

How-To-Quit-Opioids

Background

The opioid epidemic in the United States is at a crisis point, with more than 6.1 million people suffering from opioid use disorder, and someone dying from an overdose every 6 minutes. Despite the growing crisis, opioids remain widely accessible, in part due to their legitimate use for medical purposes. Each opioid pill comes with a unique imprint code, such as OP for oxycodone, IP33 for codeine, or C for fentanyl, which are often used as "street names." While there are many treatment options available, the challenge lies in reaching those struggling with substance abuse at the critical moment when they are most willing to seek help. The key to intervention is offering immediate support, establishing trust, presenting viable treatment options, and raising public awareness to ensure that individuals are encouraged to take the first step toward recovery.

Objective

Build General Awareness

The objective of the 855-HOW-TO-QUIT helpline initiative is to reach individuals at the critical moment when they are holding a pill, turning their addiction into an opportunity for recovery. By utilizing the mandatory imprint codes on opioid pills as phone extensions, the helpline provides immediate access to support. For Anzen Health, the campaign goes beyond corporate social responsibility (CSR); it also drives public attention to rehabilitation services and supports their client portfolio of treatment facilities.

Strategy

By transforming the imprint codes on opioid pills into phone extensions (e.g., IP33 for codeine as 4733, K9 for oxycodone as 59), the helpline connected callers to a survivor's story, followed by expert advice and treatment options tailored to their location. This personalized approach leveraged local prescription data, ensuring the messaging resonated with the community's most commonly abused pills. In collaboration with NGOs, clinics, and media partners, the campaign used contextual placements in high-risk areas like near pharmacies and addiction hotspots. By combining relevant content and location-specific outreach, the campaign offered immediate support and raised awareness that help is available, showing individuals they are not alone in their struggle.

Plan Details

Campaign Posting Dates: 5/15/24 – 8/31/24

Markets Selected: Atlanta; Boston; Chicago; Cleveland; Columbus, GA; Columbus, OH; Dallas Ft. Worth; Dayton; Detroit; Flint; Ft. Wayne; Grand Rapids; Hartford/New Haven; Houston; Indianapolis; Kansas City; Las Vegas; Los Angeles; Louisville; Memphis; Miami/Ft. Lauderdale; Nashville; New Hampshire; New Jersey; New Orleans; New York; Orlando; Philadelphia; Portland; Sacramento; San Antonio; San Francisco; St. Louis; Tampa



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OOH Formats Used: Bulletins, Wildpostings, Transit Shelters, Street Furniture

Additional Media Formats Used (if any): Social Media, TV, Film

Target Audience: Adults 18+

Budget: N/A Pro Bono

Results

Within the first four weeks, the campaign reached 137 million people through a combination of OOH, film, and PR efforts. The helpline received over 8,000 calls, with an average call duration of 4:12 minutes. In addition, more than 3,600 treatment referrals were placed, and 137 individuals shared their recovery stories. Beyond promoting the helpline, the campaign highlighted the collaborative effort of all partners, with NGOs participating in radio shows and broadcasts. Anzen Health also gained significant media attention for its role in the initiative. Since the launch, several healthcare companies, NGOs, and institutions have joined the coalition, and the project has secured \$295,924 in public funding.

