



NORA Saves Campaign

May 8, 2025

Table of contents

1. NORA Saves History
2. Objectives of the Campaign
3. Media Campaign Details
4. Next Steps



PREVENT
ONE FROM
HAPPENING

NORA Saves History:

- [Naloxone Overdose Response App \(NORA\)](#)
- Developed by Connecticut Public Health using CDC Overdose Data to Action funds, launched 2021
- Marketing Vendor: O'Donnell Company
- Project Objectives:
 - Provide information on opioids
 - Recognition of the symptoms of a suspected opioid overdose
 - Instructions on administering naloxone when needed.
- Website Use:
 - Viewers can learn about trainings on naloxone use in CT as well as how to obtain it in their communities.
 - Additional pages provide access on how to prevent an overdose, disposal of medications, and links to treatment and recovery resources.



About the App:

- NORA is a website; instructions are available to bookmark the page on a user's home screen to appear as an "app" icon.
- The NORA app is designed to work offline
- Language translations available: English, Spanish, Polish and Portuguese
- Current website sections:
 - Naloxone and Where to Find it
 - Prevent Opioid Overdose
 - What are Opioids
- "I Gave Naloxone" anonymous survey
 - To capture more information: Who administered (bystander/family/friends or community agency), demographics of person, location

Objectives of Enhanced Campaign:

Revitalize awareness of NORA Saves and educate CT population on:

- Naloxone as a life-saving tool
- Signs of overdose
- How/when to use Naloxone (safe administration of naloxone)
- Where to access Naloxone

Incorporate new, relevant messaging:

- Provide situational awareness/shed light on how overdoses occur
- Destigmatize the use of Naloxone
- Importance of not using alone, including open dialogue with family/friends
- Emphasize that Naloxone is safe for everyone, including children
- Move away from the term “OD”

Objectives (cont'd):

Work hand-in-hand with the DMHAS LiveLOUD campaign, so each campaign has a distinct and complementary role.

- **LiveLOUD** is focused on understanding OUD, providing options for support and treatment, and educating on harm reduction.
- **NORA** is intended to be more of a practical tool for treating an overdose - specifically sharing information on accessing, administering and reporting the use of Naloxone.
- Evolve visual design to align with new CT State brand guidelines

Target audience:

General Targeting:

- State Agencies
- General public



Prioritized Targeting:

- Individuals ages 35-64, particularly Black and Hispanic Males
- Family/Support who are more likely to administer

Media Campaign Details

Be Ready

- Overdoses happen. Be ready with naloxone.
- Anyone can save a life from overdose. Be ready with naloxone. Do you know the signs of an overdose? Be ready with naloxone. Ready, Set, Spray. Be ready - know the steps for naloxone.
- Overdose can happen at any age. Be ready with naloxone. Safe for anyone, at any age - be ready with naloxone.
- Never use alone, and be ready with naloxone.



Headline: Naloxone is Safe for All.

Body: Naloxone, the opioid overdose reversal medication is safe for all ages—even children. Be ready in case an accidental ingestion happens. Have naloxone (also known as Narcan) on-hand and download NORA at NORAsaves.com for more information on overdose.



Headline: Anyone Can Save a Life from Overdose.

Body: It just takes one person to make a difference. You can reverse an opioid overdose before it becomes fatal. Be ready by downloading NORA, the Naloxone and Overdose Response App, at NORAsaves.com to find out where you can get naloxone.

UNDERSTAND
THE SIGNS



PREVENT
ONE FROM
HAPPENING

SAVE
SOMEONE'S
LIFE



ANYTIME
ANYWHERE

ANYWHERE
ANYONE.



SAFE
ON ALL
AGES



ALWAYS
BE READY



Media Campaign Details:



Strategy: Expand awareness of the NORA app and focus communication points on the following:

- Loved ones and community empowerment
- Stigma around Naloxone use
- Safe for everyone to use
- Campaign Aspects to include:
- Social media story ads
- Banner Ads
- :30 Video
- :30 Radio Ad
- :OOH Creative (Digital Billboards)

Next Steps:

- Enhancement to website
 - Adding resource page
- Analytics tracking
- Marketing
 - Heavy Promotion of NORA
- Working with partners to create and promote cohesive messaging across the State



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