

Communications Assessment & Influencer Pilot

Elyse Monroy - Marsala

Disclosure

Government Affairs Manager - Belz & Case Government Affairs

Nevada Public Health Association

- Nevada Primary Care Association
- Nevada Psychiatric Association
- Shatterproof
- Full list of clients - <https://www.belzcase.com/clients>

I'm here speaking on my own behalf.

Presentation Objectives

Goal: To provide information for the Cross Sector Task force can use when considering allocating funds to support an Influencer Social Media Campaign, **as part** of its messaging campaign.

Presentation Objectives

- Review key findings from Communications Assessment
- Discuss methodology for developing influencer audience targets & scripts
- Review successes and lessons learned (specifically my mistakes- so the next time this is done it can be even better!)

Communications Assessment

Key Findings -

- Poor visibility
- Less and ideal placements on TV, and Radio.
- Messages were steril, and clinical, not relatables

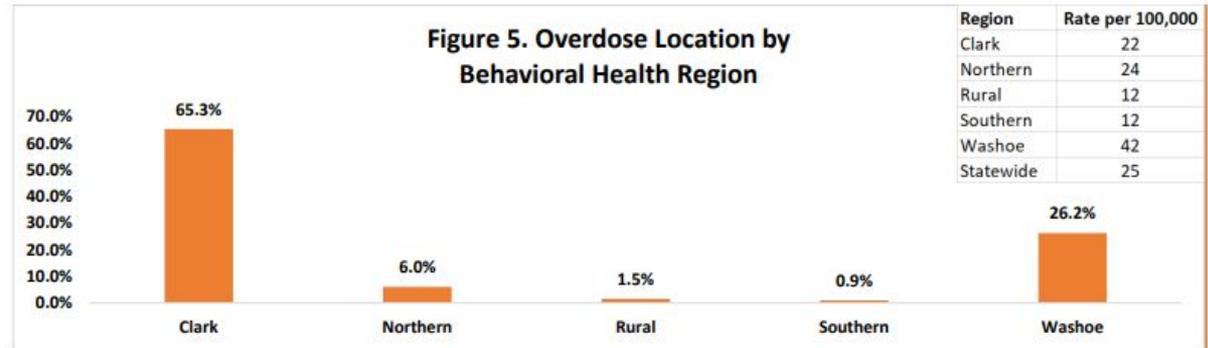
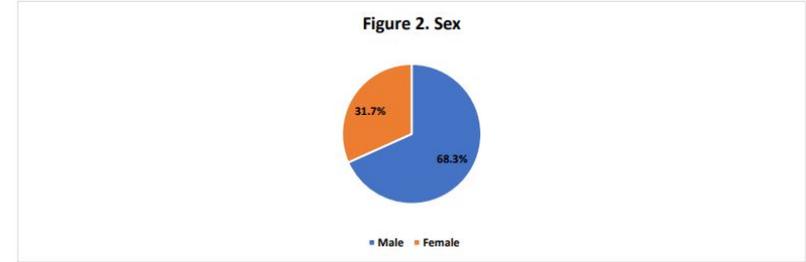
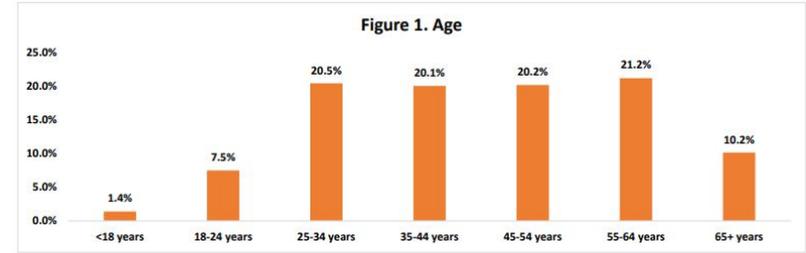
SUDORS Data

2021 Statewide Report

Most at risk:

- Men
- 18-64
- Clark County

Section 1: Demographics, Toxicology, Circumstances of 2021 Cases (N=786)



Plan and Process

- Utilized a MSA Vendor
- Developed a plan given our messaging goals and targets
- Organic & Paid Reach
 - Organic - The influencer creates content and posts it on their OWN social media account.
 - Paid Reach - The content that is created and posted by the influencer is then reposted on another account and funded “ads” are placed and appear as ads.
- Budget was \$27,500

The Message

- Evidenced based Harm Reduction principles with KPs3 and the influencer for them to develop their script.
- RE: 911uncious vs. overdosed

The Influencers & The Reach







Organic Placement Reach- Chantal and Coco

140,567 Total post engagements

124,127 total reach

124,645 video plays

438 post shares

143 comments

1,742 post saves

Chantal Comment Analysis

Comments were positive, commenters shared their recovery stories, and some users shared their harm reduction strategies in the comments

Chantal Comment Analysis

Overall comments were positive, however some people questioned the need for this kind of advice for drug users. Chantal responded to these comments noting it was a PSA for anyone that might be struggling with addiction.

Coco Comment Example

“wow thank you so much for this my queen! harm reduction is not talked about enough!! you’re truly using your throne for good. thank you coco.”

“Thank u for sharing. I've lost many friends and had we had this type of knowledge it would have made all the difference in the world. #knowledgeispower”

“Thank you for talking about harm reduction. I'm a clinician in a non-profit behavioral health facility that focuses on substance use recovery. 9 years clean and sober myself! Harm reduction discussions are breaking down barriers and giving people space to talk about addiction and get themselves or others help. Good share!! 🙌❤️”



Chantal Comment Example

“Recovered addict here! This is great of you to do this ❤️”

“👏👏👏👏👏 nice one Chantal 🥰🙏❤️”

“yes! carry narcan too! i agree too about using new/ clean syringes. my ex died from using the same needles over and over 😞! got a bad infection in his arm, had 1 surgery to remove it. they woke him up, told him the infection is so bad we need to remove your arm. he said no you can't im a tattoo artist i need both my hands. they went back into surgery tried to take out more of the infection instead of amputating and he died during the 2nd surgery”



Success & Best Practices

- Using an MSA Vendor
- Utilizing data to inform our target population was possible, and successful.
- Using relatable messengers was successful
- Using a Harm Reduction Message was received positively

Challenges & Lessons Learned

- Finding people to speak on this is hard.
- You MUST have a non- government affiliated account to tie paid promotions
- Planning for this type of messaging should include Department/ Agency Leadership

My Wrap Up-

Utilize and influencer messaging campaign to communicate harm reduction strategies as part of a strategic messaging campaign.

This only needs to be one component of a larger campaign

The campaign should be driven by data, target those most at risk of overdose.

Utilize an MSA vendor in the state to expedite the process.

Organic reach can be enough