

# STARTS WITH **One**



Washington State Health Care Authority has launched an opioid abuse prevention campaign. The campaign is designed to inform and educate Washingtonians about the dangers of prescription drug misuse and abuse as well as promote safe storage and safe disposal practices.

## Target Audiences

The campaign was informed by research with both subject matter experts and representatives from the three target audience groups:

- Young adults 18–25
- Parents of teens and young adults
- Older adults

## The Campaign Theme: Starts with One

The campaign focuses on the idea that every Washingtonian can make a positive impact in preventing opioid abuse. The Starts with One campaign features themes like “one honest conversation,” “one act of courage” and “one simple step” paired with specific actions people can take to prevent opioid abuse.

## What's in the Partner Toolkit?

- Campaign fact sheet
- Campaign research report
- Rack card
- Poster
- Print ad\*
- Social media toolkit
- Billboards
- Transit ads
- Radio spot
- TV spot
- Digital ads

*\*If you're planning to place ads, place them in publications that reach the campaign's target audiences.*

## How to Use These Assets

- Paid media: Use these assets to place your own local media buy
- Earned media: Localize the story for your local media outlets
  - Safe disposal events with media partners
  - Opinion editorials / letters to the editor
- Partner support: Collaborate with partners to distribute materials
- Point your local community to the campaign microsite for more information

## What You Can Do Right Now

- Download the partner toolkit
- Like the campaign Facebook page: Starts with One – WA Opioid Awareness
- Leverage all existing channels to distribute materials
- Always direct people to the campaign microsite
- Share information consistently