

Frederick County, Maryland

Situation Frederick County, Maryland was seeing an alarming rise in opioid and heroin abuse among its residents. Usage was becoming more prevalent in younger people and the number of deaths in the county from overdoses was growing as well. While the Frederick County Health Department had a program in place to provide assistance and treatment for people who were misusing or addicted to opioids, it lacked a focused communications platform for promoting its services or building community awareness and knowledge of the problem.

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	1	8	15	22	6	13	20	27	3	10	17	24	31	7	14	21	
Research & Planning																						
Creative Development & Execution																						
NEWSPAPER																						
Frederick News Post																						
Front Page Post It Notes	3" x 3"													X	X		X					93,300
Inserts (full run)	8.5" x 11"													X		X						62,700
Banner Ads	10" x 2"													3x	3x	3x	3x	3x	3x			612,500
Half Page, ROP (4c)	10" x 10"													3x		1x			M			124,400
RADIO																						
WAFY FM (PM Drive Host-Chris)														X	X		X	X	X			961,270
WFRE FM (:15 Live Reads)														X	X		X	X	X			724,000
TV/CABLE																						
WIAG 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

Minutes and other charges may apply for cell phone users. Mobile users may also call 1-800-411-6003.



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Frederick County Health Department

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




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

My son Aron was athletic, funny, and loved by everyone. His back pain led to using prescription opioids, which led to an addiction. And then death from an overdose. 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.

Made at City Center for Health & Wellness, Baltimore for award #00211-002.



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**PRISON WASN'T IN MY PLANS.
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In high school, I experimented with alcohol and pot. Then I moved on to marijuana 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 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.

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**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 attorneys and several people described him to her as a smart, well-liked and respected student at Frederick Community College and Wakefield High School, where he was on honor roll and graduated in 2011.

Gun groups no longer big spenders in Md. lobbying

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

By DASH HICKS

The Washington Post

ANAPOLIS — The powerful gun lobby is no longer one of the top spenders in Annapolis, but a new study shows that health care, education and the health care industry remained among the biggest financial players during Maryland's 2013 legislative session, according to data released by the State Ethics Commission.

Health care regularly outpaces all other sectors in lobbying in Maryland. It was the largest spender in the number of organizations involved in the legislative field and the fact that many have competing interests when it comes to working out the finer details of health care policies, such as coverage and hospital reimbursement.

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

Termination

(Continued from A1)

McClure wrote in an emailed response sent Thursday afternoon that he could not discuss Myers' discharge because it was a personnel issue.

Myers returned Monday with a new contract and received his annual budget. He said he was not involved in any of the decisions that led to his termination.

Myers has worked for the city since 1993 and earned a yearly salary of \$112,375 as of August 2014. He is eligible for a pension based on 22 years of service.

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

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Public Health Frederick County Health Department



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Local briefs

From staff reports

Mount Airy leaders postpone vote on animal care services

By JEREMY ARAS

jeremy@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 West Patrick Street on Monday, police said.

No Frederick County Council meeting Tuesday; council on recess

By JEREMY ARAS

jeremy@newsnet.com

The Frederick County Council will not meet on Tuesday, according to a statement from the county's executive director.

Police: Van crashes into Frederick church after striking two vehicles

By JEREMY ARAS

jeremy@newsnet.com



Van came to rest against Trinity United Methodist Church in Frederick after a three-vehicle crash.

Trinity United Methodist Church in Frederick was hit by a white van that crashed into the building after striking two other vehicles on Monday, police said.

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Robbery

(Continued from B1)

Kobinski is charged with armed robbery, conspiracy to commit armed robbery, theft less than \$1,000 and conspiracy of theft less than \$1,000, according to the charges.

Supermarket

(Continued from B1)

A metal sign with scorch marks underneath it is the only piece of evidence left at the scene of a fire at a supermarket.

Police: Ernitsburg man threatened to stab patron, used knife on truck

By JEREMY ARAS

jeremy@newsnet.com

Balcony fire causes traffic delays in downtown Frederick

By JEREMY ARAS

jeremy@newsnet.com

Liquor

(Continued from B1)

Changes to liquor laws during the 2015 legislative session will allow for more types of alcohol to be sold in restaurants.

Appalachian Trail Angels

By JEREMY ARAS

jeremy@newsnet.com

The Appalachian Trail Angels are a group of volunteers who help maintain the Appalachian Trail.

Bauer-Wolf

(Continued from B1)

The organizers refer to the event as a "community cleanup" and encourage residents to bring their own bags and gloves.

Appalachian Trail Angels

By JEREMY ARAS

jeremy@newsnet.com

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- newspaper stickies
- handout cards



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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.

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I HAD A GREAT SON. THEN HE MET OPIOIDS.

My son was bright, ambitious, and loved by everyone. His back pain led to pills, which led to an addiction. And then death here on earth. If you know you have to stop, get help today. Don't wait until it's too late.

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



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TAKE BACK MY LIFE

Back Lives in Frederick County


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

Heroin is derived from morphine, which is a natural painkiller. Research suggests that abuse of other drugs, such as Oxycodone and Vicodin, can often lead to heroin use. People who inject heroin reported abusing other drugs before moving on to heroin.

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

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



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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

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

OR

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

Heroin and other drugs may not be of pharmaceutical grade and may not be safe.

- 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



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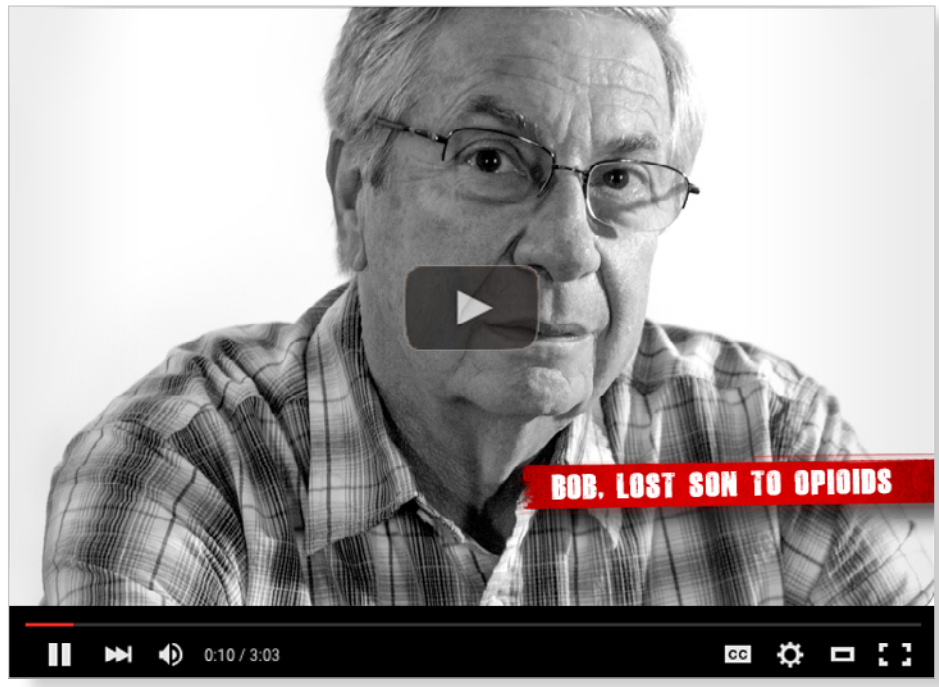


Video takebackmylife.org

- :30 tv spot
- 2:00 online videos



Video (Click to view)



Video (Click to view)

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

YouTube

Bradley's Take Back My Life Story



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 takebackmylife.org

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

View media

Public Health FIGHTING OPIOID ADDICTION IN FREDERICK COUNTY

TAKE BACK MY LIFE .ORG

FIGHTING OPIOID ADDICTION IN FREDERICK COUNTY

Website Facebook Twitter

Take Back My Life

Home Videos Playlists Channels Discussion About 🔍

All activities ▾

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

- FunToyzCollector**
- Baby Big Mouth**
- grav3yardgirl**
- Disney Cars Toy Clu...**
- JustKiddingNews**
- Daily Bumps**