Take Meds Seriously
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Tome Sus Medicinas EnSerio

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.
CAMPAIGN AT-A-GLANCE

TIMELINE PERSPECTIVE

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
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.

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 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.

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 bus tails and rural radio/print.

SPONSORSHIPS
Paid event sponsorships reached high-risk geographic populations in Colorado, as well as urban minority populations. Highly publicized Health fairs used to reach older demographics.
Total personal engagement: 13,600
Total Reach: 100,000+

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.

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.
PRE-LAUNCH

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

1. Develop an online educational and engagement presence with the TakeMeds Seriously.org website in English and Spanish.
2. Create a strong brand to be used with paid and earned media to create top-down awareness of the issue.
3. Build print and digital assets (English and Spanish) to be used for bottom-up grassroots information dissemination.

- 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.
February 18, 2015 marked the beginning of launch activities with a webinar for all interested Consortium members. The session updates members on the survey and focus group research leading up to the launch. It walks participants through the campaign website and introduces the engagement assets that can be downloaded for their use. The other launch components that will unfold the subsequent week are also previewed.

The campaign launches with a media event at the Skaggs School of Pharmacy and Pharmaceutical Sciences on February 24, 2015. The website and paid media buy go live the same day. Produced collateral materials (English and Spanish) are ready for distribution.
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.

TakeMeds Seriously.org

Take Action. TakeMedsSeriously.org

Prescription Drug Safety Starts With You

Prescription Drug Deaths Every Month in Colorado

Safe Use Tips
- Store medications in a drawer or cabinet that can be locked or in a child-proof bottle.
- Keep your medicine inventory to know who has what on hand.
- Put medications where you can reach them and away from children.
- Be prepared to take action in case of an emergency.

Tips You Can Use Now
Safe Use, Safe Storage, Safe Disposal

TakeMedically Seriously

The Biggest Drug Problem: It's in Your Bathroom

Important for disposal
- Put medication in a plastic bag or a container that can be locked or sealed.
- Disposal instructions: put medications in a plastic bag, put bag in the box, put box in the trash, put trash in the trash.

Safe Disposal
- Important for disposal
- Place medications in a plastic bag or a container that can be locked or sealed.
- Disposal instructions: put medications in a plastic bag, put bag in the box, put box in the trash, put trash in the trash.

Safe Use
- Important for disposal
- Place medications in a plastic bag or a container that can be locked or sealed.
- Disposal instructions: put medications in a plastic bag, put bag in the box, put box in the trash, put trash in the trash.

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Prescription Drug Safety Starts With You

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

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.

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%.
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.

AUDIENCES

The issues of safe use, storage and disposal of prescription medications are still new enough to require a general audience approach. However, a “next tier” approach could also build in specific prevention strategies for a youth audience and their parents.

RESEARCH

Quantitative - Duplicate surveys to track trends on awareness and behaviors surrounding the issue; potentially add questions regarding disposal options, particularly if more take-back locations become available.

Qualitative - Intercepts outside pharmacies just prior to take-back events could provide multiple opportunities for more awareness and more information. Video assets could potentially also be produced from this tactic. Meetings with Walgreens indicated they might be interested in this kind of partnership. They have participated in similar ways in other states.
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 spokespeople 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