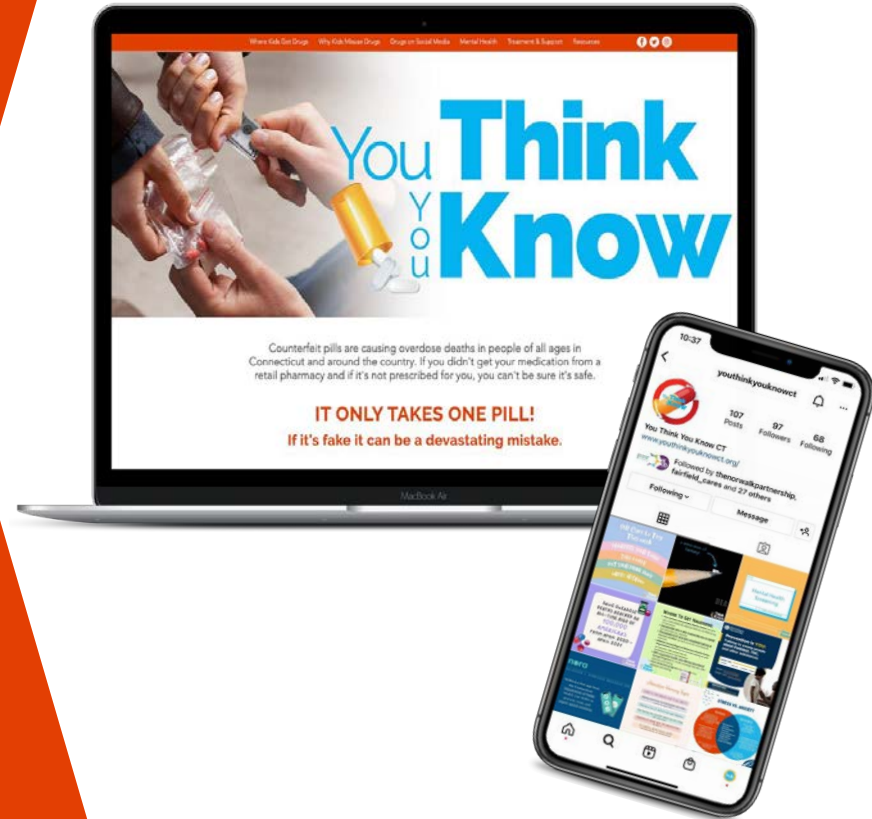


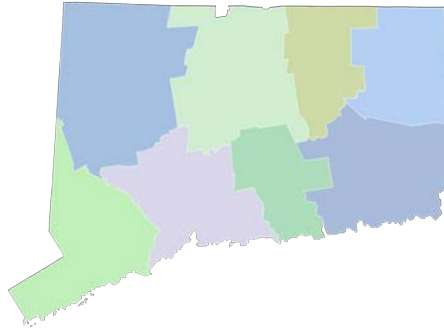
# You Think You Know

Developing and Disseminating the  
“You Think You Know” Campaign



# Agenda

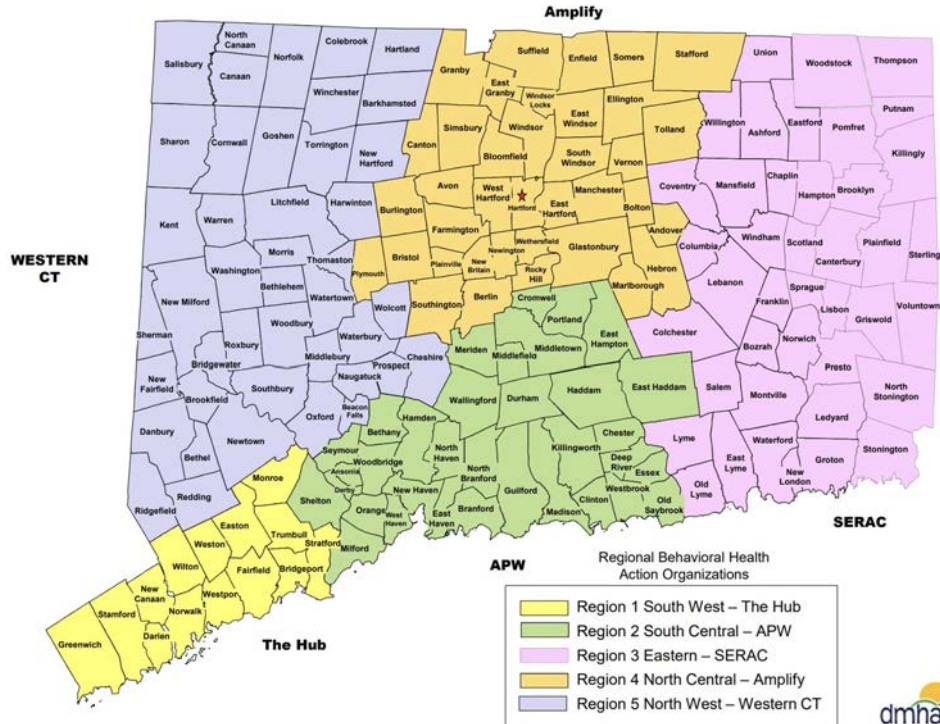
1. **CT Prevention Infrastructure**
2. **The Problem**
3. **Collaborations**
4. **The Campaign**
5. **Lessons Learned**
6. **Next Steps**



# The CT Prevention Infrastructure

# CT's Behavioral Health Regions & RBHAO'S

- Five Department of Mental Health and Addiction Services (DMHAS) regions
- One Regional Behavioral Health Action Organization (RBHAO) per region.



# What does an RBHAO do?

- **Assess BH needs, develop priorities & recommendations**
  - Address prevention, treatment & recovery needs across BH
  - Gather data, develop plans, promote awareness, advocate for change
- **Coordinate and support stakeholder work within the region**
  - Local Prevention Councils, Catchment Area Councils
  - Regional suicide board & gambling awareness team
  - Hospital CHIPs
  - Awareness & advocacy efforts
- **Serve as liaison between region and state**

# Prevention Coalitions

- There are many active coalitions across the state, with different funding:
  - Partnerships for Success (PFS)
  - CT Strategic Prevention Framework Coalitions (CSC)
  - Drug-free Communities (DFC)
  - Strategic Prevention Framework for Prescription Drugs (SPF-Rx)
  - Local Prevention Councils (LPC)
  - And more...

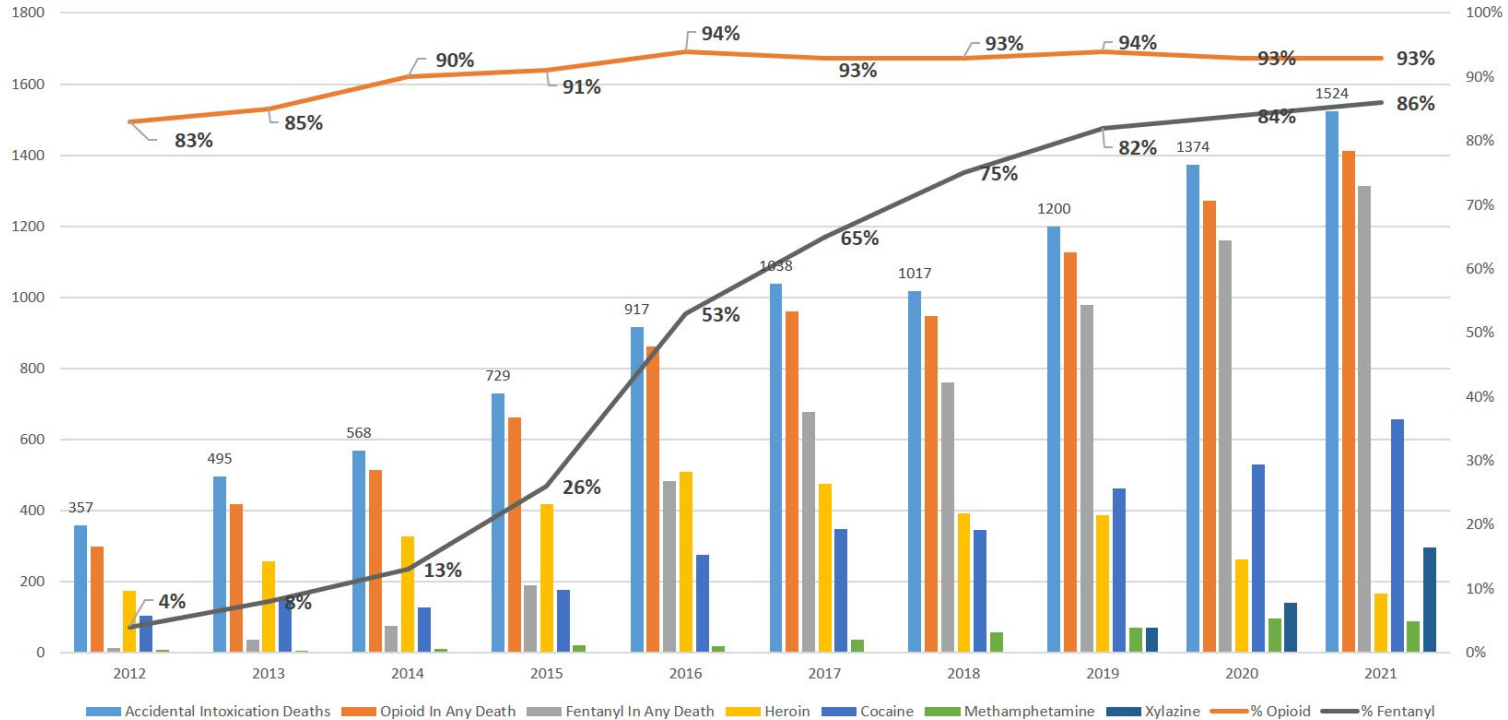




# The Problem

## Counterfeit Pills in CT

# Connecticut Fatal Overdoses 2012-2021





You **Think**  
 You **Know**

**Collaborations**

# Campaign Requirements

- Educate not only about **HOW** young people were getting counterfeit meds, but **WHY** they were using them.
- Practical tools and information for all CT families.
- Supports and resources - statewide and national.
- Scalable for small communities with little prevention funding to DFC grantees and state agencies.



## The Campaign

# What is “You Think You Know”?

- “You Think You Know” is a public awareness campaign that was developed in Connecticut in response to counterfeit prescription drugs that have claimed the lives of young people in Connecticut and around the country.
- **GOAL:** to raise awareness and save lives by educating teens, young adults, caregivers and the general public about the dangers of counterfeit drugs.
- **CONCEPT:** Counterfeit prescription pills are produced to look almost identical to the real thing. Often, you can’t tell the difference without lab tests. That is where the campaign name came from; **You Think You Know** what you’re taking, but unless it comes from a licensed pharmacy, you can’t be sure it’s safe.

# Challenges



- Narrowing the message
  - Needed to address general prescription drug misuse, while keeping the focus on counterfeit medications.
- Balancing “scare tactic” & educational message.
- Addressing reasons people turn to RX medications in the first place.
- Developing a campaign that 10 organizations agree on.
- Small promotion budget.

# Campaign Timeline

1

## Soft Launch

The website and social media went live September 1, 2021, but not actively promoted.

2

## Promotion Statewide

Out-of-home ads and Hearst sponsored story ran in October 2021.

3

## Phase 2

January 2022 kicked off phase 2 of the campaign, which included toolkit launch, newsletter, blog & regional promotion.

# Launch of Phase 1



- September 1, 2021 was the soft launch of the website and social media.
- October was when we began heavily promoting the campaign.
  - Bus Ads
  - Billboards
  - Hearst sponsored story and website banner ads
  - Print Ads
  - PR outreach

# Website Overview

- Website launched September 1, 2021.
  - [www.youthinkyouknowct.org](http://www.youthinkyouknowct.org)
- Besides the home page, the top 3 pages are:
  - Parent resources
  - Drugs on social media
  - Source of drugs



## Information on Website:

- Where Kids Get Drugs
- Commonly misused drugs
- Why Kids Misuse Drugs
- Drugs on Social Media
- Mental Health
- Treatment & Support
- Resources
  - For parents
  - For teens/young adults
  - For educators
  - Toolkit *(added in phase 2)*
- Blog *(added in phase 2)*



# Social Media - Follow Us!



**Facebook**

@youthinkyouknowct



**Instagram**

@youthinkyouknowct



**Twitter**

@UthinkUknowct

We have the most followers on Instagram, but Facebook and Twitter have performed the best for us in terms of reach.

# Facebook Overview

- 140 people follow the page
- Post daily
- The posts have had 33,928 impressions.
- **Our posts have reached 28,995 unique individuals!**



**Reached 28,995 people!**

# Top 3 Facebook Posts By Reach



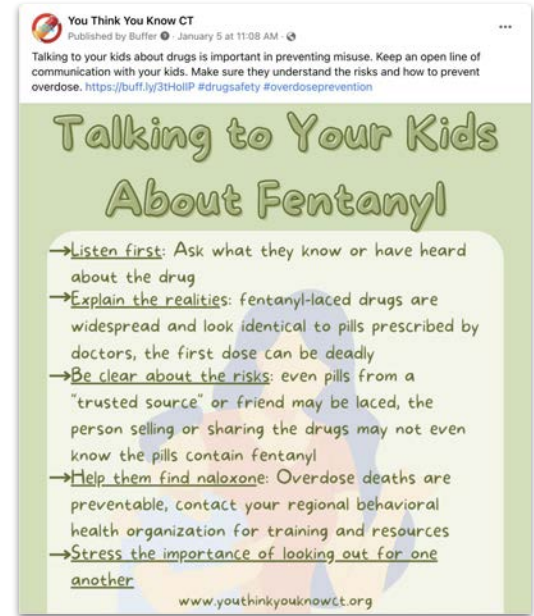
## National Fentanyl Awareness Day

Reached 2,335 people,  
Shared 8 times



## Common Places to Hide Drugs

Reached 2,219 people,  
Shared 14 times



## Talking to Kids About Fentanyl

Reached 1,606 people, Shared  
17 times

# Instagram Overview

- 183 followers
- The posts have had 1,421 likes
- There have been 9,211 impressions.
- **Our posts have reached 8,012 unique individuals!**



**Reached 8,012 people!**

# Twitter Overview

- 81 followers
- 220 retweets
- 794 engagements (clicks, likes, retweets)
- There have been 22,514 impressions.

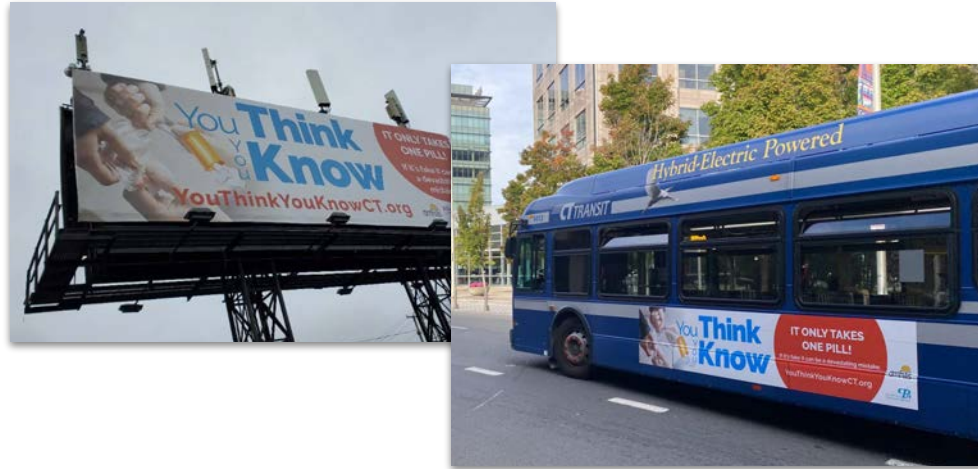


**22,514 impressions!**

# 59,521 Impressions!

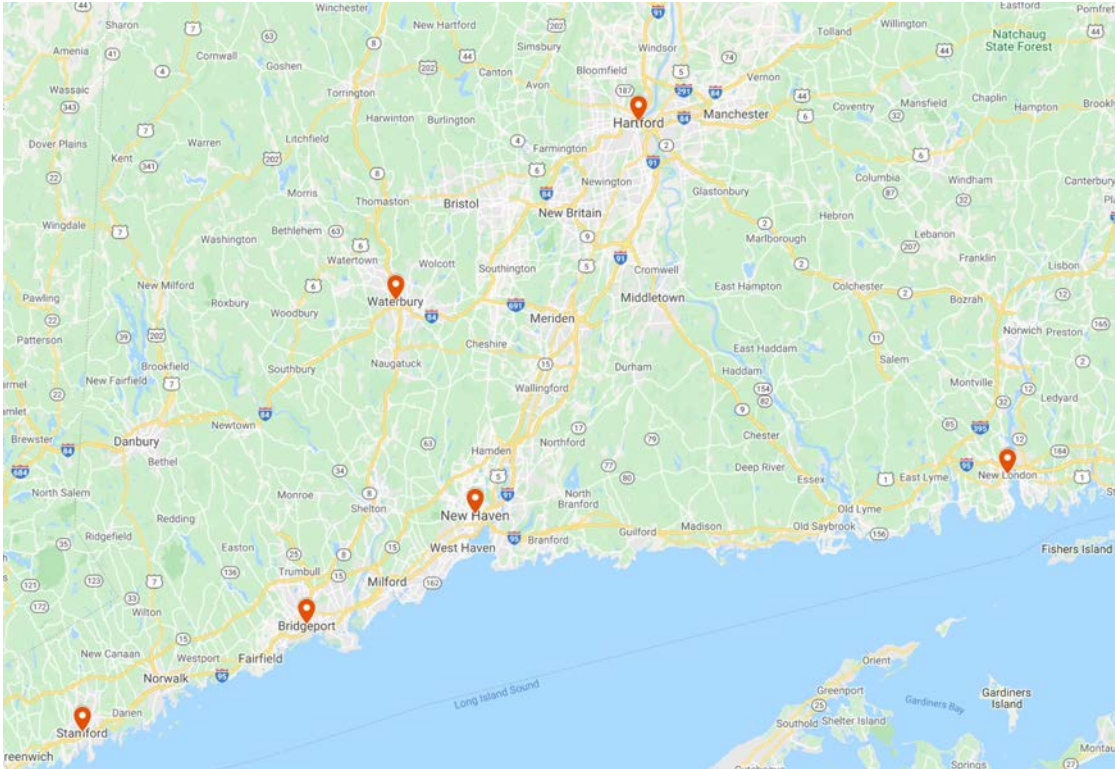
Across all social media from  
September 1, 2021 - June 30, 2022





## Out-Of-Home Ads

# Bus Ads



## Locations

1. Stamford
2. Bridgeport (Shelters only)
3. New Haven
4. New London
5. Hartford
6. Waterbury

Locations were determined based on population and areas with high overdose rates.



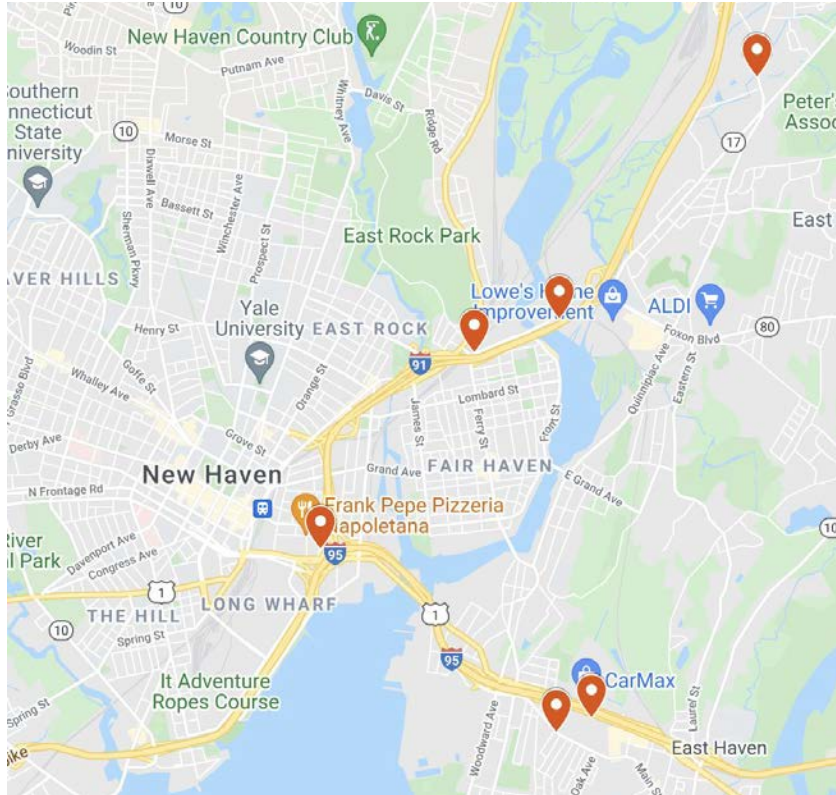


# Ad Impressions

- 4-week run of King, Queen and bus shelter ads.
  - 3,304,000 Impressions
- We received bonus placements, which extended the campaign and doubled impressions for a total of **6,608,000 IMPRESSIONS!**



# Billboards in New Haven



- Region 2 allocated funds to do a 4-week billboard campaign in New Haven.
- 6 billboards ran throughout the city.

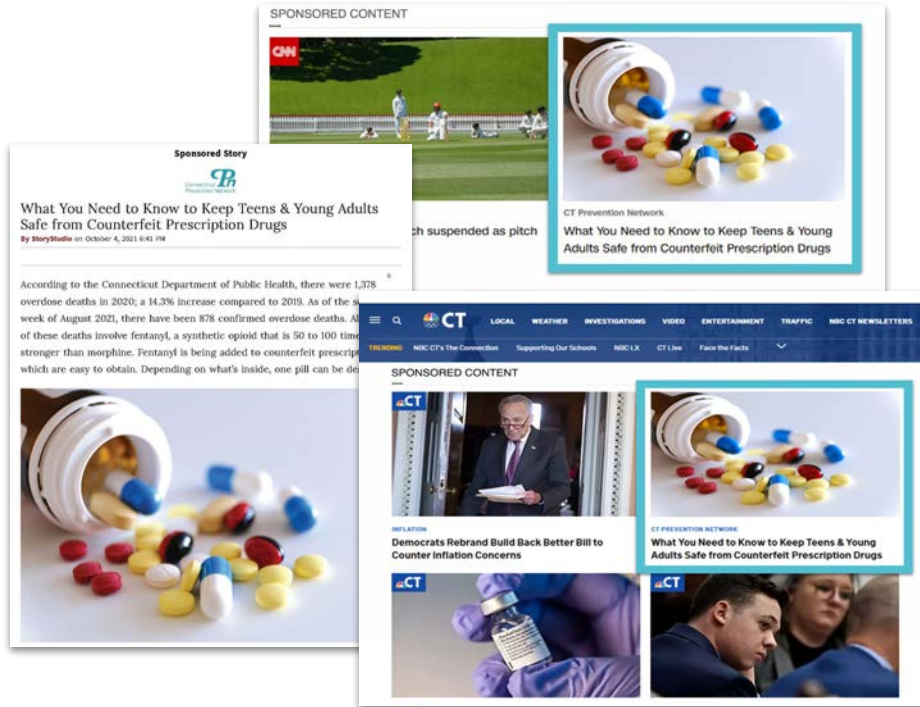
*Locations were based on availability.*



## Ad Impressions

- 4-week run of billboards with two high visibility locations on I-95.
- In 4 weeks, there were:
  - 4,891,364 impressions on I-95 only
- **TOTAL: 7,213,608 IMPRESSIONS!**

# Sponsored Story & Banner Ad



SPONSORED CONTENT

Sponsored Story

What You Need to Know to Keep Teens & Young Adults Safe from Counterfeit Prescription Drugs

By StoryStudio on October 4, 2021 6:41 PM

According to the Connecticut Department of Public Health, there were 1,378 overdose deaths in 2020; a 14.3% increase compared to 2019. As of the 5th week of August 2021, there have been 878 confirmed overdose deaths. At least 100 of these deaths involve fentanyl, a synthetic opioid that is 50 to 100 times stronger than morphine. Fentanyl is being added to counterfeit prescriptions which are easy to obtain. Depending on what's inside, one pill can be deadly.

CT Prevention Network

What You Need to Know to Keep Teens & Young Adults Safe from Counterfeit Prescription Drugs

CT Prevention Network

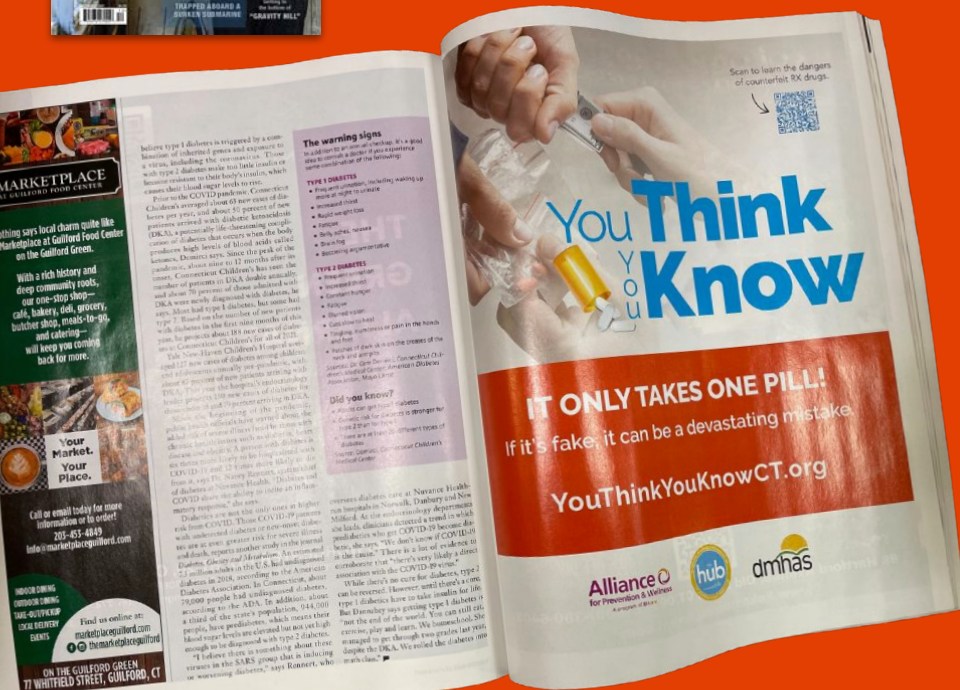
What You Need to Know to Keep Teens & Young Adults Safe from Counterfeit Prescription Drugs

CT Prevention Network

What You Need to Know to Keep Teens & Young Adults Safe from Counterfeit Prescription Drugs

- We developed an [educational article](#), "What You Need to Know to Keep Teens & Young Adults Safe from Counterfeit Prescription Drugs."
- This was placed on Hearst Media as sponsored content.
- Ads were placed in various national outlets, targeting parents of teens & young adults in our key cities. Ads directed users to the article for 4 weeks.
- Results:
  - 623,954 impressions
  - 2,561 clicks within article

# Print Ad in Region 1 & 2



## Ad Distribution

- A full page ad was placed in the December issue of CT Magazine.
- This issue had a bonus distribution of 40,000 because it was sent as a gift in the Thanksgiving issue to subscribers of *Greenwich Time*, *Stamford Advocate*, *Norwalk Hour*, *Connecticut Post*, *The News-Times & New Haven Register*.
- Nearly 100,000 copies were circulated with a readership of just under 500,000!
  - This also appears in the online issue

# PR Outreach

- When we launched the campaign, a press release was sent out to about 40 newspapers, blogs and campus papers.
- We offered an interview with a Trumbull family who lost their son to a counterfeit Xanax pill in 2020. We received coverage in the following places:
  - [Westport News](#)
  - [Norwalk Hour](#)
  - [CT Post](#) (appeared on top stories of home page)
  - [Trumbull Times](#)
  - [CT Insider](#)
  - [Greenwich Free Press](#):
  - [Norwalk HamletHub](#)
  - [NBC Connecticut](#) (online and TV)
- Following the launch, You Think You Know was featured in CADCA's "Coalitions in Action" newsletter, [December 9th issue](#).





## Phase 2

In January 2022, we launched phase two by releasing a toolkit, monthly e-newsletter and blog.

# The Toolkit

In order for people to utilize and share the campaign materials, we added a [toolkit](#) on the website with versions of materials that you can download and insert your logo and organization info.



Posters & Flyers  
(4 versions)



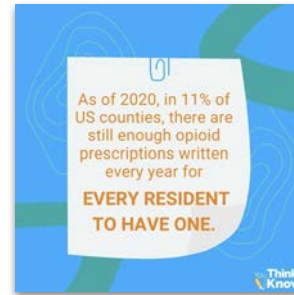
Fact Sheets: 1 general, 1 parent/caregiver, 1 teen/YA



Postcard



Website Banner Ads  
2 Options, 6 sizes

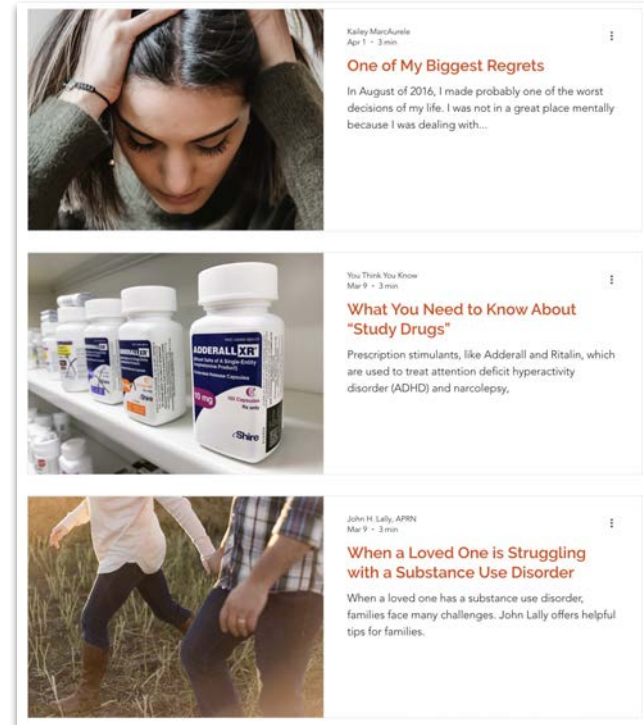


40 Social Media Posts - More get added



# The Blog

- The blog launched in March.
- We are publishing two blogs per month.
  - In order to help with content creation, we have reached out to local experts to contribute guest blogs on a variety of topics. We have received personal stories, stories from families affected by addiction, state trends, etc.
  - Each month we have one original blog that is published by You Think You Know and the other is a guest blog.
- Why have a blog?
  - Good for search engine optimization and also creates content for social media.



# The Newsletter

- In order to promote the blogs, our resources and national news and resources, we produce a monthly newsletter.
- We are promoting the newsletter on the website, through social media and encouraging RBHAO's and LPC's to share and promote.
- Visit the website to sign up!

The newsletter preview image shows a person's hands holding a syringe and injecting a liquid into a small glass vial. The "You Think Know" logo is overlaid on the right side of the image.

**Check Out Our New Blog!**

We just launched our blog, another helpful resource for you. In addition to our own articles, we will be featuring blogs from a variety of experts across in various field across Connecticut. We will also share personal stories of experience with a substance use disorder.

**What You Need to Know About "Study Drugs"**  
Prescription stimulants, like Adderall and Ritalin, which are used to treat attention deficit hyperactivity disorder (ADHD) and narcolepsy, are commonly misused by college students. In fact, a 2021 study found nearly one-third of college students reported misuse of a prescription stimulant.

**When a Loved One is Struggling with a Substance Use Disorder**  
Most of us will experience a time in our lives when we may feel overwhelmed, anxious, and alone. The majority of us will figure out how to cope with these feelings and they will eventually pass. For some, however, the feelings linger and become all-consuming to the point where they interfere with our functioning.



## Region 1 Promotion

# Region 1 Promotion

- The Hub (RBHAO) plus 12 of the 14 local prevention councils pooled resources to do a 3-month campaign in the region.
- The campaign consisted of:
  - A banner ad campaign targeting parents and teens/young adults
  - Large display ad in local mall
  - Bus ads in 3 metro areas
  - Geofencing ads (ads served to mobile phones in target zip codes)



# Region 1 Promotion



# Region 1 Promotion: Results to Date

- **Website & Social Media:**
  - Compared to previous month, there was a **471% increase in new users** to the website and a **145% increase in pageviews**.
  - 40 new social media followers.
- **Bus ads:** **1,209,600 impressions** by end of campaign. Possibility for more if we receive extension
- **Geofencing** (about 2 weeks of data)
  - **296,110 impressions** and 855 clicks
  - Relative performance is compared to other substance use ads and is **+261% higher than average**.
- **Banner Ads** (half way through campaign)
  - Generated **197,569 impressions**, 1,567 ad interactions and 313 clicks.
  - 220% high click through rate than average banner ad on Hearst Media.



# 2021 Gold MarCom Winner

- Daydream Communications received a [Gold Marcom award](#) for the campaign in the Integrated Marketing Category.
- Marcom Awards recognize outstanding achievement by creative professionals involved in the concept, direction, design and production of marketing and communication materials and programs.
- The Hearst sponsored article also received an [Honorable Mention](#).



**HELPFUL**

**TIPS**



- Set realistic goals
- Keep your message focused
- Get the most for your money
  - Don't rely on one promotion tactic.
  - Know your audience and how to reach them.
  - Negotiate rates.
- Get all stakeholders on board to help promote
- Know when to bring in an expert
  - You know your organization, but a consultant can help you navigate marketing to come up with a strategy.
- If hiring a consultant, choose a person that has proven success within the prevention field. Big agencies don't mean the best.
- Analyze and adjust as needed





## Lessons Learned



# LESSONS LEARNED

- Sustainability
- Collaborate to save money
- Make it scalable
- Find the right consultant
- Can adapt to other trends

You **Think**  
 You **Know**

**Next Steps**

# Next Steps

- Support to increase paid promotions
- Expand the materials
- Expand reach into the communities
- More PR outreach
- Additional substances





**Questions?**