



SEE THE SIGNS - SAVE A LIFE

**OPIOID AWARENESS AND
EDUCATION CAMPAIGN**

Prepared for NYSAC

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trellismarketing.com | 716-873-7199





CATHARINE McCracken

Founder and CEO of Trellis Marketing

Catharine has devoted her entire career to the marketing and advertising industry since 1984. Her extensive experience spans 22 years in broadcast media, followed by 18 years of helping businesses thrive through Trellis Marketing.



AMANDA LUCCHINO

Director of Business Development at Trellis Marketing

Amanda brings 20 years of marketing expertise to the table. Additionally, she has spent eight years as a professor at Niagara University and SUNY Niagara, specializing in business and event management.

We are proud to be joining you in the midst of National Mental Health Awareness month in the fight against the national crisis that is the opioid epidemic. The system below stemmed from a cry for help from the our friends at the New York State Coroners Association who were distraught at that volume of deaths resulting from overdose.

– Scott Schmidt to speak on the 2018 campaign

Our ***See the Signs, Save a Life*** campaign delivers an intimate look at both those within the throes of opioid addiction and the loved ones whose lives are impacted by their addiction and serves as a foundation that houses and communicates your existing and future efforts.

The system is designed to raise awareness to see the signs and immediately connects available resources to those in need with three tactics:

- Compelling “pay attention” Public Service Announcement targeted to Adults 18+ within each county
- Digital Display ads that click through to an existing or new landing page
- Supplemental print materials with QR code that links to landing page

How does this help my county?

This award-winning creative is available to any county as a turn-key resource and historically has met the criteria set forth through the Opioid Settlement Funds - Harm Reduction, Public Awareness and Education AND ties all of your existing efforts together in one place.

- Bolsters awareness of existing efforts and makes them easily accessible
- Immediate infiltration of information to targeted audience
- Effortless adoption of program
- Supplemental custom materials to boost initiative even further

GET HELP NOW

SEETHESIGNSSAVEALIFE.ORG



NEW YORK STATE ASSOCIATION
COUNTY CORONERS & MEDICAL EXAMINERS



NYSAC
NEW YORK STATE
ASSOCIATION OF COUNTIES



CAMPAIGN BACKGROUND

The *See the Signs, Save a Life* campaign emerged from a collaboration between the New York State Association of Counties (NYSAC) and the New York State County Coroners and Medical Examiners Association. Recognizing the devastating impact of opioid abuse in their communities, these associations joined forces to develop a public service campaign that could educate the public on recognizing the signs of opioid abuse and intervene before it was too late.

OBJECTIVES

Educational Outreach:

Educate the public about the signs of opioid abuse.

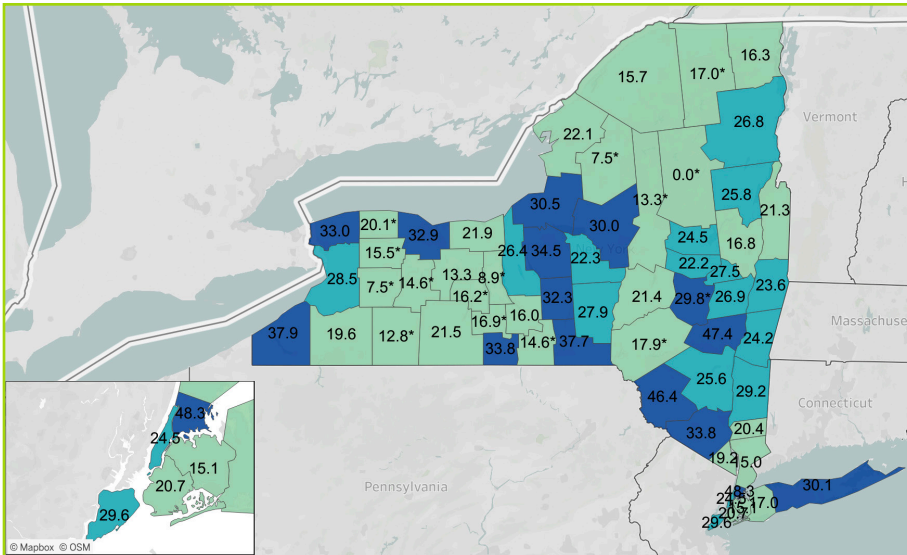
Resource Accessibility:

Direct individuals to immediate help through comprehensive digital and physical resources.

Unified Public Effort:

Integrate diverse county services and resources to combat the opioid crisis more effectively.

Source: NY State Department of Health Opioid Data Dashboard



OUTCOMES

Online Reports:

118 media outlets throughout the country reported this news. The visibility for this campaign and the NYS Coroners Association far exceeded the bounds of New York State.

The information about this campaign was picked up by media outlets in 25 other states, including: Florida, Tennessee, Ohio, Virginia, Illinois, Oklahoma, Texas, Kentucky, Alabama, Louisiana, Minnesota, Georgia, Nevada, Hawaii, Arizona, Pennsylvania, California, South Dakota, Colorado, Indiana, North Dakota, Massachusetts, Washington, Maryland and Michigan.

STRATEGIES

Multimedia Distribution:

The PSA was disseminated through television broadcasts across New York State, and social media channels, ensuring maximum visibility for the budget.

Community Engagement:

Local leaders and government officials shared the campaign directly with residents, enhancing community involvement and personal investment in the initiative.

High Engagement and Impact:

The video and its associated resources, available on the NYSAC website, were integral in raising awareness about opioid addiction signs and available help.

Collaborative Success:

This campaign showcased the effectiveness of collaborative efforts among county governments, health departments, law enforcement, and other local agencies, reinforcing a community-wide approach to health education and opioid abuse prevention.



AWARDS AND RECOGNITION

The *See the Signs, Save a Life* campaign was celebrated at the 2018 Capital Region MARCOM Awards, highlighting its significance and success in community health initiatives. This recognition not only honored the creative and impactful work of the Trellis Marketing team but also underscored the continuous effort needed to educate the public on this critical issue.

CONCLUSION

The *See the Signs, Save a Life* campaign serves as a testament to the power of collaborative public service initiatives in tackling severe public health crises like opioid addiction. By combining compelling video content with broad distribution and community engagement, the campaign has set a precedent for future public health communications, demonstrating that awareness and education can indeed save lives.

Through continued recognition and the shared commitment of local government and marketing professionals, the campaign continues to inspire and inform communities about the critical importance of recognizing and responding to signs of opioid abuse.





CAMPAIGN BACKGROUND

Due to the success of the first initiative and the continuous need for opioid abatement, a local consortium from Orleans County, Orleans Recovery, resurrected the effort, customizing this campaign to include supplement rack cards for distribution at community events and a landing page that tied all Orleans County opioid related resources together in one place.

OBJECTIVES

Educational Outreach:

Educate the public about the signs of opioid abuse.

Resource Accessibility:

Direct individuals to immediate help through comprehensive digital and physical resources.

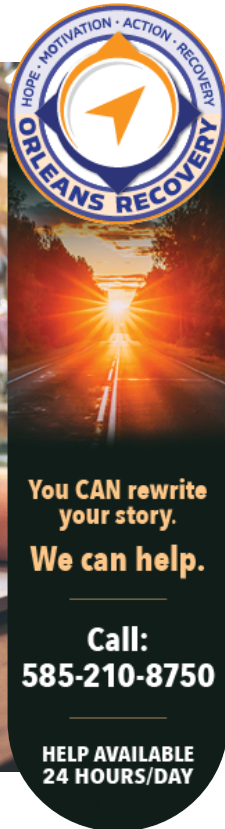
Unified Public Effort:

Integrate diverse county services and resources to combat the opioid crisis more effectively.

STRATEGIES

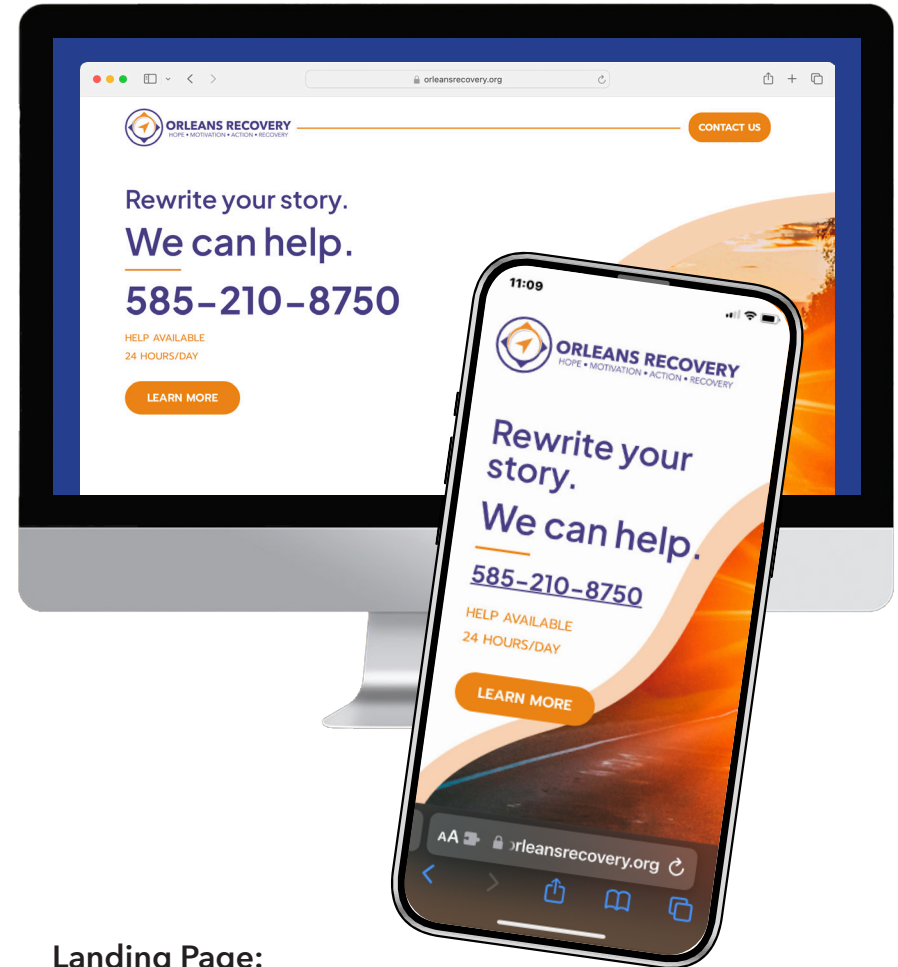
30-Second Streaming TV :

The utilization of the 30-second streaming ads and a series of digital ads that create awareness and drive residents to a custom landing page that ties all county resources, organizations, and agencies together in one place.



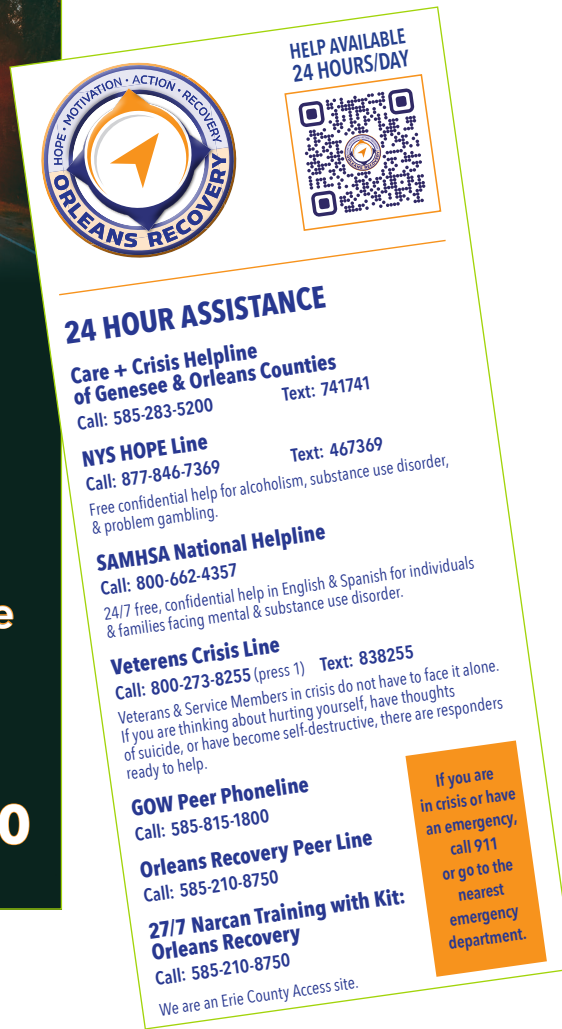
Digital Display Ads:

County-branded digital display ads were designed and served 135,520 times throughout the campaign.



Landing Page:

A carefully curated landing page was created that seamlessly tied all existing initiatives into one place creating a system of easy and immediate access to those in need.



Printed Materials - Rack Cards:

Rack cards featuring a list of additional resources and a QR code that sends residents directly to the landing page were distributed at community-wide events along with Narcan Kits.

CONCLUSION

While the campaign is just wrapping up, initial data is positive, and the effort has been well received by stakeholders and community members alike. Reported overdose rates are still on the rise, underscoring the need for continuous efforts in opioid abatement and awareness.

NEW YORK STATE OPIOID AWARENESS AND EDUCATION

Research shows that broad public education messages delivered through television and digital media, including video streaming platforms, are effective.

"According to the Centers for Disease Control and Prevention (CDC), when campaign messages are aired at sufficient levels of reach among the target audience, one can expect changes in campaign-targeted knowledge and attitudes in 6 to 12 months, and changes in behaviors in 12 to 24 months after campaign launch."*

Trust Trellis for strategic local campaigns that work.

*Educating Young Adults about Opioid Misuse: Evidence from a Mass Media Intervention
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8750763/>

01

Video Production

Creation of your customized *See the Signs, Save a Life* video, featuring your county's opioid resources.

02

Non-skippable Streaming Ads

Your customized :30 second PSA served only to residents in your county.

03

Digital Display Ads

Beautifully designed display ads, delivered only to residents in your county.

04

Supplemental Options*

Add elements like: broadcast TV, direct mail, rack cards, brochures, fliers, posters, trade show materials, and more. *Quoted separately.

05

Investment

Recommendation based on your county size.



PREMIUM CONTENT

OVER 125 LEADING TV & MEDIA BRANDS

Top TV Shows, hit movies, live sports, & more.

- Direct relationship with trusted publishers.
- Live and VOD (Video on Demand)
- Fraud-free, brand-safe, quality content
- No open exchanges
- No user-generated content
- Non-skippable ads



ATTRIBUTION MEASUREMENT

WEBSITE ATTRIBUTION

Measure how many people saw your PSA and went to your opioid resources page after exposure.

Track how many exposed visitors go to high-value pages.

Insights you will gather:

- Exposed visits
- Number of website visits
- Recency
- Referring domain
- Performance by:
 - Time of day
 - Audience segment
 - Day of the week
 - Creative



REACH CONSTITUENTS WHERE AND WHEN THEY WATCH

Your carefully crafted digital display ads will reach Adults 18+ across thousands of high-profile websites within your county.

Trellis will work with you to create five different sized display ads:

- 160 x 600
- 300 x 250
- 320 x 50
- 300 x 50
- 728 x 90

The foundation of this powerful campaign consists of targeted streaming video and impactful display ads, optimized to reach a broad audience within each county.

Base Program Elements Include:

- Customized 30-second PSA with your existing county landing page or website and logo.
- 60-second PSA for website and community outreach
- 30-second messaging running on streaming TV
- Digital display ads
- Customized reporting delivered monthly

Additional Details:

- Designed to flex by county size and need
- Additional elements can be layered for a complete, custom system.
- Streaming TV campaign serves your :30-second, non-skippable ad on over 125 platforms.
- Tracking of those who see the messaging and visit your page will be done through website attribution.
- A customized report containing tracking information will be sent to you via email.
- The :30 creative will be served only to Adults 18+ in your county.

Element	Small County i.e. Livingston Population: 79k or less	Medium County i.e. Niagara Population: 80k - 494k	Large County i.e. Westchester Population: 495k+
One Year Creative License Fee, Project Management, Graphic Design, and Production Updates	\$ 19,500	\$ 19,500	\$ 19,500
Streaming TV (Impressions*)	\$ 63,450 (1,057,500)	\$ 117,450 (1,957,500)	\$ 189,450 (3,157,500)
Digital Display Ads (Impressions*)	\$ 7,050 (783,333)	\$ 13,050 (1,450,000)	\$ 21,050 (2,338,888)
Annual Investment	\$ 90,000	\$ 150,000	\$ 230,000

* Impressions = total ads served.



Enhance your campaign with supplemental media add-ons that amplify your impact and maximize reach. These strategic enhancements can enrich your core message, diversify your content mix, and strengthen audience engagement, delivering an even more robust and comprehensive effort.

Supplemental Options Include:

- Print material such as:
 - rack cards
 - brochures
 - posters
 - fliers
 - trade show displays
 - and more
- Additional Media Opportunities:
 - direct mail
 - print ads
 - and more
- Custom creative to include a variety of demographics that follow the “See the Signs” theme.



SEE THE SIGNS - SAVE A LIFE

Q&A

It would be our pleasure to partner with your county to execute this impactful PSA campaign.

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