

PUBLIC AWARENESS


OVERVIEW: Raising public awareness about the dangers of misusing prescription opioids is a shared priority between the Department of Health and Department of Social Services. In partnership, relevant and educational information about opioid abuse and misuse has been shared with South Dakotans through various forms of media, backed by comprehensive and targeted prevention campaigns.


KEY PARTNERS:


- Imagine Agency, LLC (Hot Pink, Ink)
- KAT Marketing (GoodHealthTV®)



AS OF OCTOBER 2020...

 Over 834,000 South Dakotans have been reached with AvoidOpioidSD messages

 AvoidOpioidSD branded testimonial spots have broadcast over 23,900 times, reaching more than 94.5% of the targeted audience

 Culturally relevant video testimonials have aired daily on GoodHealthTV® in participating schools and clinics

MEDIA CAMPAIGN MATERIALS



Campaign materials include a website, social media, and PSAs, as well as print materials, such as brochures, business cards, and display materials.

STRATEGIES



Broadcast PSAs and other forms of media, including video testimonials featuring South Dakotans with lived experience and feature stories regarding treatment approaches and access.

Deliver targeted messaging for American Indian youth and adults regarding the dangers of opioid misuse via the GoodHealthTV® closed network.



Promote opioid awareness and education using targeted social media strategies.



Continue promotion of the statewide opioid education and prevention website and share relevant, up-to-date information.

If you or someone you know is struggling with addiction – don't wait. Reach out.

www.AvoidOpioidSD.com
South Dakota Resource Hotline
1-800-920-4343

To learn more about prevention activities within your community, please contact DSS, Division of Behavioral Health at 605-367-5236.

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