



Advisory Committee Meeting July 10, 2019

Marketing & Advertising Efforts to Date

Website

- Launched June 5, 2018
 - Over 9,500 visits to the site
 - Over 50% view the site from a mobile device
 - Over 60% of visitors are female 25-44
 - Visitors from all over the state
- Serves as the foundation for all content:
 - Awareness/Education
 - What opioids are
 - Understanding addiction
 - How to Take Action
 - Takeback locations
 - Soon to be added prevention program information
 - Find Help
 - Highlights partner services & programs
 - Soon to be added/expanded information related to:
 - Opioid Care Coordination program
 - Medication Assisted Treatment programs
 - Peer & group support
 - Providers
 - New section to include:
 - Training & Education opportunities & information
 - Treatment Methods (about OUD/MAT)
 - Connection to resources
 - Key Data
 - Will continue to be updated as new data is available
 - About
 - Recently expanded the strategic plan information to include top-level efforts to date information & project briefs for:
 - Strategies Supporting Opioid Awareness, Prevention & Treatment
 - Public Awareness Campaign





Print Materials

- Brochure
 - Comprehensive guide
 - What you need to know about opioid misuse, abuse & addiction
 - Available to the public for free at doh.sd.gov/catalog
- Pocket Guide
 - Distributed by first responders
 - Features the Opioid Resource Hotline
 - Designed to offer hope and suggest next steps
- Fold-Over Business Card
 - What you can do (never mix, share, sell, properly store & dispose, talk about it)
 - Features website & Opioid Resource Hotline
 - Available to the public for free at doh.sd.gov/catalog
- Clean Out Your Medicine Cabinet Postcard
 - Take-back locations
 - Features Opioid Resource Hotline
- South Dakota Nurse
 - Mailed to 19,000 Registered Nurses
 - Here's how you can help your patients

Social Media

- Facebook Page launched March 22, 2018
- Promoted posts to date have included:
 - Website & Opioid Resource Hotline
 - What are opioids
 - What are the risks
 - Take-Back days/locations
 - Local Events: Town Hall & Public Meetings
 - Testimonials
- Testimonial Videos
 - Went viral before they were promoted on broadcast
 - Over 27,500 full 60-second video views
 - Incredibly powerful support from a new set of brand ambassadors



South Dakota Department of Health
600 E. Capitol Avenue, Pierre, SD 57501-2536
1-800-738-2301 (in SD only) • doh.info@state.sd.us



South Dakota Department of Social Services
700 Governors Drive, Pierre, SD 57501
1-855-878-6057 • DSSInfo@state.sd.us



Broadcast Media

- Statewide Television Flights
 - December 2018 – February 2019
 - CDC Testimonials (Noah & Tamera)
 - Over 3,200 spots ran
 - April 2019 – June 2019
 - SD Testimonials (Melanie, Lucas, David & Jayne)
 - Nearly 4,000 spots ran
- Statewide Radio Flights
 - January 2019 – March 2019
 - SD Testimonial 60-second ads
 - Over 4,100 spots ran
 - May 2019 – June 2019
 - SD Testimonial 60-second ads
 - Over 800 spots ran

In the works...

- Coordinated Care Campaign
- MAT Campaign
- Opioid Resource Hotline Campaign
- Provider Testimonial Campaign
- Expanded Website Content (SD Testimonial Content)
- Industry Publications
 - Medical Journal
 - Nursing Publications



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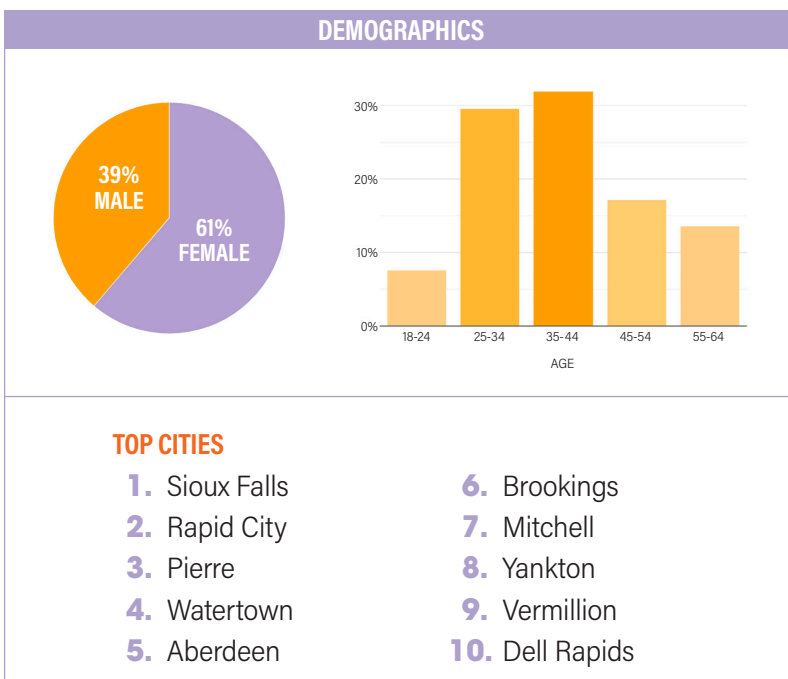
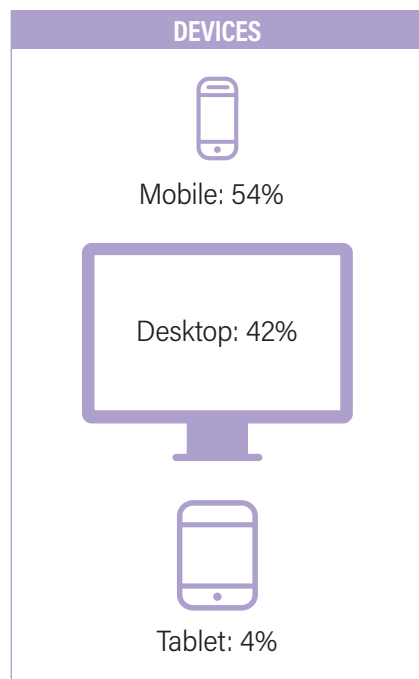
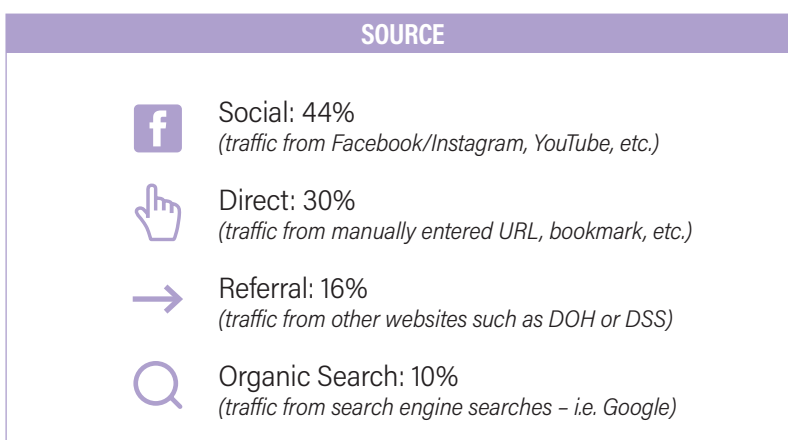
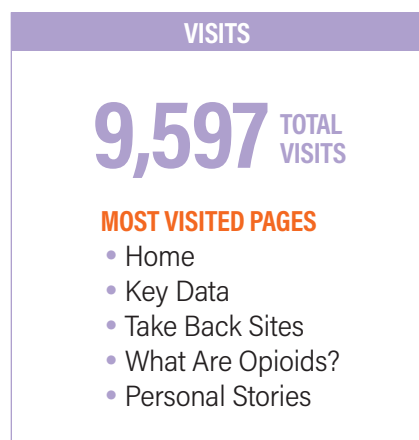
AvoidOpioidSD.com

Data range: June 5, 2018 - July 2, 2019

Launched in June 2018, AvoidOpioidSD.com serves as the foundation for the brand's ongoing awareness, education, and prevention efforts.

The site provides information on opioid misuse and abuse, promotes the Opioid Resource Hotline, and connects South Dakotans with treatment and services. As new services, programs, and information become available, the site will be updated to include them. The website will continue to be promoted statewide via broadcast and social media to raise awareness of these growing resources.

Below are a few noteworthy insights about AvoidOpioidSD.com visitors since its launch.



WHAT'S THE COOL PART



Note: We've created this special page to highlight some of the outstanding, extraordinary, touching, funny or otherwise cool things in the report that we want to make sure you don't miss. *

Avoid Opioid

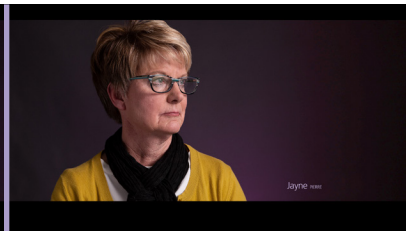
Opioid testimonials go viral!



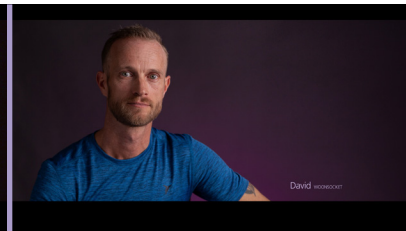
Melanie



Lucas



Jayne



David

It's rare when a promotion takes off before a single penny has been spent, but that's exactly what happened when we posted the new 60 second testimonials on the Avoid Opioid Facebook page (see organic line on chart).

Part of the power of social media is the advertiser's ability to observe audience behavior in real time in significant detail.

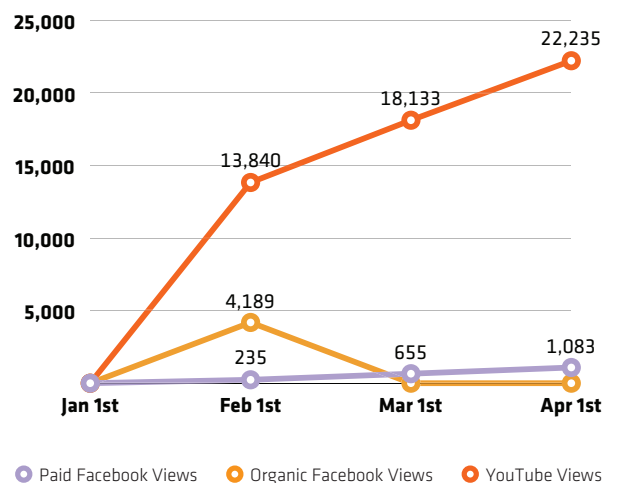
The chart shows which media delivered viewers who were willing to watch for the full 60 seconds over the 3 month time frame.

The result is that **in record time** we zeroed in on a keenly interested audience that we can count on to help spread the Avoid Opioid brand's news, views, and service offerings.

Above all, it was the courage and clarity of our interviewees sharing their personal stories that made this possible.

OVER 27,500

FULL 60 SECOND VIEWS = INSTANT BRAND AMBASSADORS.



JANUARY - MARCH 2019

* There may not be a "cool" part every month worth extra mention.