

DRUG COURT CAMPAIGN



Marketing Report

External Affairs Office
Thomas Y. Lynch [MSII]



Research & Planning:

The San Bernardino County Probation Department provides many programs and services that focus on making the offender a viable, productive community member. One of the more common reasons probationers re-offend is drug use. There is a high number of our offenders that suffer from controlled substance abuse. In this campaign, we established four primary goals:

1. Increase interest among departmental staff as a resource to help probationers
2. Increase public awareness of the program through social media
3. Increase public perception of the department's treatment aspect
4. Emphasize the collaboration with outside agencies

Implementation:

In the planning process, a 5 part video series would be the optimal dissemination vehicle. Each video ranges from 2- 4 minutes and covers one element of the Drug Court Program. We identified five core sections to highlight.

- What is Drug Court?
- Eligibility & Accountability Requirements
- Probation & Treatment Aspect
- Individual Success Story
- Drug Court Graduation

Several organizations that helped implement the Drug Court Program were identified in the project. Personnel that are key to the success of the program from each agency were interviewed. We interviewed individuals from:

The District Attorney's Office
The Public Defender's Office
Community Health Care Providers
Department of Mental Health

Each agency representative needed to be able to tell the story in their voice, so it was decided to produce a natural sound series instead of narration. The series was to be shot in an up close and personal style. It was also essential to capture the interviewees in their environment; to make the series more personable and less intimidating.

Deployment:

Several DVD copies were distributed internally and to partner organizations. The series is in digital form and deployed on social media platforms. The primary deployment strategy on social media consisted of a 5-week rollout on Facebook. Each video was showcased on a Friday for 5 consecutive weeks. Simultaneously, the video series was posted on SBCprobation's Youtube page. The secondary deployment strategy consisted of deployment on Twitter, which linked back to SBCProbation's Youtube page. Department-wide emails with a video link to the series were distributed to all staff within the department

DRUG COURT CAMPAIGN



Marketing Report

External Affairs Office
Thomas Y. Lynch [MSII]



Results/Eval:

The PDC committee used the department's External Affairs Unit to create the modules needed within the campaign. This minimized the cost and was more efficient. Printing the brochures (500 pc.) and the posters (100pc.) was the only cost in the campaign (for \$230). Other costs for tablecloth and popup banners totaled \$560. The total project cost was \$790. The External Affairs Unit spent approximately 150 man-hours on the campaign.

The results of the video series were very positive, and the project's goals were accomplished. There was an internal spike in drug court information requests and fortification of working relationships with partner agencies. The metrics for SBCprobation's social media platforms were solid. Videos were only posted to Social Media once, without recycling or boosting. All Social Media numbers are organic. The metrics for this project are as follows:

Youtube/Facebook/Twitter

Video 1: Views: 1443 - Video 2: Views: 577 - Video 3: Views: 455 - Video 4: Views: 313 - Video 5: Views: 320

DVD Copies: 150 Copies went to internal departments, our partner organizations, and private citizens.

Internal Views:

Approximately 800 views from internal staff emails (out of roughly 1200 total staff)

Impressions Estimated at 9,100.

Budget

This project was done in-house with no external contracted costs. There was a total of 2 staff dedicated to the production of this project with approximately 400 man-hours worked.