

NH OPIOID CRISIS AWARENESS & RESPONSE CAMPAIGN

ANYONE. ANYTIME.NH

Campaign Description

Anyone.AnytimeNH is a statewide public awareness campaign designed to educate the public about the opioid overdose crisis impacting NH and inform caregivers, healthcare providers and those seeking help for their addiction about treatment and recovery resources, and inform them about the benefits of the timely administering Naloxone during an opioid overdose.

Anyone.AnytimeNH is part of a coordinated statewide public health response which includes the (1) statewide public awareness and media campaign, and (2) passage of two new house bills; HB 271 which allows for a broad prescribing, dispensing, and distribution of Naloxone (a rescue drug commonly known as Narcan) and HB 270 also known as the Good Samaritan which provides protections for individuals administering the drug and protections from drug possession (e.g. heroin) charges (3) distribution of emergency kits of Naloxone through DPHS-funded Community Health Centers to dispense appropriate patients and other individuals as allowed by HB 271 (4) training of individuals in the 13 public health regions to increase their capacity to safely use Naloxone.

Campaign Aim

The campaign is a statewide, multi-prong effort aimed at reducing the rates of opioid abuse including heroin and prescription opioids thereby reducing the number of deaths caused by overdose.

Campaign Audience

The intended audience for the campaign includes:

- General public
- Addicted individuals
- Caregivers supporting family and friends dealing with an opioid addiction
- Healthcare providers (i.e., primary care providers, pharmacists, Nurse practitioners, behavioral health professionals) treating family members and persons addicted to opioids

Campaign Objectives

The objectives of the campaign are:

- Increase awareness about the prevalence of heroin use problem in NH.
- Increase knowledge among the general public and the healthcare community about the benefits and availability of Naloxone as a rescue drug in the event of overdose.
- Increase awareness about the legal protections covered by the Good Samaritan law.
- Increase awareness of treatment and recovery services available in NH.

Campaign Call To Action (CTA)

The primary CTA is for the intended audience to call NH 211 or visit the websites www.nhtreatment.org or www.anyoneanytimenh.org for more detailed information on the early warning signs of addiction, resources on detoxification, treatment and recovery (treatment locator) and the availability of Naloxone. Secondary CTA implores caregivers and consumers to get an emergency kit on Naloxone to have on hand in the event of an overdose.



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The campaign involves planned elements in the four areas:

Paid Media	Public Relations	Community Outreach	Social Media
<ul style="list-style-type: none"> ❖ TV Commercials ❖ Radio and Print Advertisements ❖ Mall Kiosks ❖ Mass Transit 	<ul style="list-style-type: none"> ❖ Press Event ❖ Press Release ❖ Human Interest Stories ❖ HAN Alert ❖ 211 	<ul style="list-style-type: none"> ❖ Community presentations & forums ❖ Community posters ❖ Outreach Materials & factsheets for health fairs, conferences, community locations, healthcare facilities ❖ Talking points for key leaders ❖ Community Outreach Guide 	<ul style="list-style-type: none"> ❖ www.Anyoneanytimenh.org ❖ www.nhtreatment.org ❖ Facebook, Twitter messaging and posts ❖ Facebook: https://www.facebook.com/AnyoneAnytimeNH ❖ Twitter: https://twitter.com/anyoneanytimenh ❖ Media sharing on YouTube ❖ Audience Extension
EVALUATION			

