

|| FENTANYL EPIDEMIC



Marketing Outline

Palmdale Communications
Office

Thomas Y. Lynch [PIO]



Problem:

The Fentanyl epidemic in California is one of the most pressing public health crises the state has faced in recent years. This dangerous opioid is highly potent and is responsible for an unprecedented surge of fatal overdoses in California. The marketing initiative is a way to utilize various communications vehicles to spread awareness of the problem. The initiative is spearheaded by the Los Angeles Department of Public Health. As Communications and Public Information Officer, it is my job to create and share information completely and thoroughly through Palmdale's jurisdiction.

Goals:

The epidemic is a significant in our community, and poses several opportunities to ensure that we reach our citizenry in a smart efficient manner. Our campaign would be holistic in that we would employ a multi faceted approach to achieve the following goals:

- (1) Expand general knowledge about the crisis
- (2) Target local health professionals
- (3) Create marketing materials (Flyers and Brochures)
- (4) Conduct community outreach (Grass Roots)
- (5) Create focused short social media modules

Purpose:

Our primary objective is to assist LA Health spread the word about Fentanyl. The secondary goal is create a common dialoge within our community, that addresses the problem and allow ciitizen engagment. The ultimate objective is to reduce overdose deaths in the Antelope Valley area.

Target Audience:

Fentanyl was identified in about 77% of adolescent overdose deaths nationally, and over 80% of drug overdose deaths among adolescents aged 15 - 19 in 2015 were unintentional. With that information in mind our primary target audience is pre-teen to teenagers. Our secondary audience are parents of adolescents.

Marketing Modules:

The marketing materials will be coordinated in color and graphic presentation as outlined by LA Health. The main focus of Palmdale's marketing campaign should focus on people and stories. We cant sale the importance of awariness with information only there has to be an element of connection to people.

Website:

The marketing materials will be coordinated in color and graphic presentation as outlined by LA Health. The main focus of Palmdale's marketing campaign should focus on people and stories. We cant sale the importance of awariness with information only there has to be an element of connection to people.

FENTANYL EPIDEMIC



Marketing Outline

Palmdale Communications Office

Thomas Y. Lynch [PIO]



Social Media:

The City of Palmdale has several social media platforms - Facebook, Twitter, Instagram and YouTube. The media modules produced will be pushed out in a 2 prong approach. The videos produced in this campaign will be served on these existing social media platforms. Real-life stories that help connect citizens and public information that allows residents to connect to services.

Print Ads:

The City of Palmdale produces a quarterly magazine, we will “repurpose” the messaging to fit the audience. There are no plans to pay for advertising in other print media at this time.

Videos:

The City will share all related LA Health videos on appropriate platforms. The Communications Office will also produce an in-house introductory style video to kick off the campaign.

Assessment:

Upon approval this campaign is slated to run 12 months, with quarterly updates and progress reports. The hope is to make this campaign an ongoing yearly staple of our total marketing plan.

Performance Indicators:

Every marketing plan needs specific performance indicators to evaluate progress. Each quarter the following indicators will be assessed.

- Impressions - How much engagement are we receiving on our website?
- Social Media Engagement - how many likes, follows and re-tweets are received on posts?
- Community Outreach - How many people attend public events?
- Health Inquiries - How questions are being received by physicians? (LA Health)
- Health Data (Long Term) - What are the death rate numbers among teenagers in the County (LA Health)

These numbers will be compiled and assessed with current numbers compared to a year's worth of existing data in these categories. This will allow us to assess the viability and the success of the campaign.

Summary:

This campaign allows us to build awareness in our community in a positive manner. The residuals are a more informed citizenry and a higher quality of life for our city.

This document is a general outline, and served as a guide to the initiate the campaign.

Sample Media

Website: <https://www.cityofpalmdaleca.gov/1263/Fentanyl-Awareness-Resources>
Video (Manager's Moment) : <https://youtu.be/NckRfcGjCzA>