

## Frederick County Health Department

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**Situation** The Behavioral Health Services division of the Frederick County Health Department (FCHD) offers programs, resources, and services related to the prevention of substance abuse and the promotion of wellness and safety. Following the recent successful implementation of our “Take Back My Life” opioid addiction campaign, FCHD selected the Channel team to broaden its communications outreach for other addiction prevention efforts, including binge drinking and smoking.

**Solution** To unify all of FCHD’s prevention efforts for opioid addiction, binge drinking, and smoking under one brand platform, we created a theme and associated look and feel that revolved around the message of “Stay in the Know.” Rather than using cheap scare tactics and shocking imagery, our campaign acknowledged the freedom that young adults have in making their own decisions, especially with alcohol consumption, and simply presenting facts and tips for being more responsible individuals. We developed sub-themes for each prevention effort (“Facts about Opioids,” “Think Before You Drink,” and “Free from Tobacco”) and executed the campaign across a landing page, downloadable information cards and posters, a brochure, social media posts, and radio spots.

For the “Think Before You Drink” effort, we also produced a series of videos featured on the “Stay in the Know” site that presented actors narrating stories of true-to-life scenarios involving excessive alcohol consumption. The site also featured responsible drinking tips in the form of rollover emojis to appeal to the mobile device-centric preferences of the target audience.

**Result** Overall, the “Stay in the Know” campaign attracted widespread attention around Frederick County. In just seven weeks, the “Stay in the Know” website garnered over 5,600 views, nearly 270 Facebook followers, and 270 Facebook page “likes.” While the immediate impact on reducing opioid misuse, binge drinking, and smoking in Frederick County has yet to be determined, it is anticipated that awareness of, and engagement with, “Stay in the Know” will rise with additional funding from the State of Maryland.

- logo and theme
- positioning
- campaign look and feel

# STAY IN THE KNOW

The Behavioral Health Services division of the Frederick County Health Department is committed to fighting substance abuse and public health risks. Our programs target these threats, promote prevention efforts, and support the treatment and recovery of residents seeking to overcome dangerous behaviors and lifestyles. "Stay in the Know" acknowledges and respects the freedom that young adults have in making their own decisions and provides them with facts and tips for being more responsible individuals.

## Research Modes Used:

Desk research of other campaigns around the country

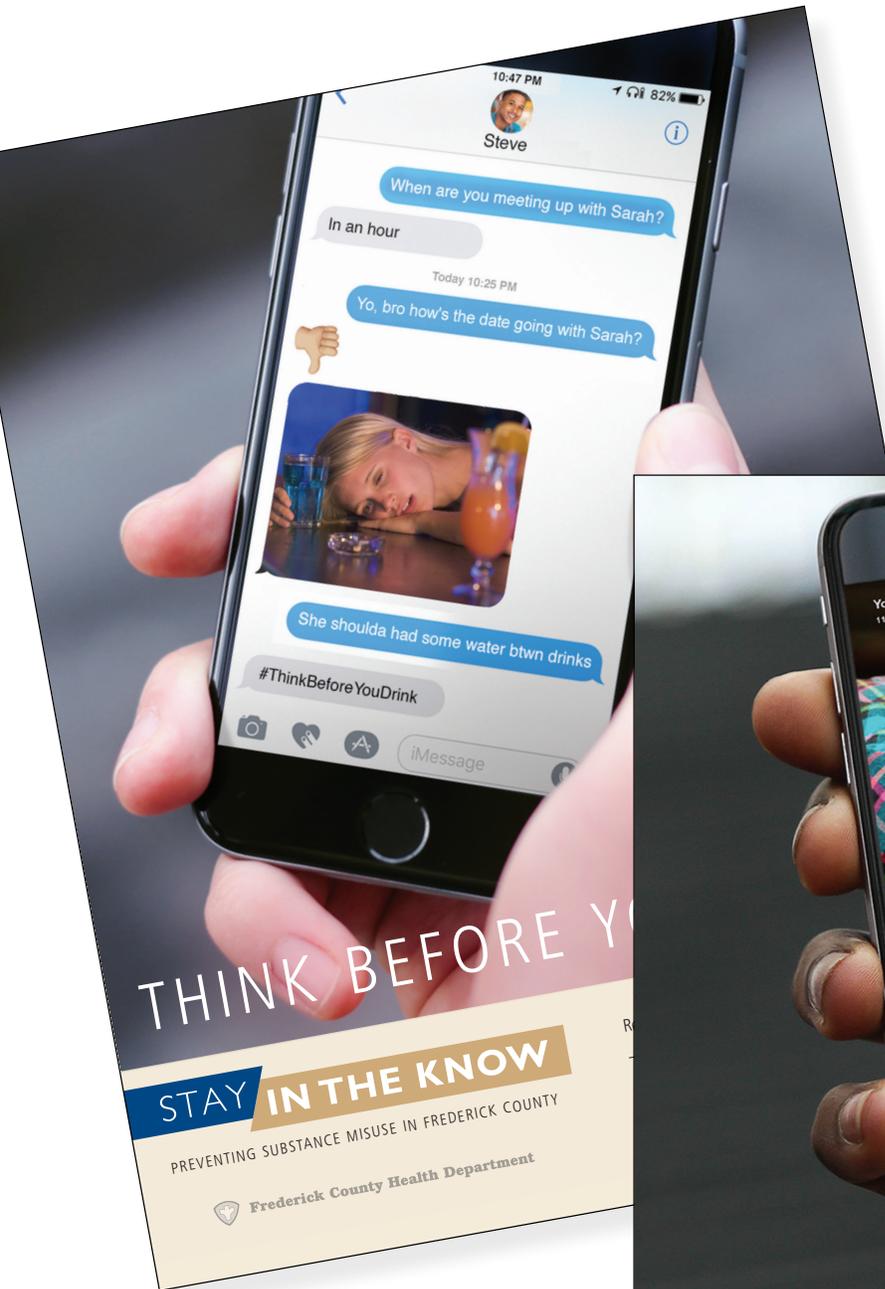
Demographic research of target audience

Analysis of prevention reports



# STAY IN THE KNOW

PREVENTING SUBSTANCE MISUSE IN FREDERICK COUNTY



THINK BEFORE YOU

**STAY IN THE KNOW**

PREVENTING SUBSTANCE MISUSE IN FREDERICK COUNTY

 Frederick County Health Department



THINK BEFORE YOU DRINK

**STAY IN THE KNOW**

PREVENTING SUBSTANCE MISUSE IN FREDERICK COUNTY

 Frederick County Health Department

Remember these tips the next night you're out:

- Alternate alcoholic and non-alcoholic drinks
- Pace yourself to one drink per hour
- Eat something before and while drinking

Visit [www.StayInTheKnow.org/Alcohol](http://www.StayInTheKnow.org/Alcohol)

Funding provided by the Maryland Department of Health, Behavioral Health Administration & SAMHSA, 2017

- newspaper stickies
- handout cards



**EAT BEFORE  
AND  
WHILE  
DRINKING**



Frederick County Health Department

**STAY IN THE KNOW**

PREVENTING SUBSTANCE MISUSE IN FREDERICK COUNTY

[Click here for more tips on drinking responsibly](#)

**THINK BEFORE YOU DRINK**

**STAY IN THE KNOW**

A message from the Frederick County Health Department  
Visit [StayInTheKnow.org/Alcohol](#) for more tips on drinking responsibly

PREVENTING SUBSTANCE MISUSE IN FREDERICK COUNTY

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**THINK BEFORE YOU DRINK**

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PREVENTING SUBSTANCE MISUSE IN FREDERICK COUNTY

**Responsible Drinking Tips:**

- Have a plan before you go out.
- Eat before and while drinking.
- Choose not to drink alcohol (sometimes zero is your best option).
- Pace and Space (pace your drinks to one or fewer per hour).
- Avoid drinking games.
- Count your drinks (lose count, lose control).
- Alternate alcoholic with non-alcoholic drinks.
- Watch out for your friends.
- One and Done.
- Know your drink (know the alcohol content).

**STAY IN THE KNOW**

Frederick County Health Department

[StayInTheKnow.org/Alcohol](#)

- responsive website
- banner ads

StayInTheKnow.org



**Eat before and while drinking**

**THINK BEFORE YOU DRINK**

**STAY IN THE KNOW**  
 PREVENTING SUBSTANCE MISUSE IN FREDERICK COUNTY

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

**Pace and Space. Pace your drinks to one or fewer per hour.**

**Alternate alcoholic with non-alcoholic drinks**

**THINK BEFORE YOU DRINK**

**STAY IN THE KNOW**

**PREVENTING SUBSTANCE MISUSE IN FREDERICK COUNTY**

<https://youtu.be/D7ilYtrUYxg>



[https://youtu.be/tR1KgyXm\\_Lg](https://youtu.be/tR1KgyXm_Lg)



