



Alternative Options Campaign Project

Spreading awareness and providing solutions to the
overreliance on prescribed drugs.

Communications 3558: Social Media

Group #15
Justin Grosel
Kate Wassum
Mackenzie Kouns
Sebastian Olmedo
Tingxuan Chen
Zahra Syeed

Campaign Objectives

Public Awareness:

Smart

- Increase public awareness about alternative healthcare options and the potential risks of overreliance on prescription drugs.

Measurable Indicators

- We plan to conduct pre- and post-campaign surveys to measure changes in public knowledge and attitudes regarding alternative healthcare.

Assignment to individual

- Government health agencies, NGOs, and healthcare professionals.

Realistic expectations

- It's important to keep in mind that building awareness takes time. A consistent, evidence-based message paired with community engagement and professional collaboration can lead to gradual public awareness of alternative healthcare options.

Time frame

- This is an ongoing campaign. Our goal is to create lasting change in the community.
 - 1 year plus
-

Physician Education:

Smart

- Enhance healthcare providers' knowledge about non-pharmaceutical treatment options and promote judicious prescribing practices.

Measurable Indicators

- Increase the number of healthcare professionals participating in accredited educational programs on non-pharmacological interventions.

Assignment to individual

- Medical associations, academic institutions, and pharmaceutical companies.

Realistic expectations

- The process of changing healthcare practices is gradual. This initiative's success will depend on continuous efforts, education, and collaboration with healthcare providers.

Time frame

- 1 year plus
-

Community Health Initiatives:

Smart

- Establish community-based programs promoting healthy lifestyles, preventive care, and non-prescription interventions/therapy.

Measurable Indicators

- Measure changes in community health indicators, such as increased physical activity, improved nutrition, and decreased prescription drug usage.

Assignment to individual

- Local health departments, community organizations, and schools.

Realistic expectations


- Expect to see increased participation and engagement from community members in health-related activities, programs, and initiatives.

Time frame

- Involves multiple phases, each building on the previous one. Requires sustained commitment and resources.
- 48 Months

Media Strategy

Audience engagement and promotional cycle

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Objective 1 -raise awareness of prescription drug abuse in Ohio	Short reel of a true story/ Interview of the life someone lived while addicted to prescription drugs and how they overcame it		Story post of a question sticker asking productive things people like to do to get their mind off stressors while staying clean	Post a snippet of an article raising awareness followed with a link to the article in the caption	Short reel of a true story/ Interview of the life someone lived while addicted to prescription drugs and how they overcame it		Instagram Q+A live event at 6pm EST from a known influencer/celebrity that has dealt with their own struggles of prescription drug abuse
Audience engagement		Respond to comments	Respond to responses on story encouraging or giving ideas		Respond to comments		Live responses
Objective 2 -Allow our followers to know they are not alone in this struggle and addiction		Post a supportive quote or saying letting people know they are not alone in their journey		Post an inspiring quote encouraging people to stay on their journey of being clean or encourage them to begin that journey		Post a petition signup link for raising awareness of prescription drug abuse and allowing better assistance in getting help	
Audience engagement	Respond to comments willing to listen to their stories and allow DMs to be open for messages		Encourage followers in comments			Post petition signature updates throughout the day	Respond to comments willing to listen to stories and allow DMs to be open for messages

Objective 3 -Target misinformation around prescription drugs and addiction		Story post about a myth people believe about those who struggle with drug addiction followed with a fact		Story post about a myth people believe about those who struggle with drug addiction followed with a fact		Story post about a myth people believe about those who struggle with drug addiction followed with a fact	
Audience engagement			Look at and respond to some DMs				Look at and respond to some DMs

Platform Overview

Twitter/X

Objective 1, Build Awareness about the issue

Audience- The platform tends to sway male, with 56.4% of users identifying as such. It's most popular with people between the ages of 25 and 34 years old, and least popular with teens. Users within this age range are also most active on Instagram, LinkedIn and Facebook.

Affordance- Engaging users with the platform and allowing them to communicate person-to-person wherever they are.

Analytics- The number of likes someone has on a post and the amount of followers.

Objective 2, Usage of social media decreases and is being used more intentionally.

Audience- The platform tends to sway male, with 56.4% of users identifying as such. It's most popular with people between the ages of 25 and 34 years old, and least popular with teens. Users within this age range are also most active on Instagram, Linked In and Facebook.

Affordances- The algorithm of the app allows users to connect through things like hashtags. People who use the same ones may be directed to other pages about addiction.

Analytics- The amount of comments or retweets someone has. This is a great way to measure user interaction.

Objective 3 , Audience sharing their stories

Audience- The platform tends to sway male, with 56.4% of users identifying as such. It's most popular with people between the ages of 25 and 34 years old, and least popular with teens. Users within this age range are also most active on Instagram, LinkedIn and Facebook.

Affordances- The amount of users on this app is high. Many want to share their stories and either seek help or express they are willing to give help.

Analytics- The amount of clicks on a post can direct you to certain tweets.

Tik Tok

Objective 1, Build Awareness about the issue

Audience- Young adults aged from 18-24

Affordance- Effortless creation pertains to the straightforward and speedy process of crafting videos. TikTok videos consist of optional elements such as video, audio, text, filters, and effects, allowing users to include one, multiple, or all of these components according to their preferences.

Analytics- data collected from content to help content creators and brands track the performance of videos. It includes video metrics, such as views, likes, comments and shares, as well as information about your profile and followers

Objective 2, Usage of social media decreases and is being used more intentionally.

Audience- Young adults aged from 18-24

Affordances- Due to the high frequency of users on the app, it makes it possible to gain a large audience.

Analytics- Fostering engagement via comments and overseeing a group of individuals to monitor their daily active participation.

Objective 3 , Audience sharing their stories

Audience- Young adults aged from 18-24

Affordances- With a significant level of activity on this app, it enables features like the "For You Page" to respond accordingly. This aids in generating content tailored to individual preferences.

Analytics- Engagement metrics are essential for evaluating the success of your TikTok content strategy. A high engagement rate signals that your content is resonating well, and ongoing analysis of these metrics can help identify trends, optimize your content, and refine your approach to better connect with your TikTok community.

Instagram

Objective 1, Build Awareness about the issue

Audience- The 25-34 age group is the largest of the demographics contributing 31.7% of the total Instagrammers.

Affordance- The user engagement rate on this widely used public platform is notably high. An interesting feature is the ability to incorporate filters, with one particular filter emerging as the most frequently utilized, contributing to its popularity.

Analytics- Profile interactions like tracking a number of likes or people who follow or unfollow.

Objective 2, Usage of social media decreases and is being used more intentionally.

Audience- The 25-34 age group is the largest of the demographics contributing 31.7% of the total Instagrammers.

Affordances- Due to the high frequency of users on the app, it makes it possible to gain a large audience.

Analytics- By employing reach and impressions metrics, you can observe the count of unique accounts that have viewed your content and the overall number of times your content has been displayed.

Objective 3, Audience sharing their stories

Audience- The 25-34 age group is the largest of the demographics contributing 31.7% of the total Instagrammers.

Affordance- The user engagement rate on this widely used public platform is notably high which allows user generated content.

Analytics- Evaluate the performance of your content by identifying the top-performing posts, and determining the ones that receive the most engagement. Additionally, analyze the success of various content types, including photos, videos, carousels, and stories.

Creative Assets

Twitter Creative Asset 1:



- An asset designed to meet Objective 1, which is to increase public awareness about alternative healthcare options and the potential risks of overreliance on prescription drugs.
- Description:
 - Twitter (X) timeline post
 - Posted by our campaign team, the Alternative Actions Team
 - Post contains emojis to draw the eye of the viewers and a hashtag to increase visibility of our campaign and message about Ohio wellness

Twitter Creative Asset 2:



- An asset designed to meet Objective 2, which is to enhance healthcare providers' knowledge about non-pharmaceutical treatment options and promote judicious prescribing practices.
- Description:
 - Twitter (X) timeline post
 - Posted by our campaign team, the Alternative Actions Team
 - Post contains emojis to draw the eye of the viewers and a hashtag to increase visibility of our campaign and message about prescribing wisely

TikTok Creative Asset 1:



Click on image to view the video

- This asset is intended to fulfill Goal 1 and Goal 2, which is to increase public awareness of alternative health care options and the potential risks of over-reliance on prescription drugs. Also to understand non-pharmacological treatment options and suggest some actionable elements.
- Description:
 - TikTok Timeline Posts
 - Produced and published by our campaign team, the Alternative Action Team!
 - The video contains expert explanations of medication, as well as advice from the Health Center on how more people can try a healthy life.

- This video is a science-based video designed to help people better understand substance abuse, and people can easily share their stories too.

TikTok Creative Asset 2:



Click on image to view the video

- This asset is designed to meet objectives 1 and 3 by presenting lectures to help people better understand prescription medications. Also, learn about non-drug treatment options and present some actionable content.
- Description:
 - TikTok Timeline Posts
 - Organized by us together with the Community Health Initiative, we also brought in experts to give a professional medical perspective and enhance credibility.
 - The purpose of this workshop is to help raise social awareness of this topic among non-addicted people and to make help and resources available to those with an overdependence on prescription drugs.
 - This video is a poster message based on TikTok's huge user base to spread the word so that more people can know about it and want to come and participate in the campaign.

Instagram Creative Asset 1:



- This asset will be used to meet Objectives 1 and 3, which is to help increase public awareness and community initiatives by helping provide resources like educational infographics and initiatives for citizens of Ohio to engage in as well as resources for recovering addicts, including information on various programs.
- Description:
 - Instagram timeline image post
 - Posted by our team with associated accounts (Prevention Action Alliance) tagged for easy access
 - Features flyer advertising the meetings of their branch of Statewide Prevention Coalition Association (SPCA) and caption includes a call to action (follow request) as well as hashtags to increase the visibility of campaign

Instagram Creative Asset 2:



- This asset will be used to meet Objective 2, physician education, by providing different learning opportunities so doctors can understand the severe implications of prescribing addictive pharmaceutical drugs and begin the path of choosing to use alternative treatments for their patients to prevent further addiction.
- Description:
 - Instagram story dynamic post
 - Features a direct link to register for virtual learning sessions conducted by the American College of Academic Addiction Medicine (ACAAM) and caption in bold for easy readability
 - Includes a call to action (swipe up and click) to access registration link

Team Brand Identity:

- Instagram Mockup



SUPER

Message

Follow



...

6 posts 5000 followers 6 following

Standing Up Protecting Everyone Regardless

Welcome to a safe space that promotes alternative options. Find resources and support for those struggling with drug abuse. You are not alone.

<https://recoverforlife.myfcp.org>



Resources



Personal Stories



Questions



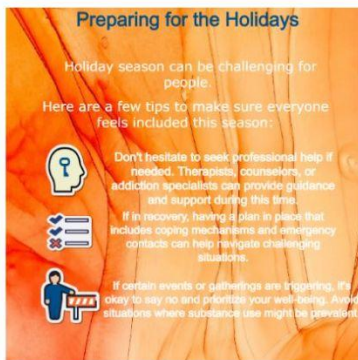
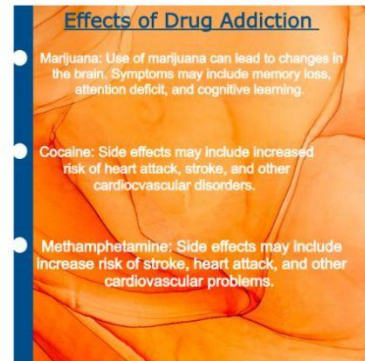
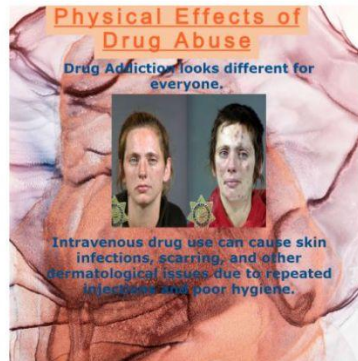
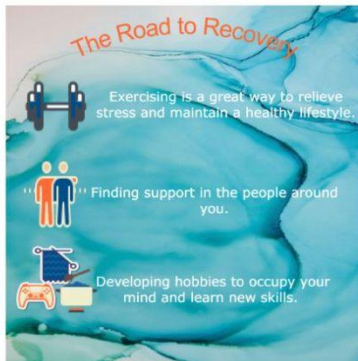
Updates



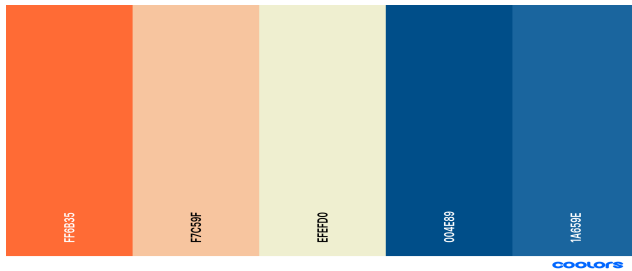
Communities



Our Story



- **Color Palette**



The color palette selected for this campaign evokes multiple emotions similar to the battle of drug addiction. The orange hue may be attention grabbing and allow us to grab the attention from online users and efficiently caution our audience. Additionally, the orange tone can stimulate energy and enthusiasm to excite the audience to motivate them to take a step in the right direction for a healthy lifestyle. The blue tone can add a sense of confidence and authority, which is vital to our campaign message. Ensuring that the audience can view our resources and be credible and reliable.

- **Font**

The font selected for this campaign is “Sans-Serif” or a similar font like Arial or Calibri which helps give a modernized look to our images and posts. These fonts are also easily legible and clear which is the primary consideration when conveying information especially since the campaign is about prescription drugs, the effects they can have, and the person's health.

References

- Ali, M. M., Dean, D., Jr, Lipari, R., Dowd, W. N., Aldridge, A. P., & Novak, S. P. (2015). The mental health consequences of nonmedical prescription drug use among adolescents. *The journal of mental health policy and economics*, 18(1), 3–15.
- Herzberg, D., Guarino, H., Mateu-Gelabert, P., & Bennett, A. S. (2016). Recurring Epidemics of Pharmaceutical Drug Abuse in America: Time for an All-Drug Strategy. *American Journal of Public Health*, 106(3), 408-410.
<https://doi.org/10.2105/AJPH.2015.302982>
- Levreau, D. (n.d.). Virtual learning series. American College of Academic Addiction Medicine. <https://www.acaam.org/virtual-learning-series>
- McHugh, R. K., Nielsen, S., Weiss, R. D. (2015). Prescription drug abuse: from epidemiology to public policy, *Journal of Substance Abuse Treatment*, Volume 48, Issue 1, Pages 1-7, <https://doi.org/10.1016/j.jsat.2014.08.004>.
- National Center for Drug Abuse Statistics. (2023, January 1). Drug overdose death statistics. <https://drugabusestatistics.org/drug-overdose-deaths/>
- NIDA. (2023, June 12). How can prescription drug misuse be prevented? <https://nida.nih.gov/publications/research-reports/misuse-prescription-drugs/how-can-prescription-drug-misuse-be-prevented>
- Opioid Addiction - Statpearls - NCBI Bookshelf, (21 July, 2023), www.ncbi.nlm.nih.gov/books/NBK448203/
- Statewide Prevention Coalition Association. Prevention Action Alliance. (2023, November 7). <https://preventionactionalliance.org/prevention-programs/statewide-prevention-coalition-association/>