



Media and Communications Plan – Take Back My Meds MKE

Our vision:

Medication take-back locations are accessible to every Milwaukee County resident in every corner of our county, and every Milwaukee County resident with unused medications disposes of them responsibly and routinely at these locations. Because of this, the number of accidental overdoses significantly decreases, as does the amount of drug compounds in our water.

Our core message to Milwaukee County residents:

If you have unused medications, there's only one safe way to dispose of them: in a secure drop box or postage-free envelope available at local pharmacies or police stations. Go to takebackmymeds.com to find a free take back site convenient to you. 70% of opioid addictions start at home. Take back your meds today and save the life of someone you love.

Our messaging will always serve to highlight what each of us can do to help fight the opioid crisis. It will empower people to take action and it will give them hope.

Timeline

A two-year campaign starting now and running through the end of 2019.

How we'll deliver the message:

We've developed a robust strategic communications plan outlining our branding principles and core audiences, and we've plotted out all the tactics necessary to achieve the goals within.

For advertising purposes, we will target moms of all ages and people 55+. These two groups are most likely to take action and most likely to have access to drugs in their homes, or the homes of relatives.

Our core messaging will be delivered largely through digital advertising primarily focused on a robust Facebook campaign – the most impactful way to advertise with a small budget.

The digital ads will be complimented with radio targeting our core demographics, primarily focused on oldies, talk radio and easy listening stations. This spend can be easily cycled up or down based on available funds. The goal is repetition, pushing a clear message of responsibility and availability of proper disposal.

We are also producing public service television ads with Milwaukee Metropolitan Sewerage District.

If additional advertising dollars are available, we will add television ads, primarily cable. This spending should skew towards an older demographic, because they are more likely to watch TV (instead of streaming services).



If even more advertising dollars become available, we would move to a heavier broadcast television buy.

Less than \$150k digital advertising

\$150k – radio and digital advertising

\$150k – \$300k – radio, digital and cable television advertising, with the amount of cable TV advertising

growing as we get deeper into this budget range

\$300k+ – radio, digital, cable and broadcast television advertising

Outside of traditional ad spending, we're planning a robust communications campaign directly targeting audiences that can take important steps to further our vision. Those audiences, and our scheduled actions, include:

Pharmacies

Actively recruiting pharmacies to host new drop boxes. Providing them with straightforward information making this a seamless and easy process, and also all training information for staff. Provide all promotional materials, signage and newsletter content.

Organizations and Businesses

Actively recruiting sponsorships of drop boxes, to be hosted by local pharmacies. Provide all promotional materials, signage and newsletter content.

Law Enforcement

Provide materials and signage with takebackmy meds.com website to encourage citizens to responsibly dispose of unused medications.

Funeral Directors

Provide training and materials so funeral directors know how to encourage the bereaved to responsibly dispose of the deceased's unused medications.

Politicians

The Take Back My Meds MKE coalition will provide talking points and suggested items for newsletters for every politician in Milwaukee County, initially focusing on those with drop boxes in their districts and growing the network from there.

All materials will stress our core message - there is only one safe way to dispose of unused medications, and that is in a secure drop box or drug take back envelope. This is something each of us can, and should, do.