



WELCOME

THANK YOU FOR
JOINING US!

We will begin shortly.



NIH
HEAL
INITIATIVE

HEALing Communities Study

Part II. Implementing a Communications Campaign

Building Effective Public Health Communications Campaigns Webinar Series

July 10, 2025 | 1:00 - 2:30 pm EST



NIH HEAL Initiative and Helping to End Addiction Long-term are service marks of the U.S. Department of Health and Human Services.

Agenda

Welcome & Introductions	Braeden Kelly	1:00 - 1:10 pm
Recap of Webinar #1	Kara Stephens	1:10 - 1:15 pm
Approach to Campaign Implementation	Kara Stephens	1:15 - 1:35 pm
HCS-MA Case Study	Dacia Beard	1:35 - 1:50 pm
HCS-OH Case Study	Jamie Luster	1:50 - 2:05 pm
HCS Campaign Resources	Braeden Kelly	2:05 - 2:10 pm
Q&A Panel Discussion	Braeden Kelly	2:10 - 2:25 pm
Closing Remarks	Braeden Kelly	2:25 - 2:30 pm

Our Panelists



**Kara Stephens,
MPH, MSA**

*Senior Health
Communication Specialist
Project Director*

Oak Ridge Associated
Universities (ORAU)



**Dacia Beard,
MPH, MBA**

*Former Associate Director,
Communications Core*

HEALing Communities
Study – Massachusetts,
Boston University



**Jamie Luster,
MPH**

*Research Communications
Senior Writer*

HEALing Communities
Study-Ohio, The Ohio
State University

Recap of Webinar #1



**Kara Stephens,
MPH, MSA**

*Senior Health
Communication
Specialist Project
Director*

Oak Ridge Associated
Universities (ORAU)

Webinar #1

Welcome & Introductions
Introduction to the HEALing Communities Study (HCS)
Overview of HCS Communications Campaigns
Approach to Campaign Planning
HCS-NY Case Study
HCS-KY Case Study
HCS Campaign Resources
Q&A Panel Discussion
Closing Remarks



CTH Communication Campaigns

Wave 1 Campaigns

May 2020 - Jun 2022

1. Naloxone Education
2. OUD & MOUD Anti-Stigma
3. MOUD Awareness
4. MOUD Treatment Retention
5. Community Choice

Wave 2 Campaigns

Oct 2022 - Dec 2023

1. Naloxone-Fentanyl Education
2. MOUD Anti-Stigma & Awareness
3. Community Choice

PRIORITY AUDIENCE GROUPS



- People with living/lived experience (PWLE); people who use drugs
- Key influencers of PWLE (e.g., loved ones, faith-based leaders, recovery specialists)
- Healthcare providers

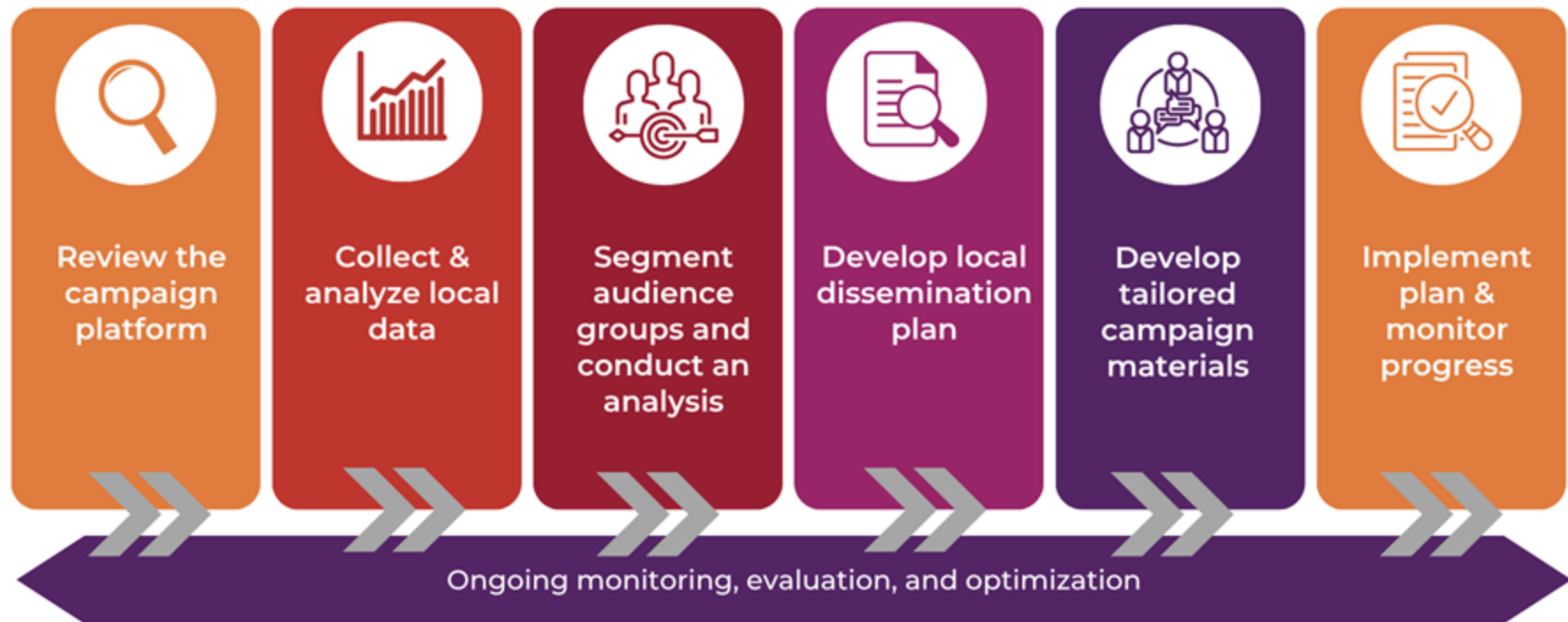
OBJECTIVES



- Reduce stigma of evidence-based practices
- Increase awareness and adoption of evidence-based practices

Integrated Marketing Communications Approach

Creating data-informed, local campaign dissemination plans and audience-tailored materials



Stephens, K. (2020). Integrated Marketing Communications Planning Guide. *Last updated Aug 2022.*

Stephens, K. (2022, August 25). *How to plan for, implement, and evaluate integrated marketing communications campaigns* [PowerPoint Presentation]. HCS-NY Communications Community of Practice Office Hours, Zoom.

Approach to Campaign Implementation



**Kara Stephens,
MPH, MSA**

*Senior Health
Communication
Specialist Project
Director*

Oak Ridge Associated
Universities (ORAU)

[SNAPSHOT of dissemination tactics



Owned Media



Social Media



e-Newsletter



Web article



Digital signs



Earned Media



Press release



Media interviews/
press conferences



PSAs



Partner dissemination



Paid Media



Social media ads



Outdoor



Digital web ads



Gas station POS

Value of *Audience-Tailored* Content & Dissemination



Improved Relevance



Cultural Sensitivity



**Efficient Use of
Resources**



**Increased Dissemination
Effectiveness**



Enhanced Engagement

Words Matter

Use these recommended terms to reduce stigma when talking about opioid use disorder.

Instead of...

- Addict
- User
- Substance or drug abuser
- Junkie
- Substance dependence
- Former addict
- Reformed addict

Use...

- Person with opioid use disorder (OUD) or person with opioid addiction
- Patient
- Person in recovery or long-term recovery

NIH
HEAL
INITIATIVE

HEALing Communities Study
New York

HCS-MA Case Study



**Dacia Beard,
MPH, MBA**

*Former Associate Director,
Communications Core*

HEALing Communities
Study – Massachusetts,
Boston University

Role of Health Communications



Public health communications campaigns play an important role in connecting audiences with information necessary to make informed health decisions.



Accomplishing two major tasks:

Convey a message that is compelling enough for a person to act.

Ensure that the recommended call to action is as low-barrier as possible to facilitate conversion.

Case Study: Featuring Local Providers in Campaign Ads

Wave 1, Campaign 5 Naloxone-Fentanyl and
Medication for Opioid Use Disorder Media Buy in Brockton, Salem,
and Lowell, MA

Acknowledgements: Kristin Mattson and Michael Hyneman, ORAU; Sue Perry Caponigro,
Konjolka

Community Snapshot

Brockton (Urban)

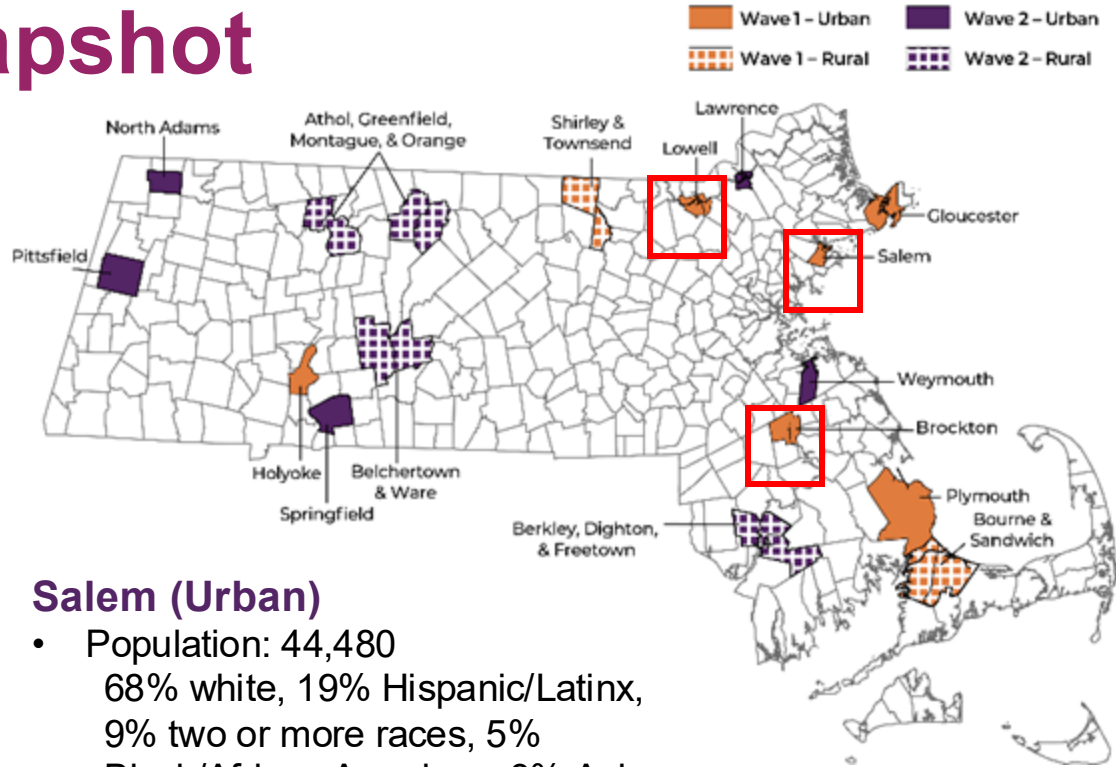
- Population: 105,643
38% Black/African American*,
27% white, 13% Hispanic/Latinx,
12% two or more races, 2% Asian
*9% Cape Verdean
- Major Industries: service-oriented,
government, retail, healthcare

Lowell (Urban)

- Population: 115,544
44% white, 22% Asian, 18%
Hispanic/Latinx, 11% Black/African
American, 9% two or more races
- Major Industries: service-oriented,
manufacturing, trade, transportation,
tourism

Salem (Urban)

- Population: 44,480
68% white, 19% Hispanic/Latinx,
9% two or more races, 5%
Black/African American, 3% Asian
- Major Industries: service-oriented,
healthcare, government, higher
education, retail



Wave 1, Communications Campaign #5

Media Buy

Objectives

- Increase awareness of available medications for opioid use disorder (MOUD), e.g., *methadone* and *buprenorphine*
- Increase awareness of existence and dangers of fentanyl and the importance of carrying *naloxone*
- Promote contact information of local organizations where people can obtain naloxone and/or MOUD

2022 Run Dates and Communities

- Mid-May – Mid-July (~8 weeks)
- Brockton, Lowell, and Salem, MA

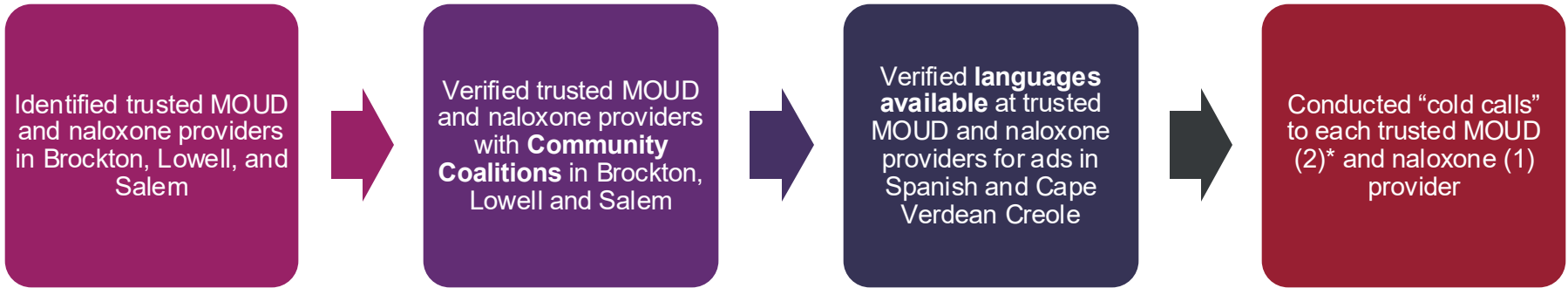
Languages

- English, Spanish, Cape Verdean Creole (Brockton)

Tactics

- 30 Exterior and 60 Interior Bus Ads
- 4 Bus Shelters (Salem)
- 2 MBTA Station Posters (Salem)
- 30 Convenience Store, Gas Station, and Laundromat Posters
- 6 Billboards
- Facebook and Instagram Ads
- Website Banner Displays

Quality Assurance Process for Featuring Providers in Campaign Ads



*NOTE: Two MOUD providers per community featured: one for buprenorphine and one for methadone

Quality Assurance: “Cold Calling” Providers

Goals

Gain insights on **access** to local providers in Brockton, Lowell, and Salem

Understand **patient experience**

Reduce **barriers** to resources and lifesaving care

Observations

Direct phone line and website challenges

Organizational changes

Staff turnover and training

Terminology gaps

Examples of Media Buy Ads

Ads featured local naloxone and MOUD provider organizations:

Preferred name, phone number, and website



MOUD: Buprenorphine

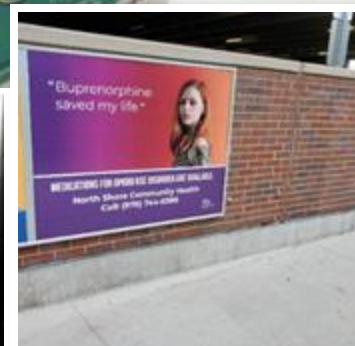
- Brockton Neighborhood Health Center
- Lowell General Bridge Clinic (Circle Health)
- North Shore Community Health

MOUD: Methadone

- Brockton Comprehensive Treatment Center
- Lowell Comprehensive Treatment Center
- Lynn Comprehensive Treatment Center

Naloxone

- Brockton Neighborhood Health Center
- Lowell House Addiction Treatment and Recovery, Inc.
- Healthy Streets, a program of Health Innovations, Inc.



High-Level Results

Estimated Total Impressions: **13,982,781++**

++Indicates missing data, excludes MBTA bus ads and shelter impressions

> **9.3x** Exposure | (Impressions ÷ Population)

Total Clicks (Digital Only): **23,397**

15,091 Clicks: Naloxone Ads

8,306 Clicks: Medication for Opioid Use Disorder Ads

Population (Region)

Brockton Region: 437,296

Lowell Region: 351,591

Salem Region: 707,016

TOTAL: 1,495,903



Lessons Learned

- Verifying provider referrals is critical to finalize campaign assets and ensure low-barrier access to services among people with opioid use disorder.
- Place the most direct phone line and website on advertisements.
- Engage provider organizations in reporting outcomes by tracking conversions.
- Collaborate with providers' leadership and decisionmakers to address vulnerabilities and propose areas for improvement.

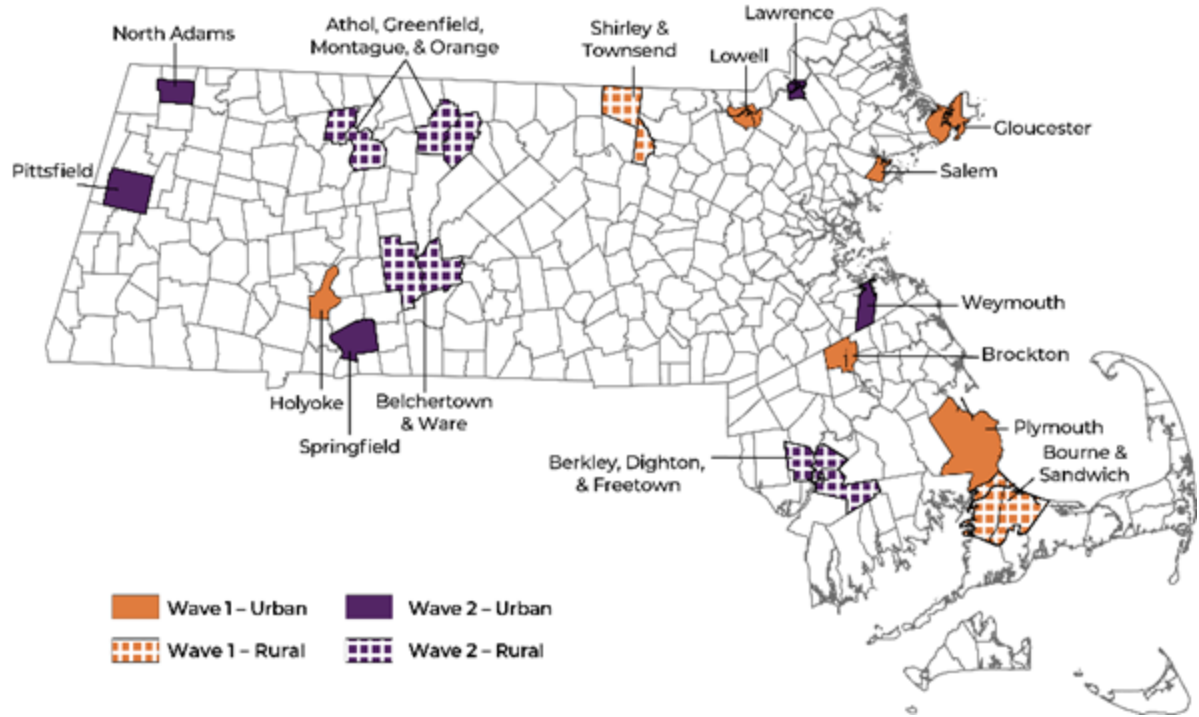
Case Study: Integrating Data in Dissemination Planning

Wave 2, Campaign 2 & 3 Media Buy Overlaying Geomasked Decedent Data for Convenience Store Ad Placements

Acknowledgements: Dr. Tom Stopka, Dr. Shikhar Shrestha, Dr. Sumeeta Srinivasan, and Olivia Lewis, Tufts University School of Medicine, Department of Public Health and Community Medicine; Kristin Mattson and Michael Hyneman, ORAU; Sue Perry Caponigro, Konjolka

HCS-MA Wave 2 Communities

- **Athol, Greenfield, Montague, and Orange (Rural)**
- Belchertown and Ware (Rural)
- **Berkley, Dighton, and Freetown (Rural)**
- **Lawrence (Urban)**
- North Adams (Urban)
- Pittsfield (Urban)
- **Springfield (Urban)**
- Weymouth (Urban)



Media Buy Dissemination Planning

Print/Out of Home (OOH) Advertising:

- 105 Convenience Store Posters

Digital:

- Pre-Roll in English
- Facebook and Instagram Video and Static Ads
- Website Banner Displays

- HCS-MA Communications Core collaborated with the Informatics Core to integrate overdose data in the dissemination planning of its 7th media buy.
- The resident addresses of decedents identified by race and ethnicity across 4 of 8 HCS-MA Wave 2 communities were overlaid with the locations of local convenience stores.
- HCS-MA prioritized ad placement in convenience stores near the most clustering of residences in a community.

Representing Lives Lost

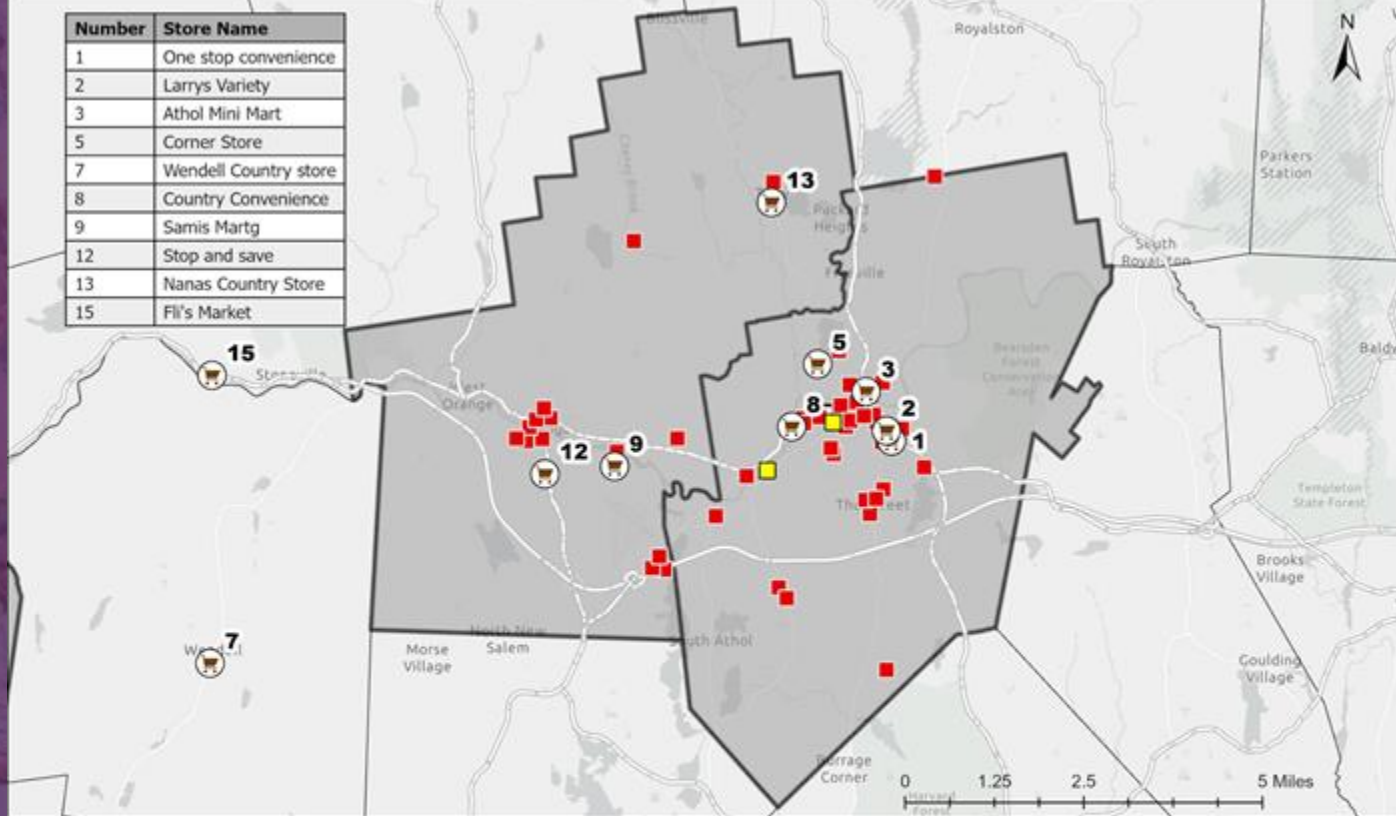
These data represent much more than symbols on a map.

They are our parents, siblings, friends, extended family, associates, and acquaintances.

Address-level vital statistics data are publicly available, by request, in Massachusetts.

Examples shared in this presentation have been geomasked out of respect for the loved ones of these decedents.

Number	Store Name
1	One stop convenience
2	Larrys Variety
3	Athol Mini Mart
5	Corner Store
7	Wendell Country store
8	Country Convenience
9	Samis Martg
12	Stop and save
13	Nanas Country Store
15	Fli's Market



HEALing Communities Study | Massachusetts

Race/Ethnicity by Decedent Resident Address,
Overlaid with Grocery Store Locations
2020-2022

Study Area: Athol-Orange

Updated: 11/7/2023

Cartographer/Analyst: O. Lewis

Tufts Site PI: T. Stopka

Data Source: Massachusetts RVRs

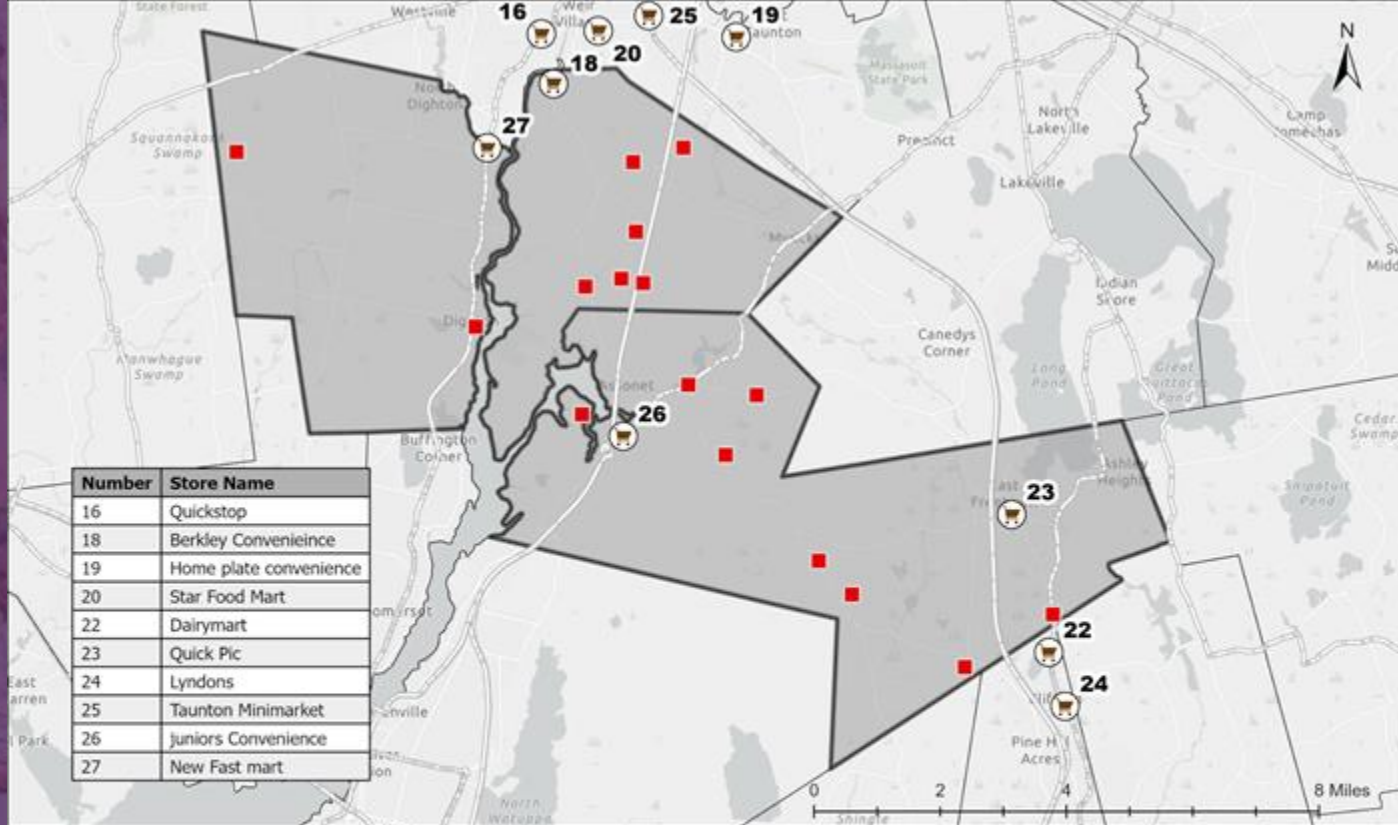
Decedent Race/Ethnicity (N= 46)

- [1] White, non-Hispanic (43) 🛒 Grocery Stores (10)
- [3] Hispanic (2)
- [4] Other race/ethnicity (1)

Points have been jittered so that the exact locations cannot be determined.

Tufts
UNIVERSITY

SCHOOL OF MEDICINE
Department of Public Health
and Community Medicine



HEALing Communities Study | Massachusetts Race/Ethnicity by Decedent Resident Address, Overlaid with Grocery Store Locations 2020-2022

Study Area: Berkley-Dighton-Freetown

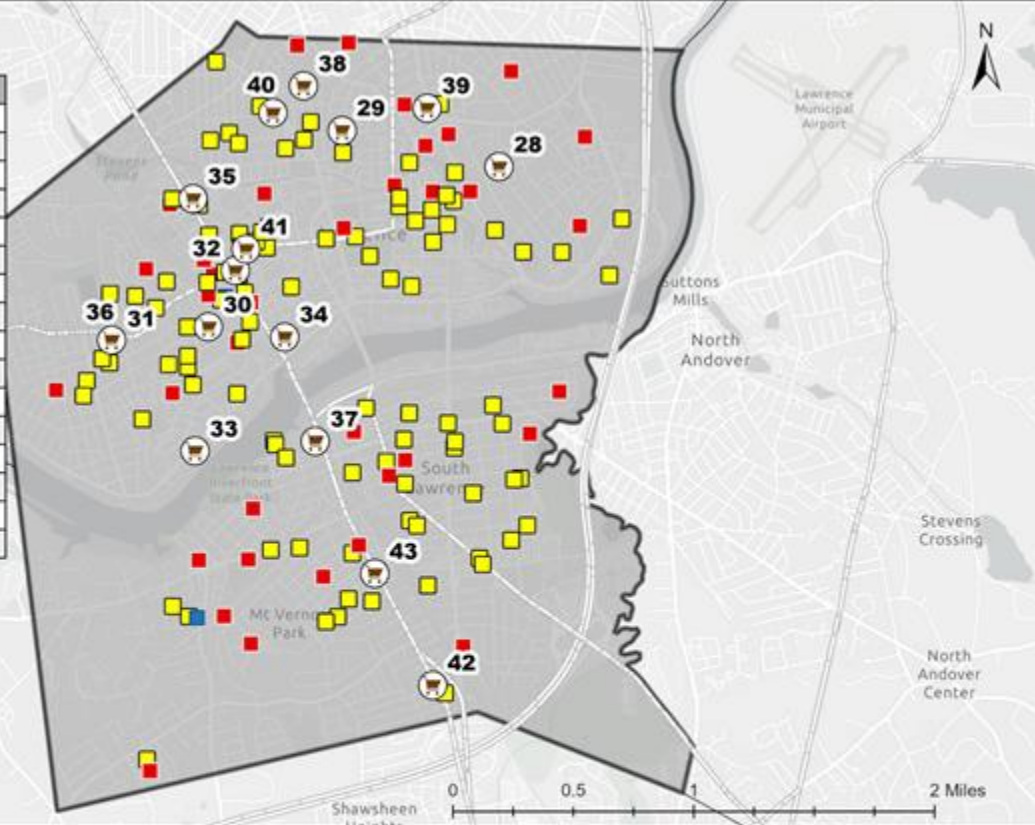
Updated: 11/7/2023
 Cartographer/Analyst: O. Lewis
 Tufts Site PI: T. Stopka
 Data Source: Massachusetts RVRs

Decedent Race/Ethnicity (N= 16)

■ [1] White, non-Hispanic (16) 🛒 Grocery Stores (10)

Points have been jittered so that the exact locations cannot be determined.

Number	Store Name
28	L & R Market
29	Kailey Convenience
30	Arturo's Convenience
31	City Market
32	E Market Convenience Store
33	Gomez Convenience Store
34	Broadway Mini Mart
35	Sam's Food Mart
36	City Mart
37	Richdale Convenience
38	Lawrence Food Mart
39	J & J Mini Mart
40	Passion Market
41	Fredy Mini Market
42	Broadway Corner Mart
43	Popular Market



HEALing Communities Study | Massachusetts

Race/Ethnicity by Decedent Resident Address,
Overlaid with Grocery Store Locations

2020-2022

Study Area: Lawrence

Updated: 11/7/2023

Cartographer/Analyst: O. Lewis

Tufts Site PI: T. Stopka

Data Source: Massachusetts RVRs

Decedent Race/Ethnicity (N= 136)

- [1] White, non-Hispanic (36) 🛒 Grocery Stores (16)
- [2] Black, non-Hispanic (2)
- [3] Hispanic (98)

Points have been jittered so that the exact locations cannot be determined.

Lawrence, MA: Convenience Store Ads

Spanish	Mellos Supermarket	187 Lawrence St, Lawrence, MA 01841
Spanish	Kailey Convenience	75 Park St, Lawrence, MA 01841
Spanish	City Market	576 Haverhill St, Lawrence, MA 01841
English	L & R Market	486 Howard St, Lawrence, MA 01841
English	Arturo's Convenience	332 Lowell St, Lawrence, MA 01841
Spanish	E Market Convenience Store	245 Broadway, Lawrence, MA 01840
Spanish	Gomez Convenience Store	252 Water St, Lawrence, MA 01841
Spanish	Richdale Convenience	59 S Broadway, Lawrence, MA 01843
Spanish	Broadway Mini Mart	9 Broadway, Lawrence, MA 01840
Spanish	City Mart	576 Haverhill St, Lawrence, MA 01841
English	Sam's Food Mart	389 Broadway, Lawrence, MA 01841
English	Lawrence Food Mart	Fern St, Lawrence, MA 01841
Spanish	Popular Market	319 S Broadway, Lawrence, MA 01843
Spanish	Broadway Corner Mart	501 S Broadway, Lawrence, MA 01843
English	J & J Mini Mart	324 Prospect St, Lawrence, MA 01841
Spanish	Passion Market	76 Bennington St, Lawrence, MA 01841
Spanish	Fredy Mini Market	56 Tremont St, Lawrence, MA 01841



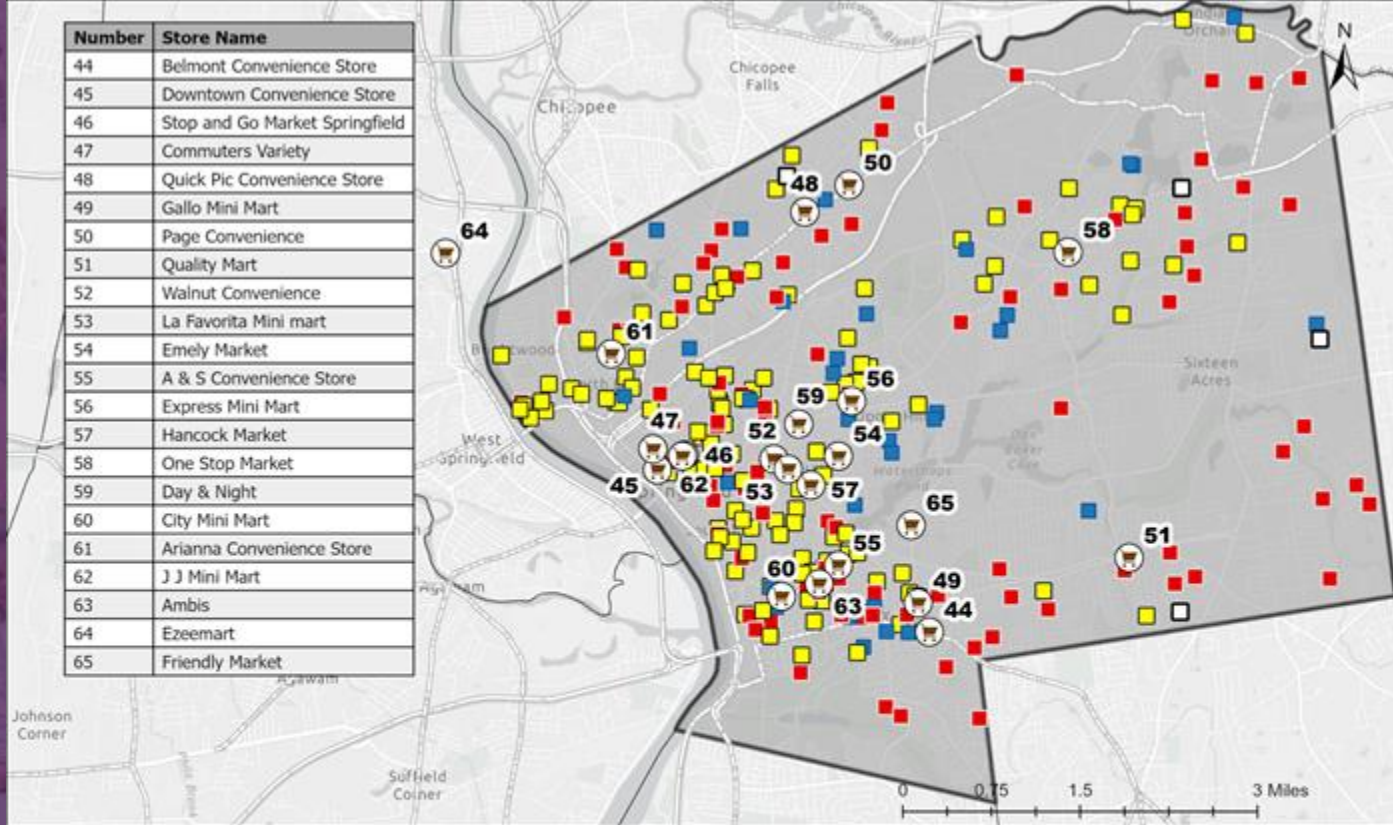
“Estoy muy orgullosa. Mi hija está tomando buprenorfina y se está recuperando”.

El consumo de medicamentos para el trastorno por consume de opioides NO ES sustituir una adicción por otra.

Greater Lawrence Family Health Center (GLFHC)
Programa de Prevención y Educación
100 Water Street, Lawrence, MA 01841
(978) 685-7663

NH
HEAL
INITIATIVE
Helping Communities Heal
Harmful Substance Use

Number	Store Name
44	Belmont Convenience Store
45	Downtown Convenience Store
46	Stop and Go Market Springfield
47	Commuters Variety
48	Quick Pic Convenience Store
49	Gallo Mini Mart
50	Page Convenience
51	Quality Mart
52	Walnut Convenience
53	La Favorita Mini mart
54	Emely Market
55	A & S Convenience Store
56	Express Mini Mart
57	Hancock Market
58	One Stop Market
59	Day & Night
60	City Mini Mart
61	Arianna Convenience Store
62	J J Mini Mart
63	Ambis
64	Ezeemart
65	Friendly Market



HEALing Communities Study | Massachusetts

Race/Ethnicity by Decedent Resident Address,
Overlaid with Grocery Store Locations

2020-2022

Study Area: Springfield1

Updated: 11/7/2023

Cartographer/Analyst: O. Lewis

Tufts Site PI: T. Stopka

Data Source: Massachusetts RVRs

Decedent Race/Ethnicity (N= 263)

- [1] White, non-Hispanic (95) 🛒 Grocery Stores (22)
- [2] Black, non-Hispanic (33)
- [3] Hispanic (131)
- [4] Other race/ethnicity (4)

Points have been jittered so that the exact locations cannot be determined.

Tufts
UNIVERSITY

SCHOOL OF MEDICINE
Department of Public Health
and Community Medicine

Springfield, MA: Convenience Store Ads

Spanish	Stop and Go Market Springfield	486 Bridge St, Springfield, MA 01103
English	Belmont Convenience Store	823 Belmont Ave, Springfield, MA 01108
Spanish	Downtown Convenience Store	160 Worthington St, Springfield, MA 01103
Spanish	Commuters Variety	55 Frank B Murray St, Springfield, MA 01103
Spanish	Quick Pic Convenience Store	1343 Carew St, Springfield, MA 01104
Spanish	Gallo Mini Mart	431 White St, Springfield, MA 01108
English	Quality Mart	1352 Allen St, Springfield, MA 01118
English	Page Convenience	500 Page Blvd, Springfield, MA 01104
Spanish	Express Mini Mart	904 State St, Springfield, MA 01109
English	Walnut Convenience	108 Walnut St, Springfield, MA 01105
Spanish	La Favorita Mini mart	179 Walnut St, Springfield, MA 01105
English	A & S Convenience Store	276 Oakland St, Springfield, MA 01108
Spanish	Day & Night	671 State St, Springfield, MA 01109
Spanish	Emely Market	168 Eastern Ave, Springfield, MA 01109
Spanish	One Stop Market	477 Boston Rd, Springfield, MA 01109
Spanish	J J Mini Mart	468 Bridge St, Springfield, MA 01103
Spanish	Hancock Market	260 Hancock St, Springfield, MA 01109
English	City Mini Mart	150 Belmont Ave, Springfield, MA 01108
Spanish	Arianna Convenience Store	51 Montmorenci St, Springfield, MA 01107
Spanish	Ambis	142 Dickinson St, Springfield, MA 01108
English	Friendly Market	158 Island Pond Rd, Springfield, MA 01118
English	Ezeemart	50 Morgan Rd, West Springfield, MA 01089



**"I am a devoted
father, waiter, and coach.
I also take methadone."**

There are multiple pathways to recovery –
medication may be one.

**#NOMORE
STIGMA
#NOMORE
SHAME**

**HEAL
INITIATIVE**
RECOVERY COMMUNITIES BUILD
HEALTHY LIVES

www.HealTogetherMA.org/Springfield

Case Study: Featuring Local Campaign Spokespersons

Faces of Naloxone: Pittsfield and North Adams, MA

Acknowledgements: Faces of Naloxone Campaign Spokespersons; HCS-MA Pittsfield and North Adams Coalitions and Community Teams; Betsy Strickler, HCS-MA Wave 2 Communications Consultant; Kristin Mattson and Michael Hyneman, ORAU

Shared Resources for Featuring Local Spokespersons

- HCS Media Release Form
- HCS-MA Guidance Document:

Considerations for Publishing Testimonials about Opioid Use Disorder Treatment and Recovery

HEAL
Harm Reduction
Education and
Advocacy

Considerations for Publishing Testimonials about Opioid Use Disorder Treatment and Recovery

Approaching Participants

Be specific about the focus area or topic of the testimonial, how it will be used, and how you would like to receive their submission.

When approaching an individual to share their testimonial, communicate your specific area of focus and details about how their information will be used. If you require certain things to be in their testimonial (e.g., a photograph, quote, or specific detail about their treatment journey), explain your needs clearly. You may consider developing an outline to help guide the person in creating their testimonial.

For example:

- Are you trying to highlight how a particular treatment path benefited an individual, how the individual overcame barriers to treatment, or share advice for others who have not yet started a treatment journey?
- What type of materials or products will feature their testimonial, and where will they appear?
- Do you have an example that you can share with them?
- Do you want to receive their information via email, specifically in person, or through a third party (provider, recovery coach, etc.)?
 - o If you will include photos/videos/audio recordings, etc. in advance.
- Are there specific word count or length limits?

Discuss benefits, risks, and conditions of sharing their testimonial

People with opioid use disorder may receive negative or harmful feedback. It is important to discuss the risks and benefits of sharing their information to appear anonymous, to use their first name only, full name, or to use a pseudonym.

Example benefits and risks to discuss in advance:

- The testimonial may be shared widely with peer groups that all records can be taken down, to ensure your privacy.
- You may feel a sense of satisfaction by sharing your experience and encouraging others struggling with addiction as well.
- It is possible that strangers may recognize you in public.
- If your testimonial is posted publicly, it is possible negative comments about your participation may appear.

Media Release Form

The HEALing Communities Study (HCS) would like to use photos, videos, written testimonials, and/or audio files representing your image, likeness, thoughts, or opinions for public health messaging designed to prevent opioid overdoses and promote the use of medications for opioid use disorder (MOUD). These images could be used in several communities across the state of Massachusetts and other locations affiliated with the HCS. Please read the statements below carefully and decide how you would like your image, likeness, thoughts, or opinions to be used. All participants must be 18 years old or older.

Please place an X beside Yes or No to mark your choice beside each statement.

Person(s) in photos, videos, written testimonials, and audio files:
I agree to allow the HEALing Communities Study to use photos, videos, written testimonials, and/or audio files representing my image, likeness, thoughts, or opinions that I submit to them and its project partners to promote the campaign in public service announcements, news releases, websites, social media platforms, printed materials, study reports, and exhibits. The HEALing Communities Study is entitled to edit, copy, adapt, or translate the contribution and to authorize others to do so in connection with this public health effort. I understand that I will be able to review the final images and edits.

..... Yes, I understand and agree with the statement above.
..... No, I do not agree with the statement above.

Given the nature of social media or other material capable of use or being transmitted and electronically shared beyond particular areas, we cannot guarantee that posts will not be seen or shared with persons outside our local community.

..... Yes, I understand and agree with the statement above.
..... No, I do not agree with the statement above.

I grant permission for my name to be published with my image, likeness, thoughts, and opinions in any associated campaign materials or publicity.

..... Yes, I understand and agree with the statement above.
..... No, I do not agree with the statement above.

We will not use the image, written copy, or video submitted, or any other information you provide, for anything other than the stated purpose above.

Name (please print):
Contact email address or telephone number:
Signed: _____ Date: _____

HCS Media Release Form

Campaign Graphics and Tactics

- Berkshire Eagle Front Page Cover Story and News Articles
- Billboards (10 Pittsfield | 6 North Adams)
- Berkshire Eagle Digital and Print Ads
- Social Media Graphics
- Mayoral Forum

Over 600 Images and 50 Spokespersons





**Faces of
Naloxone**

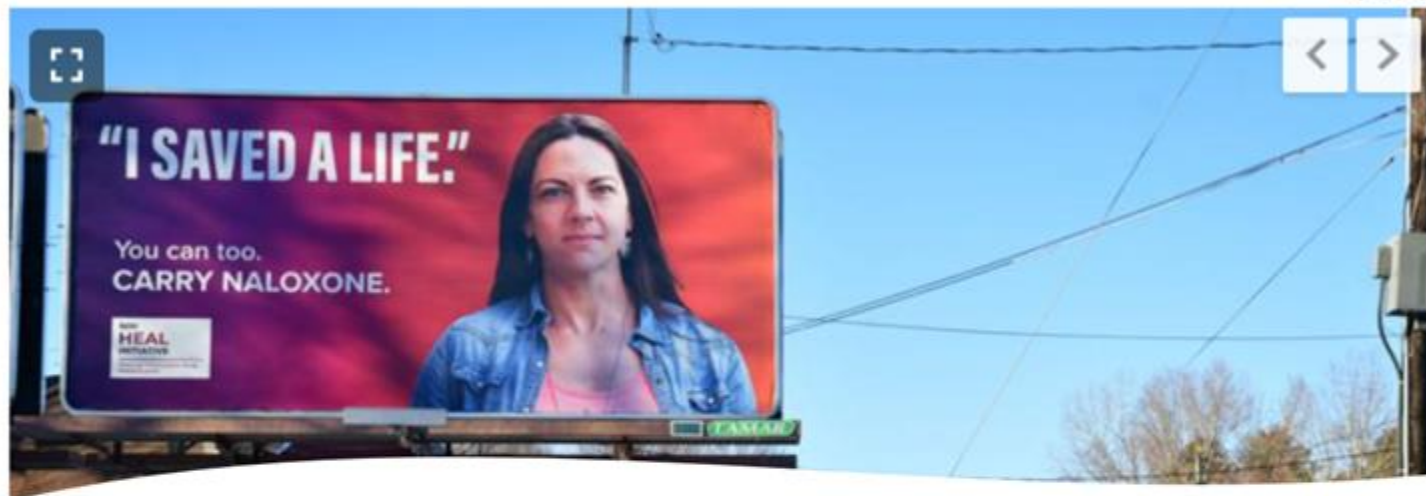
Pittsfield



Faces of Naloxone

North Adams





Berkshire Eagle News Coverage

Have you seen these billboards around town? Here's the story behind them and why 'everyone should carry Narcan,' advocates say

By Greta Jochem, The Berkshire Eagle Feb 9, 2023

Link to Article: https://www.berkshireeagle.com/news/local/have-you-seen-these-billboards-around-town-heres-the-story-behind-them-and-why-everyone/article_db4ec8fa-a3f7-11ed-8e9c-53920d629533.html

Berkshire Eagle Front Page Cover Story



Berkshire Eagle Print Advertisement



Billboards





Billboards



Bar Coaster



Campaign Spokesperson Account: “It’s All Working!”

“I just wanted to let you know that an older couple came into BHR [Berkshire Harm Reduction] today to pick up Narcan based solely on the Berkshire Eagle article! And at Dottie's yesterday, a staff member asked me if I was the person on the billboard, haha!

...

It's all working!”



Trainings and Technical Assistance (TA)

Learning
Collaboratives
Coordinated
within and
across states
as needed

Communications
TA Touchpoint
Biweekly
Thursdays, 3-4
pm

Communications
Consultant
Huddle
Biweekly
Thursdays, 3-4
pm

Available
Support

1:1 Meetings
Scheduled as
needed

Communications
Corner
(Office Hours)
Weekly
Thursdays, 4-5
pm

HCS-OH Case Study



**Jamie Luster,
MPH**

*Research
Communications Senior
Writer*

HEALing Communities
Study-Ohio, The Ohio
State University

The background is a collage of various photographs of diverse people, including families, couples, and individuals, all with a reddish-orange tint. Two spotlights are positioned at the top, one on the left and one on the right, both pointing downwards. Their beams of light converge in the center, creating a large, bright yellow 'V' shape. The text 'Community Spotlight' is written in a white, sans-serif font, and 'Lucas County' is written in a purple, cursive font, both centered within the yellow light beams.

Community Spotlight

Lucas County

Lucas County, OH

- Wave 1 urban county in NW Ohio
- ~400,000 residents
- County seat: Toledo
- Major industries: healthcare, automotive, manufacturing
- Demographics: 74% white, 21% Black/African-American, 8% Hispanic/Latino, 1.8% Asian



Coalition-Driven Decision Making

- Coalition identified need for increased awareness of MOUD and MOUD stigma reduction
 - Wave 1, Campaigns 2 and 3
- Communications workgroup of ~10 individuals responsible for implementation, one individual led the effort (Communications Champion)
- Video content determined to be more engaging than still images
- Local healthcare providers integrated as key partners and trusted messengers

Materials Development

- Target audience was PWLE, needed supporters of PWLE, and healthcare providers - aligned with HCS audiences
- Recruited 5 healthcare providers in coalition and from local treatment providers
 - Diversity of participants was considered (individual background, type of agency, type of provider, etc.)
- Communications Champions created video tips sheet with question prompts, recruited 5 healthcare providers in coalition and local treatment providers

- If recording your video with a cellphone or tablet, please hold your device horizontally!



- Please introduce yourself with your name, title, and organization. (**This part of the video will NOT be included in the final video, so you can be as specific as you'd like.** This will help us identify you and describe you with any on-screen text.)
- Please record your video in a quiet, well-lit area. Please avoid lights and windows behind you while recording (try not to create a silhouette effect).
- Please ensure there is no patient identifying information or other PHI visible in your video. (This will disqualify your video from being included in the final PSA)
- **BE YOURSELF!** Speak your truth! Scripted, formal videos will never be as powerful as you speaking from the heart. Don't worry about being perfect – just be you! We will edit out any imperfections!

Please record a video addressing these three questions:

1. What is your definition of stigma against MAT/MOUD?
2. Tell a brief story of either 1) How stigma prevented or delayed someone from receiving MAT/MOUD, or 2) How someone overcame stigma to seek MAT/MOUD.
3. What you would do or say to someone to help reduce stigma against MAT/MOUD?

Materials Development

- Videos recorded on participant cell phones
- Communications Champion edited down to short clips and combined into single :90 video
 - Words and graphics added to improve comprehension
 - Total editing time: 3–4 hours

Dissemination

- Champions identified list of local television stations to contact
- Contacted 5 TV stations for free airtime
 - Station with highest local news market share responded and agreed to share PSA

Good Morning [REDACTED]

I am writing on behalf of the HEALing Communities Study and the Lucas County Opioid Coalition. As COVID has, understandably, taken center stage in the news, many have lost sight of the other ongoing epidemic in our community: Opioid Overdoses and Deaths. Unfortunately, as COVID cases are on the rise, so too are opioid related overdoses and deaths.

Our Coalition has been working to educate the community about Opioid Use Disorder, treatment options, and now – how to reduce stigma against treatment. We have put together a high quality video PSA we would like to submit to 13 ABC, which is attached to this email. It is the first of several we plan to produce on this topic and others related to the opioid epidemic.

Would 13 ABC be willing to air this free PSA in support of this effort? We can offer a guest with this PSA, if you would like to feature this topic as a segment, to discuss the state of opioid use in our community and the ongoing fight against stigma.

If you have any questions, or need any edits to the attached PSA in order to air it, please let us know. Jamie Luster, the program manager for the Study, is CC'd above, and I can be reached via cell at [REDACTED]

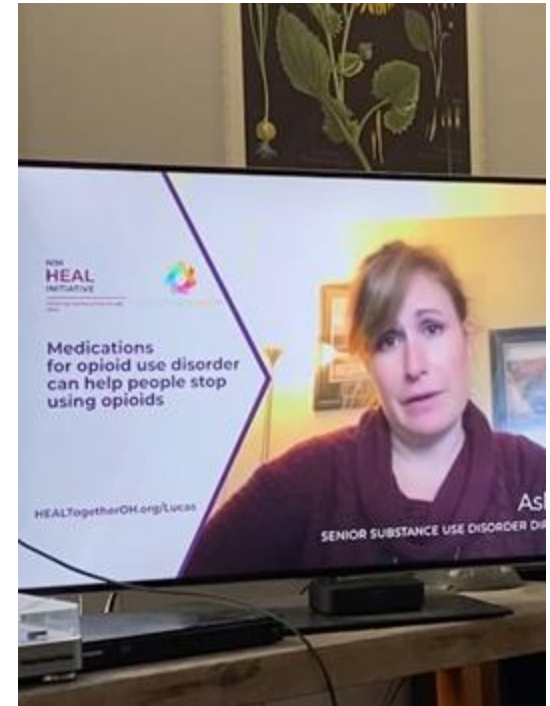
Thank you so much for your time and your support in this extremely important cause!!

Earned Media → Paid Media

- Coalition wanted to pursue paid ads following success of free PSAs
- YouTube and Over The Top (TV streaming app) ads selected
- For paid ads, 5 different videos were created
 - (2) MOUD/stigma education
 - (1) MOUD education with story
 - (2) Stories from providers
- Ads were targeted based on search history and overdose death rate by zip codes (5 highest in county)

Evaluation

- Free PSAs
 - Station average daily reach >89,000
 - 1.8 million estimated impressions in one month (11/25-12/24)
 - Organic response from community (patients telling providers, "I saw you on TV!")
- Paid (\$7,590 for targeted one month campaign)
 - YouTube (\$2,090)
 - 20,000 video completes; 100,000 impressions
 - OTT (\$5,500)
 - 138,417 impressions with 23,377 people reached; 98.58% video completion rate



Lessons Learned

- Don't underestimate the willingness of local partners to help share messages - it never hurts to ask!
- Impactful video ads can be created on a very limited budget.
- Decision making and progress on materials development and dissemination is most efficient in a small group.
- Utilizing local spokespeople can generate more engagement/discussion.



Webinar 3: Evaluating and Sustaining Communication Campaigns



July 31, 2025



Register: <https://bit.ly/4kq7ysO>



A blurred background image of an audience. In the center, a person's hand is raised high, palm facing forward. To the left, the back of a person's head and shoulders are visible. To the right, the profile of a person's head is visible. The entire image has a color gradient overlay, transitioning from a deep purple on the left to a bright orange on the right.

Questions & Answers

Panel Discussion

Thank you for attending!

HEAL Connections is a center that is jointly run by Duke Clinical Research Institute and George Mason University and funded by the National Institutes of Health (NIH) through the Helping to End Addiction Long-term® Initiative, or NIH HEAL Initiative®. HEAL Connections is aimed at supporting widespread dissemination and implementation of HEAL-funded research. HEAL Connections is funded by the NIH HEAL Initiative under OTA numbers: 1OT20D034479 and 1OT20D034481.

The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institutes of Health.