Wisconsin Department of Justice
Prescription Opioid Abuse Prevention, Education and Awareness Campaign

Bringing a DOSE OF REALITY to Wisconsin
October 6, 2016
AFFIRM Agency Background

• Full service advertising and marketing firm founded in 1985 by Jim Staples as Staples Marketing

• Rebranded ourselves as AFFIRM Agency on July 1, 2015 to better communicate who we are and what we do

• Serving a diverse group of public and private sector clients

• Specializing in branding, public education, outreach and social marketing for clients throughout the U.S.
Today – Three Things

1. Why the Attorney General’s office is the right place for leadership on this issue
2. Approach to take for public awareness
3. How to incorporate awareness tactics into your own efforts
Agenda

• Year 1 - Phase I Summary
• Year 1 - Phase II Summary
• Campaign Goal/Audience
• Year 2 Recommendations
  – Media Plan
  – Video
  – Website
  – Education/Outreach
  – Other
• Next Steps
Communications Challenges

- Who is DOJ?
- What do we do?
- How can we educate people in Wisconsin?

Educational Opportunity

- Critical issue of heroin/painkiller abuse
- AG Schimel passionate about the issue
- Can bring key stakeholders together
- Three-pronged approach
  - Prevention, treatment, enforcement
Approach - Social Marketing

“Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society.”

- Kotler and Andreasen

Finding your target audience:

- Who is most at risk and why?
- What are the barriers/myths/misperceptions preventing the desired action?
- What would motivate this person to take the desired action?
Social Marketing in Action

• Understand your audience from a behavioral perspective
  ‒ Myths
  ‒ Misperceptions
  ‒ Barriers
  ‒ Motivators

• Research is key

• Measure desired actions or inactions
Target Audiences

• The primary 12–25 target audience is 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)

• Adults 25+ are recommended as a second primary audience:
  – Influencers of those most at risk (parents, grandparents, siblings, educators, coaches)
  – Are often the unwitting suppliers of these opioids
  – Medical community including Hospitals, Physicians, Dentists, Clinics, etc.
Campaign Goal

Our 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

We will achieve this by creating a powerful campaign using a wide range of media that:

- 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**
Campaign Theme
Theme and Identity

- Serves as the primary call to action
- Brand of the Department of Justice
- Sensitive to key stakeholders
- Relevant, resonant with target audience
stick to the SCRIPT
MISUSE AND LOSE
Dose of Reality
Prevent Prescription Painkiller Abuse in Wisconsin.
Message Testing

**Methodology**

- **Qualitative:**
  - Market Research Online Community
  - Focus groups (youth, law enforcement, AODA counselors, healthcare professionals)

- **Quantitative:**
  - Statewide online survey
Key Insights: Qualitative

- Groups preferred **Dose of Reality** campaign theme paired with **Prevent Prescription Painkiller Abuse in Wisconsin** tagline
- All audiences were **hungry for more information** and surprised at the seriousness of the statistics surrounding the issue
- **Perceived awareness** of the problem is **low with youth**
- While groups didn't want to be “scared” they thought that the **reality itself was scary and should be portrayed (i.e., skull and crossbones)**
Message Testing

Key Insights: Quantitative

- The majority of respondents rated “Dose of Reality” highest on a 100-point-scale in variables relating to how the campaign theme would perform and how it would resonate with various audiences.

- Layering in use of the tagline “Prevent Prescription Painkiller Abuse in Wisconsin”; effectiveness of “Dose of Reality” increased in relevance, memorability and impact.

- Nearly 58% feel abuse of prescription painkillers is a problem in Wisconsin, while only 49% believe it’s an issue in their own communities.
DOSE OF REALITY
PREVENT PRESCRIPTION PAINKILLER ABUSE IN WISCONSIN.
Awareness & Outreach Strategies
Partners

- Elected Officials
- Wisconsin Department of Health Services
- Wisconsin Department of Transportation
- Wisconsin Department of Natural Resources
- Law Enforcement
- Medical Community
  - Hospitals
  - Dentists
  - Doctors
  - Pharmacies
- Business Community
- Parents
- Athletic Organizations
- Schools
Awareness/Engagement Strategies

• Media relations
• Partner/stakeholder engagement
• Paid advertising
  – Television
  – Online/mobile
  – Pandora radio
• PSAs
• Collateral materials
• Speaking opportunities
• Events
• Social media
• Campaign-specific website
DOSE OF REALITY
PREVENT PRESCRIPTION PAINKILLER ABUSE IN WISCONSIN.

PRESCRIPTION PAINKILLERS CAUSE MORE DEATHS THAN ALL OTHER DRUGS.

DOSE OF REALITY

WHAT PATIENTS SHOULD KNOW ABOUT PRESCRIPTION PAINKILLERS

MYTH: Prescriptions are safe.

DRUG TAKE BACK DAY
THANK YOU!
A RECORD 44,698 LBS.
OF DRUGS WERE COLLECTED!

AFTER THE PAIN, THEY’RE KILLERS.

A message from Wisconsin Department of Justice, Brad Schimel, Attorney General

DoseOfRealityWl.gov
Dose Of Reality Website

www.DoseOfRealityWI.gov
70% OF PEOPLE ABUSING PRESCRIPTION PAINKILLERS
GET THEM THROUGH FRIENDS OR RELATIVES.

PRESCRIPTION PAINKILLERS. AFTER THE PAIN, THEY'RE JUST KILLERS.

You may be surprised to learn that prescription painkiller abuse is a big problem in the State of Wisconsin. You are not alone. That's why the Wisconsin Department of Justice, in conjunction with the Wisconsin Department of Health Services and partners across the State, is sharing a DOSE OF REALITY and working to prevent prescription painkiller abuse in Wisconsin. When prescribed and used properly, prescription opioid painkillers can offer relief. However, anyone is at risk of becoming addicted, especially our young people ages 12-25.

Deaths and hospitalizations from overdoses are increasing, and four out of five heroin addicts start by abusing prescription painkillers. In the words of Attorney General Brad Schimel, prescription painkiller abuse is a "public health crisis in Wisconsin." We all need to work together and do
WISCONSIN DOJ DOR ONLINE ORDERING PORTAL

This ordering portal allows Wisconsin organizations access to high-quality DOSE OF REALITY branded materials at no cost, some of which may be customized. Please enter your username and password to continue. *If you would like to access the portal but do not have login information, please call 262-650-9900 or email doseofreality@doj.state.wi.us.

EMAIL *

sstocker@affirmagency.com

PASSWORD *

**********

LOGIN
MEDICAL/DENTAL/PHARMACY FACT SHEETS, BROCHURES, AND POSTERS

These materials have been created in conjunction with the Wisconsin Department of Health Services for the medical, dental, and pharmacy communities to use in communications with patients about preventing prescription painkiller abuse. There is a general patient brochure that is designed to be used with all disciplines and several materials that are specific to certain disciplines. Please review the previews below.

You may add the general version of these materials to your cart by selecting the box labeled “General”. If you would like to customize the materials with your logo, select the box labeled “I Will Customize”. If you would like us to customize the materials for you with your logo, select the box labeled “I Need This Customized”, then when you check out you will be asked to upload your logo.

49 different materials available to community and partner organizations at no cost in customized versions with their endorsement.
Public Service Announcements

Overdose:
https://www.youtube.com/watch?v=07r2ZJHEGq0

Pharm Party:
https://www.youtube.com/watch?v=kFTE5r_6gak

Prevention:
https://www.youtube.com/watch?v=AYADZhRLm9o

Overwhelmed:
https://www.youtube.com/watch?v=BtsuaHZwxik

Friends & Relatives:
https://www.youtube.com/watch?v=WbDuWtbHr1E

Attorney General Brad Schimel:
https://www.youtube.com/watch?v=8TFP6AwSO7Q
DOSE OF REALITY Year 1

Phase I: Campaign Launch and Statewide Youth Target
(September 2015 – June 2016)

- Brand Identity
- AG intro video
- TV/Radio production
- Statewide TV schedule
- FOX6 and WKOW DOR TV specials
- Digital online display/video pre-roll
- Pandora radio/online display
- DoseOfRealityWI.gov
- Ordering portal

- Medical materials/outreach
- Drug Take Back – Fall, Spring
  - Outdoor
- Badger Sports Sponsorship
- Wisconsin Broadcasters Association
- Media relations
- Social media
Phase II: Business Community  *(May – June 2016)*

- TV spot production
- Statewide online video pre-roll
- Business materials: brochures, posters, flyers
- DoseOfRealityWI.gov business-focused page
- New AG video message
- Ordering portal updates
- Media relations: statewide press tour
- Social media
DOSE OF REALITY Year 2

Phase III: Parents, Educators, Coaches  (August 2016– March 2017)

- TV spot production
- Statewide online video pre-roll
- Teen PSA Contest
- Community Outreach Kits: flyers, PPT, event ideas, social media, talking points
- DoseOfRealityWI.gov Take Action page
- New AG video message
- Ordering portal updates
- Media relations: statewide press tour
- Social media
Measuring Success
Measuring Positive Action

- Drug Take Back: Safe Disposal, Diversion
Measuring Positive Action

• **Drug Take Back: Safe Disposal, Diversion**
  - 62,618 lbs. of prescription drugs were collected on Saturday, April 30, 2016 during Wisconsin’s Drug Take Back Day
  - This was a 40% increase over the October 2015 total which, at the time, was a record-breaking collection AND the largest amount of drugs that has been collected by any state in the United States since the program’s inception

<table>
<thead>
<tr>
<th>Wisconsin Drug Take Back Day</th>
<th>May 2015 (prior to Dose of Reality campaign)</th>
<th>October 2015 (one month after campaign launch)</th>
<th>April 2016 (six months after campaign launch)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating Law Enforcement Agencies</td>
<td>194</td>
<td>226</td>
<td>238</td>
</tr>
<tr>
<td>Permanent Drop Boxes</td>
<td>152</td>
<td>226</td>
<td>256</td>
</tr>
<tr>
<td>Total Medication Collected (lbs.)</td>
<td>39,783</td>
<td>44,698</td>
<td>62,618</td>
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Measuring Awareness/Engagement

• **Statewide Outreach / Partner Engagement**
  - 84 different organizations in Wisconsin, including Aurora Health Care, Prevea Health, and the Wisconsin Dental Association, have ordered 698 DOSE OF REALITY campaign materials to be used in their markets

• **Online Engagement – DoseOfRealityWI.gov data 9/17/15 – 10/06/16**
  - Sessions: 104,891
  - Users: 86,735
  - Page Views: 157,693
  - 383 Pledges

• **Online / Mobile Advertising**
  - Display Click-Through Rate (CTR) of 0.46% exceeds national benchmarks of 0.07% for Substance Abuse programs
  - Video completion rate is 78%
Measuring Awareness/Engagement

**Facebook**
Page likes: 1,274
Age: Majority are 18-44, followed by 13-17
Sex: 70% Female, 30% Male
Geographic: Top 10 page like locations are from WI

**YouTube**
7,500+ views (all videos)
“Overdose” is most-viewed, followed by “Pharm Party”

**Instagram**
72 followers
Long-Term Effort

This is a long-term effort! Results are measured in years, not months.

- Continue main focus on prevention with primary and second primary target audiences
- Continue to build and leverage relationships with medical, dental, pharmacy, business, parents, coaches, educators communities
- Continue to promote Drug Take Back
- Increase awareness and use of the free materials available via DoseofRealityWi.gov
- Expand the information available at DoseOfRealityWI.gov:
  - Treatment and where to find help
  - Outreach/education efforts and materials
What You Can Do
Tell Your Story

• Framework for what the Attorney General and the office does

• Cross-section of:
  – Legal
  – Legislative
  – Enforcement
  – Treatment
  – Prevention

• In a position to pull partners together
Public Service Campaign

- Develop a theme
- Partner/stakeholder engagement
- PSAs
  - TV, Radio, Online
  - Radio
  - Online
  - Outdoor
- Social media
- Campaign-specific website
- Consistent messaging
Questions?
Thank You!

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