#### **Alcohol and Other Drug Prevention Multimedia Campaigns**

- Wrong For You Campaign-WrongForYou.com (\$1.3 million)
  - o Targeted white males, age 25-64, based on local overdose data
  - o Launched Feb.-May 2020 and then relaunched Jan.-March 2021
  - o Featured print ads, four videos, toolkit, website
  - o Print (magazine and newspaper), Cable TV, Face Book
- Life is Greater than Drugs Campaign-LifeisGreaterThanDrugs.com (\$1.2 million)
  - Targeted teens, age 13-16, based on local prescription drug misuse data
  - o Launched Oct. 2021-Feb. 2022 and then relaunched April -August 2022
  - o Featured eight videos, toolkit, website, community events
  - Online and social media, including Face Book, Instagram, TikTok and Snap Chat
  - o Movie theatre advertising-campaign videos running pre movie
  - Campaign analytics for the first launch included in the MHRS updates for May

#### 2018-2023 Alcohol and Other Drug Prevention Strategic Plan

https://www.ochealthinfo.com/about-hca/behavioral-health-services/more-mhrs/children-youth-behavioral-health-cybh/resources

- 4 priority areas/ goals in plan guide initiatives and services:
  - o Reduce Prescription Drug Abuse
  - o Reduce AOD Impaired Driving Collisions
  - Decrease Underage Drinking
  - Decrease Cannabis/Marijuana use among youth

#### **ADEPT Initiatives and Services within Four Priority Areas**

#### 1. Reduce Prescription Drug Abuse

- Opioid misuse/overdose prevention multimedia campaigns described above
- Monitor, Secure, and Destroy-County initiative to ensure safe disposal of prescription medication no longer needed with ongoing promotion and education services
- National Take Back Days- County promotion in October and April for safely discarding of medications no longer needed
- Orange County Prescription Abuse Prevention Coalition-quarterly community meetings serve as resource and networking group
- Youth and parent educational workshops
- Youth-led activities/ messaging in schools and communities, including through the Friday
   Night Live Partnerships for elementary, middle and high school students

#### 2. Reduce AOD Impaired Driving Collisions

- Social ride sharing-County initiative with ongoing promotion
- Partner with establishments that serve alcohol with targeted messaging on table tents, menus, napkins etc.

#### 3. Decrease Underage Drinking

- Youth-led activities/ messaging in schools and communities, including through the Friday
   Night Live Partnerships for elementary, middle and high school students
- Partnerships with alcohol retail establishments to incorporate prevention efforts to further support commitment to reduce youth access to alcohol
- Youth and parent educational workshops

#### 4. Decrease Cannabis/Marijuana Use Among Youth

- Youth and parent educational workshops
- Youth-led activities/ messaging in schools and communities, including through the Friday
   Night Live Partnerships for elementary, middle and high school students
- Marijuana Fact Check www.mjfactcheck.org
  - Cross-county effort in developing website
  - o Educate on marijuana edibles, Vaping /E-Cigarettes, and Wax, Dabs, Oil
  - o Impact on the brain
  - Ongoing-going promotion through outreach

	CLIENT	CLIENT: OCHCA/Pulsar Advertising NITIAL CAMPAIGN: Adult Opioids							STA	/20									
	INITIAI	L CAMP	AIGN	: Adu	lt Op	ioid	s				DEN	10: V	Vhite	mal	es 25	-64			
Media		FEB					MAF	1			Al	PR			M	AY			
BROADCAST WEEK (Starts on Monday)	3	10	27	24	2	9	16	23	30	6	13	20	27	4	11	18	25		
health CARE AGENCY PULSAR																			
TELEVISION					a.														
Cable TV (:30 sec spot)																			
PRINT																			
Orange Coast Magazine (Monthly)																			
San Clemente Times, Capistrano Dispatch, Dana Point Times Combo																			
DIGITAL: San Clemente Times, Capistrano Dispatch, Dana Point Times Combo																			
OC Registrar																			
DIGITAL: OC Registrar																			
Laguna Beach & Newport Beach Magazine (Monthly)																			
DIGITAL: Laguna Beach & Newport Beach Magazine																			
DIGITAL MEDIA																			
Search																			
Digital Re-Targeting																			
Digital Display																			
Facebook/Instagram																			
PR/EARNED MEDIA																			
Press Release																			
WEBSITE																			
Board of Supervisors/Community Partners Toolkit																			

	CLIENT	: OCH	CA/Pul	sar Ad	dvert	ising		STA	RT D	ATE:	1/1	8/21	
	RELAU	NCH C	AMPA	IGN:	Adul	t Opi	oids	DEN	10: V	Vhite	e mal	es 25	-64
						202							
Media		J	AN			FEB							
BROADCAST WEEK (Starts on Monday)	28	4	11	18	25	1	8	15	22	1	8	15	22
health CARE AGENCY PULSAR													
TELEVISION													
Cable TV (:30 sec spot)													
RADIO													
:30 sec spots - English													
KPCC-FM													
KUSC-FM													
DIGITAL MEDIA													
Display													
Pre/Mid Raoll Video													
Facebook/Instagram													
Search													
PRINT													
OC Registrar													
1/2 page ads													
Homepage Takeover													
High Impact Digital Banners													
Custom Targeted E-blast													

	OCT NOV											STAR	TDAT	TE: 10/2	28/20	21						
	INITIAL CAMPAIGN: Youth Opioid Life > Dru							gs		DEM	<b>0:</b> Pri	rimary - Teens 13 to 16; Secondary Teens 11-18										
										10												
Media	OCT				N	ov	DEC							FEB								
BROADCAST WEEK (Starts on Monday)	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21
health CARE AGENCY PULSAR																						
DIGITAL MEDIA																						
Facebook & Instagram (start 10/28)																						
Video - Pre and Mid Roll (start 10/28)																						
Snapchat Video (start 10/28)																						
TikTok (start 10/29)																						
Video - Pre and Mid Roll (Music) (start 11/8)																						

	CLIENT	: OCH	CA/Pul	sar A	dvert	ising	5				STA	RT D	ATE:	4/20	0/22							
	RELAU	RELAUNCH CAMPAIGN: Youth Opioid - Life > Drugs								<b>DEMO:</b> Primary - Teens 13 to 16; Second										ens 1	1-18	
	2022																					
Media		APR	IL		MAY					JUN				JULY					AUGUST			
BROADCAST WEEK (Starts on Monday)	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
health CARE AGENCY PULSAR																						
DIGITAL MEDIA																	W.			·		
Facebook & Instagram (start 4/20)																						
Video - Pre and Mid Roll (start 4/20)																						
Snapchat Video (start 4/20)																						
TikTok (start 4/20)																						
Video - Pre and Mid Roll VEVO MAKEGOOD																						
In Theater																						

## Workshops & Programs

### Alcohol and Drug Education and Prevention Team



Promoting healthy communities through alcohol and other drug (AOD) prevention

## Youth

## Single Session Workshops (45 minutes each):

Designed for middle and high school youth. Workshops include fun and engaging activities.

#### There's More to the Story

Explore the influence of the media and social norms on our perceptions and decisions around substance use. Enhance skills for goal setting, decision making and finding a *Natural High* lifestyle.

#### Marijuana and Vaping. What's the Big Deal?

Learn basic facts of marijuana, the potential impacts of marijuana use to health and the adolescent brain as well as refusal strategies and types of peer pressure.

Teens and the Media: What Advertisers Don't Tell You Take a look at what alcohol and tobacco advertisers do not want you to know.

### Multi-Session Workshops (10 sessions, 1 hour each):

#### **Too Good For Drugs**

Empower youth to meet the challenges of life by fostering confidence and building resiliency to prevent substance use. This program is designed for middle and high school students and has been proven to reduce student risk factors and increase protective factors. Each lesson includes a fun learning activity.

#### Media Detective

Unravel the meaning behind alcohol and tobacco advertisements and media messages to delay or prevent the onset of use. This program is designed for 3rd-5th grade students and has been proven to effectively reduce children's use of alcohol and tobacco. Lessons include activities that are engaging and motivational.

#### Youth-Led Prevention Activities

By designing and implementing prevention activities, youth will gain skills in leadership, public speaking, community engagement and learn how to build a healthier school/community. Youth are supported through this process by an experienced prevention professional.

## **Parents**

## Single Session Workshops (1 hour each):

#### Marijuana and Vaping

Identify emerging products and gain insight into the consequences and prevention of underage use.

#### Got Assets? For Parents

Learn about the Search Institute's Developmental Assets® and ways to support healthy youth development. Parents will learn how the Assets provide the building blocks that help young people grow up to be healthy, caring and responsible.

#### Parenting In Today's Society

Equip parents with tools for empowering their youth and strengthening family connections.

## **Educators**

## Single Session Workshops (1 hour each):

#### Fun Failure

Encourage students to enjoy the process of learning and overcoming obstacles to achieve success.

#### Red Ribbon READY

Celebrate Red Ribbon with fun and engaging activities in October and learn how to integrate substance use prevention all year.

#### **Got Assets? For Educators**

Become familiar with the connections between the Search Institute's Developmental Assets® and how they can be used to foster youth leadership and success.

# To schedule a workshop

## Call or email: (714) 834-4058, ADEPT@ochca.com

Looking for something different? **We can modify** our services to suit the needs of your school or community. Programs can be provided virtually or in person.