

Amplify Your Message

INTRO TO COMM STRATEGIES



Marketing What?

- Providing Information (informational)
- Promoting an Event (Promotional)
- Telling Your Story (Storytelling)
- Selling Something (Sales)



Storytelling Marketing

- Aligns stakeholders
- Builds stronger support
- Celebrates success (bright spots)
- Supports Sustainability
- Contributes to Community Transformation





Casemaking

Casemaking

Casemaking builds:

Political
Institutional
Public/Community
Sector
Demographic/Audience
Partner

awareness, motivation, alignment, support around a specific:

Issue/need
Solution/Plan
Challenge/Obstacle
Impact
Success



Creating a Narrative that Matters

What part do you want to tell?

- ☐ Introduce your initiative/announce partnership
- ☐ Share your plan (why, what, goals)
- ☐ Re-cap a strategy
- ☐ Highlight a bright spot
- ☒ ~~Promote a strategy~~



Who Needs to Know Your Story

- ☐ Leadership
- ☐ Public/Community
- ☐ Sector
- ☐ Demographic/Audience
- ☐ Partner





Wide Who

- Community Member
- School District
- Parent/Caregiver
- Parent of a teenager

Narrow Who

- High School
- 15–16-year-olds
- New Driver

Build Your Story

- ☐ Foundation of Your Narrative
- ☐ Quotes
- ☐ Photos/Videos
- ☐ Bright Spots/Highlights
- ☐ Personal Stories
 - Impact
 - Reason for Participation
 - Take-aways



Build Your Story

Personal Stories (testimonies)

- Get a photo/video
- Remember their name
- Ask for contact information
- Pre-planning – What are you going to ask?



Informational & Promotional Marketing

- Shares Facts/Clear Up Misinformation
- Trending/Important Messages/Campaigns
- Trainings/Events
- Contributes to Community Transformation



Marketing Strategies

1. Business to business (**B2B**) marketing

★ 2. Business to consumer (**B2C**) marketing

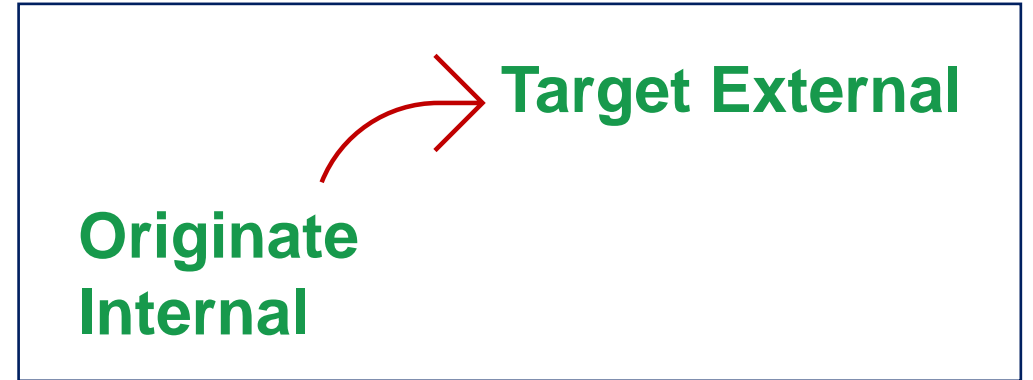
Strategies

- External
- Media
- Internal



External Strategies

- Social Media
- Website/Blog Post
- Events, presentations, exhibits
- E-Newsletters
- Flyers, posters
- Distribution of swag
- Paid Advertising



Social Media



Successful ↓ Your Social Media Plan

Realistic & Prioritized

- Target Audience
- Goal of Messaging/Content
- Existing Accounts
- Established Audience
- Available Content
- Experience/Understanding
- Time



#1 Facebook

2. Instagram (2022)
3. LinkedIn
4. Twitter

PreventionFirst
Published by Jennifer Gerdeman Bierer [?] · December 11 at 3:00 PM · 🌐

Ever heard of popcorn lung? It's a nickname for a condition that causes damage to the smallest airways of your lungs. Many e-vapor products contain the chemical Diacetyl (used to make flavors) which can cause popcorn lung.
<https://www.lung.org/.../blog/2016/07/popcorn-lung-risk-ecigs...>



LUNG.ORG
Popcorn Lung: A Dangerous Risk of Flavored E-Cigarettes
Over a decade ago major popcorn manufacturers removed diacetyl from...

1,601 People Reached 155 Engagements [Boost Post](#)

👍 PreventionFirst, Dave Wallace, Amanda Conn Starner and 5 others 47 Shares

Substance Use Trends

Trainings Professional Development Continuing Education

PreventionFirst
Published by Jennifer Bierer · September 17 at 7:22 PM · 🌐

Coalition Academy - Keynote
Tall Cop Says Stop, Jermaine Galloway
Substance Abuse Prevention Drug Trends

Drug, alcohol and culture overview and various drug trends including marijuana strains, alcohol products, alcohol impairment. The impact and trends of marijuana legalization. Register Here... [See More](#)



PreventionFirst
Published by YouTube · July 8 · 🌐

Grace and her sister want to share some fun and quirky ways they stay healthy and substance free! Heart this video after you get to meet Carl, he has some very strong opinions!
[Loveland LEAAD](#)



Youth Advisory Team

YOUTUBE.COM
Youth Advisory Team: Healthy Behaviors to Prevent Substance Abuse

Effective Prevention Strategies



More Engagement!

Get More Comments

- ✓ Ask questions
- ✓ Ask for advice or recommendations
- ✓ Ask for LIKES, SHARES, FOLLOWS, COMMENTS
- ✓ Help connect us/Call Out
- ✓ Request they tag potential Fan/Follower
- ✓ Use polls & surveys

More Doing – Less Scrolling

- ✓ Create FB events
- ✓ Post videos
- ✓ Use Images & Infographics
- ✓ New (breaking, anticipated, good news, bad news)
- ✓ Include Links





More Engagement!

Tell Us How You Feel

- ✓ Celebrate Your Successes
- ✓ Celebrate Others Successes
- ✓ Show Gratitude
- ✓ Express Concern
- ✓ Take followers "Behind the Scenes"
- ✓ Show your coalition/org/individual personality

** Post a photo in the comments



Social Media

What is curated content?



Curated content is **content** from other

brands, people, organizations, campaigns

that **you share to your social media** accounts.

Five Benefits Behind Strategic Content Curation

1

Keeping your content calendar full.

2

Maintaining a conversation with your audience around trending topics.

3

Connecting with influencers.

4

Positioning your brand as a thought leader.

5

Reducing costs for content creation.

#1 Reason for Prevention Professionals

- Vetted
- Accurate
- Researched – Evidence Based

Curated Content

— IF YOU GAMBLE —
**GET SET
BEFORE
YOU BET**

ORG 2020 SOCIAL MEDIA CONTENT

POST #1
The shift from gaming habit to gambling problem is subtle. But the risks aren't. Get the tools to learn how to lower the risks of problem gambling for our youth at [ChangeTheGame.org](#)

POST #2
Part of being responsible is learning how to set limits. Learn more about limits and be a responsible gambler at [BeforeYouBet.org](#) <https://vimeo.com/434010351>

POST #3
If you or someone you know has a problem with gambling, help is always available. [#BeforeYouBet](#)

POST #4
Unfortunately, problem gambling sometimes runs in the family. The first step toward preventing problems is understanding your risks. [#BeforeYouBet](#) [#KnowYourRisks](#)

POST #5
As you get ready to relax and unwind this weekend, just remember - if your plans include any type of gambling, know your risks by taking our quiz. [#BeforeYouBet](#) <https://www.beforeyoubet.org/the-quiz/>

POST #6
Kids exposed to gambling by the age of 12 are four times more likely to become problem gamblers. Understanding the facts is the first step towards finding a solution. Learn more at [ChangeTheGameOhio.org](#) [#BeforeYouBet](#) [#ChangeTheGame](#)

— IF YOU GAMBLE —
**GET SET
BEFORE
YOU BET**

BE LIKE NINA.

- ✓ TAKE THE QUIZ
- ✓ FOLLOW YOUR DREAMS
- ✓ KNOW THE RISKS

POST #1
If someone or does not gamble
[https://www.beforeyoubet.org/the-quiz/](#)

POST #2
An essential part of being responsible is learning how to set limits. Learn more about limits and be a responsible gambler at [BeforeYouBet.org](#) <https://vimeo.com/434010351>

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Gambling is a habit, not a game. Gamblers are likely to become problem gamblers. Understanding the facts is the first step towards finding a solution. Learn more at [ChangeTheGameOhio.org](#) [#BeforeYouBet](#) [#ChangeTheGame](#)

POST #4
One of the best ways to avoid gambling is to know your risks. Learn more about the risks of gambling by taking our quiz. [#BeforeYouBet](#) <https://www.beforeyoubet.org/the-quiz/>

Take the Poll

Poll option #1: Reading a book
Poll option #2: Cooking
Poll option #3: Getting outside
Poll option #4: Apple picking

Curated Content



Patients

Ohio! Your actions can make a real difference.

General Public

Public Awareness

Ohio Pain Management Toolkit

Brand Guidelines & Brand Assets

These guidebooks and guidelines help promote Take Charge Ohio branding of resources.

Brand Guidelines

Logo


Fonts

Brand Iconography

Presentations

These presentations and posters help promote safe pain management, education practices and statistics.

Curated Content



GET HELP

LEARN


GET INVOLVED

PROVIDERS & PROFESSIONALS

988 CHAT

En Español

For Deaf & Hard of Hearing



Ribbons

Media Resources

Download Logos & Awareness Ribbons

Order Brochures and Materials

Call Volume and Impact


For The Press


Know The Lingo


Have A Question?


Lifeline Logos


Our logos are available in English and Spanish. We invite anyone who may wish to share our hotline's information to use our logo, hotline phone number, or website materials as needed. The public does not need permission to use any of these materials, but please do not alter our hotline's logo in any way. Additionally, we appreciate a link or some other reference back to the 988 Suicide & Crisis Lifeline where possible.


Lifeline Logo: PNG (navy square)

Lifeline Logo: PNG (navy horizontal)

Lifeline Logo: EPS (navy)

Lifeline Logo: PNG (b&w square)

Lifeline Logo: PNG (b&w horizontal)

Línea de Prevención Del Suicidio Y Crisis Logo: PNG (navy square)

Social Media

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☒ FOLLOW YOUR DREAMS

☒ KNOW THE RISKS

Website



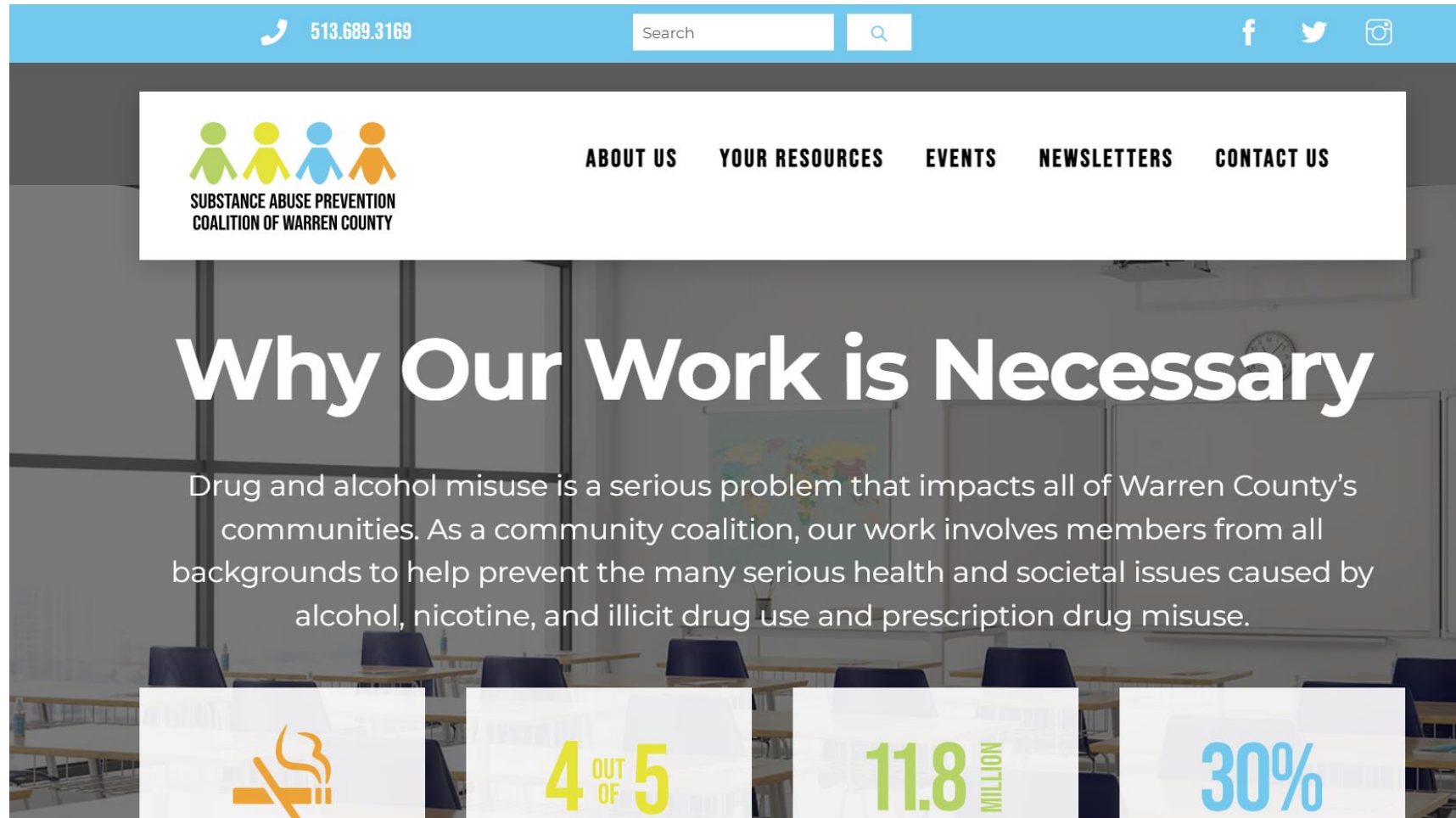
Website



- Find a coalition
- Trainings
- Prevention strategies
- Resources
- Partnerships
- Prevention focus

www.prevention-first.org

Website



Website



**Problem Gambling
Network of Ohio**

[Home](#) [About](#) [Conference](#) [Programs](#) [Resources](#) [Events](#) [Connect](#)



Become a PGNO Member

Get involved and let your voice be heard!

- *Connect with your peers in the field and industry contacts*
- *View archived trainings & presentations*
- *Promote comprehensive gaming legislation with our advocacy resources*
- *Attend Specialty Topic trainings for free*
- *Access to the IGCCB Exam Study Guide*

Team up with PGNO!

[Join Us](#)



Website



Events, Presentations & Exhibits



Events, Presentations, Exhibits

- Signage/Branding
- Branding
- General Business Card
- Dissemination of information
- QR codes/hyperlinks
- Sponsorships
- PowerPoint Template /Standardized Messaging

E-Newsletter



E-Newsletter

PF! 2022 Coalition Academy - Register Today!



PreventionFIRST! nschiesler@prevention-first.org via auth.ccsend.com
to me ▾

2022 PF! COALITION ACADEMY

Building Equity in Prevention

PF! Coalition Academy 2022 is an opportunity to raise awareness, address & champion the importance & need of equity in substance use/misuse prevention & promote mental wellness. Join us to learn & enhance skills to better identify & eliminate barriers that prevent the full participation of some groups.

SEPTEMBER 13TH
8 AM - 4 PM

Great Wolf Lodge
2501 Great Wolf Drive
Mason, Ohio 45040

Keynote Speaker: Mary Roary, Ph.D.
Director, Office of Behavioral Health Equity
Substance Abuse & Mental Health Services Administration (SAMHSA)

Event Details:

- General Registration \$60
- PF! Member Coalition Registration \$40
- Breakfast & lunch included
- Vendor tables \$75
- CEU, CHES, Social Work, Nursing hours will be applied for

Planned Workshops:

- Building Equity in Prevention
- Understanding Adulthood/Tokenism
- Engaging Youth in Prevention
- Trauma Informed Care & Prevention
- Improving Media Engagement
- The Value of Mindfulness
- Enhancing Community Engagement
- Problem Gambling & Gaming
- Supporting Prevention in the LGBTQ+ Community



ACCESSIBILITY & DISABILITY HEALTH EQUITY LIBRARY



People with disabilities belong everywhere and deserve equitable access to employment, education, housing, healthcare, and recreation. They have made immense contributions to all aspects of life and culture in the United States, despite being historically excluded from many of the fields they impact. Today 26% of adults in the U.S. (61 million people) live with a disability.



Your Mailing List

- Opting In
- Opting Out

E-Newsletter



Today is #GivingTuesday, a global day of generosity that brings people together to make a positive impact on their communities, which will kick off PGNO's end-of-year giving drive.

We are counting on you now more than ever to support our efforts. We anticipate that Ohio will see sports betting legalized by the end of this year. Based on our statewide data, we know that as gambling access increases, rates of problem gambling also increase.

Membership dues and donations are our sole funding for our advocacy work. Thanks to the action of our members and supporters, PGNO has been able to work with legislators to include several of our recommended measures. However, we still have a long road ahead. The current legislation lacks essential protections like staff training and dedicated gambling treatment funding.

Here are four ways you can help us ensure that as gambling expands Ohioans have access to gambling support services:

1. [Become a Member](#)
2. [Make a Donation](#)
3. [AmazonSmile](#)
4. [Kroger Community Rewards](#)
5. Share and connect with us on [Facebook](#) and [LinkedIn](#)

Four Ways to Give

Become a Member

Make a Donation

Amazon Smile

Kroger Community Rewards



OCAM NEWS Volume 13 SEPTEMBER 2022

The Substance Abuse and Mental Health Services Administration (SAMHSA) observes National Recovery Month. National Recovery

Month (Recovery Month), which started in 1989, is a national observance held every September to promote and support new evidence-based treatment and recovery practices, the nation's strong and proud recovery community, and the dedication of service providers and communities who make recovery in all its forms possible.

National Recovery Month

Every Person. Every Family. Every Community.



18- to-35-Year-Old OPPA Members:

Young Prevention Professionals Project is Expanding!

"The new YP³ team is motivated to harness the energy of our youngest prevention professionals," noted OPPA Executive Director Jim Ryan. "We are excited to add to their ranks through this

Flyers & Posters



Flyers & Posters

- Look for curated options
- Think through sustainability/feasibility
- Where & Who
- Message Longevity
- QR codes
- Sponsorships

Swag



Distribution of Swag

- Think through sustainability/feasibility
- Where & Who
- Message Longevity
- Function
- Sponsorships



Paid Advertising



Paid Advertising

- Place based
- Print
- Digital
- Radio
- Sponsorships

Place based



Every faith.
Every church.
Every believer.
Can help prevent drug addiction.

Learn more about faith-based prevention resources.
prevention-first.org



Funding for this project was made possible (in part) by the Ohio State Opiate Response-1H79TI083294-01 grant from SAMHSA.

Print



REMINDER

Help Prevent Rx Drug Misuse

**Safely Dispose of
Expired or Unused
Medications**

Learn More Visit
www.OhioRxDisposal.com



Prevention FIRST®
PREVENTION-FIRST.ORG



Print

Kids Deserve a Vibrant Future You Can Prevent Substance Use



GREAT TIPS FOR PARENTS

START TALKING

Discuss the risks associated with substance use. Be clear about expectations. Take the time to listen. Remember scare tactics don't work.

MONITOR & SECURE

Track the number and amounts of prescriptions in your home. Keep alcohol and prescription drugs locked up. Eliminating access in your home plays a big role in prevention.

COLLECT OLD & UNUSED Rx

Another great way to reduce access — clean out medicine cabinets. Get rid of expired and unused medications. Gather them up, and take them to your local pharmacy or law enforcement agency for safe disposal.

Parents are key to preventing substance use in kids.

At PreventionFIRST! we help communities, schools, and families prevent substance use. One of the most important things we do is support parents. Teenagers can be challenging, and as parents there's lots to worry about. Sometimes it's hard to find the time or opportunity to have important yet difficult conversations. But, research tells us parents who talk to their kids about alcohol and other drugs have a big influence on their child's decision to be drug free.



Order our Strong Voices. Smart Choices. Parents' Guide at:
www.prevention-first.org

PreventionFirst @PrevFIRST



Digital

Types of Digital Marketing



Search Engine Optimization (SEO)



Search Engine Marketing (SEM)



Pay-per-click (PPC)



Social Media Marketing (SMM)



Mobile Advertising



Content Marketing



Search Engine Optimization



TV/Radio Advertising



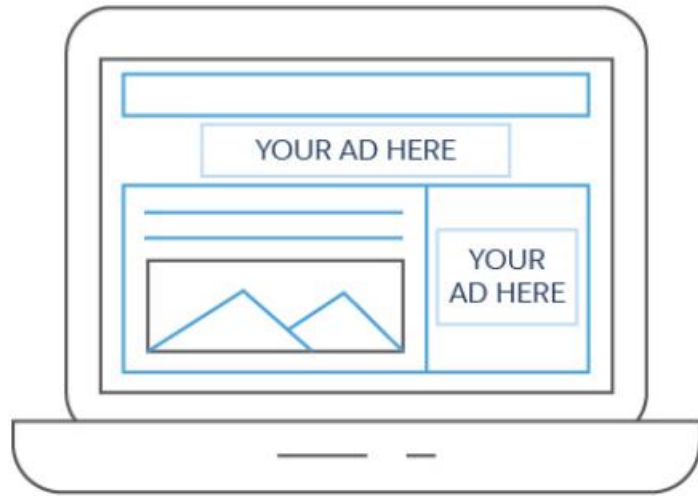
Influencer/Affiliate Marketing



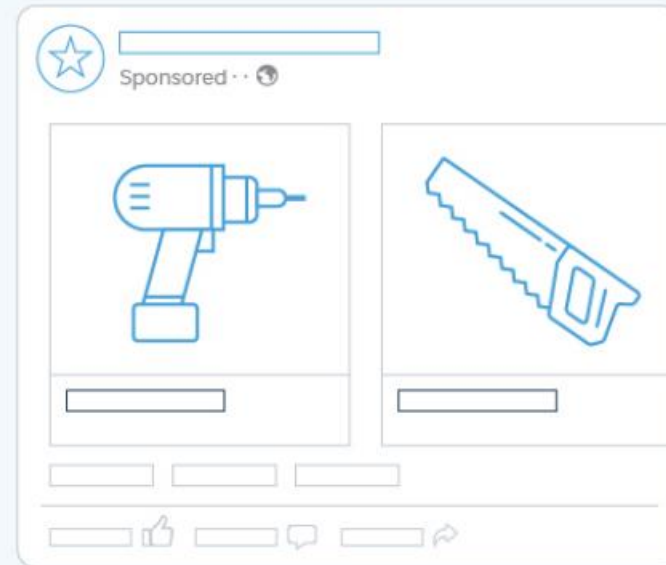
Viral Marketing

6 Types of Digital Advertising

Digital display ads



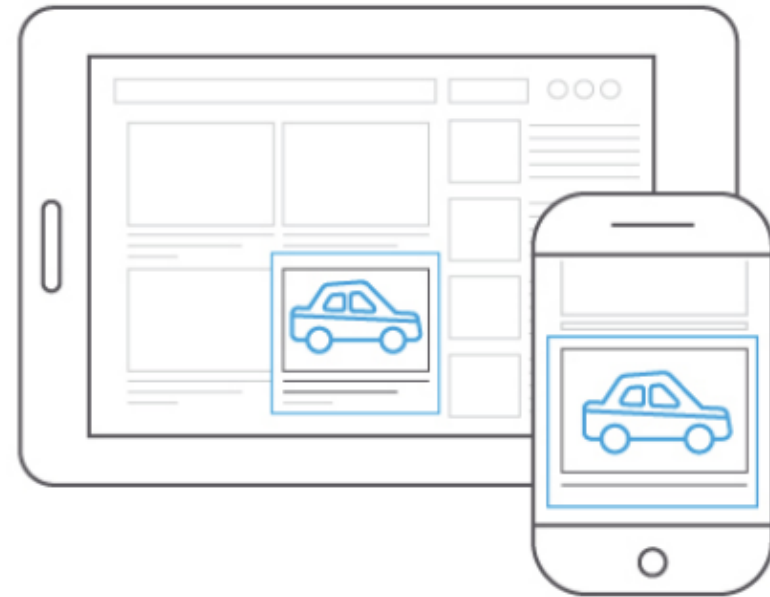
Social media ads



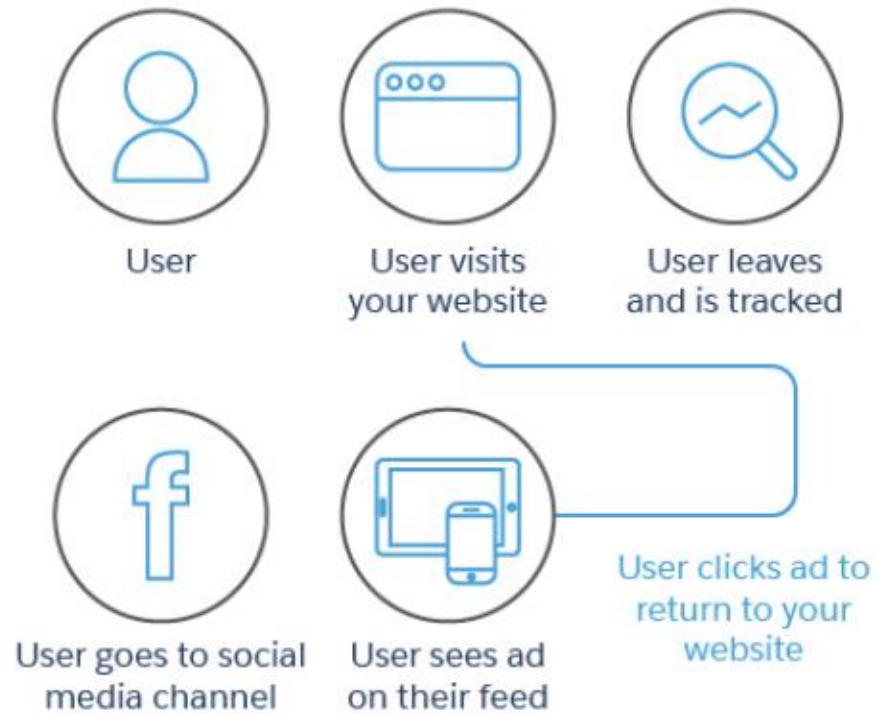
Paid search marketing



Native ads



Retargeting



Video ads



Source:

bluecorona.com

Video ads



OTT (Streaming) Devices

**Desktops
/laptops**



Tablets



**Smart
phones**



Connected TVs



Smart TVs



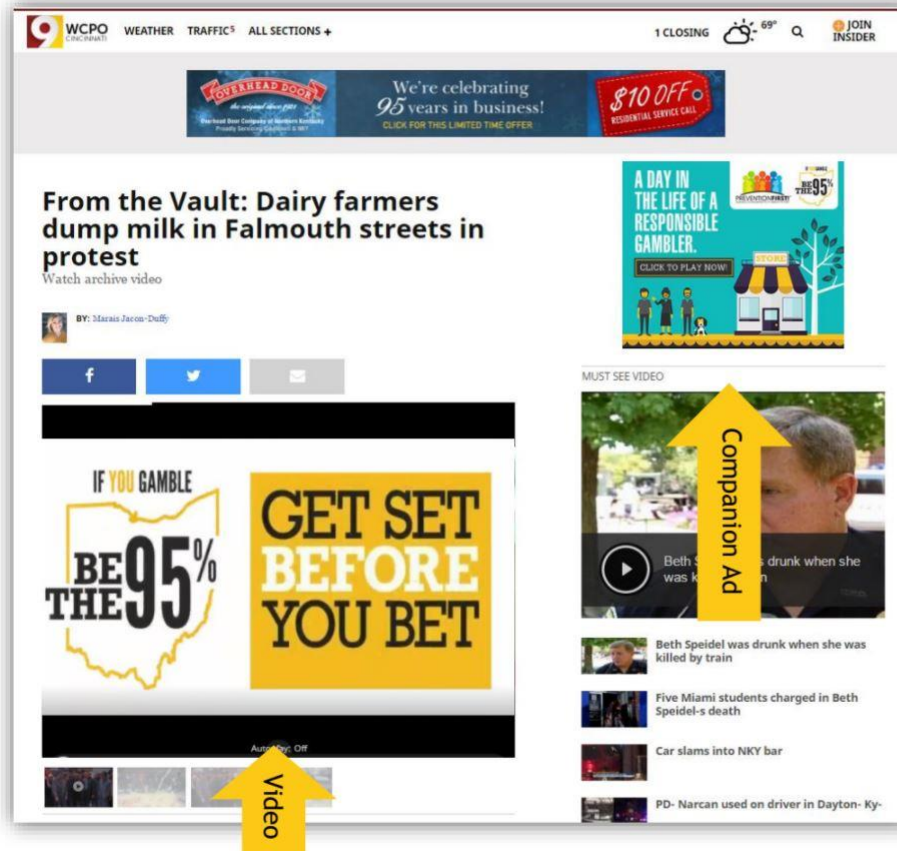
TV +
streaming
device
(e.g. Roku)



TV +
gaming
console
(e.g. xbox)

Digital

PREVENTIONFIRST! PRE-ROLL



2017 Pre-Roll Results

- Impressions: 150,279
- Clicks: 1,542
- CTR: 1.03%

Creative Options

- Run pre-roll from last year
➤ [2017 Pre-roll](#)
- Run national creative
➤ [Meet Todd Spot](#)
- Create something new
- Slice your Cincy Lifestyle to a :15

\$25 CPM

For all available sizing and delivery see our [spec sheet](#).



STATION BANNER ADS

The screenshot shows the WCPO Cincinnati website interface. At the top, there's a navigation bar with the station logo, weather, traffic, and sections. Below this, a blue banner for 'PreventionFIRST! Prevent Gambling Addictions Today' is highlighted with a blue arrow labeled '728x90'. Underneath, there's a 'MUST-WATCH VIDEOS' section with several video thumbnails. On the right side, there's a vertical column of smaller ads, including one for 'artswave' with the text 'VOTE for your favorite cocktail' and another for 'A DAY IN THE LIFE OF A RESPONSIBLE GAMBLER'. A blue arrow labeled '300x250' points to this column. The main content area features a large video of Sen. Mitch McConnell speaking, with a headline 'LIVE: Sen. Mitch McConnell speaks in Covington' and a sub-headline 'Senate Majority Leader has returned to the Bluegrass State Thursday to speak at a federal issues luncheon before the...'. Below this, there's a list of smaller news items with headlines like 'Bobcats? In Greater Cincinnati? Yes there are', 'How much do bosses earn at Cincy's nonprofits?', 'Mother pleads guilty to decapitating daughter', 'How are FC Cincy fans handling coaching change?', 'Weather Alert Day: Strong storms possible Friday', 'Milford teen hikes entire Appalachian Trail', 'Try the Cincinnati Chili Trail for yourself', 'Police: Man shot in the face in Hamilton', and 'Does Lunardi think XU should fear the bubble?'. At the bottom right, there's a small ad for 'STORMY SHIELD' with the text 'Get severe weather alerts for ANY type of phone'.

The 728x90 is at the top and bottom of every page except only bottom on the home page.

The 300x250 is on every page on the right hand side, two ad units.

Targeting Options:

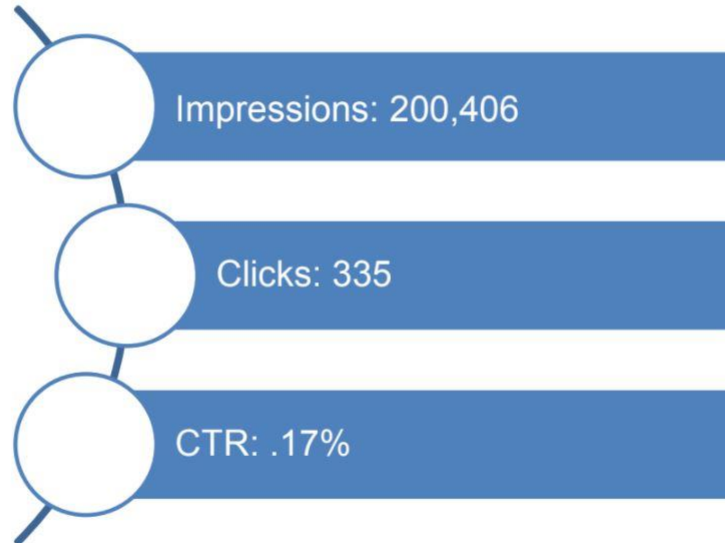
- Geography
- Time of Day
- Section
- Demographic
- Interest
- Intent

\$10 CPM



For all available sizing and delivery see our [spec sheet](#).

VALUE STORY - ENVISION PARTNERSHIPS



Radio



Description	Total Price
WVXU/WGUC underwriting, 12/13/21-1/9/22 160 spots	\$2,000
<i>Please note that this is a memo invoice only. You will receive detailed monthly invoices listing all spots aired.</i>	
TOTAL	\$2,000

Sponsorship

Sponsored by:



FEATURES

Coalition Academy 2022

PreventionFIRST! will host a regional behavioral health prevention conference in September that is open to a variety of community sectors wanting to learn more about substance use prevention, mental wellness and suicide prevention for youth. PFI is a non-profit organization serving the Tri-state since 1996. PFI's mission is to implement best practice strategies to reduce the risk of behavioral health disorders.



The conference, Coalition Academy 2022, will be held on Tuesday, September 13 from 8:00 a.m.-4:00 p.m. in-person at Great Wolf Lodge in Mason, OH. Teachers, nurses, parents/caregivers, public health professionals, social workers, counselors, law enforcement and other community-based sectors are welcome to attend.

The keynote address, "Building Equity in Prevention," will be given by Dr. Mary Roary, Director of the Office of Behavioral Health Equity at the Substance Abuse and Mental Health Services Administration. Other presentations that will be given throughout the day include basic communications strategies for organizations, what is adultism/tokenism, real-life resiliency skills, sports betting and problem gambling prevention, trauma-informed care and prevention, and engaging youth in prevention.

CEUs for prevention, social work, public health, and nursing will be applied for. Cost is \$60 which includes a light breakfast and full lunch. Vendors from local behavioral health agencies will also be on hand at the conference. Funding for this annual behavioral health prevention conference comes from the Ohio Department of Mental Health and Addiction Services and the Hamilton County Mental Health and Recovery Services.

For more information, contact PFI Chief Program Officer Amanda Conn Starnier at aconnstarnier@prevention-first.org or 513-751-8000 ext. 13. The conference agenda and registration can be found [here](#).

Media Strategies

- Press release, letter-to-the-editor
- Radio spots
- Digital/print advertisements
- Video/spot advertisements



Media Relations

Reactive

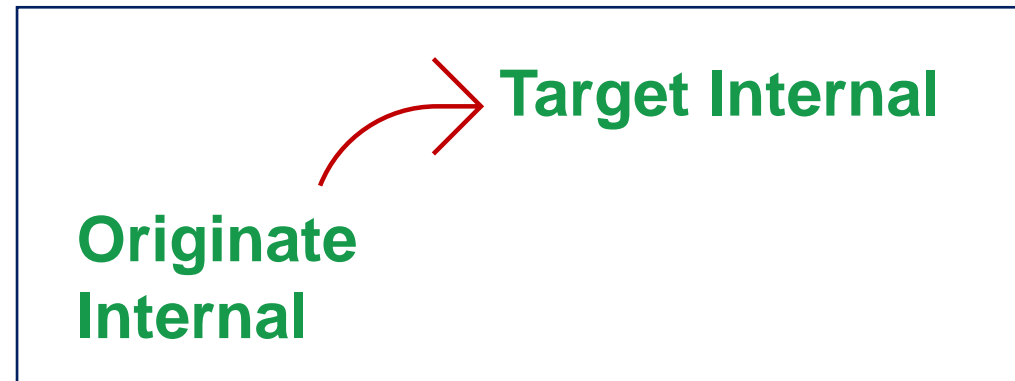
- Responding to an Inquiry
- Following up on an event/crisis/coverage

Proactive

- Know what's trending
- Following reports/stories
- Share your expertise
- Pitch Stories
- Anticipate Coverage

Internal Strategies

- New Employee/Partner Onboarding
- Employee Handbooks/Newsletters
- Visitors/Waiting Area
- Meeting/Training Spaces
- Common spaces
- Reports
- Emails
- One-on-ones



Creating Your Plan

- ☐ Choose your narrative
- ☐ Who needs to hear this story
- ☐ How will you build your narrative
- ☐ How will you tell your story
- ☐ Who will be your storytellers
- ☐ Collaborations
- ☐ Challenges/Road Blocks



Creating Your Plan

- ❑ Choose your narrative

Choose your narrative	
	Introduce your initiative/announce partnership
	Share Your Plan (why, what, goals) – BIG PICTURE
	Share/Promote a part of your plan
	Re-cap a strategy
	Highlight a bright spot

Creating Your Plan

☐ Who needs to hear this story

Who need to hear this story	
	Leadership
	Public/Community
	Sector
	Specific Demographic
	Current Partner
	Potential Partner/Funder

Narrow Your Target Audience (Name them)	



Creating Your Plan

☐ How will you build your narrative

How will you build your story	
	Quotes
	Photos
	Video
	Bright Spot/Highlight
	Personal Story

Creating Your Plan

❑ How will you tell your story

External Strategies		Media Strategies		Internal Strategies	
	Social Media Website/Blog Post Events, presentations, exhibits E-Newsletters Flyers, posters Distribution of swag		Press release, letter-to-the-editor Radio spots Digital/print advertisements Video/spot advertisements		New Employee Onboarding Employee Handbooks/Newsletters Visitors/Waiting Area Meeting/Training Spaces Common spaces Building a culture of care

Finding Your Storytellers

- ☐ Skills at the table
- ☐ Partner resources (engaged)
- ☐ Partner resources (support opportunities)
- ☐ Connections & Networks
- ☐ Collaborations (shared impact or vested interest)
- ☐ Volunteers
- ☐ Paid Staff



Potential for Collaboration

Shared Resources & Goals = Greater Reach

- Joint media releases/pitches
- Co-branded
- Guest columns/articles/speakers
- Social media takeovers
- Partnerships to distribute information
- Unique partnerships



Creating Your Plan

- ☐ Collaborations
- ☐ Challenges

Collaboration/Challenges/Success