

Ohio's Opioid Crisis: A Prevention Response

Ohio Opioid Education Alliance



Ohio communities are in crisis



70%
of children in custody under the age of one have opiate-involved parents



5,000+
12-17 year olds

used prescription medication for non-medical use



20%
INCREASE
in dispatches for an emergency drug overdose



**FOR EVERY
1 DEATH**

10 admitted for treatment

32 visited the ER

130 abusers or dependent

825 nonmedical users

- Opioids – prescription and illicit – killed more than **49,000 people in 2017**.
- Every day, **135 Americans die** from an opioid overdose.
- In 2017, **27%** of all opioid overdose deaths involved a **prescription opioid**.
- Ohio consistently has one of the **highest opioid overdose death rates** in the U.S.

The Alcohol Drug and Mental Health Board of Franklin County is leading the fight against the opioid crisis in central Ohio



- ADAMH was tapped to develop a comprehensive action plan to address the opioid crisis
- ADAMH met with over 62 expert and stakeholder organizations to develop a four-section action plan to attack the crisis from all angles
- **ADAMH identified the need for a community education campaign, which Nationwide volunteered to create**

Key stats informed campaign direction



It starts with pills – Research shows that **80% of patients** in heroin treatment started their opioid use with prescription medications, not heroin.

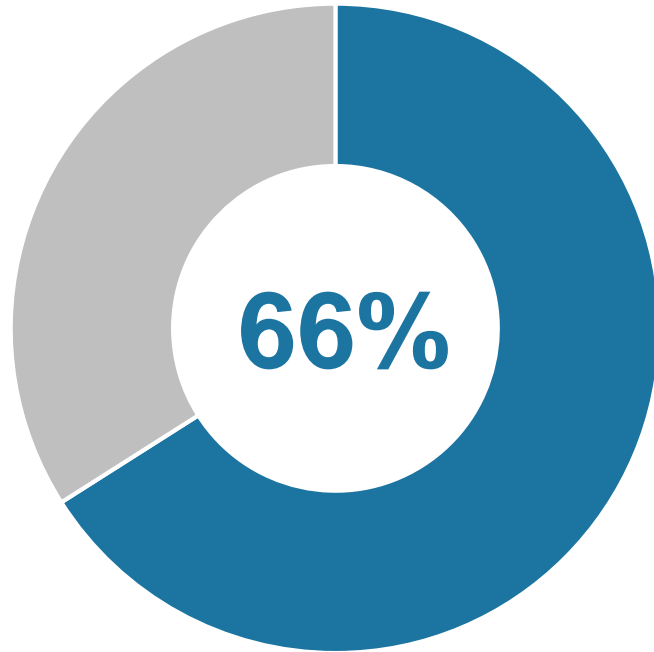


Parents are inadvertent suppliers – Nearly **half of teens** who misuse prescription drugs get them from their parent's medicine cabinet.

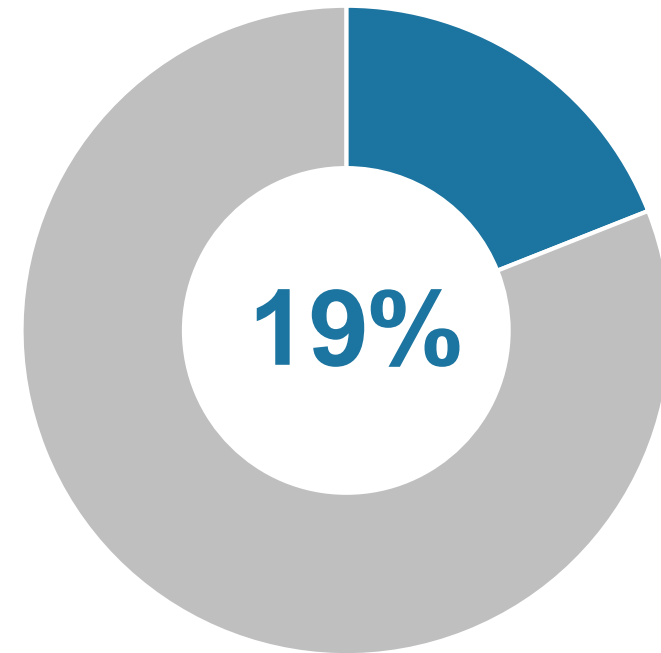


Talking works – Research shows when children talk about substance abuse with parents and other influential adults, they are up to **50% less likely to use**.

Are people concerned about the opioid crisis impacting their children or family?



66% of Americans say prescription opioid abuse is a **very serious problem in the U.S.**



19% of Americans view prescription pain medication as a **serious concern for their children and family**

Campaign designed to shift public mindset

Situation

Public awareness of the issue is high – Americans know there's an opioid crisis

Complication

Threat is vastly underestimated – Few are concerned for their family

Resolution

Through education, shift public mindset – Create a sense of urgency and empower action

Current Mindset

“I know the opioid crisis is a big problem for many in America but it's not a realistic threat to my children or family.”



Future Mindset

“I recognize that prescription opioids pose a significant threat. They are easy to access, and my kids aren't immune to the dangers.”

Campaign supporting media through Mar '19

Plan Overview

Strategy: Leverage balanced approach of broad reaching local market media and targeted digital media to speak to target

Target: Parents and caregivers of children 8-22 in the Columbus, OH DMA

Timing: 2019

Media Tactics



Local TV

Asset: :30 / :15 Video

Inventory: Early Morning, Prime Time, Late News spanning all major broadcast networks

Impact: ~2500 TRPs

Timing: 6/14 – 3/31



Local Radio

Asset: :30 / :15 scripts

Inventory: 2 stations per week, split between peak morning and afternoon drive times

Impact: ~1600 TRPs

Timing: 7/1 – 3/31



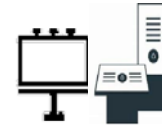
Online Video / Over the Top Video

Asset: :30 / :15 scripts

Inventory: YouTube, Hulu and Roku TrueView placements

Impact: ~13M Imps

Timing: 6/14 – 3/31



Out of Home

Asset: Static images, :30 digital video

Inventory: Traditional Bulletins / posters, Digital kiosks in high traffic malls

Impact: ~2M Imps

Timing: 7/1 – 12/31



Online Display

Asset: Display banner ads

Inventory: Targeted digital ads on relevant websites

Impact: ~4M Imps

Timing: 1/1/19 – 3/31/19



Paid Social

Asset: :15 / :30 Video, Static image, Link Ads

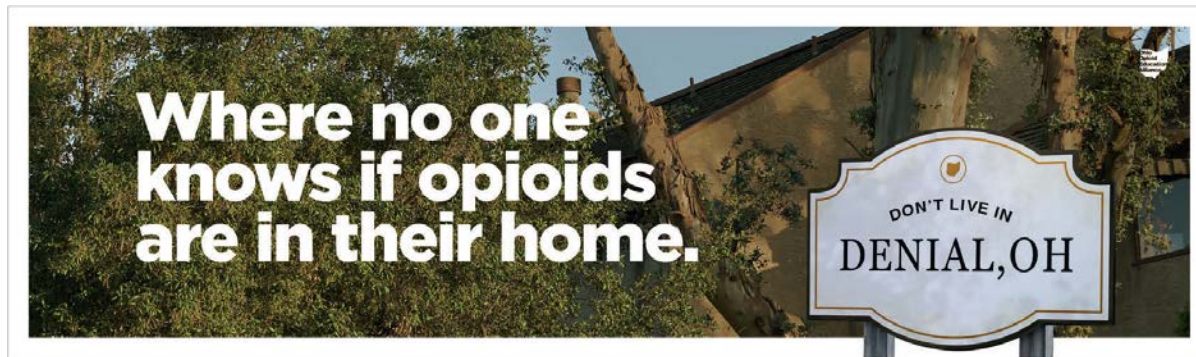
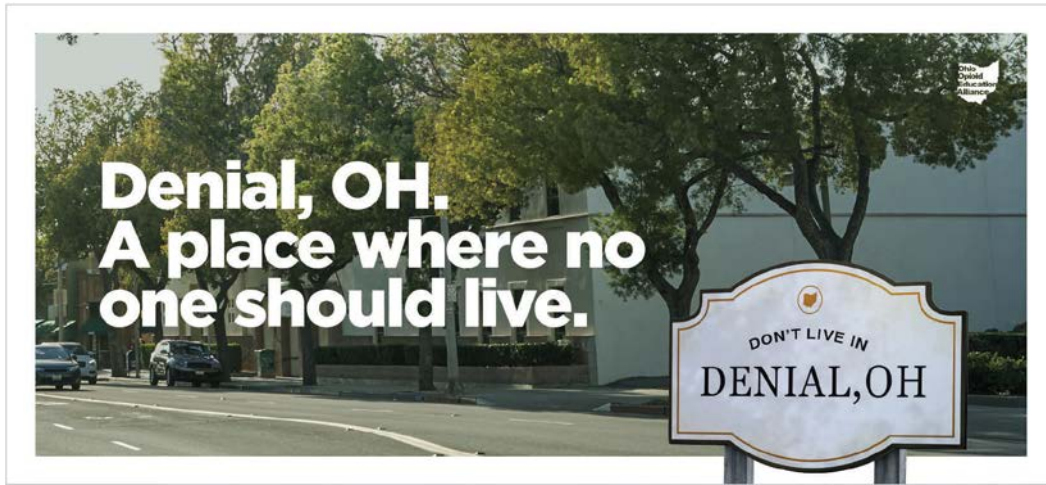
Inventory: Paid social ads on Facebook, Twitter, Pinterest

Impact: TBD

Timing: 1/1/19- 3/31/19

New for 2019

Billboards: Four messages, 30+ placements around Columbus



Campaign Performance

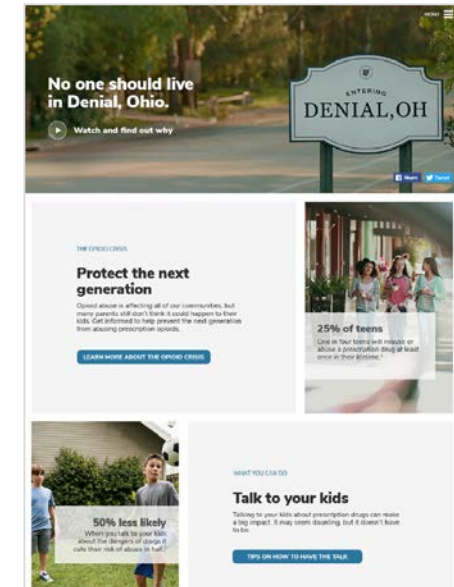
12.5M+
Video Views

50%
View Rate

20,600 clicks
to landing page



+20% from
benchmark



Ohio Opioid Education Alliance Members – 50+

- ADAMH of Franklin County
- American Electric Power
- Battelle
- Big Lots
- Cardinal Health Foundation
- Columbus Chamber of Commerce
- Columbus Foundation
- Columbus Metropolitan Library
- Columbus Partnership
- Columbus State Community College
- Crane Group
- Franklin County Board of Commissioners
- Franklin County Board of Developmental Disabilities
- Franklin County Children Services
- Franklin County Public Health
- Foundation for Appalachian Ohio
- Human Service Chamber
- Huntington
- IGS Energy
- Law Enforcement Foundation
- Mt. Carmel Health
- National Safety Council
- Nationwide Children's Hospital
- Nationwide Foundation
- NFIB
- Ohio Association of Chiefs of Police
- Ohio Association of County Behavioral Health Authorities
- Ohio Business Roundtable
- Ohio Chamber of Commerce
- Ohio Children's Alliance
- The Ohio Council of Behavioral Health & Family Services Providers
- The Ohio Council of Retail Merchants
- Ohio Dental Association
- Ohio Farm Bureau
- Ohio Foundation of Independent Colleges
- OhioHealth
- Ohio Hospital Association
- Ohio Hotel & Lodging Association
- Ohio Library Council
- Ohio Manufacturers' Association
- Ohio Mayors Alliance
- Ohio Pharmacists Association
- Ohio Realtors
- Ohio Restaurant Association
- Ohio State Medical Association
- The Ohio State University
- Osteopathic Heritage Foundations
- Philanthropy Ohio
- PNC Financial Service Group Inc.
- Prevention Action Alliance
- United Way of Central Ohio
- WBNS- 10TV
- White Castle Systems
- Worthington Industries



**Ohio
Opioid
Education
Alliance**

DontLiveinDenial.org