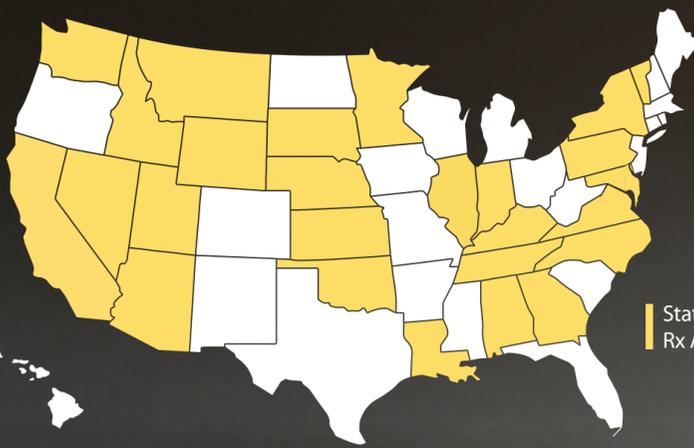


CDC'S Rx AWARENESS CAMPAIGN

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



States Participating in CDC's Rx Awareness Campaign

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 nonopioid options for pain management

TARGET AUDIENCE:

- ▶ Adults, ages 25–54, who have taken opioids at least once

MATERIALS:



Testimonial Videos



Billboards & Print Ads



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.

MAIN LAUNCH STATES



PILOT STATES



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	RADIO	BILLBOARDS	SEARCH	SOCIAL MEDIA
112M impressions	21.8M impressions	36M impressions	14.5% increase in likelihood to search "opioids" in markets running digital ads versus in other CDC-funded states	28M impressions
5.95M interactions	5,868 spots	31% of people who saw a billboard were motivated to search for more information	138% increase in online searches for "opioid abuse" after seeing a testimonial video	1,855 posts
370,000 clicks to website	16% increase in awareness of Rx opioid dangers			
5.6M video views				

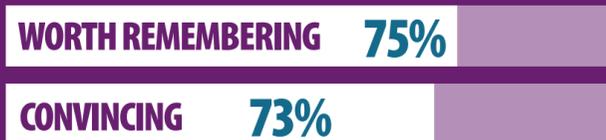
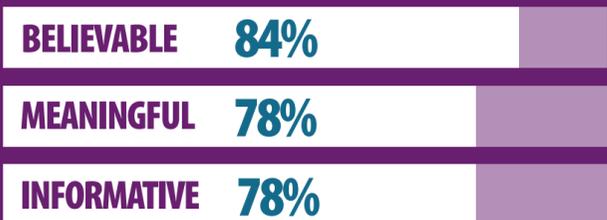
M = millions



Ann Marie's heart-breaking story of losing her son was the top performer and was viewed to completion more than 40% of the time.

Rx AWARENESS HAS AN IMPACT

CDC surveyed audiences who were exposed to campaign messages, and 83%–89% found the ads effective. Audiences also thought the campaign was:



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

