

CDC'S STOP OVERDOSE CAMPAIGNS PERFORMANCE AND OUTCOMES



The Division of Overdose Prevention in the CDC National Center for Injury Prevention and Control works to monitor, prevent, and reduce harms associated with drug use and overdose. Developing education campaigns to prevent overdose is a central part of supporting communities. The Stop Overdose campaigns educate, inform, and provide resources and materials that can help save the lives of those who use drugs and highlight actions the public can take to help prevent overdose by focusing on:



Understanding the dangers of **fentanyl**



Supporting recovery to reduce **stigma**



Promoting the lifesaving power of **naloxone**



Educating about the risks and consequences of **polysubstance use**

STOP OVERDOSE CAMPAIGN KEY AUDIENCES:

- People ages 18-34 who use drugs
- Those who support people who use drugs

REACHING AMERICANS WITH POWERFUL MESSAGES

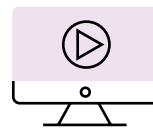
Maximizing engagement and reach. From campaign launch in 2016 to June 2024, the Stop Overdose campaigns resulted in total:



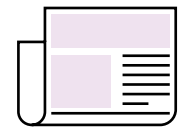
More than **4.5 billion** impressions



More than **6.8 million** clicks to the Stop Overdose website



42 million video views



More than **2,000** local and regional news stories

EVALUATING EFFECTIVENESS

Evaluating exposure to Stop Overdose naloxone and fentanyl campaigns on knowledge, attitudes, and behavior.

Evaluation Key Takeaways

Campaign exposure was associated with **increases in naloxone knowledge, carrying naloxone, fentanyl knowledge, and confidence in ability to protect oneself from overdose.**

Exposed participants who remembered the campaign had **very positive views** and nearly all **were motivated to take action.**

There were significant differences by audience segment related to naloxone and fentanyl behaviors and attitudes.

- Influence of exposure was particularly **strong among younger, female, and African American audiences for naloxone knowledge and behaviors.**
- Broadly speaking, there appear to be gender, wealth, and education gaps, with **male, higher-income, and higher-educated respondents more knowledgeable on access to important resources compared to their counterparts.**

Methods

Two separate online surveys were administered to participants ages 18–34 — one through digital media (e.g., website ads) and one through broadcast radio on iHeart Radio media platforms.

Digital study

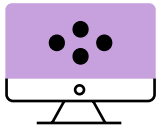
- Quasi-experimental, post-campaign-only design with a national sample
- Individuals were either exposed to campaign content (n=361) or not exposed (n=361)
- Exposure status was confirmed through digital tagging
- Exposed were invited to participate after confirmed exposure

Broadcast radio study

- Pre-post design, in four designated market areas
- Pre-surveys collected before ads were in market (n=362)
- Post-surveys (n=360) administered when radio ads were in market (1 month)
- A screener confirmed participants' having listened to stations with ads

WHAT WE LEARNED

Overall, digital survey participants had high levels of knowledge and awareness of fentanyl and naloxone.



90% not exposed **85%** exposed

Agreed **fentanyl** might be mixed with other drugs.



66% not exposed **69%** exposed

Agreed that using **naloxone** in time can help prevent overdose deaths.

THE NALOXONE AND FENTANYL CAMPAIGNS HAD POSITIVE EFFECTS

In the broadcast radio survey, exposure was associated with significantly higher fentanyl and naloxone knowledge and awareness.



87% pre **90%** post

Agreed **fentanyl** might be mixed with other drugs.*



68% pre **77%** post

Agreed that using **naloxone** in time can help prevent overdose deaths.*

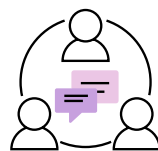
* Significant difference at the 95% confidence interval level

In the digital survey, a higher percentage of exposed participants:	In the broadcast survey, a higher percentage of post exposure participants:
<p>Agreed that "naloxone is easy to use."⁺</p> <p>Not Exposed: 47% Exposed: 54%</p>	<p>Agreed that "fentanyl can cause an overdose."^{**}</p> <p>Pre: 93% Post: 97%</p>
<p>Reported carrying naloxone.[#]</p> <p>Not Exposed: 47% Exposed: 54%</p>	<p>Reported feeling confident they can protect themselves from a fentanyl overdose.*</p> <p>Pre: 77% Post: 85%</p>

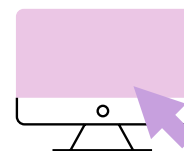
Confidence level: *95%, +90%, #80%

ENCOURAGING PEOPLE TO ACT

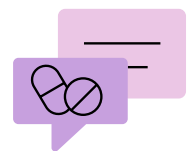
Almost all exposed participants who recalled the campaign indicated they would take at least one action.



Go online to learn more



Share the information with others



Talk to others about the dangers of fentanyl

STOP OVERDOSE ADS ARE PERCEIVED POSITIVELY

In both surveys, exposed participants who recalled the campaign rated it highly on key attributes.

