



THINK
SMART
OKLAHOMA

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Cherokee Nation

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SESSION GOALS

WE'LL SHARE OUR...



Past and Present SAMHSA & CSAP Grantee Experiences



**CAN and SMART infrastructure
Media Campaign Outcomes To Date**



**Future S. A. P. Grantee Plans
& Endeavors**

SESSION GOALS

YOU'LL LEARN...

"Full Spectrum" approaches for safer consumer opioid interaction



Medical Education resources to increase safer opioid prescribing by providers



Broadcast & Digital Media technologies to fine-tune your awareness messaging





OUR PAST

AS SAMHSA GRANTEES

2006

SAMHSA Strategic Prevention Framework State Incentive Grant (SPF-SIG)

2006

Community Anti-Drug Network Established

2011

BLOCK Grant & OK SPF-SIG

2011

Strategic Prevention Enhancement (SPE)

OUR PRESENT

AS SAMHSA GRANTEEES

**Strategic Prevention
Framework- Partnerships for
Success (SPF-PFS)**

2014

**Established Partnership
w/ C.A.R.E. Consulting Group**

2014

**Strategic Prevention
Framework- Prescription
Drug (SPF-RX)**

2016

CARA First Responders

2017

OUR FUTURE

S.A.P. ENDEAVORS

(The Following Are Under Review)

TRIBAL OPIOID RESPONSE (TOR) GRANT

MAT EXPANSION GRANT

TRIBAL DFC

SAMHSA SPF-RX PROJECT SERVICE AREA

26.3%

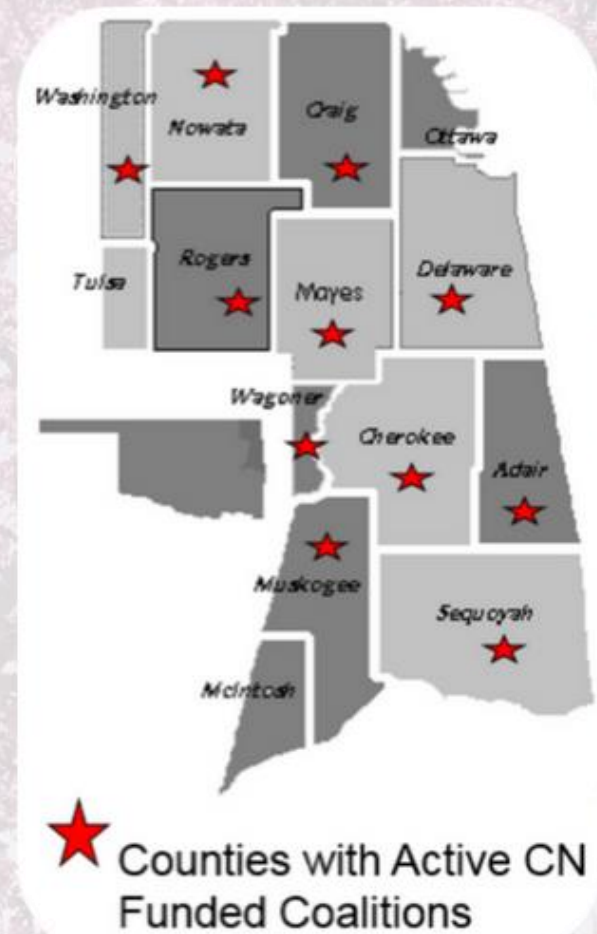
Service Area Residents
Identify as "Cherokee Indian"

50.6%

Identify as Female

69%

Age 21 or older



CAN

INFRASTRUCTURE



COMMUNITY
ACTION
NETWORK

11 SPF-PFS County Coalitions

5 **SMART** Work Groups

Implements Grant Crossover Strategies

CN SPF-RX

PUBLIC EDUCATION PLAN

Campaign Target Audiences:



35-64



Providers



Law
Makers



Community
Stakeholders

Distribution Methods



Word of Mouth



local



broadcast



Web

SMART INFRASTRUCTURE

SAFE SOLUTIONS to Opioid Storage and Disposal

MEDICAL EDUCATION for Providers and Patients

AWARENESS Information on the Risks of Use

RESTORING LIFE with Naloxone-Based Interventions

TRANSFORM POLICY Through "Root & Tip" Advocacy

OUR CAMPAIGN

FULL SPECTRUM STRATEGIES

START



END

S

At-Home
Storage

24 Hour
Dropsites

Take Back
Events

At-Home
Disposal Pouches

M

Guideline
Usage

PDMP
Utilization

C.M.E.
Resources

T/TA & M.A.T.
Resources

A

Peer to
Peer

Outdoor
Media

Broadcast
Media

Web &
Social Media

R

1st Responder
Training

Public Educ.
& Access

Crisis
Response

Pharm. & Medical
System Promotion

T

Grassroots
Advocacy

Media
Advocacy

Grass Tips
Advocacy

Legislative
Advocacy

CAN

SURVEY & PMP DATA

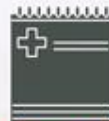
4 Core Measures



93,600

CAN RESIDENTS
PRESCRIBED OPIOIDS

95% NO PAST 30 DAY NMUPD



283,300

OPIOID
PRESCRIPTIONS
WRITTEN



199,600

PMP QUERIES MADE BY
PRESCRIBERS OR THEIR
DELEGATES

80% PERCEIVED GREAT RISK OF
HARM FOR NMUPD

91% PERCEIVED PARENTAL
DISAPPROVAL OF NMUPD



22,504,900

OPIOID PILLS
DISPENSED



405

PHARMACISTS
REGISTERED WITH PMP

79.5% PERCEIVED PEER
DISAPPROVAL OF NMUPD

6 month window, 2



MEDICAL ED RESOURCES

Centers for Disease Control (CDC)

Identified Three Main Branches of Effort to Fight the **Opioid** Epidemic



Prevent the onset of opioid painkiller misuse by improving prescribing practices and early identification of high risk individuals.



Ensure access to Medication Assisted Treatment (MAT)



Expand Access to naloxone, a life-saving drug that can reverse the effects of an opioid overdose when given in time.

**American Academy of Addiction Psychiatry (AAAP), PCSS-O.
PCSS-MAT and STR-TA grants
American Institute of Research (AIR) and TMF**



Evan McCormick
Media Director, CARE Consulting Group

OUR CAMPAIGN MEDIA GOALS



Change perceptions and behaviors around opioids in the eleven CAN counties through a multi-media campaign using creative messages based off the **SMART** infrastructure.



Use Diverse Media Platforms to sustain high reach and frequency annually



OUR CAMPAIGN PARTNERSHIPS



BROADCAST MEDIA TIPS



Make your money work 2x harder by concentrating on one partner

Competition is good and gets you the best possible deal



Don't get confused. Request all parties to present in person from the same format

Know your value. Get value added



BROADCAST OUTCOMES

SOME KEY TERMINOLOGY



REACH | FREQUENCY

Q1	94%	8x
Q2	95%	7x
Q3	92%	7x
Q4	93%	7x



Q1	88%	7x
Q2	89%	7x
Q3	88%	7x
Q4	77%	7x



QUARTERLY
POSTING



ADDED
VALUE



1,641 GRP's
\$60.93 CPP

BROADCAST PRODUCTS

SAFE SOLUTIONS

MEDICAL EDUCATION

RESTORING LIFE

WEB, DIGITAL & SOCIAL MEDIA TIPS

- **Website** - It should be easy to navigate and be a resource for the local community. Keep the user in mind.
- **Digital Ads / Geo-Fencing** - Your partner broadcast station can place buys on almost any national site for you. And, they can geo-fence specific locations so that your ads are only shown to users if they enter specific businesses, parks, schools, etc...
- **Pre-Roll Video Commercials** - Your partner station can run your commercial before video content on their site as well as place pre-roll orders for you on national sites like Hulu.
- **Social Media** - Creates a dialogue within community. You have to be active and that activity has to be creative, engaging and meaningful.

DIGITAL OUTCOMES



Robust Website Courtesy of CBS, News on 6
www.thinksmartok.org

620K

Digital Ad impressions served monthly
92% served to consumers in CAN Service
Area. We drill down further with Geo-Fencing



Click Through Rate for Standard Media = .07
average for Rich Media = .09
CTR on Newson6.com = .47 (4x nat'l average)



**FOR
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THANKS



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