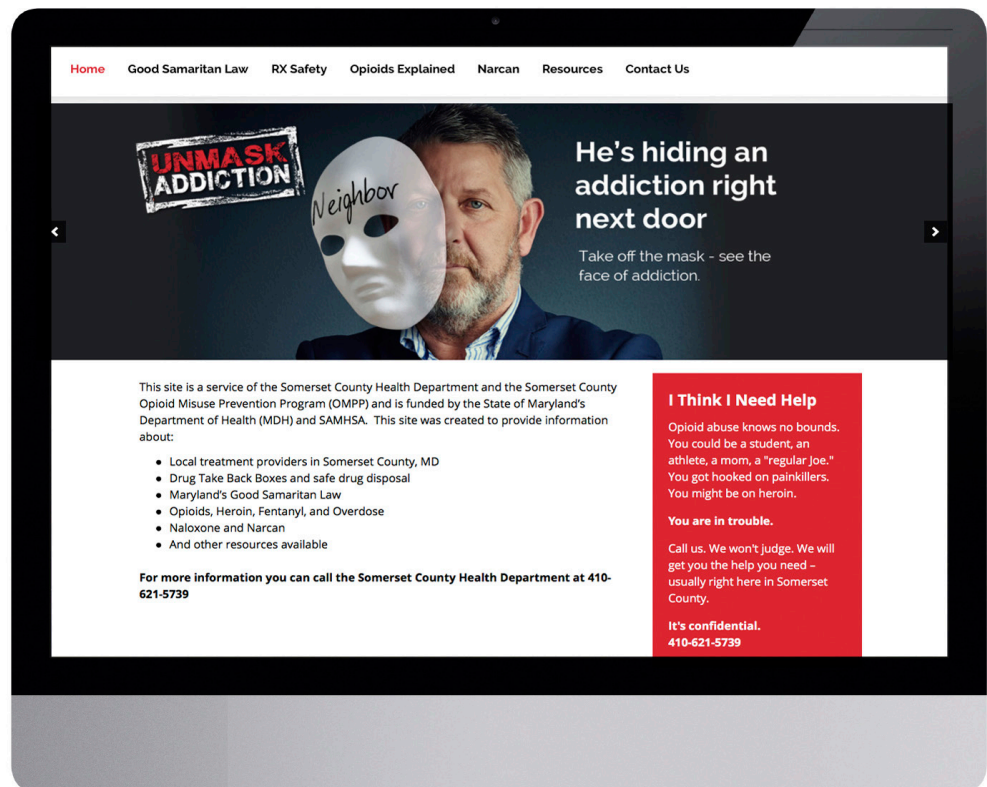
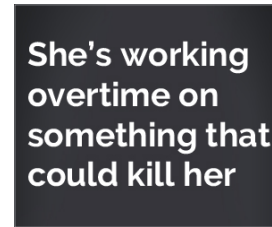
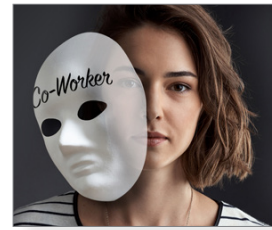
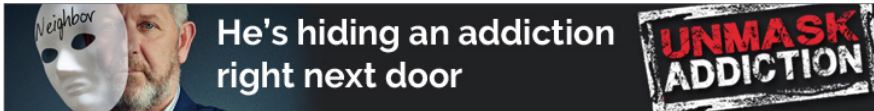


Somerset County Health Department

- Situation** Somerset County (MD), like many other communities around the country, was seeing a major rise in opioid addiction among its residents. The county health department had initiated an “Unmask Addiction” campaign to increase public awareness of how addiction can be a hidden part of the lives of family members, neighbors, etc. The county realized that it needed help to refine the campaign’s look-and-feel and messaging, and engaged the Channel team to help further enhance the campaign.
- Solution** While the “Unmask Addiction” graphic and messaging foundations were conceptually solid, we took advantage of opportunities to improve the quality of the executions and extend the messaging further. We refreshed the “Unmask Addiction” website and also developed social media messaging and banner ads to drive traffic to the campaign site. Furthermore, we helped the county make better usage of its previously produced radio spots and visual assets to reach more residents.
- Result** Our efforts helped the county expand the reach of its message significantly. Over three months, the Facebook ad we created led to 1,228 link clicks and our banner ads saw 1,491 clicks. Pleased with our work, the county engaged the Channel team to develop a visual identity and theme for a broader public health campaign aimed at helping young adult residents learn more about underage drinking, opioid abuse, preventative steps, and accessing resources for help with addiction. Accordingly, we created the “A Clean Getaway” identity, visual theme, and content for the campaign website.

- banner ads
- facebook graphic
- website



- logo
- website

