

AN EVOLVING RESPONSE

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# dmhas liveloud campaign



odonnell  
COMPANY

## BEHAVIOR CHANGE CAMPAIGN

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# the objective

### **i. Access to medication:**

Provide community-tailored, culturally responsive interventions to educate, correct misconceptions, and improve community perceptions around the use of Medications for Opioid Use Disorder (MOUD).

### **ii. Reduce overdose risk & mortality:**

Provide community-tailored, culturally responsive, socially and racially concordant initiatives to increase access to/use of harm reduction services in populations at high risk of overdose.

### **iii. Reduce community stigma:**

Increase dissemination of accurate, evidence-based, non-stigmatizing information on Opioid Use Disorder (OUD) causes, manifestations, MOUD, and harm reduction strategies to clinical and non-clinical audiences.

## BEHAVIOR CHANGE CAMPAIGN

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# key audiences

Individuals struggling with opioid addiction  
or at risk of opioid overdose and death

Friends and family

Stakeholders, professionals, community leaders

Treatment professionals, providers, first responders

Connecticut communities

## BEHAVIOR CHANGE CAMPAIGN

# insights

4 meetings with 8 subject matter experts to explore medication assisted treatment

### **Key insights:**

- Methadone/MAT is the "gold standard" for treatment, especially for fentanyl addiction.
- Need to help people begin to rethink "treatment" as a concept.

### **Barriers:**

- Access; getting to treatment that's needed daily.
- Patient isolation and fear of disclosing OUD is a barrier.
- Negative perceptions of methadone are pervasive.
- Discriminatory attitudes in the provider population as well.
- Even within the recovery community and within families, significant stigma about MAT exists.

### **Terminology:**

- Prefer simple terms such as "treatment," "medication for addiction," "medication for treatment".

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# behavior change campaign

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## campaign strategy

- Repeated exposure
- Enhance brand recognition
- Improve brand retention
- Build trust with your audience



LIVE DATES 03.10.25-06.08.25

# media mix



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# key priority impacts



LIVE DATES 03.10.25 - 06.08.25

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# access to medication



## KEY MESSAGES

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## ACCESS TO MEDICATION

# impact

**334.5K**

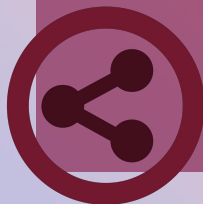
REACH

**2.5M**

IMPRESSIONS

**39.5K**

SOCIAL ENGAGEMENTS

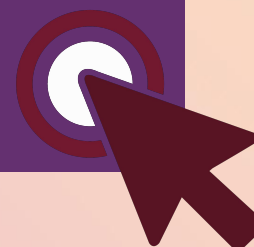


**5,273**

LINK CLICKS

**7,262**

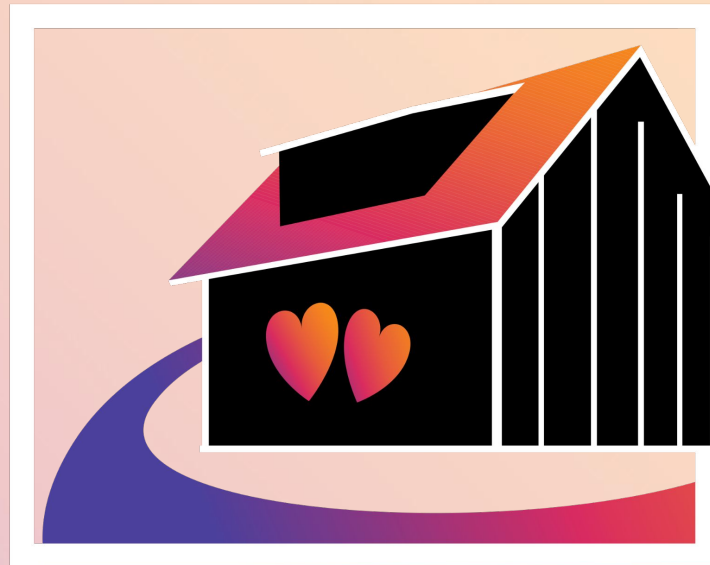
WEB PAGES VIEWED



LIVE DATES 03.10.25 - 06.08.25

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reduce  
overdose risk  
& mortality



## KEY MESSAGES



REDUCE OVERDOSE RISK & MORTALITY

# impact

1.2M

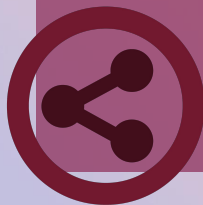
REACH

9.3M

IMPRESSIONS

526K

SOCIAL ENGAGEMENTS

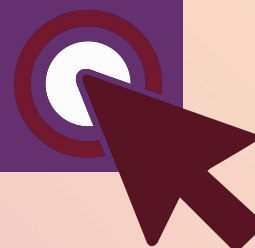


24,286

LINK CLICKS

20,688

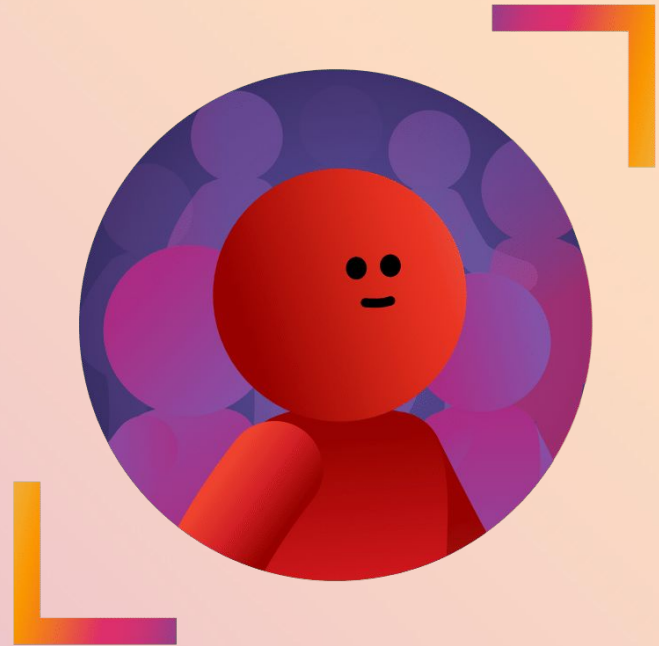
WEB PAGES VIEWED



LIVE DATES 03.10.25 - 06.08.25

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# reduce community stigma



## KEY MESSAGES

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REDUCE COMMUNITY STIGMA

# impact

702K

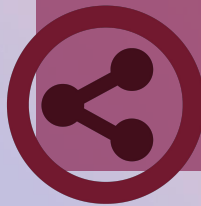
REACH

2.45M

IMPRESSIONS

145K

SOCIAL ENGAGEMENTS

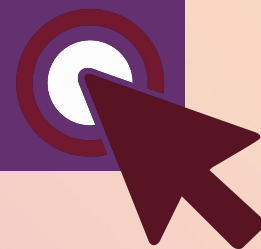


13,145

LINK CLICKS

30,569

WEB PAGES VIEWED



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# social engagement

## SOCIAL ENGAGEMENT

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# social comments

Harm reduction  
is IMPORTANT.  
No one should  
shame it.

I keep naloxone in my  
car at all times just in  
case. It's very safe and  
works fast. Always good  
to keep on hand.

The correct thing would  
be not to use drugs, not  
alone or with company.

To all parents & others. A good post  
we should all be aware of. Life is  
precious & so are our children. Be  
mindful of opioid use if ingested may  
be fatal to our children.

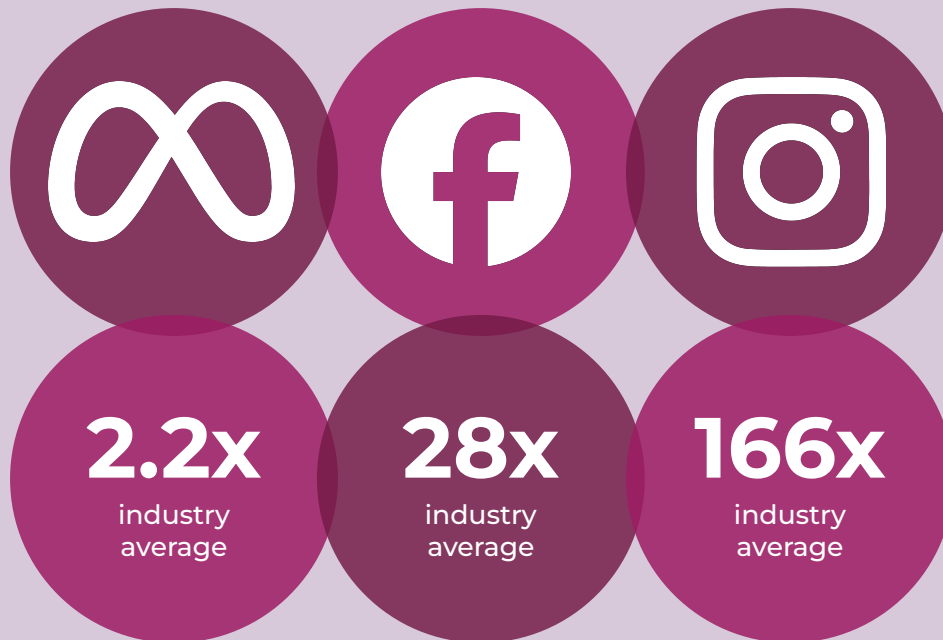
Do not leave drugs in your  
nightstand. If you are taking  
drugs for pain keep medication  
high (up). Make sure you have a  
pad to write down what  
medication you are taking and  
time and date.

I carry it just in case, even  
if it is used and overdose  
is not the problem, won't  
harm. Better to be safe  
and save a life, then be  
sorry.

LIVE DATES 03.10.25-06.08.25

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## social benchmarks



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website

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clicks to action

215

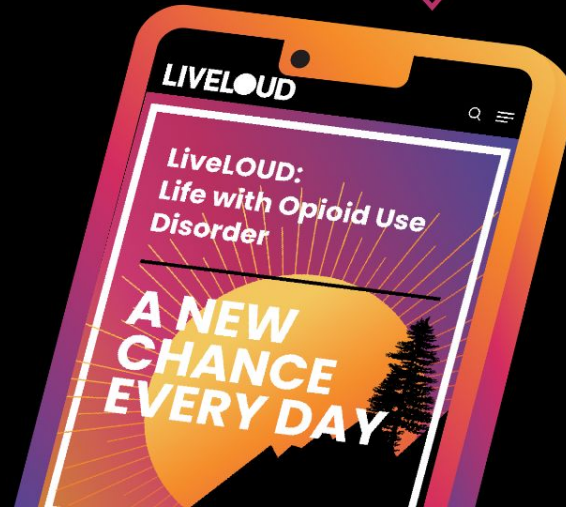
CLICKS TO TOOLKIT

129

CLICKS TO ACCESS LINE

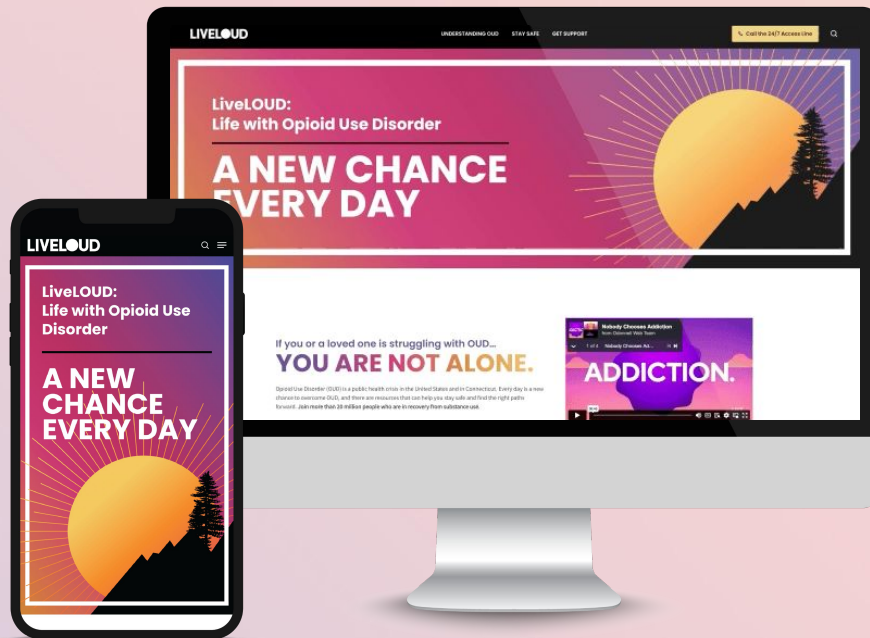
640

CLICKS TO RESOURCES



liveLOUD.org

39.3k  
new users

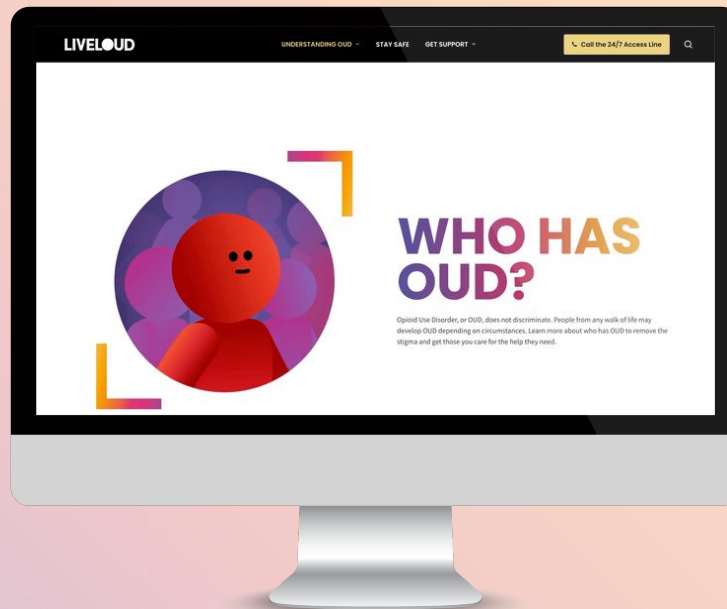


## WEBSITE UPDATES

# liveLOUD.org

### Content Updates Summary

- Expanded anti-stigma content:
  - “Who has OUD?” page
- Expanded recovery content:
  - MOUD effectiveness





PAGE VIEWS 01.01.25-06.22.25

# liveLOUD.org

**58k+**

total  
pages viewed

Top 10 Website Page Visits		# of Views
1	LiveLOUD Homepage	26,957
2	Stay Safe (Harm Reduction)	20,676
2	Get Support	5,016
3	Treatment Options (MOUD)	1,260
4	Talk to Someone	926
5	About Opioids	800
6	LiveLOUD Dictionary	667
7	Who has OUD? (New content)	595
8	Understanding OUD	555
9	LiveLOUD Toolkit	540
10	What is OUD?	409

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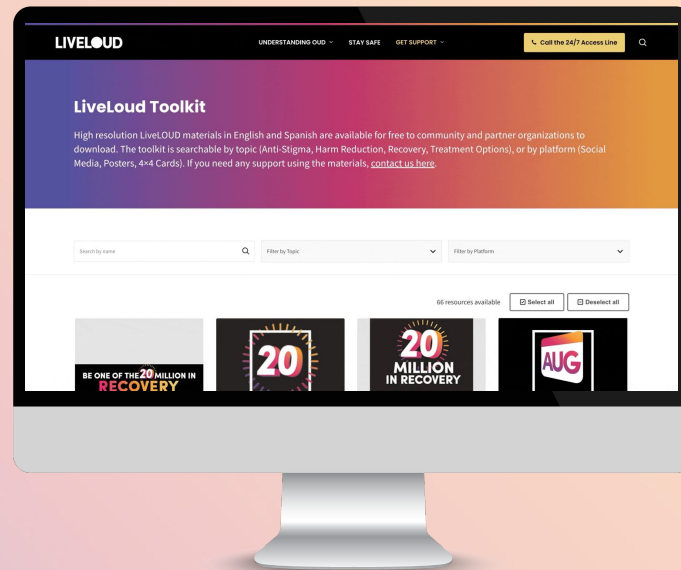
# digital toolkit

# digital toolkit

## New search functionality

- Search by topic:
  - Anti-Stigma
  - Harm Reduction
  - Recovery
  - Treatment Options
- Search by platform:
  - Social Media
  - Posters
  - Palm Cards
  - Videos and more!

**215**  
clicks to  
digital toolkit



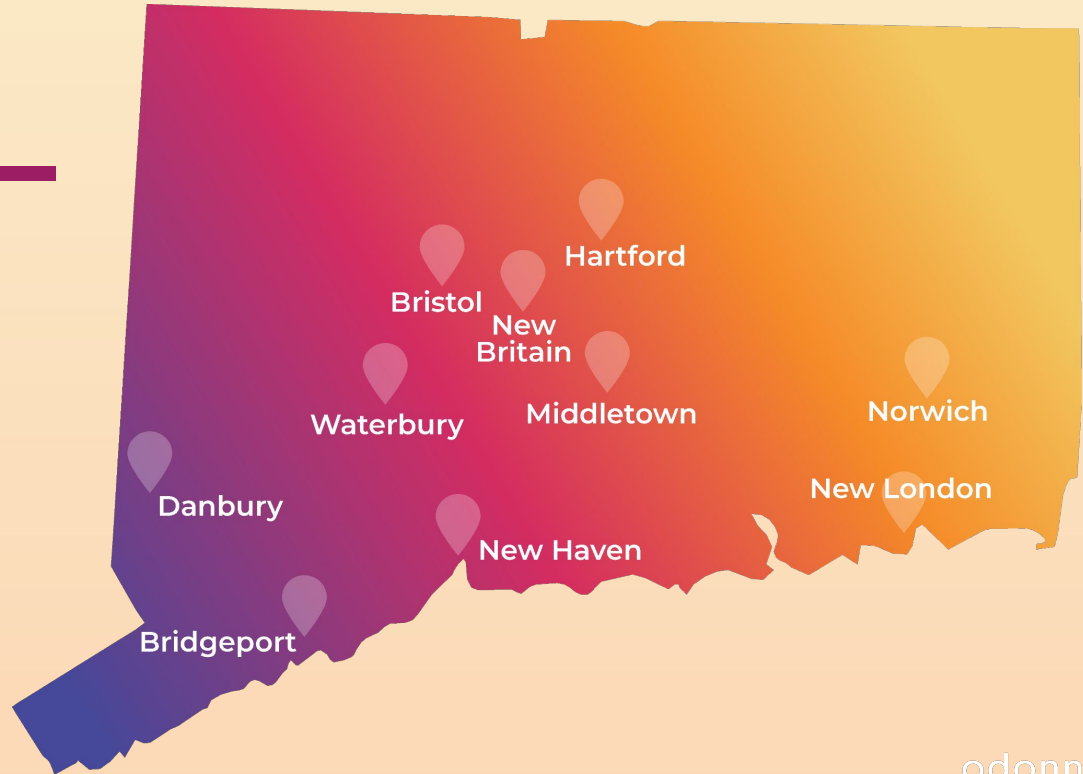
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# campaign summary

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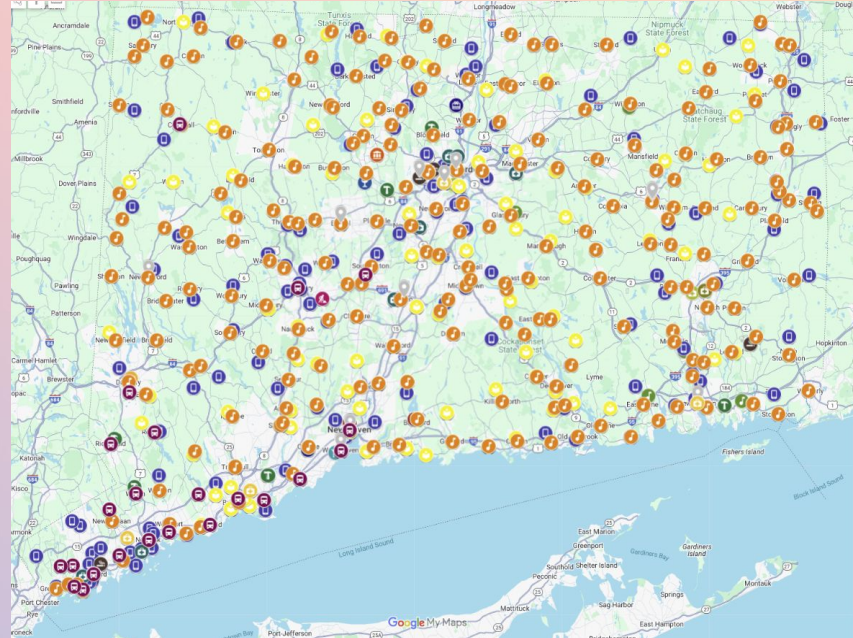
## priority geographies



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# statewide impact

	Digital Display Ads (307)
	Library (258)
	Amazon Twitch Unskippable ... (257)
	Podcast & Digital Display Ads (237)
	Audio Ads Served through St... (235)
	Health District (63)
	Transit Hubs (34)
	Bodega/General Store/Super... (29)
	Club/Lounge/Nightlife (26)
	Labor Unions (25)
	Methadone Maintenance (18)
	Manufacturing (14)
	CT Service Plazas (Rest Stop... (13)
	Fire Department (12)
	Distribution Center (9)
	Hookah Lounge (9)
	In/Out-patient Detox (9)
	Government Building (6)
	Syringe Exchange Service Pr... (6)
	Health Department (5)



[LINK to interactive map](#)

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# impact summary

2.3M  
REACH

13.5M  
IMPRESSIONS

723.6K  
ENGAGEMENTS

58,589  
WEB PAGES VIEWED

388  
SOCIAL SHARES

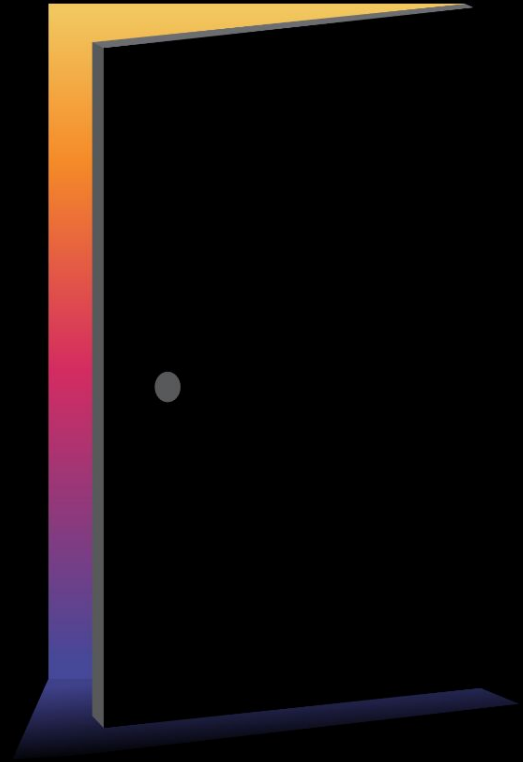
39,280  
NEW WEB VISITORS





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where do we go  
from here?





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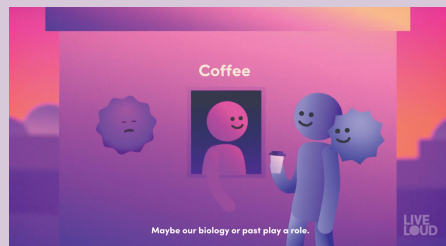
## what's next?

- Recovery Month (reduce stigma)
- New video content (reduce stigma + raise awareness about recovery pathways)
- Place based media in communities (Posters & adhesive vinyls)
- Social Media Partnerships
- Transit Ads

# original video series

383k

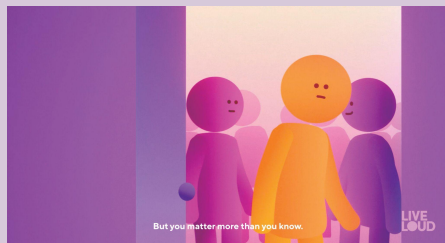
streaming  
video views



## Video 1:

### Nobody Chooses Addiction

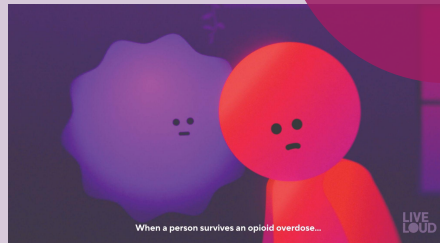
This video invites curiosity, bringing audiences in to wonder and learn more.



## Video 2:

### Love is Bigger Than Addiction

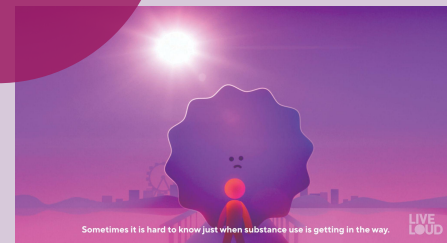
This video has a harm reduction approach, with an empowering message about Naloxone.



## 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.

NEW VIDEO: "CHANGE IS POSSIBLE"

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## the creative



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thank you



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