



OPIOID PREVENTION COMMUNICATION CAMPAIGN TOOLKIT

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Introduction

Purpose:

This toolkit is meant to serve as a resource for organizations using positive prevention messaging to address the opioid epidemic in their communities. This toolkit provides a checklist of campaign work and tools to assist in the planning and implementation of a Lock Your Meds campaign as well as suggestions for activities to conduct in your community.

Messaging alone is not enough to make an impact in the community. An effective communications campaign is comprehensive, targeted to your audience, involves diverse partners, based on data and includes multiple avenues to spread the message. The message is only a piece of the bigger more comprehensive strategy. To truly make an impact, a strategy needs to also provide the tools and resources to increase barriers and reduce access to the problem. This toolkit is designed to help an organization create the partnerships and align resources necessary to maximize reach and effectiveness.

Lock Your Meds:

Many people believe that prescription medications are safer than illegal drugs because they are prescribed by a doctor. However, when they are not used as directed, these medicines can be as dangerous as illegal drugs. In fact, overdose is a leading cause of unintentional injury death, second only to motor vehicle crashes in North Carolina. The majority of overdose deaths in North Carolina are medication-related, occurring when people misuse or abuse those medications. In 2014, more than 1,000 North Carolinians died from unintentional overdose, and approximately 80% of those deaths were related to prescription drugs, mainly painkillers. Overdose deaths are just the tip of the iceberg, with 9.2 hospitalizations per overdose death, 16.8 emergency department admissions, and an unknown number of outpatient visits and medically unattended adverse events.

Lock Your Meds® is a national multi-media campaign designed to reduce prescription drug abuse by making adults aware that they are the “unwitting suppliers” of prescription medications being used in unintended ways, especially by young people. Produced by National Family Partnership® (NFP), the campaign includes a wide array of high-quality advertisements, posters, educational materials, publicity opportunities, interactive games and slide show presentations, and a website, where visitors can learn more and ask questions.

Sixty-seven percent of people who misuse prescription medications get them from friends and family. Lock Your Meds® is messaging to promote five action steps to prevent prescription drug misuse or abuse.

- 1. Talk with your doctor about your meds.**
- 2. Properly secure and monitor your meds.**
- 3. Safely and properly dispose of old, expired or unused meds.**
- 4. Educate yourself & your family.**
- 5. Pass it on.**

Source: <http://www.lockyourmeds.org/nc/>

Lock Your Meds® Campaign Checklist

The step-by-step campaign development phase outline is designed to help campaigns in North Carolina get off the ground, align for success and stay on track with key tasks and activities.

Planning Phase

- ✓ **Work with your Target Audience.** Every community may look different and involve different partners. Here are some partnerships to consider:
 - Youth
 - Parents and Adult Caregivers
 - Health Care Professionals
 - Educators/Youth Service Professionals
- ✓ **Develop a Team and Secure Support/Participation**
 - **Resource: Securing Support Worksheet**
 - **Resource: Sample MOU**
- ✓ **Collect and Analyze Data**
 - **Resource: Release of data policy**
- ✓ **Assess Resources and Capacity**
 - **Resource: Campaign Budget and Timeline**

Strategy Development Phase

- ✓ **Identify Communication Channels**
 - **Resource: Market Research and Marketing Survey Sample Questions**
- ✓ **Develop Additional Messages (as necessary)**
- ✓ **Develop Content Distribution Schedule**
 - Identify dates and a responsible party
 - Identify materials
 - Create a timeline for material development
 - **Resource: Content Distribution Schedule**
 - Create a timeline for testing Communication Channels
 - **Resource: Sample Advertising Ballot**
 - Identify a Launch date

Implementation Phase

- ✓ **Pre-Launch Preparations**
 - Develop and Continually Update FAQs
 - Develop Visual Collateral Components
 - Engage with Key Influencers and Partners
 - Collect Baseline Data for Distribution Channels
- ✓ **Launch Campaign**
 - Define and update the “Central Hub(s)” for gathering campaign information
 - Press Release and media advisories
 - **Resource: Sample Press Release**
 - Announce Campaign across Select Channels According to the Schedule
 - Kick-Off Activities (if applicable)
 - Distribution of Physical Collateral
 - Listen, Respond, and Engage
 - Collect Analytics to Measure Performance

Evaluation Phase

- ✓ **Conduct Process Evaluation**
 - **Resource: Event/Media Coverage Log**
- ✓ **Conduct Outcome Evaluation**
- ✓ **Make Refinements and begin planning phase again**

Campaign Development Phases

The step-by-step campaign development phase outline is designed to help campaigns stay on track, do not overlook critical steps, and are in alignment with the target audience.

Planning Phase

Defining Target Audience:

- Utilize local Needs Assessment data to further define your target audience.
- What consequence, consumption and intervening variables related to prescription drugs were prioritized by ATOD prevention block grant providers or other prevention initiatives in your service area/community/county?
- Once your target audience(s) have been identified, be specific and learn as much as possible about your target audience.
- Determine audience demographics (i.e. Caregivers of senior citizens who have multiple Tx medicines in their homes)
- Create Target Audience Personas
 - Identify attitudes
 - Identify behaviors
 - Identify beliefs and values
 - Identify culture
 - Identifying Media Consumption Habits and Communication Channels
 - Identify Influencers

Understanding what your target audience values and how they consume information is essential in determining how and where you need to disseminate your messages.

Identify Target Audience: Be specific and learn as much as possible about your target audience(s)					
Audience Demographics	Attitudes	Behaviors	Beliefs and Values	Culture	Influencers

Develop a Campaign Team and Secure Support/Participation

- Put together a team with a variety of members in your community that collectively provides the following:
 - Awareness and support of problem/issue
 - Identify and access to the target audience(s)
 - Ability to promote/distribute messages
 - Credibility to deliver message
 - Resources available to team
 - Expertise and knowledge in needed areas
 - Sustainability

Resource: Securing Support Worksheet

	WHAT can this audience contribute to the campaign?	HOW can you secure the support of this audience?
Youth		
Parents		
Adult Caregivers		
Health Care Professionals		
Educators/Youth Service Professionals		
Others?		

(Modified from Source: Prevention First: Developing and Implementing Successful Communication Campaigns, 2012)

- Campaign team members should be aware of and in support of the Lock Your Meds® campaign.
- When putting together a team, think about the community members who have a vested interest in seeing your chosen issue be addressed/prevented/enforced etc. The “usual suspects” come to mind such as youth, parents and schools, but consider other campaign allies including:
 - Law enforcement personnel
 - School staff
 - Hospital/medical personnel
 - Clergy
 - Volunteer organizations (Big Brothers/Big Sisters, mentoring programs, civic groups)
 - Substance abuse treatment staff
 - Media (radio DJs, newspaper staff, etc.)
- If one of the target audience is students, school administration support should be obtained at the beginning of the process.
- If the community as a whole is the target audience, think about who has the ability to distribute information with ease and credibility and *consider multiple spokespersons for different audiences, as needed.*

Campaign Team members should have:

- Ability to promote/distribute messages:

- Identify individuals with whom the target audience feels a connection
- Consider incentivizing student participation. (e.g. volunteer service hours for members of National Honor Society who agree to hang posters/distribute giveaways)
- Credibility to promote/deliver message:
 - Team members must be individuals with whom the target audience feels a connection
 - Team members should understand the culture of the target audience, and be able to effectively convey a message/request in a culturally relevant manner
- Resources available to team:
 - What is your budget? How can you augment a small budget? Are there any in-kind donations or services available?
 - What connections/strengths do your team members have or bring to the table to assist in efficiently creating or distributing your materials?
 - What community outlets do they have access to that will allow your messages to be distributed with greater ease?
- Sustainability
 - Seek team members that understand a campaign is a long-term process and determine their roles and for different work in the coming months/years.
 - What professional development opportunities can be provided to ensure the campaign continues according to audit criteria?

A diverse team that understands the problem is critical to ensuring max reach of your message. It is important to find a balance between having the right number of key partners, but not so many that the sheer size of your team creates obstacles for your campaign.

- Memorandums of Understanding (MOU) or Memorandums of Agreement (MOA) help to ensure partners understand roles and expectations necessary to carry out the campaign effectively. MOU/MOA's are also a key step for sustainability. **Resource: Sample MOU**

SAMPLE Memorandum of Understanding (MOU)

ABC Provider and Anytown Community Partner

ABC Provider and Anytown Community Partner collaborate to provide financial (donations and in-kind support) and organizational support for the Lock Your Meds Campaign in Anytown, as identified below.

ABC Provider will:

- Disseminate Lock Your Meds materials at the following collaborative events:
 - Drug Take Back event
 - Collect and maintain campaign materials and data
 - Additional duties as mutually agreed upon

Anytown Community Partner will:

- Identify a staff person to assist with the collaborative events
- Assist with lock box dissemination
- Help with Safe Homes pledges
- Additional duties as mutually agreed upon

Include signatures and dates as appropriate

(Modified from Source: Prevention First: Developing and Implementing Successful Communication Campaigns, 2012)

Collect and analyze Data: Effective campaigns use data collection to look at the target audience(s) to understand the following areas:

- Factors contributing to prescription drug misuse (i.e. availability, access, behaviors, perceptions, attitudes)
- Identification of prescription drug misuse factors that have changed over time

Many block grant providers are already doing or have completed a Needs Assessment process and may be able to assist you. Access to existing data will provide information on demographics, population, etc. (identify where data may be available to review: schools, hospitals, law enforcement, etc.)

Consider several data collection methods (surveys, focus groups, interviews, etc.) to obtain the information and work with people who understand how to analyze and use local data (such as local community colleges and universities). It's important to consider collecting the following information or obtaining it from block grant providers and other sources, if it's available.

Prescription Abuse Local Data Measures:

	Data to collect:
Who (is misusing prescription drugs?)	<ul style="list-style-type: none"> • Age of initial use • Demographics of use (age, gender)
What (kinds of and amount of misuse is occurring?)	<ul style="list-style-type: none"> • Prescription Drugs of abuse • Current use rates
When (is misuse occurring?)	<ul style="list-style-type: none"> • Times of year <ul style="list-style-type: none"> ○ Spring or summer break ○ Before or during celebrations or holidays • Time of day <ul style="list-style-type: none"> ○ Before or after school ○ At night ○ On weekends
Where (is misuse occurring?)	<ul style="list-style-type: none"> • Home • Parks • School parking lots • Parties • At friend's homes • On the neighborhood corner • Other places?
How (does misuse occur?)	<ul style="list-style-type: none"> • Doctors and Clinics • Friends and Family members • Online drug stores
Community Norms	<ul style="list-style-type: none"> • Perception of risk and harm • Beliefs about medicine use
Impact (or consequences):	<ul style="list-style-type: none"> • Prescription use-related: <ul style="list-style-type: none"> ○ Hospital/ER visits ○ Accidental poisonings ○ Deaths ○ Traffic accidents/fatalities ○ Referral to treatment ○ Treatment ○ School suspensions
First Responders/Law Enforcement information	<ul style="list-style-type: none"> • Prescription use related arrests • Incident reports resulting from police or first responders calls for service

(Modified from Source: CADCA Prevent Rx Abuse Toolkit, March 2017)

Resource: Release of Data Sample Policy

In case you have trouble accessing data, you can share this policy/information with groups/organizations etc. who have access to data you need.

Release of Data Policy:

1. Data collection for the Lock your Meds campaign is done on behalf of **[insert organizations here]**. All data collected will be first presented to the appropriate officials of said organizations in the form of a summary report prior to the release in any other form unless explicitly approved by the team and/or data collector group **[insert name here]**.
2. The campaign team is a “privileged” partnership that has access to data not necessarily intended for public consumption. As such, no individual partner shall release, verbally or in written form, any portion of the data to any person, agency, organization or media outlet outside the team without written or verbal permission from the data collector group **[insert name here]**.
3. The Lock your Meds campaign is a partnership of multiple agencies and organizations, so it is highly inappropriate to release any of the data collected on behalf of this project and to not properly attribute the source or present it as information collected by any individual agency or organization involved.
4. Proper citing for data includes the following elements:
 - a. Source: (survey title, year, respondents, sample size)
 - b. List community partners on Lock Your Meds campaign team
 - c. Survey and data analysis provided by [list evaluator]
 - d. Funding provided by [list funder(s)]
5. Data from this campaign will be used to support a consistent message of **[summarize your message here]**. If there is any confusion about how the data will be utilized and how it will be discussed outside the campaign team, please discuss with the team.

(Modified from Source: Prevention First: Developing and Implementing Successful Communication Campaigns, 2012)

Assess Resources and Capacity

- Create a budget for the campaign and consider:
 - Partner Resources
 - Media Partners
- Identify materials to be developed
- Identify Communication Channels Timeline for material development

Assess Resources and Capacity: It is important to identify cost of materials to be developed and how they will be delivered early on in campaign development		
Create budget (create line items below and associated costs)	Identify materials to be developed	Identify Communication Channels
<i>300 flyers (printing is in-kind donation from school)=\$0</i>	<i>Flyers to promote Lock Your Meds campaign launch</i>	<i>Ad in newspaper, flyer sent to local businesses Information on Facebook page</i>
<i>Lock Your Meds giveaways=\$0</i>	<i>Rack cards sent from Lock Your Meds NC team</i>	<i>Health fair, Drug Takeback Day</i>
<i>\$250 Facebook ad (in-kind donation from Civic club)</i>	<i>Ad promoting Lock Your Meds (use an ad sent by Lock Your Meds NC team)</i>	<i>Facebook</i>

Lock Your Meds Campaign Timeline:

Phase	Steps/Tasks	Checklist (date completed)	Team Member Responsible
Planning Phase	Develop a project team		
	Collect and analyze data		
Strategy Development	Conduct market research		
	Develop a marketing plan and budget		
	Pilot test materials		
Implementation	Launch campaign		
	Initiate marketing campaign		
Evaluation	Conduct process and/or outcome evaluation		
	Make refinements		

(Modified from Source: Prevention First: Developing and Implementing Successful Communication Campaigns, 2012)

Putting it all together: Planning Phase Activities:

- Become active participants in community-wide planning meetings, groups or coalitions to help ensure the insertion of Lock Your Meds campaign materials at events. Consider planning events around National Drug Take Back Day, health or county fairs, National Medicine Abuse Awareness month and National Recovery Month.
- Include non-traditional messengers in your planning activities such as veterinarians, dentists, realtors and grandparents.
- Link with youth programs such as 4-H, student government and Students against Destructive Decisions (SADD). Collaborate with youth groups to create youth specific messages and activities linked to the campaign

Spotlight on North Carolina Planning Phase Work:

Gaston County, after several roadblocks that included turnovers and flat-out rejections to obtaining data and thanks to the tireless efforts of staff and Gaston's community members willing to broaden their understanding of over-prescribing rates, ease of access and low perception of harm related to opioids, gained permission to collect data from the school system employing elements of the Pride survey. There are two other surveying vehicles in the County that have volunteered to adopt questions from both the adult and Pride surveys, while covering the cost of the data collection process. Gaston County has also has partnered with the health department, the largest hospital in the county and a liaison agency to administer county-wide surveys.

Randolph County is increasing efforts to promote and distribute Lock Your Meds campaign information throughout the county through a partnership with Randolph County Health Department, Safe Kids, Randolph Health, Asheboro Alliance and Risk Prevention, and Randolph Fellowship Homes to share the messages of locking up meds, not sharing medications and proper disposal of unused medications. These partners will help with speaking engagements, handing out information at health fairs and community events, recruiting audiences to present information to, and assisting with other campaign activities.

Strategy Development Phase

Identify Communication Channels: Consider where the target audience(s) gets its information and which channels they consider most credible

- **Direct marketing channels** include television or radio commercials, interviews, and public service announcements. They include newspaper or magazine articles, editorials, and print ads; billboards; and banners across main streets. In addition, websites, email lists, bulk mailings, and special events, contests, and awards can be used. In selecting appropriate dissemination channels, consider the costs involved.
- **Indirect marketing channels** include intermediaries associated with the target audience. Intermediaries include people who work with these groups, such as coaches, teachers, and counselors. This group may include other people who are respected, such as athletes, clergy, and community and political leaders. Intermediaries can also be credible organizations, such as citizens' advocacy groups and local agencies.
- **Organic social media/digital channels** include influencers the target audience follows and trust on various social media channels such as, but not limited to: Facebook, Twitter, and Snapchat. Engaging the organic social media influencers in a way in which they will share and assist in the distribution of content build trust among the target audience.

Consider utilizing the following questions and/or survey to get a better sense of your target audience. Modify these questions to fit your specific community.

Resource: Market Research Questions:

What are the physical demographics of the target audience?

- What is the gender breakdown?
- What is their age range?
- What are their racial/ethnic characteristics?

What are the cultural demographics of the target audience?

- With what community(s) do they self-identify?
- What is their setting (rural, urban, suburban)?
- What languages do they speak?
- What is their average education level?
- What does the "average" family unit look like?

What are the behavioral characteristics of the target audience?

- What is their actual behavior related to the identified issue you wish to change?
- What is the context within which the behavior takes place?
- What consequences do they experience as a result of the behavior?
- What benefits do they derive from the behavior?
- What will they gain by giving up or abstaining from the behavior?

What are the target audiences' personality, values, attitudes, interests and lifestyle attributes?

- What fundamental attitudes and beliefs does the target audience hold about the issue? Why do they engage in or abstain from any behavior?
- What sources of information are popular and credible with the audience?
- What organizations, institutions or groups do they belong to?
- Who influences the target audience on this issue? In what way?
- What factors affect the target audiences' decisions related to the issue? What situations are most difficult to handle?
- What skills or resources does the target audience need? What protective factors should be

enhanced? What avoidance strategies are effective?

(Modified from Source: Prevention First: Developing and Implementing Successful Communication Campaigns, 2012)

Marketing Survey SAMPLE Questions:

Note: include questions to obtain demographic information and include options relevant to the target audience

How often do you use the following as sources of information?

	<i>Rarely</i>	<i>Sometimes</i>	<i>Frequently</i>	<i>Very Frequently</i>
<i>Posters</i>	1	2	3	4
<i>Post Cards</i>	1	2	3	4
<i>Video</i>	1	2	3	4
<i>Newspaper</i>	1	2	3	4
<i>Social Media</i>	1	2	3	4
<i>Rack cards</i>	1	2	3	4
<i>TV</i>	1	2	3	4
<i>Radio</i>	1	2	3	4
<i>OTHER: _____</i>	1	2	3	4

How believable are the following sources of information?

	<i>Unbelievable</i>	<i>Somewhat Believable</i>	<i>Believable</i>	<i>Very Believable</i>
<i>Posters</i>	1	2	3	4
<i>Post Cards</i>	1	2	3	4
<i>Video</i>	1	2	3	4
<i>Newspaper</i>	1	2	3	4
<i>Social Media</i>	1	2	3	4
<i>Rack cards</i>	1	2	3	4
<i>TV</i>	1	2	3	4
<i>Radio</i>	1	2	3	4
<i>OTHER: _____</i>	1	2	3	4

Where do you most often notice posters and other posted material?

Where are you most likely to pick up a brochure, flyer or handout?

What promotional items/giveaways do you like best?

(Modified from Source: Prevention First: Developing and Implementing Successful Communication Campaigns, 2012)

Develop Additional Messages (if necessary):

- Messages must be very clear about the behavior you want to elicit and should be connected to the Lock Your Meds Campaign. Time should be devoted to developing effective messages, clearly defining a call-to-action. Messages should be:
 - Focused
 - Concise
 - Credible
 - Relevant
 - Positive
- Identify where message will be distributed.
- Specify what you want the audience to do and what is the positive behavior change you want to see (make a call, do something different, send for information, etc.).
- Create a tone and intention of message (informative, emotional, humorous, etc.).
- Develop actual effective message (develop with target population in mind along with survey data that gives clues as to what is credible and popular with population).
- Design Materials (identify needed resources i.e. graphic designer, website designer; mock up message)
- Engage Resources/Partners = Is there an opportunity to craft audience/partner specific messaging?

Everyone has a role to play in combatting prescription drug misuse. It's important to share these messages across communities and with groups of people that have access to and/or are most affected by prescription misuse in North Carolina. In particular:

Youth:

- Their actions will influence the behavior of their friends and peers
- Rx misuse is a growing problem and they can be a part of the solution
- Medicines should only be used as directed, and should under no circumstances be shared with others
- Rx misuse is just as dangerous as illicit drug abuse. Overdosing on these drugs can put you in a coma, stop your heart and can kill you
- Other effects include nausea and vomiting, dizziness, inability to concentrate, insomnia, track marks (if you're injecting), staggering or stumbling, impaired memory or judgment, uncontrollable diarrhea, unconsciousness, withdrawal symptoms, panic attacks, delusions, dependence and addiction
- Using Rx medications without a valid prescription is illegal
- The same refusal skills you learned in ATOD education classes work for Tx drugs too.
- It's important to know the signs and symptoms of misuse, and go to trusted adults if they know someone who needs help

Parents and Adult Caregivers:

- Parents must protect their children from Rx misuse and addiction.

- Parents need to watch for:
 - Behavioral and physical symptoms of abuse
 - Check for signs of Rx medications that do not belong in their teens' rooms
 - Talk with other parents and share information
 - Talk with their teens and grandchildren to dispel the belief that Rx drugs can be safely used without a prescription
 - Safeguard your medications in a locked cabinet or storage area
 - Keep track of medication quantities
 - Properly dispose of medications if they are no longer needed

Veterinarians: Be alert for potential pet owner abuse of prescription animal pain medicines

Realtors: Tell your clients to lock up their medicines before opening their homes to strangers

Healthcare Professionals: Doctors, nurses and pharmacists are well-positioned to influence practices around patient/consumer medication use. They can educate adults and youth about proper medicine taking, storage and disposal practices and spot potential cases of doctor shopping and fraud.

- Watch for signs of Rx misuse in patients and consumers
- Screening patients for prescription drug misuse and referring them to additional treatment services as appropriate
- Talk to patients about drug-taking behaviors that put them at risk and reiterate:
 - Not sharing medications
 - Safeguarding (locking up) their medications
 - Keeping track of medicines and properly disposing of them when they are no longer needed

Educators/Youth Services Professionals:

- Because students spend seven hours a day, five days a week at school, teachers, school administrators, coaches, school nurses and/or other staff may spot problems before parents do
- Take the opportunity to educate young people about the dangers of Rx misuse and take action when problems arise, such as referring those in need to treatment and other local services, as appropriate

(Modified from source: Community Anti-Drug Coalitions of America (CADCA) Prevent Rx Abuse Toolkit)

Develop Content Distribution Schedule

- Determine dates and a responsible party for each step in the schedule (from message completion to launch)

Identify:

- Materials to be utilized
 - All materials should be utilized according to Lock Your Meds Campaign guidance
 - Take into account what the target audience says is credible.
- Timeline for material development and testing
 - Assign tasks according to your team members’ schedules, strengths and abilities.
 - Schedule survey, ballot voting, focus groups or other message testing mechanisms to be held prior to launch in order to allow for refinement of materials.
- Timeline for media channels
 - Identify who is responsible for each item and a completion date.

Resource: Content Distribution Schedule SAMPLE (cut and paste for each audience you plan to reach)

Target Audience:												
Campaign Material	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	Cost	
1												
2												
3												
4												
5												
6												
7												
Total Expenses:												

(Modified from Source: Prevention First: Developing and Implementing Successful Communication Campaigns, 2012)

- Create a timeline for testing Communication Channels. Consider using advertising ballots or other ways to test the appropriateness/fit of materials with different audiences.

Resource: **SAMPLE Advertising Ballot**

Please tell us about yourself. Circle all that apply.

1. Gender: Male Female
2. Race: African American Caucasian Latino Asian
Other: _____
3. Town you live: _____

Please rate the [posters, rack cards, etc.] displayed based on the following criteria:

Attractiveness (Do you like the way it looks?)

Material	Rating: Circle One per item		
1	Attractive	Neutral	Unattractive
2	Attractive	Neutral	Unattractive
3	Attractive	Neutral	Unattractive

Believability (Do you believe the information given?)

Material	Rating: Circle One per item		
1	Believable	Neutral	Unbelievable
2	Believable	Neutral	Unbelievable
3	Believable	Neutral	Unbelievable

Which [poster, rack card etc.] did you like most?

Why?

Which [poster, rack card etc.] did you like least?

Why?

List any suggestions to make the [posters, rack cards etc.] better:

Any additional comments are welcome. Thanks!

(Modified from Source: Prevention First: Developing and Implementing Successful Communication Campaigns, 2012)

- Identify a Launch date
 - Take into account community events/dates.
 - Contact appropriate media outlets.
 - Plan to have materials developed and ready for the launch.

Putting it all together: Strategy Development Activities:

- Disseminate Lock Your Meds materials to radio, television talk shows, local newspapers and social media sites. Describe how the campaign works to prevent the misuse of prescription drugs by youth.
- Place articles and opinion editorials (op-eds) in community bulletins, local newspapers and other publications (paper and visual)
- Disseminate Lock Your Meds PSAs for radio, print, TV and social media sites. Placement should include traditional media outlets as well as doctor's offices, clinics, ERs and websites.
- Gain support from billboard owners to ensure placement in key areas in your community.
- Incorporate social media (blogs, Facebook, Twitter, Instagram) into your Lock Your Meds campaign messages
- Work with and involve youth in creating videos about the dangers of Rx misuse and incorporate them into Lock Your Meds campaign messaging
- Collaborate with senior citizen organizations, pharmacists, health care professionals and other agencies to do targeted outreach and communication about Lock Your Meds
- Create and post flyers, posters, banners, display boards and other visuals for dissemination in schools, recreation centers, gaming arcades, gas stations/convenience stores, movie theatres, malls and other locations frequented by youth
- Promote youth generated radio and television PSAs and collaborate with schools to have them featured on the schools' website, in morning announcements and sporting event flyers.
- Work with various healthcare organizations and businesses to create and distribute flyers, bag stuffers, postcards through utility bills, monthly bank statements, payroll envelopes and hospital or dentist office promotional materials

Spotlight on North Carolina Strategy Development Work:

Rowan County shares Lock Your Meds materials with community partners like Community Care of the Southern Piedmont, pharmacies, the school system and various community partners. They displayed messages on sandwich boards found at drop off and pick up times at the schools and with the health department. They are developing a partnership with DJJ to have lockboxes disseminated through teen court to families of children that have misused/abused prescription medications and a have created a new partnership with the Mayor of Salisbury to conduct a regional providers training in November 2017.

Henderson County has a yearly Apple Festival which attracts over 250,000 people over the Labor Day weekend. This year the dates are September 1st-4th. Wingate University School of Pharmacy will have a booth, and staff has made flyers with upcoming drug drops for the remainder of 2017 as well as information about our permanent drop box location at the Sheriff's Dept. They will also have Lock Your Meds pill boxes available, rack cards and Lock Boxes for those who request one.

The Drug Abuse Free Iredell Coalition has been working on action plans in the four subcommittees that were formed at the beginning of this year including Prescribing Practices, Treatment and Recovery, Legal and Law Enforcement and Prevention Education. The Prescribing Practices Subcommittee has been planning a toolkit that will be used for pharmacies as well as healthcare providers in the county. This toolkit will include Lock Your Meds materials, Coalition Brochures (which have disposal locations included) and Naloxone and NC Standing Order Information.

The Legal and Law Enforcement Subcommittee actions include increasing permanent drop boxes and take back programs in the county. We have already increased the number of take backs this spring. Just in the month of March there were 12 take back locations. In June, Troutman Police Department installed a drop box, which means that all four law enforcement agencies now have a permanent drop box. The coalition was able to purchase two additional drop boxes with our local adult collaborative funding and will be placed once a location is determined.

Rockingham County, located in the Piedmont region of the state, has been very successful in sharing The Lock your Meds campaign with coalition groups, community presentations, all four high schools in the county, and their newest partners; aging, disability, & transit services of Rockingham County. They are working with the transit services to get the Lock Your Meds educational materials out to the families who receive meals on wheels and also the individuals who ride public transportation.

Implementation Phase

1. Pre-Launch Preparations

- Develop and Continually Update FAQs
 - Used as an internal document to continually educate your team on public perceptions about the campaign
 - Keep information current as new questions or information arises

- Develop Visual Components
 - Social media imagery, posters, fliers, banners etc.
 - Branded promotional items
 - Consider customizations for target sub-populations
- Engage with Key Influencers and Partners
 - Prepare key influencers to help advocate for the campaign
 - Do partners have the tools they need to better leverage their reach to benefit the campaign?
 - Consider customized messaging and visual collateral
- Collect Baseline Data for Distribution Channels
 - Create a snapshot of where you are before the campaign starts (to compare progress throughout the campaign)
 - Consider tracking (depending upon your campaign goals):
 - Website visits
 - Email subscribers
 - Average number of daily phone calls
 - Daily email inquiries
 - Social media engagement data

2. Launch Campaign

- Define and update the “Central Hub(s)” for Gathering/Distributing Campaign Information
 - Update Landing Page on Website with Campaign Information
 - Ensure community location/office has resources and visual components
- Press Release and Media Advisories
 - Timing and Scheduling (2-3 Weeks Out-if applicable 7-10 days out from event)
 - Audience-is your media contact list updated?
 - Keep your media point of contact informed
 - Create and/or maintain a media kit

Resource: SAMPLE Press Release

LOGO
Organization address
Phone number, website email

PRESS RELEASE
For Immediate Release

Contact: Name
Phone Number

The headline should be centered and bold. It should be concise and attention grabbing.

Date (**when**) and Location (**where**)- The first paragraph should be brief and explain the headline in more detail. It states what the campaign is about and who it will impact. Members of the media will quickly scan the release, so it is critical to grab their attention with the first paragraph.

The second (and possibly third) paragraph is the “meat” of the release. It explains in detail **why** the project is important and **how** it will work or succeed. Background and supporting information is included here. Often, a quote will be included to add a more personal element. Quotes should be from a notable person and should be grabbing and succinct, but not canned.

The final paragraph provides information about **who** the organization/campaign is (mission, purpose etc.)

(Modified from Source: Prevention First: Developing and Implementing Successful Communication Campaigns, 2012)

- Announce Campaign across Select Channels According to Schedule
 - Distribute content to online and offline channels according to the schedule and adjust as needed
 - Ensure partners and stakeholders are kept informed of schedule and modifications
- Kick-Off Activities (if applicable)
 - Save-the-date
 - Teasers to promote the event
 - Ensure partner roles are established
 - Consider doing live posts, if onsite event
- Distribution of Physical Collateral, consider:
 - Partners
 - Media Organizations
 - Community Bulletin Boards
 - Faith Based Organizations

- Community Centers and Organizations
- Listen, Respond, and Engage
 - Monitor social media channels frequently and set up notifications if necessary
 - Listen to what the target audience (and larger community) is saying (and not saying)
 - Respond to comments and inquiries in a timely manner according to social media policies
- Continually collect Analytics to Measure Performance
 - Collect data snapshots on a regular basis
 - Compare to baseline data and previous snapshots to establish performance trends throughout the campaign
 - Modify distribution schedule accordingly

Putting it All Together: Implementation Activities:

- Regularly post flyers and posters in stores, libraries, places-of-worship, and other locations frequented by your target audience (based upon your market research)
- Host community forums about prescription drug misuse by youth and invite bordering communities so you can brainstorm collective solutions.
- Incorporate Lock Your Meds campaign messages and materials into community-wide events such as walk-a-thons, town hall meetings and parades.
- Collaborate with middle and high schools to conduct poster and video competitions. Provide rewards and/or recognition for all contest winners and entrants
- Encourage drug-free workplace programs to include Rx abuse as part of their educational information
- Incorporate training and Lock Your Meds activities into community health and state fairs, senior center events and hospital open houses

Spotlight on North Carolina Work:

Brunswick County developed a partnership with the largest funeral home in the Port City region (three county area). The funeral home will provide permanent drop box locations for all three counties in their client packets as well as train all of their staff on prescription drug resources in the community. Over the years, one of the greatest complaints community members had was during the difficult time of losing a family member, they were also left with a lot of unused medication and unaware of how to properly dispose of it. This new partnership will address this information gap in our area while also educating the funeral homes' clients on the importance of properly disposing of medications.

Wilkes County has been integrating the Lock Your Meds campaign materials into their community and began by disseminating the LYM Rack Cards to all of the coalition members who placed them in their own agencies. The school sector lead for our coalition also asked to include the LYM Parent Rack Card in the "Back to School" informational packets that were mailed to 5,000 middle and high school families in the county! In October 2016, 3 LYM billboards were placed in high traffic areas across the county in conjunction with Red Ribbon Week. The billboards ran for over 2 months and received a total of 147,497 impressions per week! In November 2016, one of the youth members, under the direction of Project Lazarus staff, developed informational packets for local medical providers detailing how to provide better information/education on the risks of an opioid-related overdose to patients. He included a LYM poster in each packet assembled.

Wilkes County has also distributed promotional materials (magnets, stress balls, and medication lock boxes) at health fairs and speaking engagements across the county reaching dozens of youth and adults with the Lock Your Meds message. Future plans include working to secure air time for the LYM PSA on both local radio stations as well as the local TV station and working to secure screen time for the LYM ad at the local movie theater. They will also work with their coalition to include rack cards as bulletin inserts in many of the local churches.

Cleveland County partners with Carolinas Health Care System- Cleveland's emergency department to pass out medicine lock boxes to patients being discharged with an active prescription for a controlled substance. Patients are asked a series of questions by a medication technician in an effort to determine the need and willingness/desire to use a medicine lock box. If patient meets the criteria specified by the medication technician, they are offered a free medicine lock box. To date, the emergency department has passed out well over 300 lock boxes to Cleveland County community members.

Cleveland County also shared Lock Your Meds materials during health fairs hosted by Palmer Grover Baptist Church and the YMCA's Healthy Kids Day. Community members were educated on the importance of locking and securing medications, as well as proper disposal of unused or expired medications. Participants were also given locally produced rack cards with contact information on how to obtain medicine lock boxes. In addition, Lock Your Meds information was presented at the local NAACP meeting in February 2017. Members were able to ask questions and discuss how they could be more impactful in the community. Following this presentation and the health fairs, they've received over 40 requests for medicine lock boxes.

Additionally, Cleveland County developed a flyer that local realtors agreed to include in their new home listing packets for their clients explaining the importance of securing their medications while potential buyers and even service providers (i.e. repairmen, electrician, plumber, painter, etc.) may be visiting their homes. They have received several requests for medicine lock boxes from realtors to provide to clients who have homes where medicine has been seen left out during showings.

Evaluation Phase

Conduct Process Evaluation: Helps determine how campaign is being implemented and occurs the entire time campaign is taking place

- Identify whether the following are working:
 - Reach
 - Exposure
 - Duration
 - Cost
 - Participant reaction
 - Community/Audience Engagement Piece

Resource: Event/Media Coverage Log:

Date(s) of Distribution	Cost	Media Format (TV, radio, paper, social media, event, flyer, posters etc.)	Content of Media/Event	Distribution Source/Reach

(Modified from Source: Prevention First: Developing and Implementing Successful Communication Campaigns, 2012)

Conduct Outcome Evaluation: This happens at the end of the campaign and measures progress toward objectives, the impact the campaign has had on the defined problem/issue, and any improvements from baseline data

- For each objective analyze:
 - Method for evaluating: Focus groups, ballot testing, surveys, etc.
 - Feedback received
 - Qualitative vs. Quantitative Data

Make Refinements and begin planning phase again: Data collected informs ways to tweak and adjust the message, communication channels and promotion strategies; this process should be revisited throughout the campaign process

- Identify common themes

- Collect and capture unique and innovative Ideas
- Make suggestions for refreshing messages and materials
- SWOT: What works and what doesn't? How can we improve?

Sources: SAMHSA: <http://www.samhsa.gov/capt/tools-learning-resources/developing-social-marketing-campaign>
 Prevention First: Developing and Implementing Successful Communication Campaigns

Spotlight on North Carolina work:

Brunswick County has developed a comprehensive evaluation plan that will look at the effectiveness of all of their prescription misuse strategies over time. By working with community partners and using other long-term funding sources, the county has been able to put an evaluation plan utilizing four main methods: a community adult survey, the Pride/Young adult surveys, focus groups and secondary data to be completed by June 2018 and repeated every year or two depending on the strategy. Brunswick county will work with their community partners to provide an electronic and paper adult survey that will ask eight questions directly related to their short-term goals. In order to reach a larger, more representative community sample they will also promote an electronic survey using various media outlets, for example: social media, newspaper etc.

Burke County's RxEAP Task Force has distributed 226 medication lock boxes to homes identified as "at risk" since 2015. In this case, "at risk" is defined as any home where prescription drugs are unsecured and children are present. By utilizing relationships with key stakeholders such as in-home day care providers, child protective service workers, and others, they have ensured boxes are going to homes in need and are being utilized. "Follow the Box" is an initiative that was created in April 2017 as a method of tracking the utilization of the lock boxes. Their key stakeholders have distributed the "Follow the Box" surveys to those individuals who have received boxes asking the following questions:

Is the box in use?

Is the box working properly?

Where were your medications stored prior to the lock box?

To date 36 boxes have been utilized (as observed by in-home care providers), and 29 additional boxes have been self-reported as actively utilized, totaling 65 boxes. The majority of medication was stored on kitchen table and countertops prior to the dissemination and utilization of lock boxes.