



**MARKETSMITH**  
PERFORMANCE MARKETING. PERFECTED.

**Allegheny County Department of Human Services**  
Communication Strategy for Preventing Accidental Opiate Ingestion by Children

April 21, 2022



## Response

Respondent's Name: Marketsmith Inc.

1. What is your experience in developing evidence-informed risk reduction or similar outreach campaigns? You may include links to or attachments that demonstrate this experience.

Marketsmith has strategized, built, and successfully run a number of risk reduction and outreach campaigns for the State of New Jersey. Our performance marketing approach combines the best of artificial intelligence and human intelligence to help craft messaging and design a targeted media strategy that will not only inform our consumer target but also drive action therefore reducing their risk to things like drugs, alcohol, and marijuana.

For the New Jersey Department of Highway Traffic Safety, we built a campaign with a unique approach to storytelling through original images for their Distracted Driving efforts. Using syndicated research tools and first party interviews we learned that distracted driving campaigns that focused on death had less than desired results – consumers told us in interview after interview that that was hardly new news. And yet national statistics showed that, despite that knowledge, bad driving behavior continues unabated. So, we took a different route: *positive reinforcement*. Rather than scare drivers with images of death we chose to remind them about the great lives that lay on the road ahead. And to remind them that arriving at those [positive destinies](#) were, quite literally, in their own hands. On the media side, we generated nearly 70 million impressions among drivers across multiple media channels. Importantly, our large gallery of imagery enabled us to target the most relevant stories to the right audiences. But, even more than impressions, it was the traffic to the website's interactive tools and information that really drove the campaign's success. During the campaign's run we generated over 4,000 visits per week to the campaign landing page as opposed to the benchmark 500 visits. And each of those visits meant another driver more motivated to keep their hands on the wheel and their eyes on the road ahead.

We recently [launched a COVID-19 Vaccination and Boosters campaign](#) for the New Jersey Department of Health aimed at encouraging families to ensure those who've already been vaccinated get their boosters and children 5+ receive their vaccines. The campaign and its slogan, "Next Stop," focuses on what possibilities are ahead of you once you're vaccinated or get a booster shot, including getting back safely to the people and activities we love. Children, teens, and adults of all ages can see themselves in all of the "Next Stop" scenarios. The campaign creative can be seen on digital and static billboards across the state, including the New Jersey Turnpike and Garden State Parkway. Multi-lingual ads can be found on broadcast and cable TV across the New York and Philadelphia DMAs, as well as streaming video on Hulu, Roku, and programmatic connected TV. The campaign also utilizes social media platforms including YouTube, Facebook, Instagram, Reddit, and TikTok, as well as advertisements on local terrestrial radio stations and print publications.

1. Describe your previous experience with campaigns that address human services issues. You may include links to or attachments that demonstrate this experience.

For the past three years, we've been creating campaigns for the NJ Department of Human Services for their ReachNJ and Medication Assisted Treatment (MAT) messages – these efforts promoted a dedicated phone line and website to provide a single source of help to New Jerseyans suffering from Substance Use Disorder. Exacerbated by the COVID-19 pandemic, residents in every corner of the state, in every economic and demographic group, were suffering from addictions of many kinds. And, despite an increase in resources and the proven results of MAT, persuading sufferers to take that crucial first step toward recovery remained a difficult medical and communications challenge, which made our objective of increasing the number of calls to the ReachNJ hotline more crucial than ever. Our approach was to drive an [empathetic message of hope](#) across all of our media tactics – ensuring that the message was relevant to all New Jersey residents, stretching our media to ensure that there was an always-on presence, and keeping the communication simple, consistent, and actionable. The results? Call volume to the ReachNJ phone line was 80%-85% higher per week when the campaign was live than in previous weeks without media support.

We have been running a [state-wide awareness campaign](#) since 2020 on behalf of the NJ Department of Banking and Insurance. For the first time since the passage of the Affordable Care Act, New Jersey was about to launch its own state-run healthcare exchange, giving residents greater options and more affordability in choosing healthcare coverage for themselves and their families. It was essential that these new, expanded benefits be communicated in time for every eligible resident to shop and decide on the best plan for their needs during the initial enrollment period. Our creative teams developed a concept that put the faces of diverse New Jerseyans front and center to emphasize that the new marketplace was designed by New Jerseyans for New Jerseyans. A range of headlines spoke to the concerns our research told us were most on people's minds: quality, affordability, and choice. But messages only matter if they are seen—a job made more challenging when trying to reach audiences that are not easily reached by traditional placements. Our media teams used a highly creative and targeted mix—from broadcast to out-of-home and even pizza boxes—so that nobody would miss their chance to enroll. The headline on NJ.com said it best, “Nearly 10% more N.J. residents bought health coverage this year under Murphy’s new state marketplace.” Which means that as of Jan. 31, over 75,000 more families had coverage in 2021 than in 2020, and we continue to see enrollments roll in.

Continuing into the 2022 open enrollment period we [evolved the current platform](#) into an updated message that focused less on introducing the program and more on the benefits it presented to NJ residents. New creative was developed, and targeting was refined based on the prior year’s learnings and enrollment trends.

2. How would you approach the information-gathering stage of creating the campaign?

For a program where we are looking to understand how to best deliver the campaign to different target audiences, we would utilize [primary research](#) gathered through a one-on-one connection between brand and consumer. This connection allows us to collect quantitative and qualitative information to drive creative, media and strategic decision-making processes. Our recommendation for the Allegheny Accidental Opiate Ingestion strategy is to conduct a series of focus groups to reach the various audiences for the campaign. Groups would include 5-6 participants each, drilling down on each set of messages to understand participants’ overall reactions and if they feel informed, motivated, and a sense of relevancy.

In addition to this primary research, Marketsmith feels being informed and staying informed is mission critical to our successes. We utilize an abundance of platforms, tools, and vendors on a daily basis to ensure that we are not only on top of the performance of our media placements and their impact on your goals, but also staying informed about industry best practices, what other organizations/experts are saying or doing in regard to accidental opioid ingestion in children, and the laws/news around this topic, e.g., PA Act 139 – Good Samaritan Law and understanding Narcan use and distribution. From the start of our onboarding process through strategy development, research and ideation, plan alignment and negotiations, and measurement and optimizing, these tools play pivotal roles to ensure that the combination of messaging and media is working hard to deliver on your goals.

3. Given the various audiences for the campaign (community-at-large, drug and alcohol providers, families involved in child welfare, parents/caregivers involved in or with a history of substance use treatment), how would you modify the message to make it most relevant/non-judgmental for each?

When speaking to multiple audiences, and intending to impact each of those audiences, we must be able to deliver on the right motivation for each to drive the desired action for that target. This is what fuels our Messaging Map, used to ensure alignment of the message, motivation, and reasons to believe within our core messaging statements across paid, owned, and earned media channels.

We also must outline who we believe is most at risk to ensure ads and messaging accurately reflects them, as this crisis is not just limited to those under the age of five. Our target audiences for this program would include:

1. Families with little ones: children who may mistake medicine for candy
2. Families with tweens: children who are at age where they're curious
3. Families with teens: children who are at an age where want to get high and/or self-medicate

Below we have outlined two unique approaches for Allegheny County Department of Human Services based on your campaign goals, the important messages, and the target audiences, as well as a sample Messaging Map and content.

**APPROACH 1 - THE UNEXPECTED**

**ATTENTION GRABBING LINE: Don't share everything with your kids.**

This approach begins with an ironic wink, a twist on what one might normally expect to hear: that we should always be open to sharing things with our children. It invites curiosity and, importantly, it is conversational. We're talking with the audience and not at them. What is it that I wouldn't want to share with my kids? In this case, sharing could be dangerous, even fatal, though ultimately unintentional. And this in itself is eye-opening – of course no one *wants* to share harmful medication with their kids, but when you're not taking safety measures with storage you are doing so by default. It is also important to note there is no air of judgement or finger-wagging.

**APPROACH 2 - IMPOSSIBLE TO IGNORE**

**ATTENTION GRABBING LINE: Safe Opioid Storage**

These three letters SOS instantly command attention. With SOS there is automatic recognition of a call for help in a dangerous situation. This is not a scare tactic, but it works from that same type of power by putting the viewer on alert. This is where Allegheny County finds itself, in need of sending up a distress signal, to bring attention to the issue of child overdoses and get the help of entire community to address it. It is important to note that the graphic treatment of this line is as important as the message itself. Like Approach 1, there is no judgement here. Just statements of facts that children are in danger and there are ways we can keep them from getting hurt.

For both approaches, we begin the messaging with different headlines that then roll out through a similar path with nuances in language:

1. We state the problem
2. We provide an action/solution – and how to implement it (ideas for drug storage)
3. We provide a fail-safe to the solution – and address a potential concern (further harming a child)
4. We state a necessary action – and address potential concern (being arrested and/or charged with a crime)
5. We state this is a team effort – adding the importance of involving others (telling people about your drug storage and expectations)
6. We offer reassurance – reinforcing this is a community issue, not just a personal one (letting reader know they can talk about this and get assistance without judgement)

Targets and Messaging Map		
The Targets	Naming Conventions	Mix and Match
1. Community at large	A. Secure Meds	1. A E
2. Drug and alcohol providers	B. Know Narcan	2. A B E
3. Families involved in child welfare	C. Act Fast	3. A B C D E
4. Parents/ caregivers in, or history in, substance use treatment	D. Share Info	4. A B C D E
	E. Ask questions	

**Sample Messages for Each Concept by Naming Convention**

<p><b>Approach: Don't share everything with your kids</b> Your sense of humor. The dimple in your smile. Your hopes for their future. You share a lot with your kids. Don't accidentally do the same with medication.</p>	<p><b>Approach: SOS (Safe Opioid Storage)</b> Our children are at risk. But we can work together to keep them safe from accidental overdose. If there are opioids or other harmful medications in your home, be sure they are always out of a child's reach. Safe storage saves lives.</p>
<p><b>A. Securely store medication</b> Keep opioids and other harmful medications out of reach and out of sight of children. Kids are curious. Medicine cabinets, lower shelves and drawers in kitchens or nightstands, purses, coats, or backpacks aren't secure. Keep medication on a high shelf or in a child-proofed cabinet or lockbox.</p>	<p><b>A. Out of sight, out of mouth</b> A high shelf, a child-proof cabinet, a lockbox are all good choices for storing opioids and other medications. If they don't see it, they won't reach for it.</p>
<p><b>B. Understand Narcan</b> Narcan, the brand name for naloxone, can reverse an overdose caused by an opioid. If opioids are present in your home, Narcan should be too. You can get Narcan at any pharmacy in PA, usually at no cost. It's safe to use on anyone for known or suspected opioid overdose. Using Narcan on someone who is not experiencing overdose will <b>not</b> harm them.</p>	<p><b>B. Narcan is a life-saving tool</b> Accidents can happen, even when you're being safe. Narcan, the brand name for naloxone, can reverse an opioid overdose. It is safe to use on children if you suspect an overdose. It will not harm them if they haven't overdosed. Narcan is available at all PA pharmacies, usually at no cost.</p>
<p><b>C. Act fast, without fear</b> If you suspect a child has overdosed, it's important to act fast. Administer Narcan if you have it, then call 911. Under PA law, you will not be arrested or charged with drug offenses or parole violations if you call 911, provide all necessary information, and stay with the child until help arrives.</p>	<p><b>C. Help without hesitation</b> If you suspect a child has overdosed, administer Narcan and call 911 immediately. Under PA's "Good Samaritan Law" you cannot be prosecuted for drug offenses or parole violations if you call for help and stay with the child until it arrives.</p>
<p><b>D. Spread the word</b> Inform anyone who spends time in your home, family, friends, babysitters, about the safe storage of medication. This includes your own medication and any that they may bring with them. Let them know that even the residue of certain drugs and medications can be harmful to children. If you have Narcan, let them know where you keep it.</p>	<p><b>D. Knowledge equals safety</b> Let the people who spend time in your home – family, friends, babysitters – know about SOS. This includes your medication and theirs. Inform them that even certain drug and medication residue can be harmful to children. If you have Narcan, tell them where you keep it.</p>
<p><b>E. Step away from stigma</b> An important way to keep children safe from overdose is to talk about it. Whether you take medication as prescribed or are in active addiction, we know you want what's best for the children in your care. We're here to talk to you about safety and solutions, without judgement.</p>	<p><b>E. Let's talk about it</b> Whether you take medication as prescribed or are in active addiction, we know you want what's best for the children in your life. The stigma around opioid use and addiction is real. To overcome it and keep our children and communities safe and healthy as possibly we need to talk about it. We're here to help, judgement-free.</p>

4. What barriers do you anticipate encountering when designing this campaign? How will you address these challenges?

When it comes to messaging regarding children, and specifically keeping children safe, there is often a stigma that parents are being told what to do or that they are not properly caring for their own children, which is not the essence of this campaign. As outlined above in our research and messaging map overview, we will ensure that the messages we intend to utilize serve the purpose of ensuring parents and caregivers are informed and motivated to act and relinquish any sort of stigma attached to the sensitive subject matter.

5. Provide a timeline for developing the campaign, beginning at the time of contract approval, and for launching the campaign (include roll-out strategy and timeline).

Please find the projected timeline [here](#), including onboarding, research and creative strategy development, and tactical roll-out (specifics TBD based on research and strategy).

6. Attach a budget for the campaign, including justification for each expense.

Below you can find budget allocation for this project. Our scope will include research, strategy development, and creative development / testing for the Allegheny County Department of Human Services. Production out of pocket costs are planned for research facilities and recruiting, video production and post-production, stock photography purchases, audio purchases, etc.

	Budget Allocated	% of Total Budget
<b>Provided Budget</b>	<b>\$300,000</b>	100%
Agency Services (Hours)	\$107,333	35.78%
Production Out of Pocket	\$192,150	64.05%
<b>Total Allocated</b>	<b>\$299,483</b>	99.8%

Agency Services	Est. Hours	Total Cost
Account Services	180.00	\$19,730
Strategy/Planning	184.00	\$21,620
Analytics	88.00	\$9,680
Production/Creative Hours	456.50	\$50,803
Research	50.00	\$5,500
<b>Totals</b>	<b>959</b>	<b>\$107,333</b>

Title	Rate	Est. Hours	Total Cost
Senior Account Executive	\$115.00	194	\$22,310
Account Executive	\$100.00	68	\$6,800
Comptroller	\$120.00	10	\$1,200
Senior Art Director	\$120.00	155	\$18,600
Creative Art Director	\$110.00	36	\$3,960
Creative Copy Director	\$110.00	128	\$14,025
Senior Production Director	\$110.00	12	\$1,320
Production Art Director	\$110.00	24	\$2,585
Production Media Director	\$120.00	92	\$11,040
Marketing Director	\$110.00	168	\$18,480
Graphic Designer	\$75.00	10	\$713
Traffic Manager	\$100.00	63	\$6,300