

PAStop



**Anyone Can Make
The Difference.**

Anyone.

Stop Prescription Drug Misuse Before It Starts.

PAStart



**Prevention
Happens Here.**



**Care
Enough
Not to
Share.**

Prescription safety
starts at home.



“How can I
strengthen my
parenting skills?”

**Start by
connecting.**

2023 Media Materials & Planning Opportunity Guide

**A Practical Guide to Planning and Implementing
a Coordinated & Effective Outreach Effort**

CPA and the **PAStop/PAStart** workgroup are excited to offer select organizations and groups the funded development of a media campaign designed to promote a specific program or initiative to target audiences in your communities.

Here's What We're Offering:

1. Media Creation, Distribution and Guidance

We understand the significance of effectively communicating your prevention initiatives. That's why we are providing **\$8,000 worth of media resources** to help you elevate your messaging. From paid digital media advertising to posters, pamphlets, PSA's, transit ads, and other materials, our media partner experts will work with you to create visually stunning materials emblazoned with your logo and organization contact info.

2. Training and Technical Assistance

To ensure the success of your prevention programming, we recognize the need for specialized knowledge and guidance. With this in mind, we are offering access to our esteemed team of experts in evaluation, media design and implementation, and market-proven consulting services. Their wealth of experience will be at your disposal, providing invaluable insights and strategies tailored to your organization's unique needs.

Why Participate? The Benefits Are Enormous!

- **Enhanced Outreach**

By leveraging our media resources, you'll have access to an impactful campaign that resonates with your target audience, amplifying your message and fostering greater community engagement.

- **Expert Guidance**

Our experienced consultants will empower you with proven methodologies, ensuring your prevention programming is backed by sound evaluation techniques and effective media strategies, ultimately leading to increased success rates.

- **Expanded Network**

Joining this initiative means becoming part of a vibrant community of organizations dedicated to prevention. Connect with like-minded professionals, share best practices, and forge partnerships that can fuel your growth and extend your impact.

- **Financial Support**

With \$8,000 worth of media resources at your disposal plus access to training and technical assistance will allow you to allocate resources more strategically and maximize your impact.

The purpose of this guide is to assist community coalitions, faith-based organizations, SCA's and other groups to plan an effective media campaign in their local areas. Use this guide when applying for the opportunity designed to fund this messaging effort.

CPA recognizes that drug and alcohol prevention programs can and must be mounted by as many groups as possible, whether working together collaboratively, or separately reaching out to their own populations that they are connected to.

With this media campaign opportunity utilizing pre-tested, widely recognized **PAStop/PAStart**, we will provide materials and guidance laid out in a systematized way so that your target populations will be made aware of a specific project, initiative, event, or services that your organization offers.

Furthermore, **PAStop** and **PAStart** materials can be a catalyst for collaboration. Groups have used them to reach out to new partners, which has served to create closer community connections.

Media Campaign Preparation Steps

The following five steps utilizing SAMHSA's Strategic Prevention Framework correspond with the Media Opportunity criteria and will assist you in completing the application and in developing your plan.

1. Assessment:

The assessment phase involves gathering information about the community's substance abuse and mental health needs, identifying risk and protective factors and understanding the scope and impact of the issues. It entails analyzing data, engaging community members and stakeholders, and conducting a comprehensive assessment to inform prevention efforts.

2. Capacity Building:

Capacity building focuses on enhancing the community's ability to implement effective prevention strategies. It involves establishing partnerships, collaborations, and resources necessary to support prevention activities. Capacity building also includes providing training, technical assistance, and skill development opportunities to individuals and organizations involved in prevention efforts.

3. Planning:

The planning phase involves developing a comprehensive prevention plan based on the findings from the assessment. It includes setting clear goals and objectives, identifying specific strategies and approaches to address the identified needs, and considering the cultural competence and sensitivity of the plan. Planning also involves engaging stakeholders and ensuring their input and support.

4. Implementation:

Implementation refers to the actual execution of the prevention plan and strategies developed during the planning phase. It involves putting the media campaign into action, adhering to the timeline and milestones, engaging

community members and organizations, and actively delivering prevention messages to the target audience. Monitoring and addressing challenges during implementation are also crucial.

5. Evaluation:

Evaluation is the process of assessing the effectiveness and impact of the prevention efforts. It involves measuring the outcomes and impacts of the media campaign, collecting, and analyzing data, and using evaluation findings to inform future prevention activities. Evaluation helps determine whether the goals and objectives of the campaign were achieved and provides insights for program improvement and sustainability.

Media Best Practices:

Media Campaigns, like many other initiatives, can be a challenge to conceive, launch, and determine whether they are working or not for you. They can also be expensive to launch and time-consuming to manage, sustain and evaluate.

Maybe you've never delved into marketing before. 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.

Our workgroup is made up of experts in Best Practices not only of media campaigns in general, but in planning them for drug & alcohol community groups at a very local level up to a statewide level.

There are things like evaluation, resource capacity, compliance with social media policies and myriad other factors that you may or may not be aware of. Our team is here to offer our combined years of experience in optimizing and simplifying this process for you.

Choose Your Message.

Now that you've collected who your audience is, what you want them to do, and what channels you're going to use to reach them, it's time to create or select the right message to convey your needs.

Within the next pages, you'll find four existing message themes along with corresponding media that you can use for this program. These messages were created by the **PAStop/PAStart** workgroup and have been reviewed and approved by PCCD, DDAP and CPA. They reflect seven years of evidence-based focus grouping, testing, real world usage and evaluation.

The samples shown are examples of what others have used the messaging for. There are multiple messaging formats available, and many of these are already available in Spanish language versions. Certain media formats have not been developed yet for certain themes.

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

Media Formats Include:

Banners, Flyers & Posters, Direct Mailers, Informational and Educational Materials, Environmental/Transit Ads,* Digital Display Ads for Web, Social Media, Trailers and Videos for Broadcast, Presentation, Streaming and much more, most available in English and Spanish.

*Not Available for Outdoor Billboards.

This **PAStop** theme features a versatile message that speaks directly to OUD and SUD messaging needs and can be awareness-based, or action-oriented. It supports collaboration and participation with businesses, faith-based organizations, schools, healthcare partners and other community groups and leaders.

Use This Theme to :

- Partner with Local Businesses and Community Leaders
- Collaborate with Faith-based Organizations



Tabletop Banner



Web/Social Media Ads & Videos



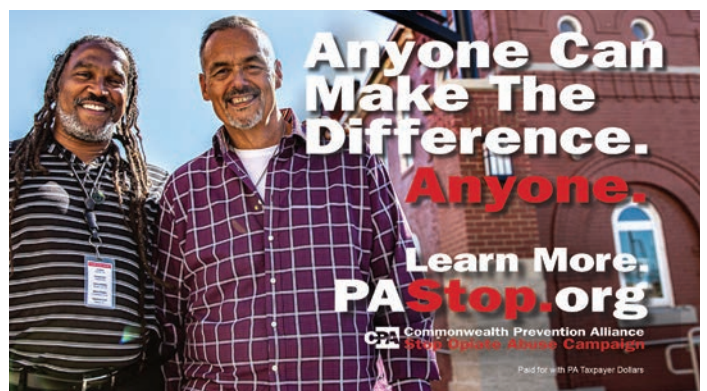
Rack Card



Direct Mail Postcard



Flyers & Posters



Banners & Transit Ads

Prevention Happens Here.

Media Formats Include:

Banners, Flyers & Posters, Direct Mailers, Informational and Educational Materials, Environmental/Transit Ads,* Digital Display Ads for Web, Social Media and much more, most available in English and Spanish.

**Not Available for Outdoor Billboards.*

This **PAStart** theme helps collaborative partners, SCA's, coalitions, schools, medical facilities etc. to identify their support for prevention efforts. It acts as an introduction to what prevention is all about for the public and helps unite all prevention organizations in the state with a single "badge".

Use This Theme to:

- Promote a Local Program or Initiative.
- Promote a Local Team or Partner.



Tabletop Banners



Web/Social Media Ads & Posts



Rack Card



Flyers & Posters



Banners



Yard Signs

Care Enough Not to Share.

Media Formats Include:

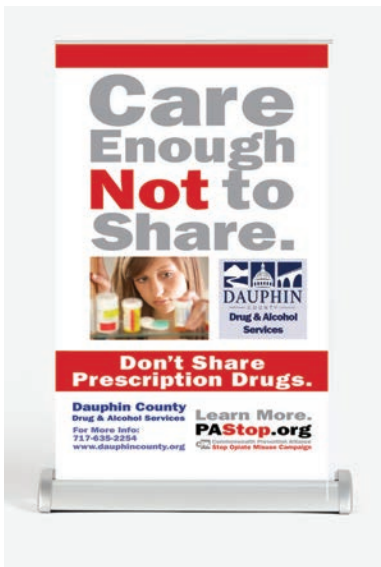
Banners, Flyers & Posters, Direct Mailers, Informational + Educational Materials, Environmental/Transit Ads,* Digital Display Ads for Web, Social Media, Video PSAs for Broadcast, Presentation, Streaming and much more, most available in English and Spanish.

*Not Available for Outdoor Billboards.

This **PAStop** theme supports anti-prescription sharing initiatives as well as identification of Rx take-back events, locations, and safe medication disposal. It lends itself well to collaborations with local business partners.

Use This Theme to:

- Promote and Increase Awareness of Local Rx Take-Back Locations.
- Promote and Suggest Action for DEA Take-Back Day in October



Tabletop Banner



Flyers & Posters



Web & Social Media Posts & Advertising



Partner Materials



Tri-Fold Brochure



Rx Take Back Materials

Start by connecting.

Media Formats Include:

Banners, Flyers & Posters, Direct Mailers, Informational + Educational Materials, Environmental/Transit Ads,* Digital Display Ads for Web, Social Media, Video PSAs for Broadcast, Presentation, Streaming and much more, most available in English and Spanish.

**Not Available for Outdoor Billboards.*

This **PAStart** theme was designed to “connect” various groups: Parents + children, students + counselors, teachers + parents/kids, coach + team etc. The approved topics include the promotion of parenting skills, parental engagement, resources for students struggling with mental health or isolation issues, role modeling, substance misuse, healthy choices, kids’ struggles in school. This theme is particularly effective in promoting local programming and events.

Use This Theme to:

- Promote Parent-Facing Program Focus: SFP 10-14, Positive Parenting Program, Parenting Podcast, etc.



Tabletop Banners



Web/Social Media Ads, Posts & Video PSAs



Transit Advertising



Environmental Digital Display



Banners



paprevention.org
