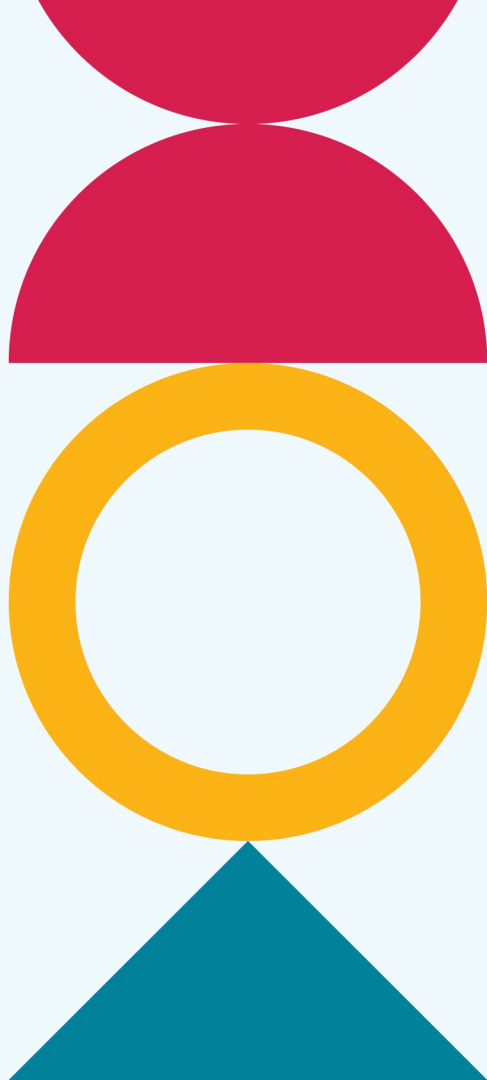


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Attitude is everything. **Possible is a frame of mind.**



MT DPHHS
Opioids
Campaigns

Advertising. Marketing. Public Relations. ●

CELEBRATING 18 YEARS *(almost)*

Attitude is everything. Possible is a frame of mind.

INTRODUCTIONS

Charleston, WV; Myrtle Beach, SC;
Helena, MT

YOUR ASHER TEAM

Scot A. Drake

Melanie N. George

Shannon V. Simon

Marty Lyon

HISTORY & EXPERIENCE

Public Health Communications
(WV, OH, CTFK, CDC, MT, HI)

Primary Research for Public Health

Montana Media Landscape & Opportunities

Key Message Development

Creative & Production

Evaluation / ROI

OUR APPROACH TO WORKING WITH YOU

We focus on:

- LISTENING
- HONESTY
- COLLABORATION
- TRANSPARENCY
- YOUR GOALS
- TRUSTWORTHINESS

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WHERE WE'VE BEEN

(Reminders & Review)



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MT Opioids CAMPAIGNS

- **“TRI-MESSAGE OPIOIDS/RECOVERY IS POSSIBLE” LAUNCH CAMPAIGN**
- **“PROVIDER SUPPORT” CAMPAIGN**
- **“BECAUSE YOU’RE STRONG” CAMPAIGN**
- **“RED ROAD/AMERICAN INDIAN” CAMPAIGN**
- **“CME/OPIOIDS PROVIDER TRAINING” VIDEOS**





Example-1: “Tri-Message Opioids” Launch Campaign

CDC-informed messaging for launch statewide in Montana had (3) Key Messages: “Addiction is a Disease. Treatment is Available. Recovery is Possible.”





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Example-2: “Provider Support/Opioids” Campaign

Features real Montana doctors and pharmacists uniting around the goal of fighting opioid addiction through education and getting patients well in Montana – while fighting stigma. In addition, we created multiple CME training videos featuring Montana doctors.

“Opioids Welcome/Provider Support” (:30) TV

<https://www.youtube.com/watch?v=x5ZFppYPKP4>

“Opioids Hope/Provider Support” (:30) TV

<https://www.youtube.com/watch?v=-drmfOYAu7k>





Example-3: “Because We’re Strong/Opioids” Campaign

While we continued to fight stigma, this campaign focused on those with OUD/SUD and those in Recovery – each person shares their story and the tone is serious, but also positive, hopeful, encouraging. The messaging “Because We’re Strong” worked well because it was a twist on how many people may think of addiction and treatment. We wanted to make sure the audience “gets” that asking for help and going to treatment is not weak. It’s a strong move because it takes guts to face a problem, get help, etc.

“Opioids Spoon/Because We’re Strong” (:30) TV

Creative – <https://www.youtube.com/watch?v=XCcHR7GtYjo>

Testimonial – <https://www.youtube.com/watch?v=FPH5DxJixFk>

“Opioids Hide & Seek/Because We’re Strong” (:30)

Creative – <https://www.youtube.com/watch?v=Jij7BM-W46k>

Testimonial – <https://www.youtube.com/watch?v=Wrv4Tb7rwXk>





Example-4: “Red Road-AI/Opioids” Campaign

While we continued to fight stigma, this campaign focused on American Indians and SUD/OD. Creative featured real Montana American Indians telling their stories. They were all did an excellent job. They were brave to speak out, and the Campaign seemed to be well-received.

“Red Road/AI Opioids” (:30) TV

<https://www.youtube.com/watch?v=RO2ApOI03VI>

“Abdel/Red Road Testimonial” (:30) TV

<https://www.youtube.com/watch?v=9YJ1YXidugw>

“Athena/Red Road Testimonial” (:30) TV

<https://www.youtube.com/watch?v=NMIpwmF9y6g>

“Red Road/Fentanyl & Narcan” (:15) TV

<https://www.youtube.com/watch?v=oAgtNKIPdMM>



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WHERE WE'RE GOING?

(aka the fun part)



Attitude is everything. **Possible is a frame of mind.**

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BRAIN. STORM.

(All ideas welcome!)



Attitude is everything. **Possible is a frame of mind.**



+ MESSAGING

What are the **Top (3) Messages** to consider for the next phase of the campaign?

- Linkage to Care
- Harm Reduction
- Naloxone/Narcan
- Provider-Based
- Stigma
- Others?





+ MESSAGING

Who should **deliver** the messaging?

- MT Physicians
- Person in Recovery
- Family & Friends of Person in Recovery
- Addiction Counselor
- Law Enforcement (*not in a scary way*)
- Others?





+ TONE

Thinking about the tone (*look/feel/style/etc.*) of the next campaign, where should it fall on the following continua?

- Factual vs. Emotive
- Young vs. Old
- Narrative vs. Instructional
- Calm vs. Energetic
- Realistic vs. Inspirational
- Others?





ANYTHING WE LEFT OUT?

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Shannon Simon

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