Avoid Opioid Prescription Addiction

Targeted Media Campaign

July 10, 2019
Goal:
Increase awareness of the effects of destructive behaviors involving opioids

Encourage positive lifestyle choices.
Strategy #1

**GoodHealthTV**

Indian Country’s Most-Watched Health Network

Using the outreach platform provided by GoodHealthTV video messages were broadcast over a 10-month period.
For more information call 888-571-5967 or email info@goodhealthtv.com
Four videos were produced to address the following audiences within American Indian communities:

General public | Preteen | Teen | Young Adult
Digital slates for the same audience groups were added mid-flight.
The campaign spots ran a total of 163 days in South Dakota schools and 194 days across the state in health centers and clinics.

For clinics and health centers the total spots aired across 15 locations was at least 58,200. (Based on available statistics for annual patient visits in IHS and Tribal facilities we can conservatively report that there were over three and a half million ad impressions - number of people that could have potentially watched the ads over the period of performance).

Total spots run in the schools during the campaign period was in excess of 19,720 across the 10 locations.
Strategy #2

Social Media blast – April 2019

Using same messaging that was created for GoodHealthTV
Campaign Results

- Impressions1: 365,064
- People Reached2: 32,314
- 10 Second Video Views: 119,658
  - Likes: 26
  - Shares: 10
Next Steps:
Continue message outreach through GoodHealthTV and social media.
Expand school reach
Create stories of positive lifestyle choices