In 2017, CDC launched Rx Awareness, a campaign to raise awareness of prescription opioid abuse and overdose.

CAMPAIGN GOALS
- Increase awareness that prescription opioids can be addictive and dangerous.
- Lower non-medical/recreational prescription opioid use.
- Increase the number of patients seeking safe and effective alternatives for pain management.

CAMPAIGN FOCUS
- Adults ages 25–54 who have taken prescription opioids at least once.

Rx Awareness Pilot Launch Overview
In 2016, CDC ran a 14-week campaign pilot in Ohio, Oregon, Rhode Island, and West Virginia.

Campaign Pilot Materials
- Testimonial Videos
- Billboards
- Radio Ads
- Digital Banner Ads

Pilot Successes
CDC surveyed audiences who were exposed to the campaign messages. Audiences thought the campaign was:

- Believable: 81%
- Attention-Grabbing: 76%
- Understandable: 70%
- Meaningful: 77%

- Radios, video ads, and online bumper ads were believable.
- Billboard was “simple and to the point.”
- Understood that the purpose of the campaign was to prevent prescription opioid misuse.
- Speakers were relatable and looked like people in their community.

Pilot Results
Rx Awareness campaign materials helped to increase audiences’:

- Awareness about prescription opioid overdose
- Understanding that using prescription opioids the wrong way could lead to addiction or overdose
- Likelihood of asking their doctor for alternatives to prescription opioids
- Plans to tell friends and family about the risk of prescription opioids
- Plans to avoid prescription opioids recreationally or medically

To learn more about the campaign, visit CDC.gov/RxAwareness.

CDC is working to protect Americans and end the opioid overdose crisis.