# Take Meds Seriously Tome Sus Medicinas En Serio

WRAP-UP REPORT

# **EXECUTIVE SUMMARY**

This wrap-up report is provided to the Colorado Consortium for Prescription Drug Abuse Prevention (the Consortium) by Webb Strategic Communications (Webb). It closes the loop from the pre-campaign phases of discovery & planning, research development, creative concepts, media buying and website development to the launch of the campaign and beyond to post-launch implementation of stakeholder and sponsorship outreach. The span of the campaign, which was branded as TakeMedsSeriously, encompasses one year from September, 2014 to September 2015.

This document evaluates the scope of activity on the year-long timeline to include all strategy and tactics proposed in the 2014 Strategic Communications Plan. It also takes a look back at each of five campaign objectives outlined on that plan and applies metrics to gauge program effectiveness in each of those five areas.





PRE-LAUNCH ACTIVITIES FROM SEPTEMBER 2014 UNTIL LAUNCH IN FEBRUARY, 2015

CAMPAIGN LAUNCH FROM FEBRUARY 18-27, 2015

POST-LAUNCH ACTIVITY TO DISTRIBUTE
CAMPAIGN ASSETS FOR USE BY MEMBERS OF
THE CONSORTIUM

ONGOING PROGRAM IMPLEMENTATION POST SURVEY, EXPANDING DIGITAL AND PRINT
CAMPAIGN ASSETS, STAKEHOLDER AND
SPONSORSHIP OUTREACH

# TakeMeds Seriously



# CAMPAIGN AT-A-GLANCE

**METRICS PERSPECTIVE** 

# WEBSITE English/Spanish

Over 57,200 visits in less than six months with more than 79,500 page views

Top pages visited:
Disposal Options
Colorado Statistics
Events
"Take the Quiz"

Bi-monthly digital toolkits in both English and Spanish available for download.

#### **ADVERTISING**

76,604,585 impressions with 62,352 clicks. Negotiated media partnership with top-rated NBC affiliate. Three flights of TV, online digital and social media buys, supported by urban transit bustails and rural radio/print.

# TakeMeds Seriously

### **PARTNERS**

Some of the stakeholders who are distributing campaign materials:

Office of the Governor
Colorado Attorney General's office
Colorado Consortium for Prescription
Drug Abuse Prevention
Clinica Family Health Services
Colorado Department of Human
Services - Office of Behavioral
Health
Colorado Department of Regulatory
Agencies
Colorado Hospital Association
Colorado Medical Society
Colorado School of Public Health

Colorado Hospital Association
Colorado Medical Society
Colorado School of Public Health
Colorado Visiting Nurse's Association
COPIC Insurance
Good Day Pharmacies
JP Awareness Foundation
Kaiser Permanente
King Soopers/City Markets
North Colorado Health Alliance
Peer Assistance Services
Pinnacol Assurance
Rise Above Colorado
Salud Family Health Center
Skaggs School of Pharmacy and
Pharmaceutical Sciences

Walgreens

#### **SURVEYS**

**Pre-and-Post** 

Use for pre-campaign survey:

Set baseline data for awareness measurement & message development.

Results from post-campaign survey:

2:10 Coloradans have heard or seen a campaign message.

45% of Coloradans aware of the "Take Meds Seriously" campaign said they had talked to a friend about safe use, safe storage, or safe disposal; 81% said they would talk to their children or family members about the dangers of prescription medicine abuse.

#### **EARNED MEDIA**

769,168 Impressions earned from 36 media channels, including Online, TV, Radio, Newspaper, and Magazine, \$96,158.09 in publicity value was gained.



#### **SPONSORSHIPS**

Paid event sponsorships reached high-risk geographic populations in Colorado, as well as urban minority populations. Highly publicized 9Health fairs used to reach older demographics.

Total personal engagement: 13,600
Total Reach: 100,000+

#### **COLLATERAL/PROMO ITEMS**

30,000 pieces (posters, trifold pocket cards, rack cards, home window clings, "My Meds List" and "My Doctor's Appointment" full-sheet printouts) produced. During sponsorship events: branded kids' deputy badges, flashlights, and sunglasses.

Collateral and promo items used to drive traffic to website.

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## PRE-LAUNCH

Intensive discovery, research, planning and development activities punctuate this phase. A three-pronged approach is used to:

Develop an online educational and engagement presence with the TakeMedsSeriously.org website in English and Spanish.

Create a strong brand to be used with paid and earned media to create top-down awareness of the issue.

Build print and digital assets (English and Spanish) to be used for bottom-up grassroots information dissemination.



Take Meds Seriously

- The baseline research survey is developed and put in the field.
- · Creative concepts are developed and tested.
- A messaging framework and messaging grid outlining educational messages, call-to-action messages and advocacy messages are put in place.
- · Messages are fine-tuned using results from the baseline survey.
- The sitemap for the website is put in place.
- A media partnership is negotiated with 9NEWS to produce TV spots.
- · A media buy is planned and approved.
- The Governor agrees to act as spokesperson to launch the campaign with earned media.
- All communication components are combined into a strategic communications plan.
- The campaign website is researched, designed and built as a comprehensive resource on the safe use, storage and disposal of prescription medicines.
- Extensive digital toolkit assets are included in the "Resources" section of the website for use by members of the Consortium.
- · Ads and PSAs are produced for distribution.
- · Printed collateral materials are designed, approved and produced.



# **POST-LAUNCH**

The remainder of February and most of March are spent dealing with pent-up demand for campaign materials from existing Consortium members. Posters, rack cards and pocket card orders are filled by the Webb and Consortium staff. The Webb team also meets requests for video assets from the PSA and the TV commercial. The websites are also fine-tuned and launch analytics are reviewed.











Take Action, Learn More: Take Action Seriously, ord





# ONGOING PROGRAM IMPLEMENTATION

Website refinements are continuing into this phase, including a second and third downloadable toolkit to give Consortium members and partners more graphic assets (graphics and suggested corresponding posts) covering more of the campaign's messaging grid. Additional video assets are produced to highlight "real story" aspects of the safe use and safe storage of prescription medications.

Some of the campaign's emphasis is now shifting to expand the Consortium's network of stakeholder groups and community sponsorship opportunities.

Analytics are continually being updated for paid, earned and digital media. A post-advertising survey is put into the field and reported on.

A visual one-page synopsis of the campaign is created for the roundtable discussion during a visit from the U.S. Secretary of Health and Human Services. A presentation is also produced for use at the Consortium's fall annual meeting.





# CAMPAIGN OBJECTIVES METRICS

#### **CAMPAIGN OBJECTIVE #1**

Build a credible and sustainable online educational resource for Coloradans where they can learn about this issue.

Over 57,200 visits to TakeMedsSeriously.org and TomeSusMedicinasEnSerio.org in less than six months with more than 79,500 combined page views

#### **CAMPAIGN OBJECTIVE #4**

Use messages that create advocacy on the issue within the general Colorado population.

45% of Coloradans aware of the "Take Meds Seriously" campaign said they had talked to a friend about safe use, safe storage, or safe disposal; 81% said they would talk to their children or family members about the dangers of prescription medicine abuse.

# TakeMeds Seriously

#### **CAMPAIGN OBJECTIVE #2**

Create a strong campaign brand that will promote awareness.

"2 in 10 Coloradans have heard or seen a Take Meds Seriously message" after only 4 months.

#### **CAMPAIGN OBJECTIVE #5**

Measure the general populations' awareness and political will on this issue with statewide pre and post campaign surveys.

In the six months between pre and post surveys, the number of Coloradans who were aware that there is a problem with people in their community using prescription medications to get high increased from 46% to 55%.

#### **CAMPAIGN OBJECTIVE #3**

Raise awareness of the issues surrounding safe use, storage and disposal of prescription medications through a strong variety of communication strategies.

Campaign Strategies Utilized:

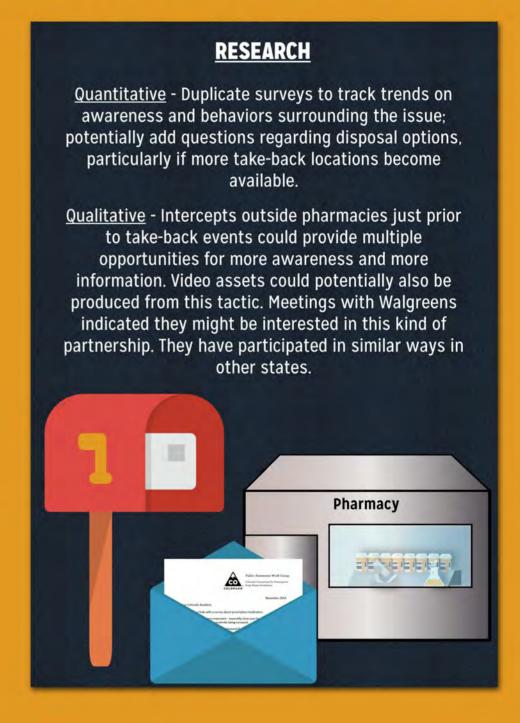
- a. Pre and post marketing surveys to build messages and gauge awareness
- b. Website provides the educational component
- c. Advertising TV, Online/Digital/Social Media, Urban Transit, Rural Radio/Print
- d. Earned Media \$96,158.09 in publicity value gained
- e. 20\* partnerships distributing campaign materials
- f. Paid Sponsorships High-risk geographical populations and urban minority populations
- g. Collateral & promotional items used to drive traffic to website

# WHAT WOULD BE USEFUL NEXT STEPS?

Webb Strategic Communications spent a brief amount of time considering what the Consortium's public awareness work group might look at for next steps, should resources become available. They are outlined below and on the following slides.







# WHAT WOULD BE USEFUL NEXT STEPS?

#### **PAID MEDIA**

Mass media, carefully planned and targeted, has proved itself for overarching campaign messages to produce general audience awareness. Ongoing media buys would obviously be desirable. A variety of online ads to drive traffic to the website also worked particularly well. If any youth/parent audiences were added, YouTube ads might also be added to the mix.



# **EARNED MEDIA** More take-back event opportunities did not materialize this year. But, as disposal sites are added, earned media could be helpful. More Colorado "real life" stories have also been identified in the course of producing new video assets for the website. These types of spokespersons could be helpful for earned media.



# WHAT WOULD BE USEFUL NEXT STEPS?

#### **SOCIAL MEDIA**

Continue creating digital assets for the Consortium, stakeholders, and partners to use. Consider more strategy around Instagram and Twitter, to be used for sponsorship events and younger audiences. Research other channels, such as BuzzFeed.







#### **STAKEHOLDER STRATEGIES**

These opportunities still offer strong, statewide distribution channels for the campaign. However, stakeholder relationships also require ongoing care and feeding. Some priorities (some new and some revisited) might include:

- Celebrity partnerships with ties to Colorado
- Doubling back with pharmacy chains to redirect and refresh efforts
- Annual refresh with key state associations such as the Colorado Medical Society, the Colorado Hospital Association, The Colorado Visiting Nurse Association, etc.
  - Health insurance providers; Pinnacol Assurance for workplace wellness and safety
    - Colorado Association of REALTORS
    - · Community Paramedics & Law Enforcement



