

# TakeMeds SeriouslyOregon

## December 2017 Report

### Campaign Design and Investment

Take Meds Seriously Oregon is primarily a grassroots awareness campaign implemented by a wide variety community partners through their existing media platforms.

#### Investments to Date:

- In-kind staff time for campaign research, development and implementation. Deschutes Co. Health Services. Shared Future Coalition Rx Drug Committee Members. PSTF Communications Committee Members.
- \$5,000.00 for paid media. Central Oregon Health Council Pain Standards Task Force.
- Translation of the TMSO Rack Card into Spanish. Advantage Dental.
- Billboard space in Bend (3 billboards, December 2017). St. Charles Health System.
- 26 community partners sharing the campaign on a variety of platforms.

### Accomplishments

#### Total Campaign Partners : 26

Advantage Dental, Bend Memorial Clinic, Bend Police Dept., BestCare Prevention Services, Cascade Security Solutions, COCC, COHC, COIPA, Community Pharmacy at St. Charles, Crook County Health Dept., Drug Mart Pharmacy, Endeavor Chiropractic, Family Resource Center of C.O., Hawthorne Healing Arts Center, KTVZ NewsChannel 21, Lane County Public Health, Lincoln County Public Health, Mosaic Medical, OSU Extension Services, PacificSource Health Plans, Planned Parenthood Columbia Willamette, PNW Adult & Teen Challenge, Shared Future Coalition, St. Charles Health System, United Way of Deschutes Co., Volunteers in Medicine Clinic of the Cascades.

### Campaign Platform Participation:

Platform	# Partners	Platform	# Partners
Facebook:	16	Web links:	13
Video:	14	Posters:	14
Radio:	4	Rack cards:	12
Newsletters:	10	Billboard	1

#### **Sample Results**

Platform	Results
Facebook:	3,207 Post Reach
Website:	118 Users 491 Pageviews 00:03:13 Avg. Session Duration
YouTube:	121 Views

#### **Campaign Elements:**

- Website
- Facebook posts
- Newsletter blurbs
- Rack card (English & Spanish)
- 30 sec. audio & video (English & Spanish)
- 15 sec. audio & video (English & Spanish)
- Billboard
- Poster

### Future Opportunities:

- Provider educational materials for parents and young people
- Point-Of-Sale signs for pharmacy and/or providers
- Translate more campaign materials into Spanish
- Pooled financial resources for larger media buys