

From a Grassroots Movement to a Statewide Force: Battling Tennessee's Opioid Epidemic



Campaign Highlights

In 2015, the opioid epidemic was ravaging Tennessee. BlueCross BlueShield of Tennessee covered more than 1 million opioid prescriptions for its members. Recognizing the issue, BlueCross tasked MP&F Strategic Communications to find a community organization with which to partner to raise awareness about the epidemic and ways to combat it.

MP&F identified Count It! Lock It! Drop It!® (CLD), a comprehensive community program for prescription drug abuse prevention. CLD's main message was to keep opioid pain medication secured and accounted for and to properly dispose of unused or expired doses – simple, proactive steps that individuals can take to help reduce illegal access to opioids.

Through our “Don't Be An Accidental Drug Dealer” awareness campaign, Tennesseans were encouraged to do their part to help fight the opioid epidemic by counting, locking up, and dropping off their unneeded or old prescriptions.

In Tennessee



Statistics as of the start of the campaign

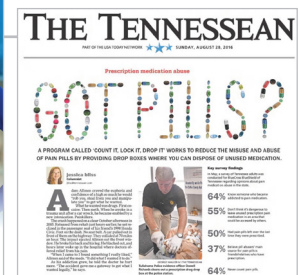
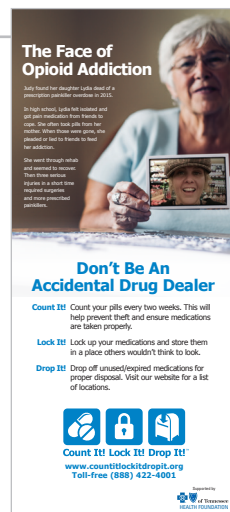
Goals:

- Collect 1,000 pounds of medications (opioids) at CLD community drop boxes*
- Collect 300 pounds of medications (opioids) at CLD-sponsored take-back events*
- Increase awareness of Count It! Lock It! Drop It! by 50%
- Increase by 15% the number of people who count their prescription pain pills
- Increase by 10% the number of people who are aware prescription medication should be safely discarded at take-back events and drop boxes
- Increase by 10% the number of people who take unused opioids to a drop box

*We were very conservative in setting our collection goals due to reporting challenges in the past.

Strategies and Tactics

- Research (Three statewide surveys)
- Media relations
- Social media and website
- Advertising
- Events
- Drug Enforcement Administration's National Prescription Drug Take-Back Days
- Miss Tennessee 2017 Caty Davis – Goodwill ambassador



Campaign Results

 **131,153** pounds of medication

COLLECTED AT TAKE-BACK EVENTS AND
PERMANENT DROP BOX LOCATIONS STATEWIDE

200,000

MEDICATION-COUNTING
SHEETS DISTRIBUTED



14.3%

INCREASE IN AWARENESS THAT
PRESCRIPTION MEDICATION
SHOULD BE SAFELY
DISCARDED AT TAKE-BACK
EVENTS AND DROP BOXES



46.7%

INCREASE IN THE
NUMBER OF PEOPLE WHO
TAKE UNUSED OPIOIDS
TO A DROP BOX

160%

INCREASE IN CLD
AWARENESS



236

ARTICLES



2,281

FACEBOOK PAGE LIKES
(2,236% GROWTH)



116,233

WEBSITE PAGE VIEWS

89%

CAME FROM NEW USERS

38,709

DROP BOX/TAKE-BACK
EVENT FINDER PAGE VIEWS



1,111,775

TOTAL REACH

130,545,342

TOTAL IMPRESSIONS

Through this campaign, we were able to change the behavior of Tennesseans. We successfully mobilized Tennesseans to take those three simple, but important steps (counting, locking up, and dropping off old or unused medications) to do their part to help combat the state's opioid epidemic.

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