



AN EVOLVING RESPONSE

dmhas liveloud campaign

odonnell
COMPANY

agenda

- + phase I: 2018-2020
- + phase II: 2021-2022
- + phase III: 2023-2024
- + measuring impact
- + continuing the work

PHASE I: 2018-2020

from crisis to coordinated communication

1040%

opioid death
rate up

2017

FDA endorses
MAT

PHASE I: 2018-2020

the environment

- 2013-2019, synthetic opioid-involved death rate increased 1,040%
- FDA endorses MAT as a useful tool for treating OUD
- People living with OUD faced judgment and isolation
- Dozens of organizations came together to address barriers to treatment and recovery in CT

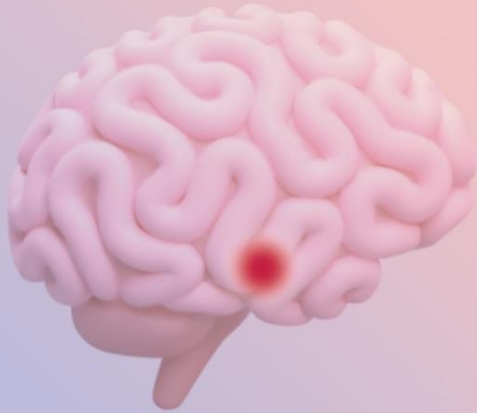
PHASE I: 2018-2020

the goals

coming together as a community

- raise awareness about opioid addiction
- reduce stigma related to opioid addiction
- offer support and pathways to treatment
- build curiosity around MAT as an option

stigma



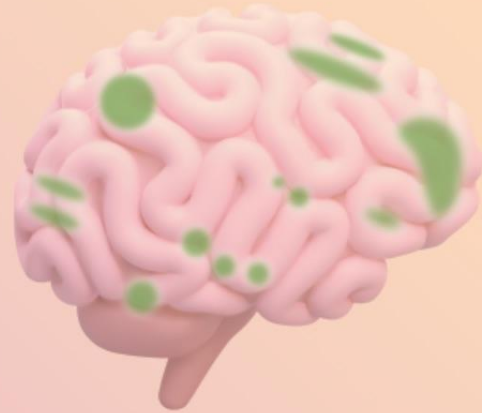
0 seconds

immediate threat
detection activated
through the amygdala



0-2 seconds

regulation initiated;
ACC & dIPFC will activate
in intensity required to override
negative thought pattern



3-8 seconds

more brain areas recruited
to determine intention and
weigh emotional data to
formulate positive response

the foundation



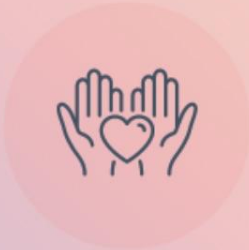
connection

you are not alone.
the community is united
in support of you.



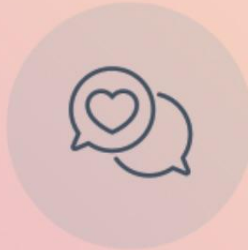
worth

you are a
unique, precious
and valuable person.



protection

you can do things
to protect yourself.
your loved ones can too.



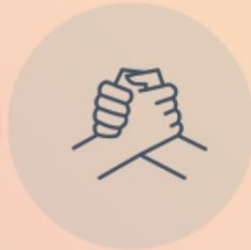
hope

there is hope.
recovery is possible.
never give up.



pathways

you have options.
there are many
pathways to recovery.



inclusion

and no judgement.
break down barriers
and support all.

PHASE I: 2018-2020

ending isolation

SUBSTANCE USE DISORDERS...

**NO
MORE
SHAME.**



dmhas LIVE LOUD

DIG DEEP AND...

**NEVER
EVER
GIVE UP.**

YOU ARE WORTH IT.



dmhas LIVE LOUD

TREATMENT WORKS.

**HOPE
FOR
OUD.**

LEARN ABOUT
MEDICATIONS.



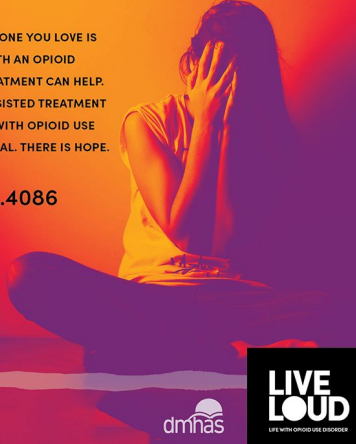
dmhas LIVE LOUD

HEROIN ADDICTION...

**NO
MORE
SHAME.**

IF YOU OR SOMEONE YOU LOVE IS
STRUGGLING WITH AN OPIOID
ADDICTION, TREATMENT CAN HELP.
MEDICATION ASSISTED TREATMENT
ALLOWS THOSE WITH OPIOID USE
DISORDER TO HEAL. THERE IS HOPE.

1.800.563.4086



dmhas LIVE LOUD
LIFE WITH OPIOID USE DISORDER

ADDICTION IS A DISEASE...

**WILL
POWER
WON'T.**



TREATMENT INFO
1.800.563.4086
www.liveloud.org

dmhas **LIVE LOUD**

FOR YOUR LOVED ONE...

**THERE
IS A
WAY.**

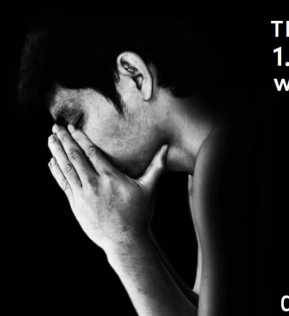


HEROIN ADDICTION
SUPPORT.

dmhas **LIVE LOUD**

STRUGGLING WITH ADDICTION?

**GET 8
MILLIGRAMS
OF HOPE.**



TREATMENT INFO
1.800.563.4086
www.liveloud.org

dmhas **LIVE LOUD**

LAST YEAR IN CONNECTICUT...

**1000+
OVERDOSE
DEATHS**



HELP US MAKE CHANGE.

dmhas **JOIN CROWD**

PHASE II: 2021-2022

fighting fentanyl from cautious to curious

PHASE II: 2021-2022

the environment

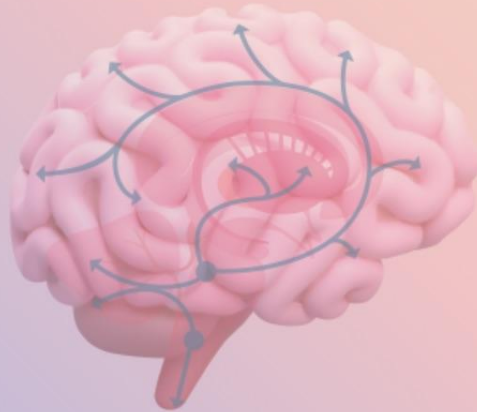
- overdose deaths reached record high (in 2021, there were 1,531 overdose deaths in CT; 85.8% involved fentanyl)
- from 2019-2021 the overdose death rate of Black, non-Hispanic CT citizens more than doubled
- 2021 DEA issues warning on fake pills: 2 of every 5 contained lethal amount of fentanyl
- xylazine on the rise

PHASE II: 2021-2022

the goals

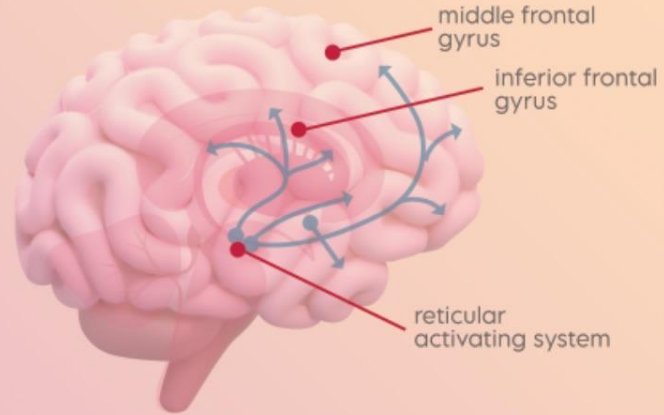
- addressing disparity
- arm the community with information and awareness about fentanyl
- continue support, resources, treatment, and hope messaging
- harm reduction and safe environments
- naloxone awareness

create curiosity



from status quo

Posing a question to someone kicks off a series of processes in their brain. First, Serotonin is released—halting all automated processes.



to seeking answers

The RAS helps to focus all attention on answering. The frontal gyrus activates to coordinate problem solving. Dopamine rewards us as we think of answers.

PHASE II: 2021-2022

the campaign

- built on foundation of prior campaign - trust, community
- inclusion and hope are key
- introduce curiosity

PHASE II: 2021-2022

the creative



PHASE II: 2021-2022

the creative



PHASE III: 2023-2024

empowering through empathy

15%

decrease in
OD deaths
2021-2023

2023

OTC naloxone
available

PHASE III: 2023-2024

the environment

- harm reduction and outreach are saving lives
- CT's data collection efforts have guided strategy
- Naloxone brings hope:
now available over the counter

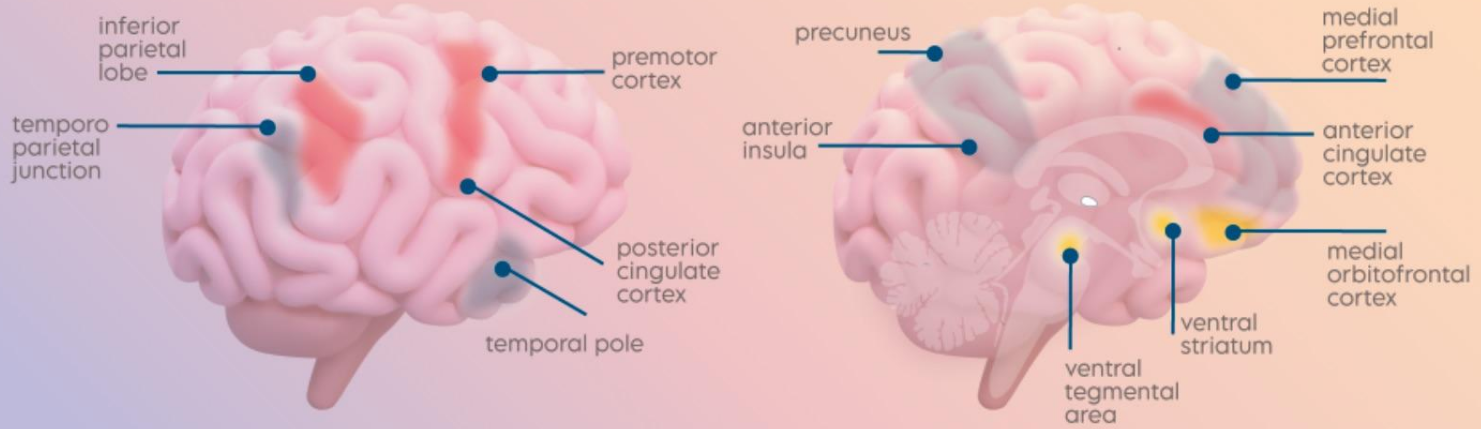
PHASE III: 2023-2024

the goals

Empower every person in Connecticut to be part of the solution:

- keep naloxone on hand
- know the signs
- stay connected

activate empathy



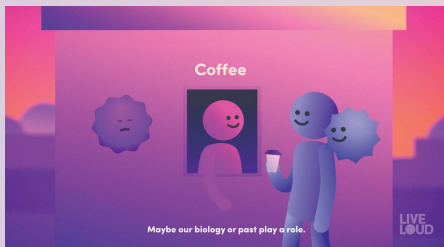
experience sharing, mentalizing, and empathetic concern

PHASE III: 2023-2024

the campaign

- Empower action through empathy
- Imagery and language to reflect the reality of overdose settings

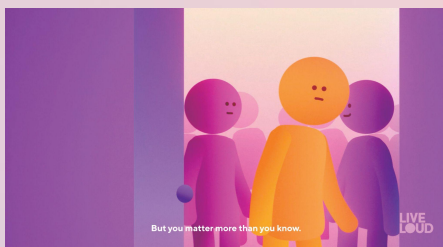
the creative



Video 1:

Nobody Chooses Addiction

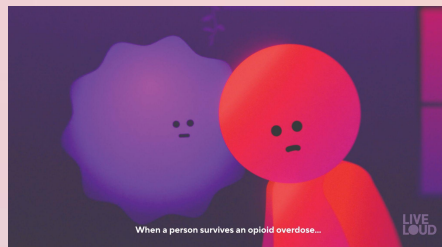
This video invites curiosity, bringing audiences in to wonder and learn more.



Video 2:

Love is Bigger Than Addiction

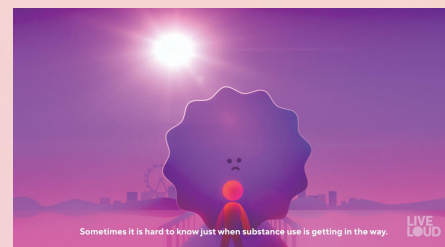
This video has a harm reduction approach, with an empowering message about Naloxone.



Video 3:

Don't Use Alone

Explain harm reduction in simple, human terms.



Video 4:

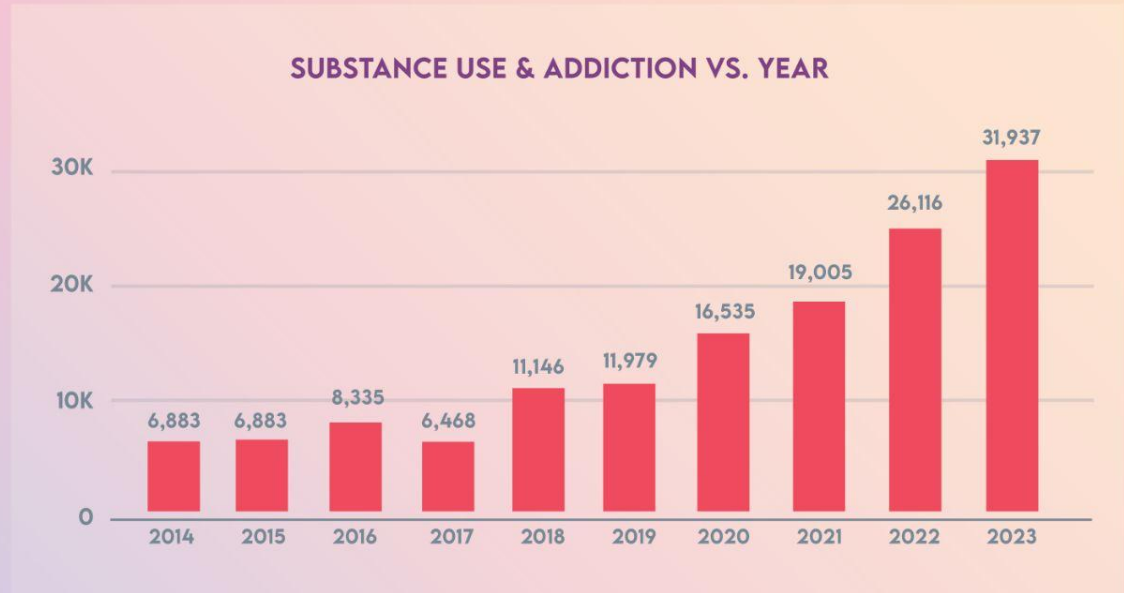
A New Chance Every Day

A gentle, inspiring reminder that recovery is possible.

how do we
measure hope?

211 calls for support

raising awareness
and breaking
through stigma

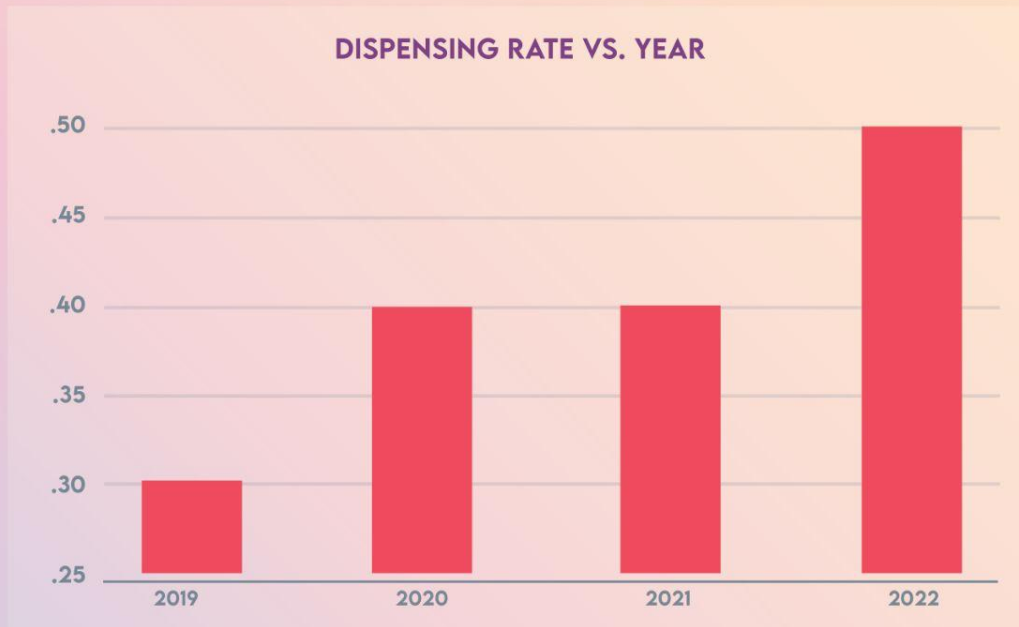


[Source](#)

naloxone dispensing rate

empowering people to action

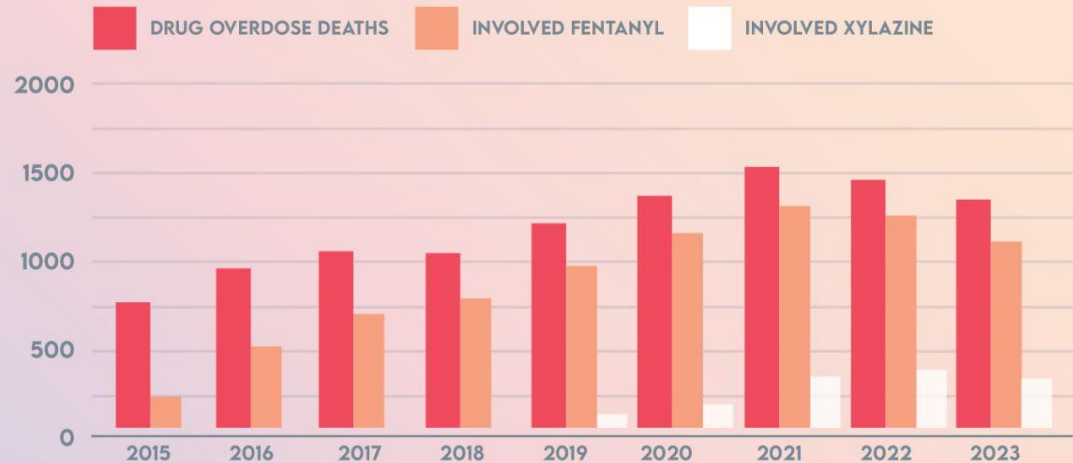
Naloxone dispensing rate per
100 persons in Connecticut



source: [CDC](#)

overdose deaths receding

DRUG OVERDOSE DEATHS, INVOLVED FENTANYL AND INVOLVED XYLAZINE



living LOUD

- +44 million impressions
- 1.2 million campaign engagements
- 43.3k people clicked to learn more
- 60k naloxone kits distributed strategically
- dozens of statewide partner organizations
- messaging in English, Spanish, Arabic, Mandarin Chinese, Hindi, & Urdu

where do we go
from here?

the future of liveLOUD

- expand MOUD messaging
- safe environments
- naloxone awareness of safety across all age groups
- promote toolkits across partner organizations

PHASE III: 2023-2024

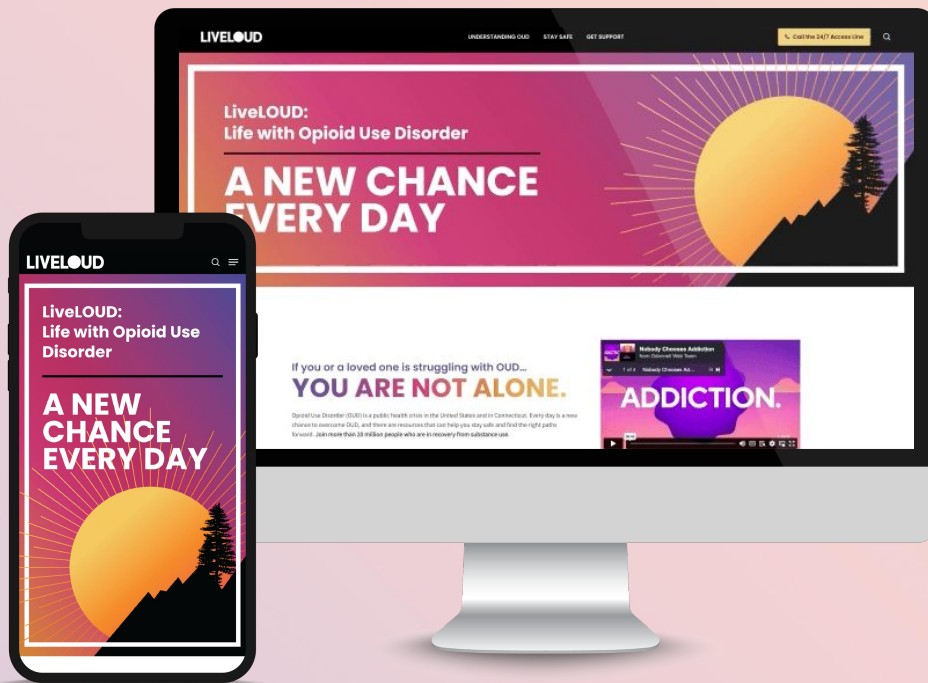
the creative



liveloud.org

LiveLOUD.org website with new content and an improved user experience, making it easier to:

- find resources for treatment and other support
- access live-saving naloxone
- download the LiveLOUD toolkit



thank you