CDC'S Rx AWARENESS CAMPAIGN

Working to protect Americans and end the opioid overdose crisis, CDC launched the evidence-based Rx Awareness campaign in 2017.

To date, the campaign is expected to run in some capacity in 27 states and the District of Columbia, reaching Americans across the country with real stories of people whose lives have been negatively affected by prescription opioids.

ABOUT Rx AWARENESS

CAMPAIGN GOALS:
- Increase awareness that opioids can be addictive and dangerous
- Lower non-medical, or recreational, opioid use
- Increase the number of patients seeking non-opioid options for pain management

TARGET AUDIENCE:
- Adults, ages 25-54, who have taken opioids at least once

MATERIALS:
- Testimonial Videos
- Billboards & Posters
- Radio PSAs
- Digital Ads
- Website

OVERVIEW OF THE CAMPAIGN LAUNCH

In 2016, CDC ran a 14-week campaign pilot in Ohio, Oregon, Rhode Island, and West Virginia. In September 2017, after the successful pilot, CDC officially launched the Rx Awareness campaign in 16 high-burden counties in 4 states, Kentucky, Ohio, Massachusetts, and New Mexico. These counties were chosen based on level of interest and readiness to run a campaign.

IMPLEMENTING PILOT FEEDBACK

Following a pilot evaluation, CDC modified the Rx Awareness campaign to include:
- New testimonials with added demographics (Brenda and Devin)
- Updated visuals to increase overall appeal and make the tagline more prominent

Brenda and Devin’s testimonials had the highest click-through rates to the website (20%-30%), proving to be a powerful contribution to the series.

A POWERFUL MESSAGE FOR MILLIONS OF AMERICANS

Rx Awareness campaign materials reached hundreds of millions of people across the country.

DIGITAL
- 112M impressions
- 5.95M interactions
- 370,000 clicks to website
- 5.6M social media

RADIO
- 21.8M impressions
- 5,868 spots

BILLBOARDS
- 36M impressions
- 31% of people who saw a billboard were motivated to search for more information

SEARCH
- 14.5% increase in searches for “opioid dangers” on Google
- 138% increase in online searches for “opioids” on other CDC-funded sites

SOCIAL MEDIA
- 28M impressions
- 1,855 posts
- 14.5% increase in likelihood to search “opioids” in markets running digital ads versus in other CDC-funded states

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BELEUVABLE 84%
MEANINGFUL 78%
INFORMATIVE 78%
WORTH REMEMBERING 75%
CONVINCING 73%

ENCOURAGING PEOPLE TO ACT

68% Plan to ask a doctor for alternatives to prescription opioids, if needed.

74% Plan to avoid prescription opioids medically and/or recreationally.

For more information about launching Rx Awareness in your state email duipinquiries@cdc.gov.

To learn more about prescription opioid misuse and abuse, visit www.cdc.gov/RxAwareness.