MARKETING IMPACT
How NPW Amplifies Community Prevention Programs, Campaigns, and Initiatives

NOVEMBER 29, 2018  |  2:00 – 3:30 P.M. EST
In the chat pod, share with us:

What is the **marketing goal** of your prevention program, initiative, coalition, or campaign?
Marketing Impact: How NPW Amplifies Community Prevention Programs, Campaigns, and Initiatives

National Prevention Week Webinar
November 29, 2018

Disclaimer: The views, opinions, and content expressed in this presentation do not necessarily reflect the views, opinions, or policies of the Center for Substance Abuse Prevention (CSAP), the Substance Abuse and Mental Health Services Administration (SAMHSA), or the U.S. Department of Health and Human Services (HHS).
This meeting will be recorded for archiving purposes.
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<td>The Intersection of Opioids and Suicide: A Prevention Approach</td>
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<td>Marketing Impact: How NPW Amplifies Community Prevention Programs, Campaigns, and Initiatives</td>
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<td>December 18, 2018</td>
<td>Prevention as a Profession: A Prevention Workforce Development Webinar</td>
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<td>Deploying Substance Use Prevention in Military Communities</td>
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<td>April 2019</td>
<td>Tips for Teens: Engaging Teens in Substance Use Prevention</td>
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<td>May 2019</td>
<td>Communities Talk: Town Hall Meeting to Prevent Underage Drinking Albuquerque, New Mexico (webcast)</td>
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Today’s Presenters

- **Carolyn Fearing**, Associate Director, Social Marketing Specialist, Vanguard Communications

- **Krystal Baba**, Coalition Coordinator, Hawaii Partnership to Prevent Underage Drinking with TIFFE Together We Can, a program of Child & Family Service; NPW 2019 Working Group member

- **Lauri Badura**, Founder, Saving Others for Archie (SOFA), Wisconsin; NPW 2019 Working Group member

- **Sarah LaValliere**, Key Collaborator, Black Sheep Collaborative, Friend of SOFA
Carolyn Fearing
Associate Director
Social Marketing Specialist
Vanguard Communications
Social marketing is the marketing of behavior change that benefits society as well as the audience.

(No, really. That’s it.)
A Note on Social Media

(Two different things)
Social Marketing Myths

• It’s just a photo opp.
• It’s all about media outreach, advertising, and social media.
• You can only do it if you have the money for big, flashy campaigns.
• If we tell people what to do, they will do it.
Social Marketing for Sustainability

- Change Attitudes/Beliefs and Behaviors
- Create Buy-In
- Increase Number of People Who Take Prevention Actions Every Day
Social Marketing Sustains

Sustainability strategies that benefit from social marketing include:

- Building ownership among stakeholders
- Engaging partners and influencers
- Tracking and touting outcomes
- Identifying program champions
- Enhancing community involvement
Plan Before You Pick Up the Megaphone
How Do You Do It?
What’s Your Goal?

- **GOAL**
- **AUDIENCE**
- **MESSAGE**
- **CHANNELS**
- **ACTIVITIES, EVENTS, MATERIALS**
- **PRETESTING AND IMPLEMENTATION**
- **EVALUATION AND MID-COURSE CORRECTIONS**
Your social marketing goals should help you achieve your program’s goals.

Program Goal:
• Enable more people to seek behavioral health services.

Social Marketing Goals:
• Reduce negativity associated with seeking services.
• Educate thought leaders about the importance of access to services.
Who Do We Need to Reach...

...and what do we know about them?
Know Your Audience

• Who are you trying to reach?
• What motivates them to **think, feel, or act?**
• What barriers exist to changing attitudes, beliefs, and behaviors?
• Who is most likely to change?
Develop Messages

...that will resonate with the audience.
Create Messages for Specific Audiences

Messages should:

• Show the importance, urgency, or magnitude of the issue.
• Put a “face” on the issue.
• Be tied to specific values, beliefs, or interests of the audience.
• Be culturally competent.
• Be pretested with your audience.
Channels

...are the means through which you will reach your audiences.
Activities, Events, and Materials

...are what you will HOST, PRODUCE, or CREATE to carry your messages to your intended audience.
NPW Activity and Event Ideas
Pretesting... with your intended audience, and implementation of your plan!
...ensure that your efforts are effective and allow you to adjust accordingly.
Listen to Your Audience
Carolyn Fearing
Associate Director
Vanguard Communications
cfearing@vancomm.com
David Lamont Wilson
NPW Coordinator, Public Affairs Specialist
Center for Substance Abuse Prevention
Substance Abuse and Mental Health Services Administration
What Social Marketing Can Do

- Raise awareness
- Increase knowledge
- Influence attitudes and norms
- Show benefit of behavior change
- Reinforce knowledge, attitudes, and behaviors
- Demonstrate skills
- Suggest/prompt an action
- Increase demand for services
- Refute myths and misconceptions
What Leveraging National Health Observances Can Do

- Raise awareness
- Increase knowledge
- Influence attitudes and norms
- Show benefit of behavior change
- Reinforce knowledge, attitudes, and behaviors
- Demonstrate skills
- Suggest/prompt an action
- Increase demand for services
- Refute myths and misconceptions

Social marketing provides the game plan for how to use national health observances to amplify your efforts.
Social Marketing and the Strategic Prevention Framework
Leveraging National Prevention Week (NPW)

INSPIRING ACTION CHANGING LIVES

MAY 12-18, 2019
www.samhsa.gov/prevention-week
• To involve **communities** in raising awareness of behavioral health issues and in implementing prevention strategies, and showcasing effectiveness of evidence-based prevention programs.

• To foster **partnerships and collaboration** with federal agencies and national organizations dedicated to behavioral and public health.

• To promote and disseminate quality **behavioral health resources and publications**.
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<th>Day</th>
<th>Theme</th>
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<tr>
<td>Monday, May 13</td>
<td>Prevention of Prescription &amp; Opioid Drug Misuse</td>
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<td>Tuesday, May 14</td>
<td>Prevention of Underage Drinking &amp; Alcohol Misuse</td>
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<td>Wednesday, May 15</td>
<td>Prevention of Illicit Drug Use &amp; Youth Marijuana Use</td>
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<td>Thursday, May 16</td>
<td>Prevention of Youth Tobacco Use</td>
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<td>Friday, May 17</td>
<td>Prevention of Suicide</td>
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What Makes NPW Work for You

• Community-led activities and events anchored by the five NPW prevention topics
• Online promotion, engagement, and conversation around substance use prevention
• Opportunities to create and maintain collaborations at local, state, and national levels

Together, these NPW activities help to raise public awareness, reinforce healthy attitudes and behaviors, strengthen coalitions, and market your prevention work and messages.
Stay Connected to NPW

• Sign up for Prevention Works emails
• Download the latest customizable NPW marketing resources and toolkits
• Share your community NPW activities and events (and photos!)

Visit www.samhsa.gov/prevention-week to learn more
Leveraging *Communities Talk*

town hall meetings
to prevent underage drinking
Why Host a *Communities Talk* Event

Benefits of participation:

- Educate the larger community about the problem;
- Identify social and environmental factors contributing to the problem;
- Identify evidence-based solutions that address contributing factors;
- Develop an infrastructure for planning, implementing, and evaluating solutions; and
- Put solutions to work!
Get Involved in **Communities Talk**

Visit [www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov) to learn more
### Other National Health Observance Opportunities

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<td>March</td>
<td>National Nutrition Month</td>
<td>September</td>
<td>National Recovery Month</td>
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<td>April</td>
<td>National Minority Health Month</td>
<td>October</td>
<td>Child Health Day (Oct. 7)</td>
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<td>May</td>
<td>Mental Health Month</td>
<td>November</td>
<td>Great American Smokeout (Nov. 21)</td>
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<td>June</td>
<td>National Men’s Health Week (June 10-16)</td>
<td>December</td>
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David Lamont Wilson
NPW Coordinator
Center for Substance Abuse Prevention
Substance Abuse and Mental Health Services Administration
David.Wilson@samhsa.hhs.gov
Krystal Baba
Coalition Coordinator
Hawaii Partnership to Prevent Underage Drinking with TIFFE Together We Can, a program of Child & Family Service
NPW 2019 Working Group member
‘Dance’ delivers a message to stay away from drugs and alcohol

During National Prevention Week some people dance.

Wednesday, May 16th 2018, 9:14 AM HST by Avijah Scarbrough

WAIPAHU, Hawaii • During National Prevention Week some people dance. Students from Waipahu Intermediate and High School use dance to deliver a message to stay away from drugs and alcohol.

“I believe dance is a great outlet for them to really express their inner emotions and their inner struggles that they go through. We wanted to combine something that promotes a positive message so the whole idea is to use it to really catch the people’s attention,” Ian Navasca of Treasurebox Dance studio said.

Without an outlet, Navasca says many kids can get tempted by drugs and alcohol. Waipahu High School student Nadine Castillo says drug and alcohol use among teens is rampant. She sees it on social media and also in school.

"Underage drinking, underage drug use is a problem and we as the youth see it as something that can be changed with our voices," Nadine Castillo, a Waipahu High School student, said.
Dear Future Self,

It is currently May 13, 2018, and you are now 19 years old. You are currently in
WHS and you are from WSC. I'm sure by the time you are reading this a lot has changed in your life. I
have so much to ask, and so much to say but I'm gonna try keep this short. Recently I've been feeling
really down. Do you still feel that way? Do you still live in Hawaii? Do you still have a passion for
basketball, soccer, and photography? Did you get into drugs? Are you still hurting yourself? Do you
still care about everyone except yourself? Did you find that one friend you can go to whenever
you're feeling sad, mad, or even stressed? I hope you did and I hope you guys are doing good. Have
you moved on from your intermediate crush? Are you still in your intermediate crush? I hope all
your answers were good but now let's get deep.

If you're feeling sad still just know that everything will be good in the end. Yes, you'll get
hurt but you just gotta believe you'll get through this and you just learn from your mistakes. I hope
you found your happiness because right now you're a little bit confused, but that's okay. There
will be times where you feel like you can't do something or that you'll never be good enough to do
something and I totally understand that but just never give up. If life knocks you down, you have to
get back up and keep trying. Things will get easier, I promise.

You deserve love and kindness and if someone isn't treating you that way then they don't
deserve anything and everything you would've done for them. I hope life is treating you fairly.

Sincerely,
Your younger self
To:
Open May 12, 2019

To:
Open March 18, 2019
SOBER 'TIL 21

Under 21, No Can!
Lauri Badura
Founder
NPW 2019 Working Group Member

Sarah LaValliere
Key Collaborator
Black Sheep Collaborative
Friend of SOFA

Saving Others for Archie (SOFA)
In 2014, 19-year-old Archie Badura was one of the 622 people who died as a result of an opioid overdose death in Wisconsin. In the years following his death, his family started an awareness campaign to highlight the dangers of opioids and the toll addiction can have on families.
SOFA Prayer of Hope

God of Love and Mercy, graciously ease our burdens from this epidemic, calm our anxieties, and mostly, strengthen our faith and increase our trust and confidence in Your caring goodness.

May You bless each day with Your healing grace. Bless us with health in mind and body. Fill our hearts with hope and peace.

Grant us the courage we need to face all trials and difficulties. Restore lives. Remind us always that You make miracles happen.

Amen.
Your Brand of Leadership: How do you fit in?

- Advocate for Change
- Leader for Social Justice
- Grassroots Activist
Advocate for Change

Grassroots Activist
- “OUTSIDE IN” Change
- Movement, Drive, Motivation, and Energy

Leader for Social Justice
- “INSIDE OUT” Change
- Structural Change
Strategize for Change

Custom Resource Guide

Support - Empathy

Embracing Change

Focus on Hope

Prayerful Intentions

Connecting the Dots

Strategize for Change
Your Event: Plan of Action

- **Motivate**: 6–8 months prior to your event, schedule a meeting with your board/team that will work event.

- **Ideas that Inspire**: Create a theme or action item for the event to capture more people than in past years.

- **Begin with the End in Mind**: Schedule date of your event based off the NPW tool guide that best fits with your mission.

- **Plan for Efficacious Change**: Schedule key note speaker and organize with your city hall to ensure their willing support of your event.
A huge thank you to SAMSHA/NPW for putting together easy to use partner marketing materials!

- SAMSHA Toolkit for event planning
- Videos
- PDFs
- Marketing materials
  - Web/print materials/banners, badges, web signatures
- FAQ sheets
- And much more!

https://www.samhsa.gov/prevention-week
**Email blast to:** HHS, treatment centers, recovery homes, police stations, fire departments, city hall, churches, library, rec. department, YMCA, coffee shops, and local businesses that will support your event.

Note: Send to liaison of AODA at local HHS or ask the director who can help spread the word. Find out when meetings take place and distribute the save-the-date. Network to meetings, support groups. Ask your board to assist.
Raising Awareness
Vital Steps: 2 months before your event
Create a powerful flyer.
Email your stakeholders.
Email your community.
Encourage wide distribution.
Attend meetings.
Find your voice.
Speak. Invite.
Put up posters!
Advertise galore…

- Create a Facebook event with your new flyer! Invite as many people as you can via Messenger and ask all your contacts to share the invite. Make certain to explain to respond.
- Going into the event—the more you share, the more marketing you will get.
- You can do $100–$200 Facebook posts. (Contact Facebook for info on how to do this. Be careful, it gets pricey.)
**The Final Week**: Contact local city for permission to hang banners—excellent marketing tool!
1–2 Weeks Prior to Your Event Date

- Create media kit.
- Email all local TV stations and newspapers.
- Try to get press at your event.
- Contact other events sponsored by NPW, and work with them in your area to get the attention of all the events for NPW!
- Invite them to attend your event as well as running a story!
Day of Event: Have clear signage. Hire a good photographer and videographer to capture details! This is huge for marketing for next year!
The first jump!
Never lose sight of who you are...
“Pay it Forward” Archie SOFA bracelets worn all over the world to raise awareness on the stigmas of addiction, the heroin epidemic, and mental illness.
Jump For Archie
3rd Annual Jump For Life
Rockin' Evening in the Park
to conclude National Drug Prevention Week

Sunday, May 21, 2017
Oconomowoc City Beach Bandshell
4pm-8pm

Bring your lawn chair and a beverage of your choosing, and you’ll feel as if you were at the
THE JUMP!
Post Event

Save all post media and awards to share in your marketing planning for next year!
Gratitude

Don’t forget to send thank you notes.
Save extra marketing information.
Share the successes with NPW.
Celebrate!!!!!!!
Thank you!

- Lauri Badura
- SOFA Founder & Ambassador
- Questions? 414-530-0968
Please use the chat feature to share your questions and thoughts with us.
Crystal Borde
NPW 2019 Planning Team Lead
Vanguard Communications
Please use the chat feature to share your questions and thoughts with us.
Tell Us What You Think

Please fill out the post-meeting survey that will pop up once this meeting ends.
Get more exposure for your NPW activity!

- Submit event details through the NPW website and we’ll help promote it.
- Visit the NPW website’s “Event Submission Form” page: samhsa.gov/prevention-week/community-events/submit-events
- Bookmark the page!
Stay Connected: Sign Up for Prevention Works!

Visit www.samhsa.gov/prevention-week

- **Sign up for Prevention Works emails**
- **Receive emails throughout the year**
  - featuring the latest prevention resources, NPW news, and prevention strategies and ideas to strengthen your work in the field
For more information, visit:
www.samhsa.gov/prevention-week