

UTAH DEPARTMENT OF HEALTH
Prescription Pain Medication Program
Public Education: *Use only as directed* Media Campaign
September 15, 2009

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Public Education:

- Amount Contracted to Vanguard\$300,000
- To develop brand and collateral materials, to distribute message and materials

Accomplishments:

- Generated publicity valued at \$298,561 from news coverage and interviews (both TV and paper)
- Distributed over 125,000 items of collateral materials in the form of bookmarks, posters, clings (re-usable stickers), informational pamphlets, and newspaper ads throughout the state.
- Developed and aired TV spots that reached over 646,800 Utahans ages 35-54
- Developed and aired Radio spot that reached over 197,600 Utahans ages 35-54
- Launched website, useonlyasdirected.org, which receives around 90 hits per day

Key Messages Taught:

- 1) Never take prescription pain medication that is not prescribed to you.
- 2) Never adjust your own doses.
- 3) Never mix with alcohol.
- 4) Taking with other depressants such as sleep aids or anti-anxiety medications can be dangerous.
- 5) Always keep your medications locked in a safe place.
- 6) Always dispose of any unused or expired medications.

Results from Pre/Post Survey:

- 48% of Utah residents recall seeing the campaign's television commercial.
 - The majority (62%) who saw the commercial saw it more than 5 times.
- 34% said media messages they saw about prescription pain medications made them a "Great Deal" more aware (53% at least somewhat more aware).
- 51% said that the media messages they saw about safe use of prescription pain medication made them less likely to take prescription pain medications not prescribed to them.
- 52% said that the media messages they saw about safe use of prescription pain medication made them less likely to share their prescription pain medications.
- Nearly one-third (29%) reported that their understanding of the dangers of prescription pain medication changed during the past year.
- Only 16% of respondents recognized the campaign slogan *Use only as directed*

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