

South Dakota Opioid Program Campaign Goes “Viral”

Summary

The South Dakota Opioid Abuse Program has successfully expanded their brand recognition, reached a large portion of the general public with their messaging, and received positive feedback from stakeholders and legislators about their media efforts.

Challenge

One challenge initially encountered was the need to quickly establish a brand presence with a South Dakota-specific focus in all of the messaging. It was essential to create an environment with credible information and data. Once that was established, it was important to disseminate the information quickly and efficiently.



Timeline

March 2018

The media contract with Hot Pink Ink was initiated.

May 2018

The Avoid Opioid SD Facebook page was created.

June 2018

The Avoid Opioid SD website was launched.

January 2019

South Dakota local testimonials were broadcasted. Avoid Opioid SD print resources were developed and disseminated.

Key Components

Some of the key stakeholders who came together to create the media campaign included Hot Pink Ink (contracted media firm), South Dakota Department of Social Services - Prevention Program, and South Dakota Department of Health - Opioid Program. The media campaign aligned with the strategies and activities outlined in the South Dakota Opioid Abuse Strategic Plan. The campaign focused on a strategy to raise public awareness about the dangers of prescription opioids. This was done by implementing a mass media campaign (television, radio, newspaper, and social media) to inform the public about the dangers of prescription opioid abuse. A website and marketing materials were created, which included information about the harmful effects of opiates, personal testimonials related to opioid use/misuse, and where to get help from medical.

Results

The target audiences for the campaign are individuals whose pain management may not require the utilization or duration of drugs that could put a person at risk for addiction. The digital media campaign focuses on warning South Dakotans about the dangers of opioid misuse, educating South Dakotans about who is at risk for opioid addiction, informing South Dakotans about the Opioid Care Coordination program, and raising awareness of Medication-Assisted Treatment. Facebook and Instagram are the primary platforms for delivering Avoid Opioid SD messaging. Overall, there has been a very positive public response.

Since the launch of the Avoid Opioid digital media campaign in April 2018, paid Facebook and Instagram promotions have reached 484,332 South Dakotans, many of whom are in at-risk audience groups (Pain Relief behaviors, Physical Therapy interests, and Vulnerable Counties as outlined by the Department of Health).

The four testimonial YouTube videos are being promoted to all South Dakotans over the age of 18 and have a cumulative 1,099,098 impressions with 300,380 full views to date.

The digital campaign has also seen strong audience support in the form of sharing posts on Facebook. For example, the “Melanie” testimonial video, featuring an Optometrist from Watertown, was posted organically to the Avoid Opioid SD Facebook page and went “South Dakota viral” within days. As of February 2020, the organic post has reached 18,600 people without any paid promotion. This testimonial can be viewed at: <https://www.avoidopioidsd.com/personal-stories/melanie/>.

Evidence-Based Interventions

The evidence-based strategy was a mass-media campaign against opioid use. Efforts were modeled after evidence-based strategies that are typically used in tobacco control efforts. The goal was to create general awareness, decrease stigma, and provide credible, regularly updated data for the public and other stakeholders.

Next Steps

Moving forward, the Opioid Program and its stakeholders will enhance the information on their website while continuing to broadcast advertisements and social media placements.

Contact

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<https://doh.sd.gov/news/Opioid.aspx>

<https://www.avoidopioidsd.com/>

