



How to Localize Your Campaign

The *Starts with One* campaign is designed to inform and educate young adults, their parents, and older adults about the dangers of prescription drug misuse and the importance of safe storage, use, and disposal.

As part of this statewide effort, the Washington State Health Care Authority (HCA) provides campaign resources to coalitions and partners across the state. The hard work done at the community level by partners like you is a vital part of making a difference in our state.

The campaign is designed to be localized and tailored to your community. This guide is intended to help provide ideas for how to maximize the campaign in your area, in order to:

- Build awareness of your organization and its efforts
 - Generate genuine, grassroots appeal for your cause
 - Educate community members about how this issue is affecting your community
 - Increase the response to and engagement with your campaign
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Localizing Partner Toolkits

You have the option of localizing various materials that are available for download on GetTheFactsRX.com in the prevention Partner Toolkit. This is one of the easiest ways to tailor the *Starts with One* campaign for your community.

The Partner Toolkit contains:

- A PowerPoint presentation on prevention you can deliver at community events (includes notes for customizing the deck)
 - Multilingual rack cards
 - Digital and social media ads
 - Print ads
 - Posters
 - Bus ads
 - Billboards
 - Social media posts with images for organic posting
 - TV spots
 - Radio spots
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To most effectively reach your communities' audiences, we've provided a series of options for each material:

- **Image versions:** Choose the images that best represent your community.
 - **Localizable versions:** Add your contact information to a handful of materials.
 - **Non-localizable versions:** Use all campaign materials exactly as they are.
 - **Print-ready versions:** Choose versions with crop marks to send directly to a professional printer, or choose versions without crop marks to print on your own personal printing machine.
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To localize the posters, print ads, and rack cards:

- Make sure you have Adobe Acrobat Reader. If you don't, you can download the free version [here](#).
- Open the "Localizable Version" of the file you wish to customize in Adobe Acrobat Reader.
- Click on the white box and begin typing the contact information you wish to include (organization name, phone number, email, address or website). Then click "Save."

The *Starts with One* Partner Toolkit is located at GetTheFactsRX.com/Downloads.

Distributing Partner Toolkit Materials

Coalitions and partners across the state are making a difference in opioid prevention by sharing *Starts with One* materials at businesses, public venues and elsewhere. Whether it's a town hall, a fair, a local festival, or rotary club meetings – consider how you can get campaign materials in front of your target audiences.

Print Materials

Consider localizing and printing Partner Toolkit materials such as:

- Multilingual rack cards
 - Posters
 - Print ads
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Each person in your coalition has special connections to local businesses and organizations. Once you print and localize the materials, distribute to:

- Youth organizations such as Boys & Girls Club, Boy/Girl Scouts, YMCA, etc.
 - Parent groups such as PTAs or family support groups
 - Law enforcement agencies
 - Civic/volunteer groups
 - Local businesses – from coffee shops, to grocery stores, to car repair shops, to movie theaters
 - Health care clinics or urgent cares
 - Schools and after-school programs
 - Religious/fraternal organizations such as churches, youth groups, Knights of Columbus, Fraternal Order of Eagles, etc.
 - State/local/tribal government offices
 - Other substance abuse organizations' offices or the local health department
 - At events such as a fair, farmers market or a local festival
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Media Buys and Public Service Announcements

There are multiple ways to get the *Starts with One* TV and radio spots playing in your community. If you have funding, consider placing your own media buy. The following assets are available in the Partner Toolkit for you to place in a local media buy:

- Digital ads
- Print ads
- Bus ads
- Billboards
- TV spots
- Radio spots

Each outlet you contact should have a sales representative who will help you set up your buy. You can ask that they include bonus spots as part of your buy since you are placing the buy on behalf of a government agency.

If you don't have funding available, consider the following:

- Send the TV and radio spots to local TV and radio stations and ask them to run the spots as public service announcements (PSAs). Ask to speak to someone in the “trafficking” department, or someone who oversees commercial content.
 - Be sure to explain your role and your organization's prevention efforts. Tell them why it's important for your community to see and hear this content.
 - Ask the station if they are able to help you update the radio spot to add your own tag (“Brought to you by”). Use the “Localizable” radio spot file that is downloadable in the Partner Toolkit.
- Ask your local movie theaters to run the TV spots before movies play.
- Ask your local transit authority to run the TV spots on any screens they have at transit plazas.
- Contact event coordinators to see if there are screens at community events where the TV spot could play (example: at the fair before a concert).

Presentation-in-a-Box

Have members of your coalition seek opportunities to present using the presentation-in-a-box.

Consider connecting with the YMCA, The Boys & Girls Clubs, or other youth organizations. Or visit retirement centers, host prevention events at local libraries – get creative with where you can meet your audiences and make an impact. At these presentations, be sure to:

- Distribute the localized multilingual rack cards from the Partner Toolkit
- Distribute the localized posters from the Partner Toolkit

Asking Partners to Share Campaign Materials

Who do I contact?

The more frequently someone hears a message, the more effective it will be. Brainstorm a list of contacts who have communications channels that would be a smart fit for sharing campaign messages. Think outside the box, too – like local movie theaters, arcades, bowling alleys or concert halls where you could reach young adults with campaign messaging.

Consider contacting partners in the following sectors that align with the sectors of CPWI coalitions:

- Youth
- Parent
- Law enforcement
- Civic/volunteer groups
- Business
- Healthcare professionals (including dentists)
- Media
- School
- Youth-serving organizations
- Religious/fraternal organizations
- State/local/tribal governments
- Other substance abuse organizations

What do I send them?

Make it easy for partners to share materials. Send them exactly what you'd like them to share – and in the right sizes and formats that fit their needs. Include any images or links with clear directions so sharing is easy.

From the Partner Toolkit, consider sharing:

- TV spots (can also send YouTube links)
 - Young Adults: <https://www.youtube.com/watch?v=XAT4hRT17fg>
 - Older Adults: <https://www.youtube.com/watch?v=Zt1nIKfPJVm>
- Social media content

What do I ask them to do with the campaign materials?

Ask these partners to share content via:

- Social media pages
- Newsletters
- Websites
- Email updates
- Other platforms where you'd like to see campaign messages

Sharing Campaign Messages on Multiple Channels

The following are a series of ideas for sharing Partner Toolkit content across communication channels. Some of these tactics are already being used by coalitions across the state.

Choose the channels that can be appropriately updated and maintained by your coalition.

1) Social media

Social media is one of the easiest, most cost-effective ways to reach your audiences. We recommend Facebook and Instagram.

Facebook:

- Best practice is to have your coalition logo as your profile picture. For your cover photo, use a photo of your team, a photo from an event, or other image that will localize your Facebook page.
- Facebook Live is an invaluable tool. When you conduct a Facebook Live event, the video is given priority placement in your followers' News Feeds. Consider doing monthly or weekly Facebook Lives. ALWAYS rehearse what you will do during the Facebook Live. This means completing a full walk-through or run-through of what you plan to broadcast. This will make the broadcast smoother. Always ensure you have a strong internet connection so you don't have a video that cuts in and out. For content, consider the following:
 - Interview a local expert who can speak to prevention.
 - Interview someone who can provide tips for having honest conversations about opioid misuse with loved ones.
 - Interview someone who can speak to safe storage and disposal.
 - Have coalition members give an update on an upcoming event or project you're working on.
 - Talk about all the resources available to individuals in your community – from printed materials to online sources to in-person trainings, groups and more.
- The *Starts with One* Partner Toolkit includes sample social media posts. Build on this messaging by creating your own content with at least one post per week. This is an excellent opportunity to share your coalition's efforts – which are inherently local. People will respond to seeing your coalition's activities with people they know and places they frequent. Share:
 - When your team is out in the community at events like town halls or festivals.
 - When your team gives a community presentation.
 - When your team has an upcoming event you're preparing for (share your preparation process).
 - When your team is at a conference or other training where you'll be bringing tactics back to implement in the community.

Learn more here: <https://www.facebook.com/facebookmedia/blog/tips-for-using-live>

- Create an "Event" on Facebook for any upcoming events you have to encourage attendance. Follow these steps for creating a public event. Remember to share your event on your organization and Facebook newsfeeds.
 1. From your organization's News Feed, click "Events" in the menu on the left
 2. Click "+ Create Event" on the left side, click "Create Public Event"
 3. Fill in the event name, location, date, time and description
 4. Upload the Take Back event graphic as your cover photo
 5. Type and select keywords about your event (example: drug take back event)
 6. Click "Create" or "Publish"
- If your coalition has the funds available, consider boosting key posts. Five or ten dollars to boost important posts can extend the reach of your message to community members in a cost-effective way. You can target by age to hone in on audience-specific messages.

An example of HCA promoting an upcoming event (in this case, a Facebook Live):



Instagram:

- Best practice is to have your coalition logo as your profile picture. Be sure to include a link in your bio to more information such as your coalition website/webpage or GetTheFactsRX.com.
- Try Instagram Stories! In addition to posting actual Instagram posts, Stories can be a great way to reach your audience. Stories receive an estimated 200 million viewers each day. Post updates about your coalition's activities and links to more resources.
- Instagram is all about visual appeal. Photos and videos should be high quality. But the goal is localization. If you have a great photo of a coalition member presenting at a community center but the lighting wasn't ideal – consider still posting the image.
- Localize the *Starts with One* campaign by showing the prevention efforts in your community.
- Keep messages short on this platform. Leave longer posts for Facebook.

2) Webpage

Hosting your own website is not an option for all coalitions and partners. But if possible, consider having a webpage. Is there a partner who would be willing to build a page on their website, such as the local health department? If this is not an option, then at least have a Facebook page for your organization. It's crucial that people have some sort of online landing page to visit if they want more information. While there are plenty of state websites with great information, such as GetTheFactsRX.com, there's power in having a localized page with details about local events and resources.

3) Email campaigns

Email can be an effective way to share *Starts with One* messages with your community. Give tips about having honest conversations with friends and family.

- You can use content from the blogs on GetTheFactsRX.com: <https://www.getthefactsrx.com/news>
- Promote local drug take back sites and events.
- Share statistics about your community and why opioid misuse is an issue in your area.

If having your own email campaign is not an option, ask a partner if you can have a section of their regular emails to share information (school emails, community centers, local government, etc.).

4) Newsletter

Consider starting a newsletter with details about your organization's prevention activities; or, if you already have a newsletter, consider adding a section dedicated to prevention. This will be an excellent platform for sharing *Starts with One* campaign messages. You can send these via email, print hard copies or even ask to partner with a local media outlet to see if they'd run your newsletter on a monthly basis.

- You can use content from the blogs on GetTheFactsRX.com: <https://www.getthefactsrx.com/news>
- Promote local take back sites and events.
- Share statistics about your community and why opioid misuse is an issue in your area.