PUBLIC AWARENESS

Avoid Opioid
PRESCRIPTION ADDICTION

OVERVIEW: The South Dakota Department of Social Services, Division of Behavioral Health works with key partners to share relevant and educational information about opioid abuse and misuse with South Dakotans through various forms of media, backed by a comprehensive and targeted promotional campaign.

KEY PARTNERS:

- South Dakota Department of Health
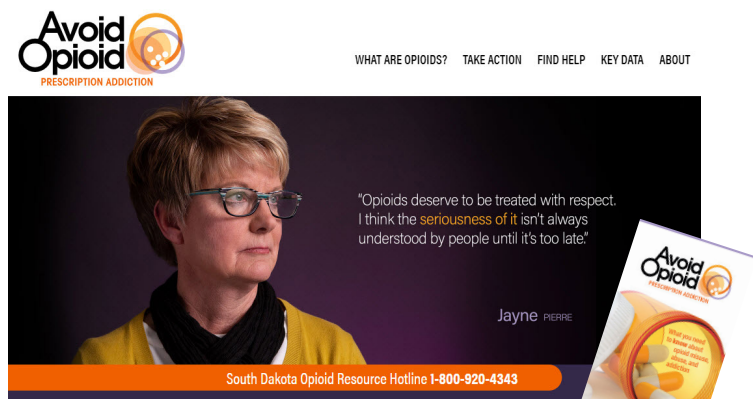- Hot Pink, Ink.
- KAT Marketing and GoodHealthTV®

SINCE JUNE 2018...

4 testimonials featuring stories of SD residents with lived experience have been created for TV broadcast

AvoidOpioidSD.com launched in June 2018 with information & resources, key data, and where to find help

Culturally relevant video testimonials have aired daily on GoodHealthTV® in participating schools and clinics

MEDIA CAMPAIGN MATERIALS

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WHAT ARE OPIOIDS?   TAKE ACTION   FIND HELP   KEY DATA   ABOUT

"Opioids deserve to be treated with respect. I think the seriousness of it isn't always understood by people until it's too late."

Jayne PIERRE

South Dakota Opioid Resource Hotline **1-800-920-4343**

Campaign materials include a website, social media, and PSAs, as well as print materials, such as brochures, business cards, and display materials.

STRATEGIES

Broadcast PSAs and other forms of media statewide, including video testimonials featuring South Dakotans with lived experience and feature stories regarding treatment approaches and access.

Deliver targeted messaging for American Indian youth and adults regarding the dangers of opioid misuse, airing on the GoodHealthTV® Health Network.

Promote opioid awareness and education using aggressive, targeted social media strategies.

Develop a statewide opioid education and prevention website and share relevant, up-to-date information.

If you or someone you know is struggling with opioid addiction – don't wait. Reach out.

www.AvoidOpioidSD.com
South Dakota Opioid Resource Hotline
1-800-920-4343

To learn more about prevention activities within your community, please contact DSS, Division of Behavioral Health at 605-367-5236.