

Media Campaigns to Prevent Prescription Drug and Opioid Misuse

More and more states are creating media campaigns to address prescription drug misuse, including opioid misuse. The chart below provides links and contact information for a selection of campaigns developed by states across the United States. This list is by no means exhaustive, but intended to provide a glimpse into the variety of campaign possibilities currently underway. Also note that not all of these campaigns have been evaluated for effectiveness. For information about specific campaigns that have been evaluated, see the CAPT tool [*Media Campaigns to Prevent Prescription Drug Misuse, Youth Marijuana Misuse, and Underage Drinking: Evidence of Effectiveness*](#).

State	Campaign	Target Audience	Theme	Contact Information
Delaware	<p>Don't Run, Call 911</p> <p>This campaign is designed to raise awareness of the Good Samaritan law. A sample flyer can be found at: http://www.dhss.delaware.gov/dsamh/files/dontruncall911poster-tab.pdf</p>	Overdose victims	Overdose prevention	<p>Delaware Department of Health and Social Services, Division of Substance Abuse and Mental Health (DSAMH)</p> <p>1901 North Du Point Highway New Castle, DE 19720</p> <p>Phone: (312) 255-9399</p>
Delaware	<p>Public Service Announcements</p> <p>With state and federal funding, Jewish Family Services of Delaware developed a series of PSAs specific to prescription drug and opioid misuse prevention. These can be found at: https://www.ifsdelaware.org/youth-advocacy/video-gallery/</p>	Young people ages 12–25	Prescription drug misuse among youth	<p>Jewish Family Services of Delaware</p> <p>99 Passmore Rd. Wilmington, DE 19803</p> <p>Email: info@ifsdelaware.org</p>

SAMHSA'S CENTER FOR THE APPLICATION OF PREVENTION TECHNOLOGIES

State	Campaign	Target Audience	Theme	Contact Information
Georgia	<p>Generation Rx Project</p> <p>This three-year, SAMHSA-funded project to prevent the misuse of prescription drugs among young people in three counties encourages the safe disposal of unused and expired prescription medications, providing secure drop boxes to facilitate proper disposal. Generation Rx also trains youth as advocates for preventing prescription drug misuse and abuse, supplying them with skills to serve as leaders in the effort. To view the campaign, go to: http://genrx.us/author/genrx/</p>	Young people ages 12–25	Preventing prescription drug misuse	<p>GA Department of Behavioral Health and Developmental Disabilities (DBHDD)</p> <p>Two Peachtree Street, N.W. 24th Floor Atlanta, GA 30303</p> <p>Contact page: http://genrx.us/contact/</p>
Maryland	<p>Public Service Announcements</p> <p>In late 2015, Maryland's Heroin & Opioid Emergency Task Force developed a report outlining recommendations for addressing the state's opioid crisis. Recommendations include development of student-based prevention campaigns and a public awareness campaign that includes video PSAs and social media. To see the report, go to: https://www.wicomicohealth.org/file/0/0/Heroin-Interim-Report-FINAL.pdf</p>	College students	Heroin and opioid prevention	<p>Maryland Office of Drug Control Policy</p> <p>125 N. Main Street Bel Air, MD 21014</p> <p>Email: odcp@harfordcountymd.gov</p>

SAMHSA'S CENTER FOR THE APPLICATION OF PREVENTION TECHNOLOGIES

State	Campaign	Target Audience	Theme	Contact Information
Maryland (cont.)	To view the PSAs, go to: http://www.harfordcountymd.gov/449/Office-on-Drug-Control-Policy			
Minnesota	Dose of Reality Dose of Reality is a campaign to raise awareness about Minnesota's painkiller epidemic and provide education about the risks and dangers of improper use, storage, and disposal of prescription painkillers. This campaign includes a PSA about overdose, educational brochures, and resources tailored to support various populations such as those struggling with addiction and their friends and families, students and other young people, parents, health care professionals, and employers. To view the campaign, go to: https://doseofreality.mn.gov/	General population	Prescription drug misuse	Contact page: https://doseofreality.mn.gov/about/contact.asp
New Hampshire	Anyone. Anytime. The New Hampshire Department of Health and Human Services Bureau of Drug and Alcohol Services developed the Anyone. Anytime. Campaign with the goal of reducing opioid overdose and stigma.	General population	Preventing opioid misuse	Contact page: http://anyoneanytimenh.org/contact-us/

SAMHSA'S CENTER FOR THE APPLICATION OF PREVENTION TECHNOLOGIES

State	Campaign	Target Audience	Theme	Contact Information
New Hampshire (cont.)	It provides outreach materials such as flyers, fact sheets, and brochures, to prevention practitioners in various community settings to spread the word about opioid misuse and the resources available to prevent or address opioid addiction. To view the campaign, go to: http://anyoneanytimenh.org/			
North Dakota	<p>The North Dakota Prescription Drug Abuse Campaign</p> <p>Developed by the Substance Abuse Prevention Division of North Dakota's Department of Human Services, this campaign provides posters, flyers, factsheets, and media toolkits to educate the public about prescription drug misuse and abuse; suggestions for safeguarding medications in the home; and information about the state's safe prescription drug disposal program. The campaign also includes resources for realtors to share with their clients about the risk of prescription drug theft during open houses. To view the campaign, go to: https://prevention.nd.gov/stopoverdose</p>	General population	Preventing prescription drug misuse	<p>ND Prevention Resource and Media Center 1237 W. Divide Ave. Suite 1D Bismark, ND 58501 Email: ndprmc@nd.gov</p>

SAMHSA'S CENTER FOR THE APPLICATION OF PREVENTION TECHNOLOGIES

State	Campaign	Target Audience	Theme	Contact Information
Ohio	<p>Prescription for Prevention: Stop the Epidemic</p> <p>Launched by the Ohio Department of Health, this education and awareness campaign to prevent prescription drug misuse and abuse includes public service announcements, drug disposal guidelines, and factsheets that include both county-specific and statewide data. To view the campaign, go to: https://www.odh.ohio.gov/health/vipp/drug/p4pohio.aspx</p>	General population	Preventing prescription drug overdose	Ohio Department of Health, Violence, and Injury Prevention Program 246 North High Street, 8 th Floor Columbus, OH 43215 Email: HealthyOhio@odh.ohio.gov
Pennsylvania	<p>OverdoseFreePA.org</p> <p>This collaboratively supported website provides a virtual “town hall” for the community and includes resources for a variety of audiences on overdose prevention and the non-medical use of prescription drugs. Resources target healthcare professionals, school and community leaders, family and friends, and the criminal justice community. To learn more, go to: http://www.overdosefreepa.pitt.edu</p>	General population	Overdose and prescription drug misuse prevention	University of Pittsburg, Program Evaluation and Research Unit 5607 Baum Boulevard Pittsburgh, PA 15206 Contact Page: http://www.overdosefreepa.pitt.edu/contact/

SAMHSA'S CENTER FOR THE APPLICATION OF PREVENTION TECHNOLOGIES

State	Campaign	Target Audience	Theme	Contact Information
Pennsylvania (cont.)	<p>PAStop.org</p> <p>Developed by the Commonwealth Prevention Alliance with a grant from the Pennsylvania Commission on Crime and Delinquency, this campaign focuses on preventing opioid (including heroin) misuse and abuse. Messages include “Anyone Can Become Addicted. Anyone.” and “Break the Connection.” Messages are disseminated via a designated website, social media (Facebook, Twitter), and billboards, with support from local single county authorities. To view the organizations website, go to: http://pastop.org/</p>	General population	Preventing opioid and heroin use and abuse	<p>The Commonwealth Prevention Alliance</p> <p>P.O. Box 281</p> <p>State College, PA 16804</p> <p>Contact page: http://pastop.org/contact/</p>
Utah	<p>Use Only as Directed</p> <p>Funded by the Utah Commission on Criminal and Juvenile Justice and through a federal grant to the Utah Division of Substance Abuse and Mental Health, this campaign provides information and strategies for safely using, storing, and disposing of prescription painkillers; and offers video, audio, and print ads that communities can use to inform the public and begin conversations about prescription pain medication misuse and abuse. To view the campaign, go to: http://useonlyasdirected.org/</p>	General population	Safe use, safe disposal, safe storage	<p>Utah Division of Substance Abuse and Mental Health</p> <p>195 North 1950 West</p> <p>Salt Lake City, Utah, 84116</p> <p>Email: useonlyasdirected@utah.gov</p>

SAMHSA'S CENTER FOR THE APPLICATION OF PREVENTION TECHNOLOGIES

State	Campaign	Target Audience	Theme	Contact Information
Vermont	<p>Parent Up</p> <p>This media campaign educates parents on identifying the risk factors of substance use among teens. Although not specifically targeted to opioid use, this interactive website is a great example of an engaging campaign that uses various outreach materials such as infographics, interactives tools, and videos to educate parents on assessing risk and understanding the impact of substance misuse. To view the campaign, go to: http://parentupvt.org/</p>	Parents of teenagers	Preventing drug misuse	Vermont Department of Health's Communications Office: (802) 863-7281, Email: AHS.VDHADAP@vermont.gov .
Vermont	<p>Vermont's Most Dangerous Leftovers</p> <p>Launched by the Vermont Department of Health, this media campaign created flyers to educate the general population on the safe use, storage, and disposal of prescription drugs. These flyers also provide information on Vermont's biannual National Prescription Drug Take Back Days as well as a list of Vermont's permanent prescription drug disposal sites. To view the campaign, go to: http://www.healthvermont.gov/alcohol-drugs/reports/media-and-marketing-library</p>	General population	Safe use, storage, and disposal of prescription drugs	Vermont Department of Health Alcohol & Drug Abuse Programs Phone: 802-651-1550 AHS.VDHADAP@vermont.gov

SAMHSA'S CENTER FOR THE APPLICATION OF PREVENTION TECHNOLOGIES

State	Campaign	Target Audience	Theme	Contact Information
Virginia	<p>Sink or Swim</p> <p>The mission of this campaign is to raise awareness of issues related to drug addiction and be an information resource for individuals and families affected by drug use. To view the campaign, go to: www.drugfreeva.org</p>	General population	Preventing drug use and abuse	<p>Virginia Office of the Attorney General</p> <p>900 East Main Street</p> <p>Richmond, VA 23219</p> <p>Phone: (804) 786-2071</p>
Wisconsin	<p>Wisconsin's Good Drugs Gone Bad PSA</p> <p>Originally created in 2009 by the Northeast Wisconsin Coalition, this program and toolkit undergoes regular revisions to provide the most up-to-date information about substance misuse. After producing a series of successful public service announcements, the campaign collaborated with filmmakers to create a film for teens about the dangers of prescription drug misuse and abuse. Other materials include customizable posters that community organizations can use to support their prevention efforts, PowerPoint presentations, handouts for prevention practitioners, and a non-fiction book about a former police officer's struggle with prescription drug abuse. To view the PSA's go to:</p> <p>http://www.gooddrugsgonebad.com/?page_id=62</p>	General population	Prescription drug misuse	<p>Northeast Wisconsin Coalition</p> <p>http://newimmunizationcoalition.org/</p> <p>Contact Page:</p> <p>http://www.gooddrugsgonebad.com/?page_id=42</p>

SAMHSA'S CENTER FOR THE APPLICATION OF PREVENTION TECHNOLOGIES

State	Campaign	Target Audience	Theme	Contact Information
Wisconsin	<p>Dose of Reality</p> <p>Dose of Reality is a campaign to raise awareness about Wisconsin's painkiller epidemic and provide education about the risks and dangers of improper use, storage, and disposal of prescription painkillers. Resources are tailored to various populations such as medical providers, students, parents, businesses, educators, and coaches. This campaign uses multi-faced communication efforts involving television, radio, online, print, and outdoor messaging. To view the campaign, go to: http://doseofrealitywi.gov/</p>	General population	Prescription drug misuse	<p>Contact page: http://doseofrealitywi.gov/contact/</p>