**Know what who when why to ask.**

**Care Enough to Become Empowered.**

Ask your doctor or dentist about medications prescribed to manage your pain.

**Learn More. PAStart.org**
CPA Commonwealth Prevention Alliance

**WDAC**
Washington Drug & Alcohol Commission
1-800-247-8379



"How can I strengthen my parenting skills?"
**Start by connecting.**
PAStart
Commonwealth Prevention Alliance CPA



**22598**
**Don't Add to the Numbers.**
Don't Share Prescription Drugs.
**Learn More. PAStop.org**
WDAC Washington Drug & Alcohol Commission, Inc.  *One Day at a Time.*  1-800-247-8379  www.wdacinc.org



Anyone Can Become Addicted. **Anyone.**
Stop Prescription Drug Misuse Before It Starts.
Learn More. **PAStop.org**

# PAStop PAStart
# Next Steps Guide

**A Practical Guide to Planning and Implementing an Effective Media Campaign, No Matter What Your Budget.**

**CPA** Commonwealth Prevention Alliance

# PAStop PAStart
# Next Steps Guide



Anyone Can Make The Difference. **Anyone.**

Start Making The Difference.

**FCDAC** Fayette County Drug & Alcohol Commission, Inc.

**PAStart** Commonwealth Prevention Alliance

Learn More: www.fcdaa.org • 724.438.3576



Anyone Can Make The Difference. **Anyone.**

Learn More. **PAStop**.org

Commonwealth Prevention Alliance **Stop Opiate Abuse Campaign**

**Westmoreland Community Action**

**CPA** Commonwealth Prevention Alliance

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# 1. Introduction



**T**he opioid epidemic has been incredibly destructive in Pennsylvania, and unbelievably, we may not have seen the worst yet. Although overdose numbers have plateaued in some states[1] (National Center for Health Statistics, 2018), in Pennsylvania, they are still trending sharply upward.

The nation's COVID pandemic made the drug overdose epidemic worse. Our 18-25 year old young adults have reported sharing prescription medications. At the same time, our 10-14 aged youth are facing substance use, mental health, racism, and sexuality/gender-bias issues that can all lead to unhealthy and dangerous behavior.

## Not Going Away Soon

Even as communities across Pennsylvania come together to promote addiction prevention, positive parenting, intervention, treatment and recovery support— as well as primary prevention and programming — we know it will take years to overcome this issues.

In short: these challenges aren't going away soon. As a result, Single County Authorities (SCAs), community coalitions, and other public health organizations should invest in long-term, effective communication strategies that support their efforts. These messages will remain relevant for years to come.

The urgency of the current environment is an opportunity for community groups to update their communication methods to keep pace with an increasingly sophisticated media landscape. While brochures were once a staple of any public health communications campaign, they should now be just one tool in a diverse toolbox of communication strategies. Traditional brochures should now be joined by social media marketing, web advertisements, radio and television PSAs, outdoor advertising, and direct mail marketing.

## A Call for Environmental Prevention Strategies

For many years, prevention efforts have focused on an individual-level: that is, attempting to change a person's mind. The evolving science of prevention, however, has shown that it is much more effective to change a person's world. Prevention efforts that focus on context are called environmental prevention strategies and have the potential to create longer-term change with lower overall cost[4].

**Media campaigns can serve as a powerful environmental prevention strategy to help change the ecosystem in which a person lives, which plays a part in how that person behaves.**

We live in a world where medications are frequently misused[5], where stigma toward people with substance use disorders persists[6], racism, sexuality/gender biases are amplified, and where there is widespread confusion about appropriate assistance and how to access it[7]. By launching a strategic media campaign targeted specific areas of need, PAStop/PAStart can help communities in Pennsylvania:

- Become more aware of the risks of prescription drug misuse

- Reduce stigma toward people with substance use disorders

- Better understand how to find effective treatment services

- Help parents strengthen their parenting skills and prevention efforts

Furthermore, PAStop/PAStart can be a catalyst for collaboration. Groups have used these materials as a reason to outreach to new partners, which has produced a more closely connected community that can support better health for all who live there.

## Our Next Steps Kit Will Show You How

The PAStop campaign was developed in 2015 by a statewide workgroup with expertise in marketing, substance use prevention, and program evaluation. PAStart was launched in 2017. This guide is a collection of practical tips for planning and implementing an effective media campaign, no matter what the size of your budget. The target audience for this guide is Single County Authorities, community coalitions, and all concerned Pennsylvanians who want to make lasting change in our communities.

# 2. Media Best Practices

**M**aybe you've never delved into marketing before. If so, welcome! Maybe you have purchased billboards or ordered personalized pens in the past, but you're ready to explore options that could make a greater impact in your community.

There are opportunities for organizations to use pre-made PAStop and PAStart materials. You can also incorporate a level of customization either in-house or with the help of an outside group. Get in touch with PAStop/PAStart at info@pastop.org for further guidance.

This section of the guide will help you consider the most effective ways to use PAStop/PAStart to reach your goals.

## Where Does the Need Exist?

To reach goals, you need to set goals. Other groups have used PAStop/PAStart tools to raise community awareness of the services they provide or to increase factual knowledge and recognition of opioid addiction or family programming.

Our materials can enhance programs already in place. A toolkit or postcard could be handed out at your event, a conference, or a meeting. News articles, blog posts, and emails can include a link to PAStop.org or PAStart.org, ushering readers toward further information. They can also be part of a new outreach measure.

With some basic design editing skills, or the help from a media professional, you can add your own contact information to many of these items, such as posters or radio ads. This capability puts your phone number or website in front of your audience. PAStop/PAStart materials are prepared for easy use. It's important to recognize that most aspects of our materials' designs **cannot be changed**, due to licensing agreements. See the PAStop/PAStartt Media Usage Guidelines for further explanation about what you can and/or cannot modify.

If your organization represents a particular geographical region, you know to focus any media campaign on its residents. What other demographic aspects are important to you? Is there a group of people who you have historically had trouble reaching? Perhaps you wish to reach parents of teens, or people in their twenties and thirties who live in rural areas. It's good to get specific. That lets you customize your plan effectively.

We recommend that you think of your marketing as a "balanced diet." It should be made up of primary and supporting media formats. For example, we don't recommend that you *only* invest in billboard advertising. Their influence is not as strong when not accompanied by other forms of messaging. People who drive by regularly are used to seeing the ads and can tune out the visual. Plus, a message seen for only a few seconds while traveling at a high speed may not stick. Digital ads are the most effective advertising for the price, and all messaging is most effective when spread across the different media behaviors of your target audience.

The following strategies are listed in order of from most to least impactful. They are also designated as "Primary" vs. "Supplementary" techniques. No formats are "bad", there are just some that work better alongside other formats than on their own.

## Primary Messaging:

Think of "Primary Messaging" as the main method with which you're going to reach the most people with your budget and resources. "Supplementary Messaging" is just as it sounds. It will work best as a tool that is supporting your primary messaging.

**1. Postcards & Direct Mail** (Primary)

Cost effective and can get directly into the hands of your intended audiences by utilizing very specific and affordable mailing lists.

**Limitation:** Hard to measure effectiveness without providing a unique request.

**2. Web Ads/Social Media Promotions** (Primary)

Very cost effective and highly selectable with regards to demographic targeting. Results are very measurable.
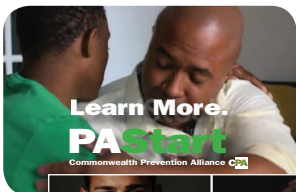
**Limitation:** They work best directing users to a webpage or site.

**3. Paid Radio/Broadcast/Cable TV Ads** (Primary)

Very visible in the community and provide the ability to select when and where they will be heard/viewed.
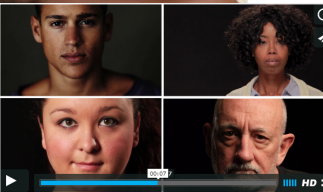
**Limitations:** Can be expensive to purchase, more difficult to customize, and hard to measure effectiveness with hard data.

**4. Radio PSAs + Broadcast/Cable TV PSAs**
(Public Service Announcements) (Primary)

If you can get local stations to play them as true PSA's, they will be very affordable to run. Usually Free.

**Limitations:** You won't get to select airtimes, and hard to measure effectiveness with hard data.

## Supplementary Messaging:

**5. Outdoor Advertising** (i.e., billboards and transit ads) (Supplementary)
Very visible in the community.

**Limitations:** Expensive to purchase, shorter lifespan, very hard to measure with hard data.

**6. Tactile Handouts** (e.g., brochures) (Supplementary)
Affordable to self-produce and distribute. Allows for much more information.

**Limitations:** Hard to measure effectiveness with hard data.

**7.** **Energizers** (e.g., t-shirts, pens, branded office supplies) (supplementary)

Can be affordable to purchase, produce and distribute.

**Limitations:** Lack of informational value, and hard to measure effectiveness with hard data.

This general descriptions are not hard and fast; each situation will be unique. Your finances, connections, and local options influence your choices. But especially if you are new to creating a marketing campaign, this list can guide your decisions.

Choose your materials based on your goals and their fit for your chosen audience. Think about where the group you want to reach are. If you're trying to reach parents, you might connect at schools and community centers. If you're hoping to influence people in their twenties, you might prioritize web promotions over broadcast television.

The following sections dig deeper into these options, which each have their own pros and cons.

## Communication Strategies

### Direct Mail
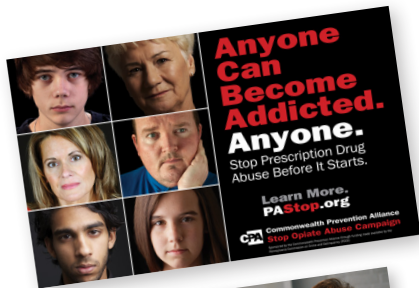
Direct mail (Postcards etc. mailed directly to a mailing list of users) has been around for a very long time. We tend to think of it as "junk mail", but when its success rate is compared to its cost, it is THE most cost-effective messaging tool, hands down.

Direct mail customer response rates increase year-over-year by 43 percent, BUT that needs to be measured against what GOALS you're trying to achieve. If it's overall awareness, a postcard may not be your best bet. But if you're announcing an event or looking for registrations or a similarly specific response (toll-free helpline or website), they can be very effective if worded and designed properly.

You must also consider the strength and value of the mailing list itself. Do you want to reach only certain ages, genders, or other demographic target groups? Then you need to obtain an updated, focused mailing list. If you're trying to reach an entire county population, you'll need to purchase a robust, sizable mailing list. You can do this with any direct mail services vendor.

You'll also need to have the pieces designed and printed. You can use and add your local information to the PAStop/PAStart postcards on the website, or have a designer or printer do this for you. You can have the postcards printed and mailed by the direct mail services vendor or you can have them printed elsewhere and sent to the direct mail vendor. PAStop/PAStart can assist with any of these services.

### Using the Web

With no printing costs and lower fees, digital marketing can save you money while still reaching a large, local audience. In the Free Downloadable Materials sections of both

the PAStop and PAStart websites, you can find pre-formatted free web banners in the standard sizes most often used on the web. Your chosen advertising affiliate will ask for an image file with particular dimensions.

Each social media platform is unique, allowing different sized images and featuring different amounts of text. You can use PAStop's buttons and images on social media advertising to draw people back to your website. Ads should be linked to a "landing page," which could be your home page or more likely a page with whatever specific information you wish to highlight. You will need to have or create an account on a social media site to create ads there. Facebook is a great place to start, with a huge potential audiences and paid promotional options for as little as $5.00 a day.

The Google Display Network is a large umbrella group that will let you post clickable images on many websites. When you see ads for the same company or item on numerous websites, that company is using a service such as this. In addition to choosing a demographic, you'll give the program keywords (important terms) related to your ad. Alternatively, you can work with the similar Yahoo!, Bing Network, or BuySellAds.

If using web ads or social media promotion, you will have targeting options. You can select your county and other characteristics as well, such as viewer gender or employment status. Beyond demographics, you can even choose audiences based on their interests. The platform will probably tell you how big a potential audience you are reaching, based on your budget and your selections.

However you choose to advertise online, you will have the option of accessing analytic reports. The exact location will vary by platform. If you can't find it or have questions, look for a website's help center, it will have directions. It's easy to find out how many people loaded a page featuring your ad and how frequently those viewers clicked on it. Tinkering with your strategy is aided by feedback. This is also extremely useful information when applying for grant money for messaging.

### Radio or TV PSAs

You may download the radio or TV spots from PAstop.org or PAStart.org and send them to local radio or TV stations. Although not legally obliged to air PSAs, broadcast corporations are required to demonstrate service to their local area. They often achieve this by airing a certain number of PSAs free of charge.

Sending a PSA is not a guarantee that it will be used--the company may receive more than they have time to air. For this reason, you may find it easier to get the shorter, 15-second PSAs broadcast. There are "taggable" versions of the spots available that allow the station to add your local information in empty space at the end of the spot, but the stations are under no obligation to do so for free.
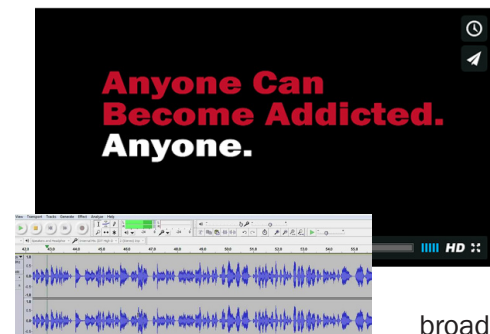
You'll want to reach out to the advertising sales department of the broadcasting company or local cable provider (such as Xfinity or Verizon). Some organizations may have a PSA director, specifically. It pays to ask. If you do not

already have a personal connection with the station, forming one will help you in the future. The person at the station who can help you might have one of many job titles. Look into the station's marketing department and see where to go from there. PAStop/PAStart can connect you with a group to assist you with formatting a PSA request letter.

A television station will want to know what your organization does and how the PSA fits into that work. It helps that many people are aware of the these issues and understand why it's important to inform viewers about them.

### Paid Broadcast Radio/TV/Cable

The same TV and Radio spots are available through both websites to be part of paid media purchases. You may have contacts with a local sales rep. If not, we can connect you with a group to assist you with the media buy process.
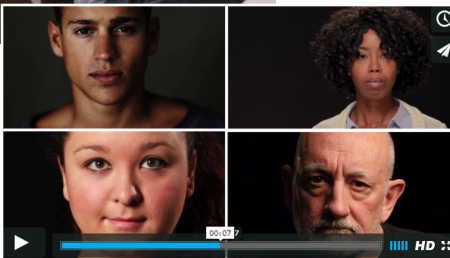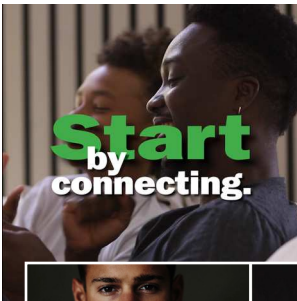
When you advertise on television, or radio, your audience becomes anyone who watches or hears the spots. When you talk to the station, ask what region they serve and when they are willing to air your video. Broadcast TV and radio tend to have wider geographic range, while cable will break down your region into smaller zones.

There are "taggable" versions that allow either the station or a production editing studio to add your information in the space at the end of the spots.

This may be able to be negotiated with your local stations, otherwise you will need to have it done professionally. PAStop/PAStart can help you with this as well.

Remember to coordinate timing. You'll want to know when radio (or television, cable or web) spots will be viewed so you can combine the elements of your campaign into a cohesive package.

### Outdoor and Transit Advertising

Billboards, bus ads, and other big outdoor images can catch the eyes of passersby.

Determine what company or companies manage billboards in your region. If you get in contact, they will be able discuss their PSA policies with you. Many billboard companies will donate free space for PSAs.

IMPORTANT: ALL billboards are sized differently and need to be custom-created. The outdoor advertising company you choose will share the specifications they require. Please reach out to PAStop/PAStart for further design assistance and permissions.

### Printed Handouts & Energizers

"Energizer" refers to an item adorned with a logo or message such as a pen, notepad, or shirt. If you are considering using a physical item as part of your campaign, think about where it would be used before deciding to order. Brochures or sticky-notes get the word out, but only if they're distributed. Do you host events? Has a local business agreed to give something out?

8.

## What Relationships Do I Have with Media Partners?

Maybe your organization worked with the local radio station to transmit public service announcements a couple years ago. Or your friend works at the local cable station. Working with these pre-existing connections saves time over forging a new relationship. Plus, you may be able to save money with a partner who already knows and likes your work.

When ordering physical products, purchasing directly through PAStop/PAStart represents one option. However, you may find it simpler and more affordable to set up production through a print stop or similar company on your own.

There may be fees associated with consultation, which you will need to anticipate in your budget. Representatives from PAStop/PAStart are happy to connect you with assistance if you have questions about how to prepare digital files for printing or other types of use.

The downloadable materials that have been designed and approved on the PAStop/PAStart websites are free to anyone that wants to use them, but you may need to think about additional costs to customize them with your own information, if you don't have that ability "in-house." Also, please remember that there are strict usage rules for what content can be added, changed, or removed. These guidelines can be found on the PAStop.org or PAStart.org websites here: Media Usage Guidelines

We want everyone to be able to use these tools as easily and affordably as possible, and we also want to help ensure that your budgets are spent wisely and strategically. For further assistance or direction in how to make Best Practices decisions in your media planning, feel free to reach out to info@pastop.org

# 3. Testimonials & Case Studies

Since the launch of PAStop in 2015, many Pennsylvanians have had positive experiences using our DDAP-approved materials to affect change in their communities. Single County Authorities (SCAs), community coalitions, and other groups have reported a number of benefits from working with PAStop/PAStart:

Delivering a consistent message about medication misuse

Combating stigma toward people with substance use disorders

Marketing existing prevention, parenting,intervention, treatment, and recovery support services

Building local relationships

### Deliver a Consistent Message

" We liked that the materials were all pre-approved by DDAP and it allowed us to disseminate materials with the same message...We have a huge county here and we know that when it comes to prevention, uniformity and consistent messaging helps. PAStop provides that. "

- **Mallory Showalter**, Prevention Specialist
*Bucks County Drug and Alcohol Commission*

PAStop & PAStart materials have been designed by a professional advertising agency, which ensures that they send a uniform visual message. Moreover, the materials reiterate a series of simple public health messages about substance use disorder stigma, racism, sexuality/gender bias, prescription sharing, making a difference and more.

### Community Engagement

" Utilizing PAStart materials is a great way to connect directly to the communities we serve. The messaging has been a starting point for the engagement of our schools, churches, and local businesses in building healthier youth. Messaging acts as a catalyst in bringing awareness to important issues and disseminating resources. "
- **Kristina Jeanty**
*Joining Forces, Lancaster*

One reason that people don't seek help for addiction is because it's a highly stigmatized health condition [citation]. PAStart materials have been specifically developed to combat stigma within Pennsylvania communities. The powerful message that "Anyone Can Make the Difference." promotes the scientifically-accurate view of addiction as a disease that can be treated.

### Market Essential Services

" You think people know how to access services, but it's like anything else: until you need it, you're not out there looking for it. Having the number plastered out there in lots different venues is important because then when it comes time, people are more likely to know where to go. "

- **Jamie Drake**, Executive Director
*Carbon-Monroe-Pike Drug & Alcohol Commission*

" When we were making decisions about how to advertise, the folks from PAStop really sat down and helped us develop a marketing media plan. They told us about the best strategies that works, what type of advertising tends to work well in Erie County, and made a number of recommendations on billboards versus television versus radio versus online advertising. "

- **Dave Sanner**, Director
*Erie County Office of Drug and Alcohol Abuse*

With so many Pennsylvanians suffering from addiction, addiction services (many of which are provided by Single County Authorities) are more important than ever. But how can you get the word out to your community?

PAStop offers countless ideas for effectively marketing substance use services, including billboards, stickers, magnets, and others. Not only does PAStop offer professionally-designed outreach materials, the workgroup can also provide consultation about marketing best practices to help community groups spend their marketing dollars wisely.

### Build Relationships

" In Cambria County, we have seen a synergy that is phenomenal about drug addiction as a result of the STOP campaign. "

- **Josh Yoder**, Director of Marketing and Planning
*CamTram*

" As a prevention specialist, having impactful ready-to-use resources is essential to reaching parents. EPICC (Effective Prevention in Connellsville Communities) has been able to use the PAStart messaging campaign to reach community members through partnering with retail stores, restaurants, and food banks to supply PAStart branded bags, boxes, stickers,coffee sleeves and more. "

- **Lee Winterhalter**, Prevention Supervisor
*Fayette County Drug & Alcohol Commission (FCDAC)*

" For the past two years the ATOD Prevention department chose PAStart  messaging for our elevator doors in our Outpatient Department.  Parents and their children see this each time they walk down the hall and benefit  from its positive and hopeful messaging.   PA Start has been supportive of our initiative, working with us to adapt the design to create a shrink wrap for the doors.

Reminding caregivers to "take a first step" encourages them to reach out for support. We are grateful to have the opportunity to collaborate with the PAStart campaign. "

- **Lisa Schneller**, Prevention Supervisor
*Child Guidance Resource Center, Havertown*

PAStart messaging can be a catalyst for unprecedented community collaboration. Sharing the materials and messages can be a reason to reach out, which can create a more activated and collaborative community.

For example, the Child Guidance Resource Centers in Havertown has wrapped their local elevator doors with multiple PAStart messages, eliciting conversations and inquiries from parents.

# 4. Call to Action: Design Your Media Outreach Campaign

To begin creating a media outreach campaign using PAStop or PAStart materials, organize your approach using the six steps described in SAMHSA's Strategic Prevention Framework.

## 1. Assessment

**During the assessment phase, seek information and data to define the specific problems you are hoping to solve.**

This process is often iterative – that is, it starts with a concern, followed by research on the degree of the problem, which leads to a better-defined problem supported by data.

For example:

**Initial Concern:** Not enough information about how to access local addiction treatment services
**Data Source:** Call volume to the local SCA, analysis of geographic area/demographics of recent calls to SCA
**Refined Problem:** A proportionately low percentage of treatment referrals through the SCA are for residents of rural areas

**Initial Concern:** High rates of overdose in your community
**Data Source:** Overdose Free PA website, information from local medical examiner
**Refined Problem:** Overdose rate is particularly high in a specific region or neighborhood

**Initial Concern:** High rates of non-medical prescription drug misuse among teens
**Data Source:** PAYS, Monitoring the Future, National Survey on Drug Use and Health (NSDUH)
**Refined Problem:** High rates of prescription drug misuse among young adults ages 18-25 (the rate of misuse among teens is comparatively quite low)

**Initial Concern:** Parents not equipped to deal with modern issues facing teens
**Data Source:** OMPP evidence gathering, community issues
**Refined Problem:** Underrepresentation of parenting training in a community specific sector or geographic area

## 2. Capacity

**During the capacity building phase, take stock of the resources (staff time, financial, existing and potential partner organizations, and especially local media) you will have to dedicate to your messaging campaign.**

You cannot begin planning your media campaign without a clear understanding of the resources you can dedicate to it.

An example of your organization's capacity might look something like this:

**Staff Time:** Volunteer only; less than 5 hours per week
**Financial Resources:** $8,000
**Partner Organizations:** Affiliations of local community coalition members, Rotary Club, elementary school PTA, several primary care offices, local sports leagues, local police station
**Local media Opportunities:** Relationship with reporter who works for community newspaper; local TV station doing a multi-part series on opioids; ongoing working relationship with Lamar Advertising

### 3. Planning

**Planning is a process of creative problem-solving taking into account the goals of your outreach campaign and the resources you have available to you.**

In other words: planning should take into account both assessment *and* capacity.

Do not let your media outreach plan be solely dictated by your capacity (for example, focusing only on targeting school age children because of an existing relationship with a local school) and do not focus on your assessment at the expense of easy opportunities or important limitations (for example, a singular focus on colleges and universities when you have no existing relationship with these institutions and very limited staff time to build relationships).

Consider media best practices to determine the outreach strategies most likely to be effective. Also consider your target audience and how to best reach them.

If you have relationships with local media and/or sufficient financial resources, radio and television PSAs may help you effectively target geographic areas. Online and social marketing (using websites and social media) require financial investment and staff time to maintain, but can be remarkably effective at targeting specific audiences. Distributing printed handouts and energizers may be an effective strategy for building relationships and growing your coalition. However, ensure that you are distributing materials to a specific target audience based on your assessment data.

Finally, you must include ideas for evaluation in your planning process. It is important to measure the effect of your media outreach campaign, and no plan is complete without a strategy for measurement. For assistance, contact the Commonwealth Prevention Alliance for information about consulting services on media outreach strategies and program evaluation.

### 4. Implementation

**During the implementation process, you will enact your media outreach plan, but it is necessary to remain flexible as barriers and opportunities emerge.**

Here, the concepts of fidelity and adaptation are important.

- Fidelity describes the degree to which a program or practice is implemented as intended

- Adaptation describes how much, and in what ways, a program or practice is changed to meet local circumstances

SAMHSA emphasizes that all prevention programs must find a balance between fidelity and adaptation. The Commonwealth Prevention Alliance can serve as a guide as you encounter unforeseen circumstances during your campaign implementation.

## 5. Evaluation

**Your campaign's approach to evaluation depends on your stated goals and the type of data you have available to measure your success.**

Some goals are easier to measure than others (for example, increasing call volume to your local SCA and membership in your local community coalition are both easy to measure, whereas increasing awareness about the risks of prescription medication is harder to measure).

Whatever your goal, your evaluation should take into consideration the type of data you have available, depending on your outreach strategy (for example, Facebook offers detailed analytics on advertising campaigns; outdoor advertising offers comparatively much less data). It may be wise to supplement the data you have readily available to you; in that case, you could create surveys or conduct focus groups among members of your target population to look at the impact of your campaign.

For assistance, contact the Commonwealth Prevention Alliance for resources that can help you plan and execute the evaluation of your campaign.

## 6. Sustainability

**PAStop and PAStart is designed to help your organization become more effective.**

Sustainability is an important consideration for any public health program, especially if financial or staff resources may change over time. Conduct better media campaigns, better market your SCA or community coalition, better reduce stigma, create better collaborations among stakeholders to prevent and address substance use and challenging youth issues.

Although the opioid epidemic, Covid-19, and other environmental factors have taken an immeasurable toll in our communities, they also offer opportunities to learn and grow. Your organization has risen to the challenge by launching a media outreach campaign in your community. From here, the question is: what will you do next?

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[2] PA Health Care Cost Containment Council. (2017). *Hospitalizations for Opioid Overdose – 2016.* Retrieved from http://www.phc4.org/reports/researchbriefs/overdoses/16/docs/researchbrief_overdose2016.pdf

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**Notes:**