If we make people aware, they won’t share.

LOCK YOUR MEDS™
Implementation Webinar

Peggy Sapp, President
We have created the most powerful weapon: communication.

Help us get the word out. We’ll help you get your word out.

Today’s Presenters: Tanya Byng, National Project Director, and David R. Voss, Voss & Associates

Today’s Agenda: How to implement campaign
TARGET AUDIENCE:
Adults, 20-80

Quick Review

National Ad Campaign

She gets her hair from her mom.
Her eyes from her dad.
And her drugs from her grandma’s medicine cabinet.

70% of children who abuse prescription drugs get them from family or friends. Prevent your children from abusing your own medication by securing your meds in places your child cannot access.

BE AWARE. DON’T SHARE.
For more information, go to www.lockyourmeds.org.
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He gets his music online. His t-shirts at the mall. And his drugs from his mom's purse.

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With prescription drug abuse on the rise in Oregon and across the country, some 30 Oregon cities are taking part in a drug turn-in program to collect unwanted and expired drugs.

BE AWARE. DON’T SHARE.
For more information, go to www.lockyourmeds.org.

JOIN THE STATEWIDE PRESCRIPTION DRUG TURN-IN DAY SATURDAY
The Drug Turn-In Day is being coordinated by The Oregon Medical Association Alliance, Community Action to Reduce Substance Abuse (CARSA) and Oregon Partnership.

For more information and a list of turn-in sites, go to:
www.orpartnership.org
70% of people over 12 who abuse prescription drugs get them from friends and family.

They think these drugs are “safe.”

But in the wrong hands, they’re not.

*Percentage from friend or relative is derived before rounding of individual sources. Source: SAMHSA 2006 National Survey on Drug Use and Health (September 2007)*
**Campaign Components**

**Advertising**
- Print: newspaper, magazine
- Bus shelters, transit
- Radio and television PSAs
- Online- in various news media outlets
- Billboards
- Posters
- Event, Conference programs

**Public Relations**
- Multimedia slide show
- MEDucation/Press Kit
- Communication Gap
- Overview brochure
- Be There web exposure
- Media relations (story placement in magazines, local papers, TV/radio talk shows, segments)
- Web-based social media, viral marketing
- Conferences, events
- Merchandising
- Video rights: Prescription for Trouble

**Outreach**
- Affiliate training, webinars
- Identify new Affiliates & partners
- Flip Kit & Leave Behind to solicit partners or sponsors
- Advocacy
- Local events, trade shows
- MEDucation kit and handout
- Supportive, interactive website
- Assistance gaining local media support
Knowledge is power.

Multiple Uses:
- Press Kit (optional local angles)
- Talking points for speech
- Center spread for magazine story
- Basis of talk show, TV segment
- Background for documentary
- Handout at events (all or pages)
- Engaging activity at event (Gap)
- Create skits, plays, games, humor
- Tabletop for doctor offices, clinics
- Distribute at pharmacies, stores
- Hand out at nursing homes
- Provide sponsor opportunities
- May be localized by Affiliates
1. **All Star**
   - Best players lose in this sport.

2. **Vikings**
   - Minnesota fans don’t cheer these guys.

3. **Trail Mix**
   - Not the usual combination of fruit and nuts.

4. **Cotton**
   - Little children use it for bunny tails.
   - Big kids use it for fairy tales.

5. **Kibbles & Bits**
   - Excites both dogs and teens.

6. **Jack**
   - A friend you don’t want your teen to know.

7. **Pancakes & Syrup**
   - A sweet way to start your day and end it for them.

8. **Babysit**
   - Not a healthy way to earn money.

9. **“V”**
   - Flashing this Victory sign is a downer.

10. **Legal Speed**
    - Staying within the speed limit is impossible with this fuel.

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**DIRECTIONS:**
Every generation has their slang, but the lingo today’s teenagers use could mean something dangerous if they are abusing prescription or over-the-counter (OTC) drugs. For example, you go “fishing” for salmon or trout, they go “phishing” for pharmaceuticals.

Words that sound innocent to your ears may have another meaning on the street. Read the “hints” and then see if you can guess the drug culture’s definition of these common words or expressions.

National Family Partnership’s Role

Manage national campaign
Raise money, seek sponsors for campaign
Provide implementation guidance, resources
Produce and localize all materials
Provide media training, support
Orchestrate October launch events
Update web site with new materials
Support Affiliates

Contact: 800.705.8997 info@nfp.org
facebook.com/lockyourmeds; Twitter.com/lockyourmeds
Affiliates role to make them aware, so they won’t share.

- Explore website, contact NFP
- Download presentation
- Seek internal approval
- Sign/send MOU to NFP
- Develop 2-year plan
- Localize, print materials
- Seek media partners
- Create web links
- Find, arrange local stories
- Play PSA on local TV, website
- Plan, conduct launch event
- Conduct speeches, presentations, outreach
- Share Best Practices
Suggested Affiliate Strategies

- Align LYM campaign with your plan
- Leverage materials to increase your visibility
- Use campaign materials to promote your events
- Use slides, handouts, videos for your presentations
- Provide great story ideas, PSAs for your media
- Provide advertising opportunities for your sponsors

Attend upcoming webinars: July 29, Media Training; August 12, Affiliates Best Practices; both at 1 pm EDT
Power of the Network

Power of One Brand, Power of NFP

• More sponsor and partner incentives
• More impact on target audience
• Increased national and local exposure
• Leverage limited resources
Special Thanks to You

• For setting an example as a responsible pharmaceutical company.
• For your extensive research to help combat the problem
• For your leadership in bringing community stakeholders to the table to discuss solutions
• For your generous support... without you we would not have come so far!

For more information please contact:
Ileana Reyes, Director of Sales & Marketing, or Tanya Byng, Lock Your Meds™ National Project Director:
800-705-8997 or at info@nfp.org

Creative materials & presentation produced by:

VOSS & ASSOCIATES
COMMUNICATING EDUCATION
Questions, Notes

• What happened to Oct. 27 being the national launch date?
  – To have an impact during Red Ribbon Week, we need to launch nationally in September…you can still focus on it in October

• Are materials in Spanish?
  – Not yet, but will be

• Is Oct. 27 still Lock Your Meds Day in schools?
  – Yes, absolutely.

• How do we find out the cost of brochures?
  – Shipping only ($10/100)
  – Localized materials are printed and handled locally
• When can we start ordering materials?
  – Now

• What do we have to look forward two over the next two years?
  – More sponsors to enable us to produce more materials and resources
  – Build the parent network

• Will there be another webinar?
  – July 29, Media Training;
  – August 12, Affiliates Best Practices
  – Both at 1 pm EDT