



## **Guard and Discard: Media Toolkit**

### **Expanding your Digital Reach**

#### **Campaign Summary**

The Guard and Discard media campaign is designed to raise public awareness of the importance of safe use, safe storage and safe disposal of prescription painkillers in preventing opioid misuse.

#### **Target Audience**

In 2018 there were 1,345,400 Illinoisans were prescribed pain medication. The demographic information indicates that the clear majority are White (84.5%) followed by African American (13.5%) and Latino (12.2%). Women comprise 54.7% of those prescribed pain medications. The group also skews older with 54% falling between ages 45 and 69 and 26% between ages 25-44. Most do not have young children in the household, with 28% having a child under the age of 18 at home.

### **CAMPAIGN THEME OVERVIEW**

- Guard and Discard General 1
- Guard and Discard General 2
- Safe Use
- Safe Storage
- Safe Disposal

# GUARD AND DISCARD GENERAL 1

## POSTCARDS *click on images to download*

BACK SIDE

FRONT SIDE



5.5" x 8.5"

BACK SIDE

FRONT SIDE



5.5" x 8.5"

In Illinois, prescription pain medication overdose deaths doubled between 2013 and 2016.

Together, we can stop it.

YOUR  
LOGO  
GOES  
HERE

BACK SIDE

FRONT SIDE



5.5" x 8.5"

BACK SIDE

FRONT SIDE



5.5" x 8.5"

En Illinois, entre el año 2013 y el año 2016, se duplicaron el número de muertes debido a sobredosis causadas por medicinas prescritas para el dolor.

Juntos podemos pararlo.

YOUR  
LOGO  
GOES  
HERE

# GUARD AND DISCARD GENERAL 1

## POSTERS *click on images to download*



11" x 17"



11" x 17"



11" x 17"



11" x 17"

# GUARD AND DISCARD GENERAL 1

## SOCIAL MEDIA POSTS *click on images to download*

Static Meme



1200 px x 1200 px

Static Meme



1200 px x 1200 px

Static Meme



1200 px x 1200 px

Static Meme



1200 px x 1200 px

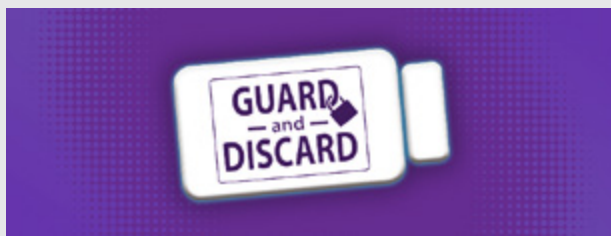
Static Meme



1200 px x 1200 px

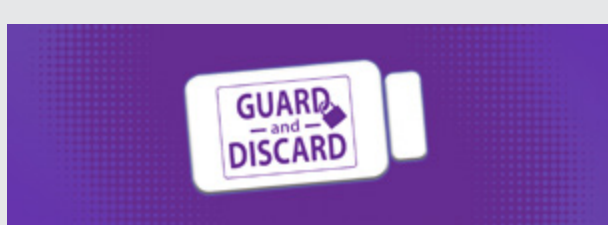
## SOCIAL MEDIA - COVER PHOTOS

FACEBOOK COVER



820 px x 312 px

TWITTER COVER



1500 px x 500 px

FACEBOOK COVER



820 px x 312 px

TWITTER COVER



1500 px x 500 px

# GUARD AND DISCARD GENERAL 2

## POSTCARDS *click on images to download*

BACK SIDE

FRONT SIDE



5.5" x 8.5"

BACK SIDE

FRONT SIDE



5.5" x 8.5"

BACK SIDE

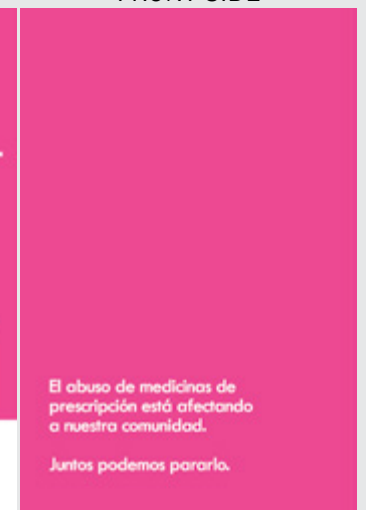
FRONT SIDE



5.5" x 8.5"

BACK SIDE

FRONT SIDE



5.5" x 8.5"

## GUARD AND DISCARD GENERAL 2

### POSTERS *click on images to download*



11" x 17"



11" x 17"



11" x 17"



11" x 17"



# GUARD AND DISCARD GENERAL 2

## SOCIAL MEDIA POSTS *click on images to download*

Static Meme



1200 px x 1200 px

Static Meme



1200 px x 1200 px

Animated Gif



1200 px x 1200 px

Static Meme



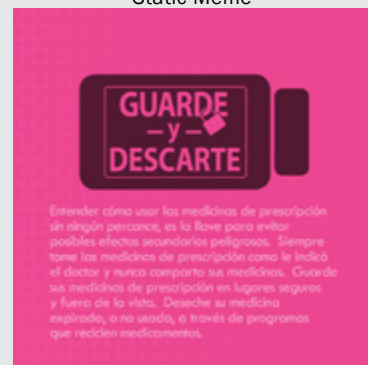
1200 px x 1200 px

Static Meme



1200 px x 1200 px

Static Meme



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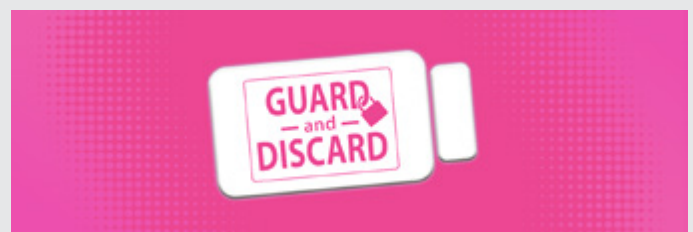
## SOCIAL MEDIA - COVER PHOTOS

FACEBOOK COVER



820 px x 312 px

TWITTER COVER



1500 px x 500 px



820 px x 312 px



1500 px x 500 px

# GUARD AND DISCARD SAFE USE

## POSTCARDS *click on images to download*

BACK SIDE



FRONT SIDE

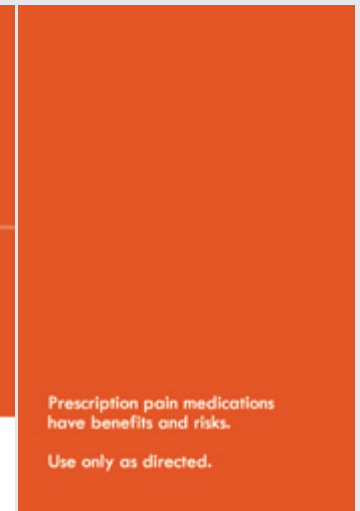


5.5" x 8.5"

BACK SIDE



FRONT SIDE

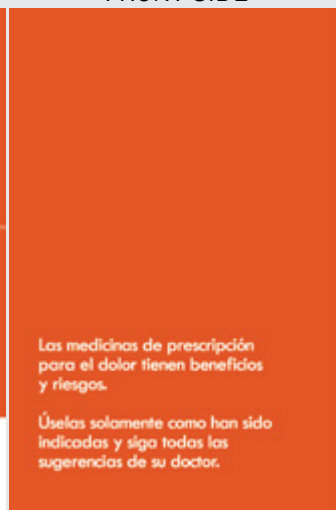


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BACK SIDE



FRONT SIDE

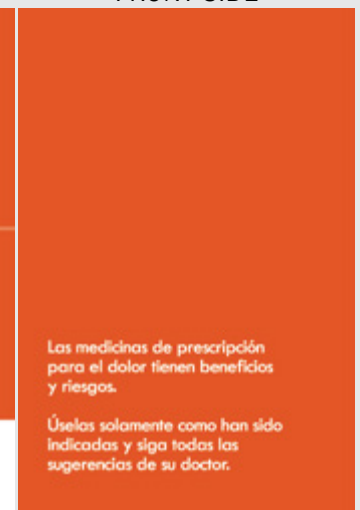


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BACK SIDE



FRONT SIDE



5.5" x 8.5"



# GUARD AND DISCARD SAFE USE

## POSTERS *click on images to download*



11" x 17"



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11" x 17"



11" x 17"

# GUARD AND DISCARD SAFE USE

## SOCIAL MEDIA POSTS *click on images to download*

Static Meme



1200 px x 1200 px

Static Meme



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Animated Gif



1200 px x 1200 px

Static Meme



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Static Meme



1200 px x 1200 px

Animated Gif



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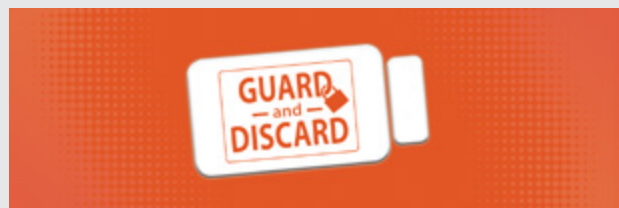
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TWITTER COVER



1500 px x 500 px

# GUARD AND DISCARD SAFE STORAGE

## POSTCARDS *click on images to download*

BACK SIDE



FRONT SIDE



5.5" x 8.5"

BACK SIDE



FRONT SIDE



5.5" x 8.5"

BACK SIDE



FRONT SIDE



5.5" x 8.5"

BACK SIDE



FRONT SIDE



5.5" x 8.5"

# GUARD AND DISCARD SAFE STORAGE

## POSTERS *click on images to download*



11" x 17"



11" x 17"



11" x 17"



11" x 17"

# GUARD AND DISCARD SAFE STORAGE

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Static Meme



1200 px x 1200 px

Static Meme



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Static Meme



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Static Meme



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Static Meme



1200 px x 1200 px

Static Meme



1200 px x 1200 px

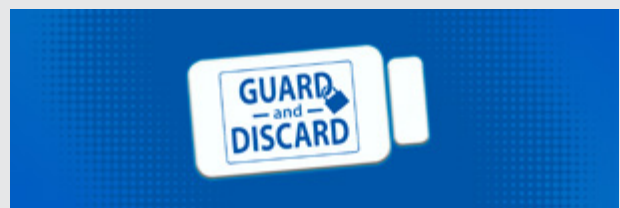
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TWITTER COVER



1500 px x 500 px

FACEBOOK COVER



820 px x 312 px

TWITTER COVER



1500 px x 500 px



# GUARD AND DISCARD SAFE DISPOSAL

## POSTCARDS *click on images to download*

BACK SIDE

Proper disposal of unneeded or expired medicines can prevent prescription drug misuse and accidental poisonings. It can also protect the environment. Drug off disposal or expired prescription medications at a local drug take-back location. If no medicine take-back program or DEA-authorized take-back event is available and no specific disposal instructions were provided, follow these steps to dispose most medicines in the household trash.

- 1 Mix medicines (do not crush) with an unpalatable substance (e.g., dirt, kitty litter, or sand coffee grounds).
- 2 Place the mixture in a container with a lid or sealable plastic bag.
- 3 Throw the container in your household trash.
- 4 Destroy all personal information on the medicine bottle and dispose the container.

When in doubt about proper disposal, contact your local pharmacist.

Source: FDA

Recursos:  
Recursos: <https://www.fda.gov/medwatch>  
Dispositivo: <https://www.fda.gov/medwatch>

Need Help?  
1.833.2FINDHELP  
helpineil.org

GUARD & DISCARD

FRONT SIDE

Proper disposal can prevent prescription drug misuse and accidental poisonings.

5.5" x 8.5"

BACK SIDE

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helpineil.org

GUARD & DISCARD

FRONT SIDE

YOUR LOGO GOES HERE

Proper disposal can prevent prescription drug misuse and accidental poisonings.

5.5" x 8.5"

BACK SIDE

El desecho correcto de medicamentos innecesarios o expirados que no son utilizados más pueden prevenir el abuso de drogas o envenenamientos accidentales. También, desechos correctamente puede proteger el medio ambiente. Lleve los medicamentos expirados, a los que no utiliza más, a comederos de recibir medicamentos. Si no encuentra un lugar donde recibir medicamentos, o un evento de reciclaje patrocinado por el DEA, siga estos pasos para desechar los medicamentos en la basura de forma segura.

- 1 Mezcle los medicamentos (no los machete) con una sustancia desagradable como tierra, arena, arena, arena, o granos de café molidos.
- 2 Ponga la mezcla en un contenedor con tapa y sellado con una bolsa de plástico.
- 3 Deseche a fin el contenedor en la basura.
- 4 Destruya toda información personal de la etiqueta original de la medicina y deseche o recicla.

Si tiene alguna duda de cómo desechar una medicina, consulte con la farmacia o farmacéutico.

Procedimiento: FDA

Recursos:  
Recursos: <https://www.fda.gov/medwatch>  
Dispositivo: <https://www.fda.gov/medwatch>

¿Necesita Ayuda?  
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helpineil.org

CONTENEDOR DE RECICLAJE DE MEDICINAS

FRONT SIDE

Desechar las medicinas de forma correcta puede prevenir el abuso de drogas o el envenenamiento.

5.5" x 8.5"

BACK SIDE

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CONTENEDOR DE RECICLAJE DE MEDICINAS

FRONT SIDE

YOUR LOGO GOES HERE

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# GUARD AND DISCARD SAFE DISPOSAL

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11" x 17"

# GUARD AND DISCARD SAFE DISPOSAL

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Static Meme



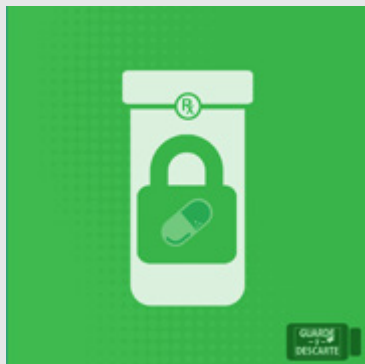
1200 px x 1200 px

Animated Gif



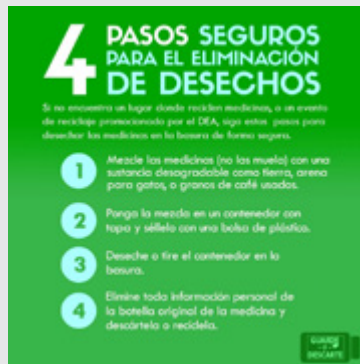
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Static Meme



1200 px x 1200 px

Static Meme



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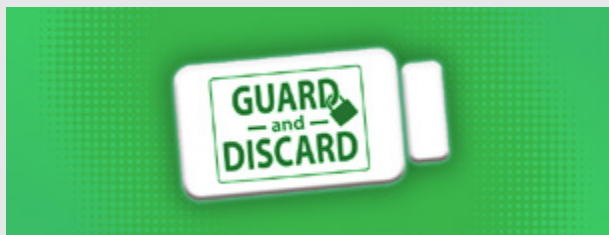
Static Meme



1200 px x 1200 px

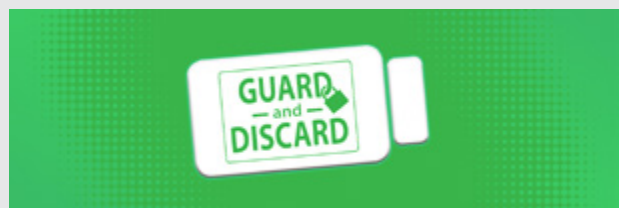
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1500 px x 500 px

## Using Social Media

There are four basic platform types in social media to use as targets for campaign messages. Social networking (Facebook), Microblogging (Twitter), Photo sharing (Instagram), and Video sharing (YouTube). Using social media to distribute campaign messages can be a valuable way to leverage resources. Below is a brief guide in using social media.

## Why Social Media?

In 2017, statistics show that there were 2.46 billion social media users worldwide and made up for 71% of all internet use, with that figure expected to continue to grow. It is estimated that by the end of 2019, there will be around 2.77 billion active users on social media. Any messages worth marketing must be done in these spaces to maximize visibility and reach.

## Which Social Media?

Each platform has its own dedicated userbase who may use other social media sites but tend to stick to their preferred platforms. Each platform will provide you with a specific audience so it's imperative to use them in conjunction for successful social media arm in a campaign. The big 3 are Facebook with 1.76 billion registered users, Instagram with 1 billion registered users, and Twitter with 321 million active registered users.

## Developing messages

Framing the conversation to “Ending Opioid Misuse” vs opioid crisis or epidemic. This will help encourage action for change.

- **EXAMPLE:** The original tweet from CSIP refers to an #opioidcrisis rampaging America. While it is certainly true that this is a significant problem, our message is that it is a problem we can solve. In social media, we can do that by connecting to the resource and adding our message “Working to End Opioid Misuse” #EOM.



Messages should directly relate to the efforts of the Guard and Discard campaign objective. See below for samples for each campaign theme.

## General Theme (Purple and Pink)

- You can play a vital role in reducing opioid use disorder. Take prescription meds as directed by your doctor, store medications safely away from others, and safely discard expired or unused meds. #GuardandDiscard

*\*See information below about using hashtags*

- In Illinois, prescription pain medication overdose deaths doubles between 2013 and 2016. Together, we can stop it. #GuardandDiscard
- We can all help the safe use, safe storage, and safe disposal of prescription medications. #GuardandDiscard
- Prescription medications do have benefits and risks. Take them as prescribed and never share your medications. #GuardandDiscard
- Safe Use...Safe Storage...Safe Disposal. We are working together to End Opioid Misuse #GuardandDiscard

## Safe Use Theme (Orange)

- Remember to only use prescription medication as directed by your healthcare provider. You can help end opioid misuse in Illinois. #GuardandDiscard
- There are sometimes when sharing can be dangerous. Don't share your prescription medications. Remind others not to share their prescription medications. #GuardandDiscard
- Prescription medications can be safe and effective if used as directed but can be dangerous when used incorrectly. #GuardandDiscard

## Safe Storage Theme (Blue)

- In 2016 more than 60% of people 18-25 years old obtained prescription pain medicines for non-medical use from family members or friends. Store your prescriptions in a secure location. #GuardandDiscard
- SAFE STORAGE TIP: don't leave medications in plain sight or in places that aren't secure. For more tips, visit: <https://www.upandaway.org/> #GuardandDiscard
- SAFE STORAGE TIP: Lock away medications and store them in original containers. For more tips, visit <https://www.cdc.gov/features/medicationstorage/index.html> #GuardandDiscard



## Safe Disposal Theme (Green)

- Did you know that proper disposal can prevent prescription drug misuse and accidental poisoning? Together, we can stop it! #GuardandDiscard
- Safely dispose of unwanted prescription medications. Here are the drop off locations in our area. #GuardandDiscard
- You can help reduce opioid misuse in Illinois by safely disposing unused and expired medications. Learn how from @NIDAnews: <http://bit.ly/2uyMI9I> #GuardandDiscard

*\*See information below about tagging/mentioning people or organizations*

## Hashtags

- What is a hashtag? Any word or phrase without spaces, starting with # symbol. This creates an index of posts that include the corresponding hashtag. Clicking on a hashtag shows you other tweets that include that same hashtag. Popular hashtags become trending topics.
- When crafting a message directly related to the efforts to the Guard and Discard campaign objectives, include the #GuardandDiscard. This will allow us to be more prevalent in that conversation.
- When retweeting/sharing that is relevant to the campaign, be sure to add #GuardandDiscard.
- Click on the #GuardandDiscard hashtag to access partner posts for sharing. This strengthens the campaign without saturation from just one source. This also affects the algorithm on the various platforms allowing the content to reach further than the audience in your network.

## Tagging/Mentioning

- What is tagging/mentioning? @(name of organization or individual) Whomever you tag/mentioned will be notified. Tagging is used in Facebook and Mentioning is used in Twitter. This creates a link, so people can click & learn more. This is used to ask a question, thank someone, or highlight their content.
- Consider including Illinois and local partners in the message (Twitter) by using the @ symbol so that they can easily retweet)

**EXAMPLE:** Seeing the Whole Elephant... Thank you, Maria Bruni @ILHumanServices for sharing the critical role of collaboration as we work together to end opioid misuse. #EOM @IDPH @IllinoisDCFS

## Strategizing your Social

When framing campaign messages, consistency is key to a successful social media arm of any marketing campaign. To be effective, setting reminders into your calendar/schedule for posts or using a third-party social media management to post during the platform's 'prime time' will result in much higher engagements than randomly. Different platforms are found to have different prime time for user engagement. Below we provide those times for the big 3 social media platforms.

### Facebook:

Users log in to Facebook on mobile devices and desktop computers, both at work and at home. Use heavily depends on the audience.

- During the week the best time to post is 1-4 p.m., when clickthrough rates have shown to be at their highest.
- Specifically, 12-1 p.m. is prime time on Saturday and Sunday.
- During the week, the same goes for Wednesday at 3 p.m., as well as Thursday and Friday between 1-4 p.m.
- The worst times are weekends before 8 a.m. and after 8 p.m.

### Instagram:

Instagram is for use on mobile devices. Half of U.S. users use the app daily, with more content engagement during off-work hours than during the workday.

- In general, the best times to post on Instagram are on Monday and Thursday, at any time other than 3-4 p.m.
- The best time to post videos or animated graphics is 9 p.m.-8 a.m., on any day.
- Hashtags on Instagram can be combined with up to 20 other corresponding hashtags to maximize visibility in multiple topic streams.
- Some outlets have reported success on Mondays between 8-9 a.m., correlating with morning commutes.

## **Twitter:**

Like Facebook, Twitter users are on both mobile devices and desktop computers at work and at home. Audience determines use -- but people often treat it like an RSS feed, and something to read during down times on commutes, breaks, and so on.

- Good times to tweet average around 12–3 p.m., with peaks at 5 p.m., correlating with evening commutes.
- Weekdays show a stronger performance, though some niche markets might have active weekend audiences.
- Schedule postings for 8 a.m., noon, 3 p.m., or 5–6 p.m.
- Some outlets have reported success on Mondays between 8-9 a.m., correlating with morning commutes.

## **Framing the Message**

Think of social media platforms like interstates on the information highway. When traveling on the highway, we see many different signs and billboards sending us messages. Those signs and billboards only have seconds to make an impact and drive their messages home. The same goes for employing infographic “memes” on social media. Some signs are more complex than others due to the depth of the message needing presented while others are simple for compounding on spirit of the message or brand. Some ways to use the assets on social media:

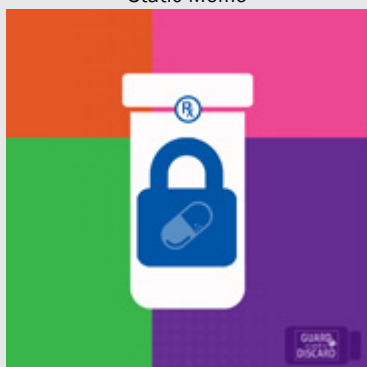
- If the graphic is simple in design or vague with information, use the post or image caption to relay the more in-depth message, hashtag, and/or web links.
- If the graphic is more complex in design, or is filled with information, use the post or caption to double down or simply link to outside sources or simply post with the corresponding hashtag.

## EXTRAS

### SOCIAL MEDIA POSTS

Includes the color of every theme.

Static Meme



1200 px x 1200 px

Animated Gif



1200 px x 1200 px

### PHYSICAL VEHICLES

Available in limited supply. Contact [guardanddiscard@prevention.org](mailto:guardanddiscard@prevention.org) to order

#### MAGNETS / DECALS



2" x 3.5"

