Ohio’s Opioid Crisis: A Prevention Response

Ohio Opioid Education Alliance
Ohio communities are in crisis

- 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.

Sources: Substance Abuse and Mental Health Services Administration, Partnership for Drug Free Kids
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.

Sources: Kaiser Family Foundation, National Safety Council
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.”
**Media Tactics**

### 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

<table>
<thead>
<tr>
<th>Local TV</th>
<th>Local Radio</th>
<th>Online Video / Over the Top Video</th>
<th>Out of Home</th>
<th>Online Display</th>
<th>Paid Social</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Asset:</strong> :30 / :15 Video</td>
<td><strong>Asset:</strong> :30 / :15 scripts</td>
<td><strong>Asset:</strong> :30 / :15 scripts</td>
<td><strong>Asset:</strong> Static images, :30 digital video</td>
<td><strong>Asset:</strong> Display banner ads</td>
<td><strong>Asset:</strong> :15 / :30 Video, Static image, Link Ads</td>
</tr>
<tr>
<td><strong>Inventory:</strong> Early Morning, Prime Time, Late News spanning all major broadcast networks</td>
<td><strong>Inventory:</strong> 2 stations per week, split between peak morning and afternoon drive times</td>
<td><strong>Inventory:</strong> YouTube, Hulu and Roku TrueView placements</td>
<td><strong>Inventory:</strong> Traditional Bulletins / posters, Digital kiosks in high traffic malls</td>
<td><strong>Inventory:</strong> Targeted digital ads on relevant websites</td>
<td><strong>Inventory:</strong> Paid social ads on Facebook, Twitter, Pinterest</td>
</tr>
<tr>
<td><strong>Impact:</strong> ~2500 TRPs</td>
<td><strong>Impact:</strong> ~1600 TRPs</td>
<td><strong>Impact:</strong> ~13M Imps</td>
<td><strong>Impact:</strong> ~2M Imps</td>
<td><strong>Impact:</strong> ~4M Imps</td>
<td><strong>Impact:</strong> TBD</td>
</tr>
<tr>
<td><strong>Timing:</strong> 6/14 – 3/31</td>
<td><strong>Timing:</strong> 7/1 – 3/31</td>
<td><strong>Timing:</strong> 6/14 – 3/31</td>
<td><strong>Timing:</strong> 7/1 – 12/31</td>
<td><strong>Timing:</strong> 1/1/19 – 3/31/19</td>
<td><strong>Timing:</strong> 1/1/19- 3/31/19</td>
</tr>
</tbody>
</table>

**New for 2019**
Billboards: Four messages, 30+ placements around Columbus

Denial, OH. A place where no one should live.

Where no one thinks the opioid crisis will affect them.

Where no one knows if opioids are in their home.

Where no one talks to their kids about opioids.
Campaign Performance

12.5M+ Video Views

50% View Rate

+20% from benchmark

20,600 clicks to landing page

View Rate data from skippable inventory placements
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