@doj.state.wi.us

www.DoseOfRealityWI.gov
Ordering Portal Password: Reality2015