



Community-Wide Response Plan to the Opioid Epidemic

PREVENTION INITIATIVE: MEDICATION SAFETY CAMPAIGN

Behavioral Health Collaborative Update

Vivian Gettys, RN, MPH

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CAHS Medication Safety Campaign

Campaign Goal: Create Awareness about Proper Disposal of Expired and Unused Medications to Reduce Potential for Abuse

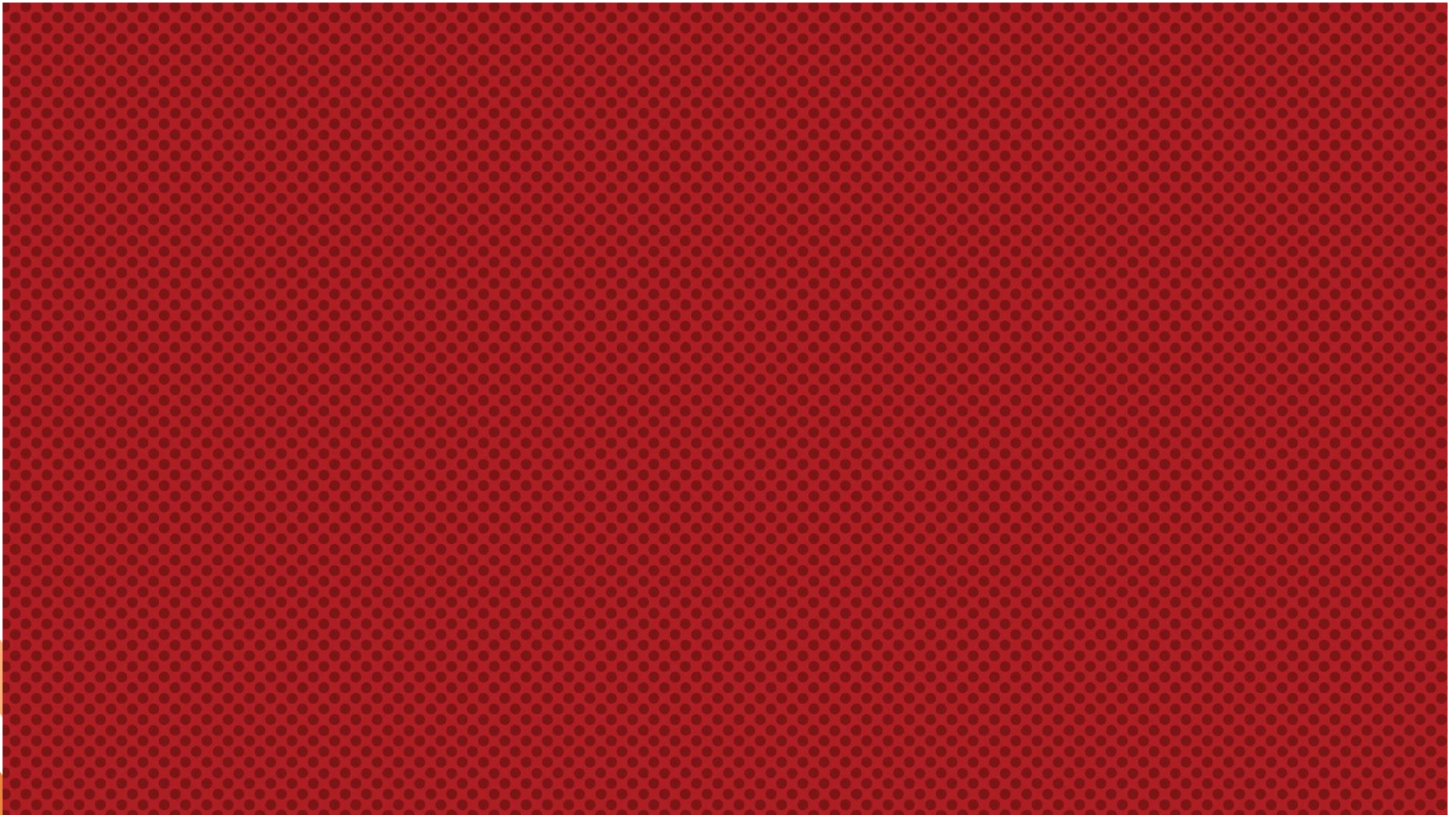
Campaign Theme:
“Be a Hero, Get to Zero”

Creative Production to Bolster Interest,
Campaign Identification and Recall

Be A Hero, Get to Zero
Logo/Character

Tagline Directive: Clean Your
Cabinet of Unused
Medications

Campaign Creative Animated Video



CAMPAIGN OUTCOMES

Medication Safety Practices are Critical to Reducing Misuse of Medications, Addiction and Overdose Deaths

Achievements

- **Website Landing Page** with information including a listing of permanent drop boxes.
- **30-Second Animated Video** distributed through targeted social media ads/posts.
- **Magazine Print Ads** (BR Parents and In-Register)
- **Informational** materials
- **Banner flags** for “take back” events.

SOCIAL MEDIA ADS (one month)

- 213,865 impressions
- 62,110 video views
- 808 clicks
- 0.38% click through rate

Facebook boosts reached a total audience of 26,000. The video alone reached 2,300.

Results in line with industry averages.

Cost: \$14 per thousand impressions.

Prescription Drug Take Back Day 2018



STRATEGIES TO EXPAND CAMPAIGN

FUTURE PROMOTIONS

- DEA Prescription Drugs “Take Back” Day – April 12
- Social Media Posts/Ads
- Community Events

INCREASE PERMANENT DROP BOX LOCATIONS

- Identify Underserved Areas
- Partner with Hospitals and Pharmacies

Campaign Resources



- CAHS Prevention Program Block Grant Funding
- CAHS Prevention Staff
- Taylor Media Services
- DEA and Local Law Enforcement as Partner Agencies
- Community Coalitions and other Stakeholders

Properly Disposing of Unused and Expired Medications can Greatly Reduce the Potential for Abuse.