

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. Efforts focus on raising awareness of the risk of opioid misuse, signs of overdose, safe ways to respond, best practices in prescribing, and treatment and recovery resource availability.



AS OF
OCTOBER 2023...

MEDIA CAMPAIGN MATERIALS



WHAT ARE OPIOIDS? FIND HELP TAKE ACTION PROVIDERS PHARMACY KEY DATA ABOUT



Campaign materials include a website, social media, public service announcements, and access to materials for print or download, 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.



Promote opioid awareness and education, and increase public awareness of services available.



Understand the opioid crisis through the perspectives of providers and individuals with lived experience, test awareness and perceptions of the Avoid Opioid brand, and examine the effectiveness of opioid prevention messaging so as to identify key factors to be leveraged in future marketing and message development.



Website visits increased by 135% in the past year, and new content continues to be added online as services are enhanced or added.



1,430 Drug Overdose Resource Packets were distributed to law enforcement officials and emergency medical service staff. Packets were created to call attention to the dangers of counterfeit pills and polysubstance use.

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

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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