

## PUBLIC AWARENESS

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 2022...

## MEDIA CAMPAIGN MATERIALS



WHAT ARE OPIOIDS? FIND HELP TAKE ACTION PROVIDERS PHARMACY KEY I



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.



Over 2.3 million individuals have been reached with AvoidOpioidSD messages since the beginning of the campaign.



Website visits increased by 139% in the past year, and new content continues to be added online as services are enhanced or added.



Over 859,000 South Dakotans have been reached with messaging on safe at-home medication disposal options via social media.

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

[www.AvoidOpioidSD.com](http://www.AvoidOpioidSD.com)  
Treatment 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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