



**ACTION AGAINST
THE EPIDEMIC**

**INTRODUCING AN EASIER WAY TO
DEVELOP & IMPLEMENT OPIOID MISUSE
PREVENTION CAMPAIGNS**



A READY-MADE MEDIA CAMPAIGN FROM



**AUDIENCE RESEARCH, CUSTOM CAMPAIGN DEVELOPMENT,
AND TARGETED IMPLEMENTATION SERVICES**

RESCUEAGENCY.COM



ACTION AGAINST THE EPIDEMIC

People's Opioid Project is a Ready-Made Media Campaign for health organizations in need of an evidence-based campaign to prevent opioid misuse or promote recovery that can be licensed and implemented quickly. **People's Opioid Project** offers a growing library of Message Packages, each containing all the creative elements necessary to deliver a specific opioid misuse prevention or treatment message tailored to your community.



TV/WEB
COMMERCIALS



WEBSITES &
WEB CONTENT



SOCIAL MEDIA
CONTENT &
CAMPAIGNS



DIGITAL
ADVERTISING



BROCHURES &
TAKEAWAY MATERIALS

Evidence-Based Materials

People's Opioid Project is built on a foundation of communications research in opioids use and misuse. Materials available for licensing have been informed by 40+ focus groups across multiple states in urban, suburban, and rural locations. Through this research, we have identified promising messages for a spectrum of audiences based on their current knowledge, behaviors, and risk levels.



Campaign Support

Why reinvent the wheel and create a campaign from scratch, when you can save time and resources while benefiting from existing expertise? In addition to ready-made materials, the **People's Opioid Project** team can assist with the following services to streamline and elevate opioid risk education communications with partners across the country.



LOCAL & ONLINE
RESEARCH



MESSAGE
TESTING



STRATEGIC
PLANNING



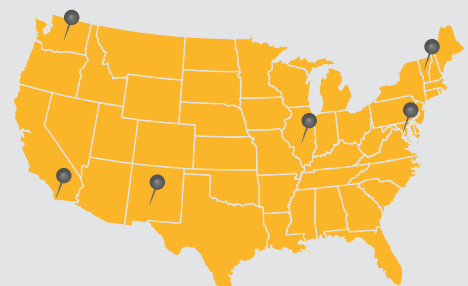
TRAINING



CAMPAIGN
IMPLEMENTATION

Join the Fight Against Opioid Misuse

By licensing People's Opioid Project, health organizations join a community of like-minded health practitioners working together in six states. Each licensee benefits from the collective research and implementation experiences of all clients.




STRATEGY FOR CHANGE

Rather than use scare tactics or creative for the sake of being creative, **People's Opioid Project** delivers specific messages that target knowledge, attitudes, and/or beliefs (KABs) that are associated with a diverse range of opioid use behaviors.

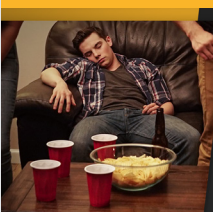
Since an individual's relationship with opioids can be fluid, with the possibility of using for different reasons at different times, campaigns need to utilize diverse messaging strategies. Each **People's Opioid Project** Message Package delivers specific and relevant facts, creating cumulative KAB changes that lead to behavior change over time. Below are just a few of the Message Packages currently available for licensing.

Risk Education



Inside Opioids

Increases foundational knowledge on what opioids are and how they work



Overlooked Overdose

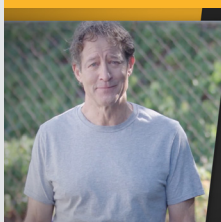
Increases knowledge about the risks of combining opioids and alcohol

Responsible Medical Use



Four Things

Defines four clear actions that protect against opioid misuse



Healing Not Hiding

Increases understanding of non-addictive alternatives

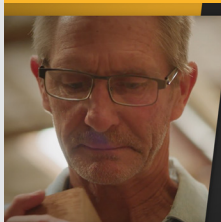
Stigma Reduction



Strong as the Ocean

Reduces stigma and increases openness to treatment and recovery

Promoting Treatment



Break it Down

Repositions treatment as a sign of strength and increases understanding of M.A.T.

Additional Message Packages include topics such as:

- Illicit or laced substances
- Dangers of use, even as prescribed
- Use of opioid antagonists (Naloxone)
- How providers can educate patients
- Plus video testimonials from real people

To watch the commercials, visit: RescueAgency.com/opioids



Learn more and join the People's Opioid Project at [@peoplesopioidproject](https://twitter.com/peoplesopioidproject)

Or Contact Sophia Lerdahl, Project Director at slerdahl@rescueagency.com