

## Calvert County MAT

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- Situation** Individuals suffering from opioid use disorder (OUD) are often unfairly perceived as “choice users.” Although 12-step programs and talk therapy have been the main avenues for treating OUD, these approaches aren’t consistently effective, and overlook the fact that OUD has been proven to be a chronic disease. While medication-assisted treatment (MAT) has been highly effective in helping OUD patients regain and maintain sobriety, it has its detractors who perceive it as “trading one addiction for another.”
- The Calvert County (MD) Health Department was looking to decrease the stigmatization of MAT and increase understanding and acceptance among county residents as a viable alternative to traditional therapies. It engaged TDC to develop a wide-ranging brand campaign to educate county residents on the benefits of MAT, address misperceptions associated with the treatment, and help guide patients to local MAT providers and resources.
- Solution** In addition to in-depth client discussions and desktop research, TDC conducted interviews with individuals who shared their experiences with opioid addiction and their recovery through MAT programs. Insights gained from the discovery helped establish the foundation of our “MAT works for me” campaign. Components included a comprehensive brand look-and-feel, a campaign identity, a campaign landing page, a series of downloadable hot cards and posters, online animated display ads, TikTok and Snapchat ads, and radio scripts for live streaming radio ads.
- Result** The following are metrics for the first two months of the campaign:
- Delivered 1,225,457 impressions
  - Generated 4,745 clicks
  - Secured 1,081 swipe-ups on Snapchat
  - Drove 26% increase of social media referrals to the campaign landing page
- As a result of the campaign’s success to date, TDC is in ongoing talks with Calvert County for additional projects to support MAT and other programs addressing substance misuse.

- campaign identity
- campaign landing page

# M·A·T

*works for me*

**M·A·T**  
*works for me*

Medication Assisted Treatment for Opioid Use Disorder

## I feel ~~hopeless~~ human

Medication Assisted Treatment (MAT) is a safe and proven approach to treating opioid use disorder (OUD) and helping people take back their lives. If 12-step programs and talk therapy alone aren't working for you, MAT can help.

MAT Behavioral Treatment Recovery Support

*What is MAT?*

*How does MAT work?*

“I instantly felt better...the treatment gives you stability and time to get yourself together. It lets you take back power over how you feel.”  
Tracy S.

### Myth vs. Fact

- “MAT makes one addiction for another?”
- “MAT increases overdose risks for participants.”
- “MAT always lives necessary.”
- “MAT is too expensive.”
- “There’s no proof MAT is better than abstinence.”
- “My landlord isn’t serious enough for MAT.”
- “MAT only works for the short term.”

MAT Infographic Download

### More advantages of MAT

- MAT patients have lower healthcare costs than those on drug-free treatment programs.
- MAT reduces the risk to 50% of overdose with OUD—abstinence-based programs reduced it only 30 to 35% of patients.
- MAT has drastically lowered overdose deaths from California to Rhode Island — Call 800 the guide to Calvert County, Maryland.

### Where can I get started on MAT?

There are several MAT providers throughout Calvert County:

- Assess Recovery Center**  
410-684-0143  
www.assessrecovery.com
- Calvert County Behavioral Health Clinic—Calvert Crisis Response**  
1-877-461-3628
- Bayside Recovery—Opioid Treatment Program**  
443-486-0880  
bayside@medication-assistedtreatment.com
- Project Chesapeake**  
443-969-8311  
projectchessapeake@projectchessapeake.com

**M·A·T**  
*works for me*

UNIVERSITY OF MARYLAND HEALTH SYSTEM

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- poster
- hot cards

**I feel ~~broken~~ whole**

**MEDICATION ASSISTED TREATMENT**

Medication Assisted Treatment (MAT) is a safe and proven approach to treating opioid use disorder (OUD) and helping people take back their lives. If 12-step programs and talk therapy alone aren't working for you, MAT can help.

Learn more about MAT and how you can enroll in a program at [MATworksforme.org](http://MATworksforme.org)

**I feel ~~hopeless~~ human**

**MEDICATION ASSISTED TREATMENT**

**ASSISTED TREATMENT OPIOID USE DISORDER**

Medication Assisted Treatment (MAT) is a safe and proven approach to treating opioid use disorder (OUD) and helping people take back their lives. If 12-step programs and talk therapy alone aren't working for you, MAT can help.

MAT programs are based on misconceptions and unfounded

Myths	Facts
"MAT trades one addiction for another."	Research shows that a combination of MAT and behavioral therapies can successfully treat OUD and sustain recovery—and reduce opioid-related deaths by up to 50%.
"MAT increases overdose risks for participants."	MAT prevents overdoses by eliminating illicit opioid use that leads to overdoses. It prevents life-threatening overdoses by being highly regulated, resulting in decreased relapse.
"MAT disrupts true recovery."	MAT has assisted patients in recovery by improving basic daily functioning without drug or alcohol use—leading to increased ability to handle stress and better overall quality of life.
"MAT is too expensive."	The cost of medication is much lower than the cost of illicit opioids. Various forms of MAT are covered through Medicaid and many private insurance providers.
"There's no proof MAT is better than abstinence."	Untrue—MAT success is evidence based and is growing in popularity as a recommended course of treatment for OUD.
"My condition isn't severe enough for MAT."	MAT uses a multitude of medication options that are tailored to fit an individual's unique needs.
"MAT only works for the short term."	Research shows that patients in MAT programs for at least one or two years show the greatest rates of success. Medications can be taken indefinitely, depending on individual needs, without adverse effects.

**I feel ~~damaged~~ normal**

**MEDICATION ASSISTED TREATMENT**

**M·A·T works for me**

- banner ads
- social media posts

