

Frederick County, Maryland

Situation Across the country, more and more individuals have been turning to opioids and heroin as their narcotics of choice. This epidemic has cut a path across urban and rural populations, drawn interest and fostered experimentation from even middle school-aged children, and affected families from diverse socioeconomic backgrounds. In Frederick County, Maryland, the Health Department was seeing increasing addiction rates and even deaths from opioid and heroin abuse and needed an impactful communications platform to help turn the tide in its own community.

After soliciting bids from area marketing communications firms, the Frederick County Health Department selected the Channel team to develop a campaign to achieve its objectives.

Solution **Approach**
Prior to any creative work, the Channel team conducted a review of similar public service campaigns around the country. The vast majority was found to employ scare and shock tactics that, while attention-getting, ultimately failed to establish a personal connection or “put a face” on the issue. Our findings led to recommending Frederick County Health Department reach out to individuals in the Frederick community who were willing to share their struggles and experiences, and those of family members, with opioid and/or heroin abuse.

We developed a campaign called “Take Back My Life” that targeted young males and was centered on a series of videos that focused on five individuals telling their personal stories of addiction and paths to recovery. The videos were featured on a landing page we created (takebackmylife.org) and on a YouTube channel.

Media Components

The campaign website was promoted in a broad range of media and communications channels, including social media, :30 TV spots, radio, print ads, online banner ads, email, and posters throughout Frederick County. The county’s 2-1-1 emergency number, which connected callers to assistance and treatment resources, was included as a call to action on all messaging.

A comprehensive social media calendar helped manage post content and message timings; tracking reports monitored all activity on Facebook, Twitter, and YouTube; and Google Analytics was implemented to gain insight into engagements with the campaign landing page, banner ads, and online video pre-roll ads.

Media Plan

MEDIA	SIZES	MAY							JUNE							JULY							AUGUST							SEPTEMBER							IMPRESSIONS
		27	4	10	15	22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	3	10	17	24	31	7	14	21	28								
Research & Planning																																					
Creative Development & Execution																																					
NEWSPAPER																																					
Frederick News Post																																					
Front Page Post It Notes	3" x 3"																																				93,300
Inserts (full run)	8.5" x 11"																																				62,700
Banner Ads	10" x 2"																																				612,500
Half Page, ROP (4c)	10" x 10"																																				124,400
RADIO																																					
WAFY FM (PM Drive Host-Chris)																																					961,270
WFRE FM (:15 Live Reads)																																					724,000
TV/CABLE																																					
WJAG TV & COMCAST CABLE																																					1,726,672
DIGITAL ADVERTISING																																					
Banners-Behavior and Retargeting																																					800,000
Local Sites (Preroll Video & Banners)																																					1,000,000
LANDING PAGE																																					
SOCIAL MARKETING																																					
Instagram & Facebook																																					175,000
Find Out First																																					

The Channel team conducted a media day that allowed Frederick County media organizations to be debriefed on the campaign and its objectives. As a result of that personal outreach and connection we obtained high levels of added value from the local media to maximize the budget of the campaign. Everyone involved in the campaign pitched in something for this important cause. We also developed a press release announcing the campaign launch that was distributed to the Frederick County Health Department's house list of 300+ media outlets that included TV and radio stations, newspapers, and online properties, as well as government officials, department heads, and law enforcement.

Result

Early results of the "Take Back My Life" campaign have already shown great success. In just the first two weeks of the campaign rollout:

- The YouTube channel had 1,842 views
- The Frederick County Health Department's Facebook page had 59 new likes
- The boosted video click-through rate on the Facebook page was 5.12%
- The view-through rate on video pre-rolls was 82.49% with 31,673 completed views
- The takebackmylife.org landing page has garnered 2,333 views to date

Anecdotally, members of the Channel team have even received unprompted postings on personal social media channels from followers sharing positive reactions to the campaign—and who were unaware that the Channel team was responsible for the work.

It's clear that "Take Back My Life" has garnered widespread positive attention in the community during its opening stages. We anticipate even more awareness of, and engagement with, the campaign as its deployment continues.

- theme and positioning
- campaign look and feel

TAKE BACK MY LIFE

FIGHTING OPIOID ADDICTION

Research Modes Used:

Stakeholder Interviews

Background Research

Research and Review of
Like-minded Campaigns

The “Take Back My Life” campaign helps raise awareness of the dangers of opioid and heroin misuse not through a multitude of facts and figures, but through personal, real-life narratives. Instead of shocking and scaring audiences, “Take Back My Life” provides a simple yet powerful platform for the Frederick County community to listen to, and learn from, people who could easily be neighbors or acquaintances share their stories of how opioid addiction nearly destroyed their health, families, and careers.



PRISON WASN'T IN MY PLANS.

THEN OPIOIDS HAPPENED.



**I HAD IT ALL GOING FOR ME.
THEN OPIOIDS CAME ALONG.**


I grew up in a loving and athletic household. In high school, a cheerleading injury introduced me to prescription opioids. By 25, I was taking narcotics daily. Eventually I lost my career and family. But treatment helped me recover and empowered me to take my life back.

Visit www.takebackmylife.org to hear more of my story or call 211 for help and treatment options

Public Health
Prevent. Promote. Protect.
Frederick County Health Department

Funding provided by the Maryland Department of Health and Mental Hygiene and SAMHSA

Public Health
Prevent. Promote. Protect.
Frederick County Health Department




**I HAD A GREAT SON.
THEN HE MET OPIOIDS.**

My son Andy was athletic, funny, and loved by everyone. His back pain led to using prescription opioids, which led to an addiction. And then death took an overture. If you or someone you love is struggling, get help today. Don't wait until it's too late to take back your life.

Visit www.takebackmylife.org to hear more of my son's story or call 211 for help and treatment options

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**I THOUGHT I WAS IN CONTROL.
THEN I MET OPIOIDS.**

I found the help I needed. And now I'm taking back my life.

Visit www.takebackmylife.org to hear my story or call 211 for help and treatment options.

Public Health
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Frederick County Health Department

Funding provided by the Maryland Department of Health and Mental Hygiene and SAMHSA



**I HAD A HAPPY FAMILY.
THEN OPIOIDS SHOWED UP.**

If you or someone you love is battling addiction, help is available to take back your life.

Visit www.takebackmylife.org to hear my story or call 211 for help and treatment options.

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Sentencing

(Continued from A1)

No one was injured during the holiday. Brown said she struggled with a sentence recommendation in the case. Her husband is a criminal history, and several people described him as a violent, uneducated, and unskilled worker. Brown said she was on her own when her husband was arrested in 2014. Brown ultimately recommended a 10-month sentence in the Frederick County Adult Detention Center, which is within the state's sentencing guidelines of one to 18 months of imprisonment.

Detmold said she also heard from community members about her husband's character, with some people saying he was on the street to talk about him.

"He didn't make a very good choice of going down that road," Detmold said. "He was going with this man in order to gain money."

Detmold said she was not going to give up. He's not coming back to the street," Detmold said.

Detmold said she was going to learn from the charges and would respect any penalty she imposed.

"I believe you are young in a court, but you've got to understand that you have to accept the consequences — of a really stupid mistake," Adams said.

Adams sentenced him to one year in jail, with the possibility of work release. Adams imposed an additional 180-day suspended sentence and three years of supervised probation. It has no violation any of the terms of probation, the suspended sentence could be imposed.

"The judge was the best," Detmold said. "I'm glad he was."

Gun groups no longer big spenders in Md. lobbying

Data show health care, education among major financial forces in Annapolis

By JOSH HICKS
The Washington Post

ANAPOLIS — The powerful gun lobby is no longer one of the top spenders in Annapolis, but a new report shows that health care, education and the health care industry remained among the biggest financial players during Maryland's 2015 legislative session, according to data released by the State Ethics Commission.

The numbers cover November 2014 through April 2015, including the three-month legislative session, and show a major drop-off in the amount private groups spent to represent their interests in the capital, despite the arrival of a new governor and the introduction of about 20 bills by GOP lawmakers to ease the state's strict gun restrictions.

In both 2014 and 2015, financial advocates accounted for about \$100,000 in lobbying expenses by individuals. But no gun groups show up on the list of organizations spending more than \$10,000 during the period ending this year.

It goes to show how an issue can burn into the scene and then fade away," said Jennifer Blevins, a lobbyist with the American Medical Association, which spent about \$44,000 in lobbying expenses during the period.

As governor in May 2013, Democratic Gov. Martin O'Malley signed the

House Safety Act into law, banning 40 types of assault rifles, prohibiting magazines that hold more than 10 rounds, adding new fingerprinting requirements and blocking residents who have been involuntarily committed to mental health facilities from owning a gun.

Although gun rights advocates had hoped that Gov. Larry Hogan, a Republican, would take steps to loosen those restrictions, he kept his campaign trail promise to respect the 2013 legislation as established Maryland law.

The National Rifle Association and other advocates are now focusing almost entirely on grassroots organizing and public demonstrations rather than expensive lobbying.

Meanwhile, the health care industry continued to spend big in Annapolis, reporting about \$44 million in lobbying expenses during the period.

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top three, spending about \$2 million and \$1.6 million, respectively. The top three, spending about \$2 million and \$1.6 million, respectively.

Health care regularly occupied all other sectors in lobbying in Maryland. Hogan's target creates the trend in the high number of organizations involved in the legislative field and the fact that many have competing interests when it comes to working out their details of health care policies, such as coverage and hospital reimbursement.

"You have a lobbyist community that is very active in lobbying on behalf of their clients," she said. "Each side is very active in lobbying on behalf of their clients."

Among the new issues to emerge during the past session was ride-hailing services. Uber Technologies spent about \$127,000 on lobbying in Maryland.

Staying competitive in the ride-hailing industry, the Maryland State Education Association led the lobbying field in the latest report, with \$100,000 in expenses. It also spent about \$17,700 on lobbying in Maryland, according to the report.

The teachers union had much at stake with legislation Hogan introduced this year to lower an in-

crease in the number of Maryland charter schools as well as with his decision over how much financial assistance to provide for the state's most expensive school districts.

The legislature ultimately passed a watered-down version of Hogan's charter-school bill, removing language that would have exempted the organization from union representation and required its school boards to provide more money to them.

In aid of high-cost districts, Hogan approved only half of the \$138 million that the teachers union wanted in the bill.

As for Election, the Chicago-based energy company this year was seeking approval to plan to acquire Pepco, which would make Edison one of the nation's largest utilities. The Maryland Public Service Commission approved the merger in May. The Maryland Electric Power Corp. and several at advocacy groups have appealed that decision.

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B2 | LOCAL

Local briefs

Press Staff reports

Mount Airy leaders postpone vote on animal care services

MOUNT AIRY — The Town Council postponed discussion on legislation that would expand animal care services — such as pet day care facilities — could be located in Mount Airy at a public meeting Monday.

If passed, the new ordinance would allow veterinary clinics and pet day care, boarding and grooming facilities in the town's industrial districts. This district houses a wide array of facilities from transportation terminals to swimming pools, according to town documents.

Councilman Scott Strong asked if veterinary hospitals in industrial districts would be permitted to have a crematorium, a subject not yet considered by the town council.

"We need to look into that to see if we need to look [animal hospital] from our definition," council President John Felt said, noting that town staff will further investigate the matter.

The ordinance will be considered again at the next town council meeting on Sept. 14.

No Frederick County Council meeting Tuesday; council on recess

The Frederick County Council will not hold its regularly scheduled meeting Monday.

The council is in a summer recess. The next time the council will meet will be at 6 p.m. on Aug. 15. For details, contact Ragan Cherry, the council's chief of staff, at 301-350-6100 or rcherry@frederickcountymd.gov.

Robbery

(Continued from B1)

Koblenz is charged with armed robbery, conspiracy to commit armed robbery, theft, less than \$1,000 and conspiracy of the first degree.

He is charged with the same crimes as the other two men.

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Police: Van crashes into Frederick church after striking two vehicles

By JERRY ARAS
jaras@newsnet.com

A medical emergency appeared to be the cause of a three-vehicle crash that ended when a van drove into a church building on Monday, police said.

The crash was reported just after 9 a.m. at West Patrick Street and North Avenue, where police and emergency crews arrived to find four people suffering injuries. John Smith, a city police spokesman, said the driver of a white, two-year-old van lost control after police believe he had a medical emergency behind the wheel on westbound West Patrick Street, Pennington said.

The van appeared to have swerved over the curb before hitting the church building, which was hit in the front and the back of a pickup truck.

Black Honda Element just before the intersection, proceeded through the intersection and came to a stop. The van struck the Honda Element and the pickup truck.

Pennington said, "You can actually see in the grass where he left the road." The driver of the van was flown to St. Adams Gowdy Shock Trauma Center in Baltimore as a precaution. The three other people injured in the crash were treated at the scene, according to a police news release.

Both the van and the Element required towing, and a city building inspector was to inspect any damage done to the building — Trinity United Methodist Church — Pennington said.

A portion of West Patrick Street from Kline Road to Kline Road was closed for about an hour, the release states. The church was being inspected by a city building inspector.

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HAD'T ALL GOING FOR ME. THEN OPIOIDS CAME ALONG.

I grew up in a loving and athletic household. In high school, a cheerleading injury introduced me to prescription opioids. By 25, I was taking narcotics daily. Eventually I lost my career and family. But treatment helped me recover and empowered me to take my life back.

Visit www.takebackmylife.org to hear more of my story or call 211 for help and treatment options.

Public Health
Frederick County Health Department

PRISON WASN'T IN MY PLANS.


I struggled with addiction until treatment helped me begin to take back my life.

Visit www.takebackmylife.org to hear my story or call 211 for help and treatment options.

THEN OPIOIDS HAPPENED.

Public Health
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- newspaper stickies
- handout cards



**PRISON WASN'T IN MY PLANS.
THEN OPIOIDS HAPPENED.**

In high school, I experimented with alcohol and pot. Then I moved on to narcotics and cocaine, which landed me in jail several times. By 25, I was a daily heroin user with a long-term prison sentence. I struggled with addiction until treatment helped me begin to take back my life.

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**I HAD A GREAT SON.
THEN HE MET OPIOIDS.**

My son, being loved by everyone his back pain led to pills, which led to an addiction. And then death came on when you have to be struggling, get help today. Don't wait back your life.

Visit www.takebackmylife.org to hear more of my son's story and treatment options

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Frederick County Health Department

BACK MY LIFE

Back Lives In Frederick County

Families, careers, and promising futures by prescription opioid (painkillers) and heroin are the country. The Frederick County Addiction Program is helping individuals and families, support, and treatment they need to live in our area.

Heroin is derived from morphine, which is a painkiller. Research suggests that abuse of other drugs, such as OxyContin and Vicodin, can often lead to heroin addiction.

People who inject heroin reported abusing other drugs moving on to heroin.

Heroin because it is actually cheaper and easier to get than prescription opioids.

In 2011, 4.2 million Americans, aged 12 and older, had reported using heroin at least once in their lives.

Hear real stories of opioid and heroin abuse at www.takebackmylife.org

Illustration in graphic and text is for general information only. It is not intended to be used for medical purposes. Funding provided by the Maryland Department of Health and Mental Hygiene, Substance Abuse Prevention and SAMHSA.

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Frederick County Health Department

IN 2014, 36 PEOPLE DIED FROM AN OPIOID OVERDOSE IN FREDERICK COUNTY.

IN ONE YEAR, CALLS FOR HELP WITH HEROIN ADDICTION ROSE 300% IN FREDERICK COUNTY.

HELP AND SUPPORT

Hear real stories of prescription opioid and heroin addiction at www.takebackmylife.org and learn more about prevention on Twitter: @FCHSDept and Facebook: facebook.com/FCHSDept

OR

Call 211 for help and treatment options 24 hours a day, 7 days a week

Phone and other changes may apply to all of programs. Web site may vary call 1-800-458-0000.

Public Health
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Frederick County Health Department

- online banner ads
- website



If you or someone you love is struggling, help them take back their life.
Visit www.takebackmylife.org to hear my son's story or call 211 for treatment options.
Funding provided by the Maryland Department of Health and Mental Hygiene and SAMHSA



Video takebackmylife.org

- :30 tv spot
- 2:00 online videos




Video (Click to view)




Video (Click to view)

- social media

Frederick County Health Department
Sponsored · 

I thought I was in control. Then I met opioids.



Take Back Your Life

TAKE BACK MY LIFE IS A CAMPAIGN FROM THE FREDERICK COUNTY HEALTH DEPARTMENT AIMED AT EXPANDING AWARENESS OF THE DEADLY RISKS ASSOCIATED WITH OPIOID MISUSE.

2.8k Views
👍 8 🗨️ 2

Like Comment ➔ Share

Frederick County Health Department
Sponsored (demo) · 

Michelle grew up in a loving, athletic household and had it all going for her. Then opioids came along. Listen to her story and visit takebackmylife.org to hear other Frederick County residents speaking out. #TakeBackMyLife #StopTheEpidemic



Michelle's Take Back My Life Story

Michelle grew up in a loving and athletic household. In high school, a cheerleading injury introduced her to prescription opioids. By 25, she was taking narc...

YOUTUBE.COM

64 Likes · 3 Comments · 33 Shares

👍 Like 🗨️ Comment ➔ Share

Tweets · Tweets & replies · Photos & videos

FC Health Department @FCHealthDept · Aug 13
Bradley didn't plan to spend years of his life in prison. But that's where his heroin addiction led him. youtu.be/pNKTpAkLYbg

Bradley's Take Back My Life Story



In high school, Bradley experimented with alcohol and pot. Then he moved on to narcotics and cocaine, which landed him in jail several times. By 25, Brad was...

[View on web](#)

FC Health Department @FCHealthDept · Aug 12
A person with addiction can regain a healthy, productive life. Look at Michelle. recoveryispossible.org takebackmylife.org

FC Health Department @FCHealthDept · Aug 4
The "new" face of heroin addiction is now the norm. #Stoptheepidemic takebackmylife.org recoveryispossible.org fb.me/3TOAwbBpO

[View media](#)

Public Health
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TAKE BACK MY LIFE.ORG

FIGHTING OPIOID ADDICTION IN FREDERICK COUNTY


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Take Back My Life [Subscribe](#) 3

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Take Back My Life uploaded a video 1 week ago




Karl's Take Back My Life Story

by Take Back My Life
1 week ago · 47 views

Karl grew up in a small town. But struggling to be comfortable in his own skin soon led to big problems with prescription pills and ...

Take Back My Life uploaded a video 1 week ago




Carin's Take Back My Life Story

by Take Back My Life
1 week ago · 58 views

Life was great until Carin's husband became addicted to Percocet after a car accident. Later, her son also began abusing prescrip...

Take Back My Life uploaded a video 2 weeks ago



Bradley's Take Back My Life Story

by Take Back My Life
2 weeks ago · 149 views

In high school, Bradley experimented with alcohol and pot. Then he

Popular channels

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- Baby Big Mouth** [Subscribe](#)
- grav3yardgirl** [Subscribe](#)
- Disney Cars Toy Clu...** [Subscribe](#)
- JustKiddingNews** [Subscribe](#)
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