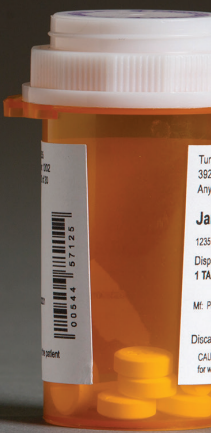


PRESCRIPTION OPIOID COMMUNICATIONS CAMPAIGN OVERVIEW

CDC'S RX AWARENESS CAMPAIGN

From 1999 to 2015, more than 183,000 people died in the United States from overdoses related to prescription opioids.¹

Every day, more than 1,000 people are treated in emergency departments for misusing prescription opioids,² and more than 40 people die from prescription opioid overdoses.³



THE NEED

The Centers for Disease Control and Prevention (CDC) National Center for Injury Prevention and Control (NCIPC), along with other federal agencies, recognizes this critical threat to public health and has made it a priority to raise awareness about the risks of prescription opioid misuse. Critical to achieving this goal is the development of an evidence-based, consumer-directed communications campaign that resonates with those at risk for prescription opioid misuse, and overdose.

THE APPROACH

The goals of CDC's campaign are to increase awareness and knowledge among Americans about the risks of prescription opioids, and to increase the number of people who avoid non-medical (recreational) use or medical use of opioids for pain management. The campaign focuses on adults 25 to 54 years old who have taken opioids at least once for medical or non-medical use.

Based on past success using testimonials to effectively communicate about complex and sensitive health behaviors, CDC incorporated first-person stories into the public campaign to educate and raise awareness about the dangers of prescription opioid misuse. As the cornerstone of the campaign, CDC developed a series of videos and television ads that feature individuals living in recovery, individuals recovering from opioid use disorder, and family members who have lost someone to prescription opioid overdose. The testimonials provide compelling real-life accounts to help make others aware of the risks and dangers of prescription opioids.

CAMPAIGN ELEMENTS

DIGITAL

- 30-second testimonial videos
- Banner ads
- Search ads
- 5-second bumper video ads

OUT OF HOME

- Billboards
- Posters

RADIO

- 30-second ads



**Centers for Disease
Control and Prevention**
National Center for Injury
Prevention and Control

PRESCRIPTION OPIOID COMMUNICATIONS CAMPAIGN OVERVIEW



Findings from the formative research guided the development of the campaign tagline, “It only takes a little to lose a lot,” and the reality statement, “Prescription opioids can be addictive and dangerous.” For the campaign, this tagline and statement pair with compelling visuals that were also developed with guidance from the research.

In addition to these testimonials, the campaign includes complementary materials for the internet, such as banners and social media ads; for out-of-home spaces, such as billboards; and for radio ads. CDC conducted two rounds of formative research to learn which concepts, messages, and materials resonate with target audiences and motivate them to talk with family, friends, and healthcare providers about the risks of prescription opioid use and misuse. Research participants included male and female adults from ages 25 to 30 and 45 to 54, which is the target audience for the current campaign.

PILOT TESTING

A small-scale pilot campaign launched in December 2016 and ran for 10 to 14 weeks in nine high-burden counties in four states: Ohio, Oregon, Rhode Island, and West Virginia. The pilot presented an important message to these highly affected areas and allowed CDC to test creative materials in the field and obtain valuable input on the ads. Evaluation of the pilot campaign will assess exposure to campaign messages. Also, a proposed survey of a sample of people in the nine counties will explore whether the pilot campaign increased the knowledge, attitudes, and awareness of those exposed to the messages. The data collected from the pilot campaign will inform revisions of the campaign materials before the campaign is finalized for large-scale use by state health departments and coalitions around the country in Summer 2017.

CDC will provide a suite of creative materials for states to use in their own counties. First, materials will be made available

to CDC-funded Prevention for States program participants. Later, materials will be publicly available through an online resource center. The final materials will include out-of-home, radio, and digital platforms that feature videos, audio ads, social media ads, internet banners, Web graphics, billboards, and posters. States will have complete access to all campaign materials and will be allowed to tag them for local use. The large-scale launch will be accompanied by a campaign implementation guide for states to support their use of the campaign materials.

This CDC public health effort is accompanied by numerous other materials, including a new campaign website, patient-centered fact sheets, an online training for state employees, and an online training for healthcare providers on how to use the *CDC Guideline for Prescribing Opioids for Chronic Pain*.

¹ Centers for Disease Control and Prevention. Wide-ranging online data for epidemiologic research (WONDER). Atlanta, GA: National Center for Health Statistics; 2016. <http://wonder.cdc.gov>. Accessed December 2016.

² Substance Abuse and Mental Health Services Administration. Highlights of the 2011 Drug Abuse Warning Network (DAWN) findings on drug-related emergency department visits. The DAWN Report. Rockville, MD: U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration; 2013. <http://www.samhsa.gov/data/2k13/DAWN127/sr127-DAWN-highlights.htm>. Accessed December 2016.

³ U.S. Department of Health and Human Services, Office of the Surgeon General. *Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs, and Health*. Washington, DC: U.S. Department of Health and Human Services; November 2016.