

OSAP Recipient Meeting

Breakout Room 2
Prevention and the Media





Tell Us
What You
Are Doing

The OSAP is dedicated to improving and maximizing the impact of New Mexico's substance abuse prevention system. To this end, OSAP seeks to build the capacity of the state's local prevention providers to deliver effective prevention services aimed at reducing alcohol, tobacco and other drug abuse.

► **Priorities include:**

- Reduce underage drinking (and binge drinking and DWI)
- Reduce prescription painkiller misuse and abuse
- Reduce adult binge drinking and DWI
- Reduce Prescription painkiller/opioid over-dose related deaths

Different types of news

Hard news

- Novelty and change
- Controversy
- Conflict
- Challenge
- Crisis
- Concern
- Problems
- Solutions
- Money
- Business

Soft news

- People
- Emotion
- Fun
- Lifestyle
- Celebrities
- Children
- Humour
- Romance
- Visual stories
- Trends and themes

What is newsworthy?

► “Breaking” News

New information

► “Feature” News

Important and new trends on tobacco, alcohol, opioids, mixing drugs, etc.

New laws

Human Interest

Compelling Events

► “Opinion”

► Unique Point-of-View

- ▶ It is an ART and not a SCIENCE
- ▶ Marketing messages must pass through an editorial “filter”
- ▶ PR must “sell” newsworthiness to a reporter
- ▶ PR must “shape” the story so key marketing messages get through
- ▶ Must be “engaging” so marketing messages get through to your audiences





Press release style guide: *How to write and share a press release*



Press Release



Build a Message Kit

<https://www.samhsa.gov/>

<https://www.cdc.gov/nchs/pressroom/states/newmexico/nm.htm>

<https://www.nmhealth.org/publication/view/marketing/2115/>

Catalog your expertise by issue so you can easily update:

- ▶ Key Messages
- ▶ Fact Sheets
- ▶ Infographics
- ▶ Story Bank
- ▶ Photos
- ▶ Videos

Find current infographics, data and other content related to grant topics:

- ▶ <https://doseofreality.com> NEW WEBSITE
- ▶ <https://doseofwellness.com/> SISTER WEBSITE
- ▶ <https://anotherwaynm.org/> DOH

New Mexico Key Facts

In 2019, 37.5% of New Mexico high school youth reported currently using any tobacco product, including e-cigarettes. Among New Mexico high school youth, 8.9% reported currently smoking cigarettes.

\$1.1M

Was received from CDC for tobacco prevention and control activities in FY 2020

16%

Of adults smoked cigarettes in 2019

2,600

< www.cdc.gov >

Fast Facts and Fact Sheets

Fast Facts

- Smoking leads to disease and disability and harms nearly every organ of the body.
- Cigarette smoking remains the leading cause of preventable disease, disability, and death in the United States.
- The tobacco industry spends billions of dollars each year on marketing cigarettes.
- Smoking costs the United States hundreds of billions of dollars each year.
- States do not spend much of the money they get from tobacco taxes and lawsuits to prevent smoking and help smokers quit. CDC recommends that states spend 12% of those funds on tobacco control.
- In 2019, 14.0% of all adults (34.1 million people) currently smoked cigarettes:

< SAMHSA >

SAMHSA.GOV
Disaster Distress Helpline

6

1 Comment 6 Shares

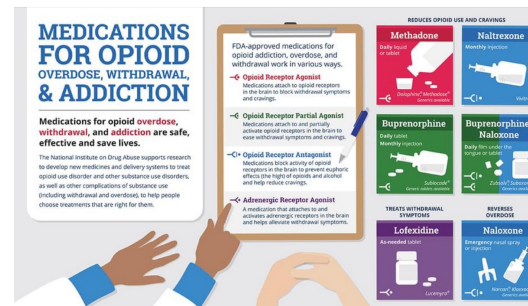
Like

Comment

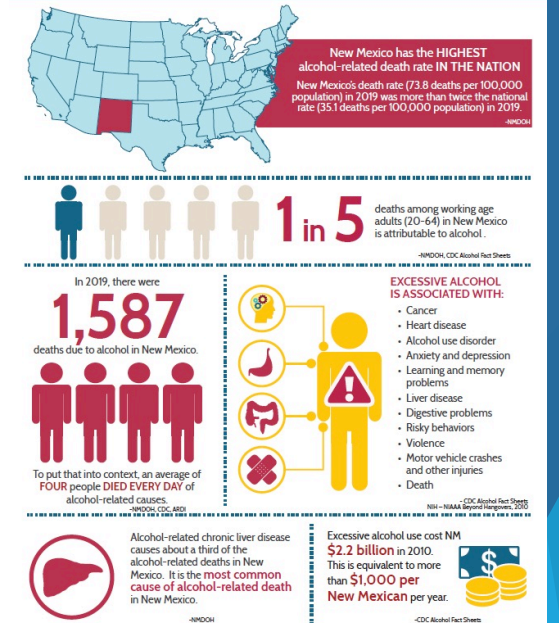
Share

SAMHSA 2d

Medications for [#OpioidUseDisorder](#) can prevent and reverse overdose. They help people recover from addiction and save lives. This [The National Institute on Drug Abuse - NIDA](#) infographic shows how these medications work. View, use, and share: [#NIDAscience](https://go.usa.gov/xexRr)



ALCOHOL USE IN NEW MEXICO



Health messages shape media community level campaigns.

Health communication strategies aim to change people's knowledge, attitudes, and/or behaviors; for example:

- Increase risk perception
- Reinforce positive behaviors
- Influence social norms
- Increase availability of support and needed services
- Empower individuals to change or improve their health conditions

Health and/or cosmetic effects: Illustrate long-term effects

Marketing practices of a substance use industry targeting adolescents and youth.

Prevention tips: Describe the harmful effects of stigma, tobacco, alcohol and drugs on the person, family, friends and community.

Refusal skills: Refute the social acceptability of stigma or substance misuse.

Substance Use Disorder: Depict the harmful effects of a particular dependence.

Harmful Lifetime Damage: Describe how the substance can negatively impact a person's life.

Athletic performance: Describe how substances can negatively impact athletic performance (for example, smoking can cause breathing issues).

Celebrity or athlete spokesperson: Encouragement from respected and well-known community figures speaking against harmful substance use or stigma.



*What do you want
your audience to do?*

*What are you trying
to get your target
audience to do?*

Be specific.

Prevention

Increase Awareness

Prevent Behavior

Educate/Inform

Change Behavior

Change Community Norms

*What are your main one to three
goals?*

Plain Language Guidelines

- Limit use of jargon, technical, or scientific language
- Use active voice
- Keep message short
- Friendly, but professional
- Choose words with one definition or connotation
- Choose familiar terms, and use them consistently
- No acronyms
- Use Analogies: There were more than x (overdoses, DWI deaths) in x year involving opioids or alcohol, enough to fill a large auditorium. 22,000
- Anecdotes
- Quotes
- Expert Opinions
- Personal Experience
- Storytelling

Avoid Stigma Language

Presentation by

Desiree Valdez, New Mexico Department of Health

Select 2-3 Main Messages You Want to be Reported

What is a message map?

| Key Message # 1 | Key Message # 2 | Key Message # 3 |
|-----------------------|-----------------------|-----------------------|
| Supporting message 1a | Supporting message 2a | Supporting message 3a |
| Supporting message 1b | Supporting message 2b | Supporting message 3b |
| Supporting message 1c | Supporting message 2c | Supporting message 3c |

The 5 W's & A How

- ▶ Who - Your Organization is making the announcement. Mention partners or grant funder.
- ▶ What is your announcement. What do you want to achieve. Include the Call To Action.
- ▶ Why -a compelling reason to engage their interest. Position your announcement as part of a wider trend or include a quote from a third party or key authority to explain why it is important. This is where we write about context, the industry landscape and where we must vigorously address the critical question of why should the reader care?
- ▶ Where/when is this happening? Is it an announcement of a new law that was signed on a certain day that effects your community? Is it an event? Give all details on date, time, location, address, sign-up/register, cost, etc.



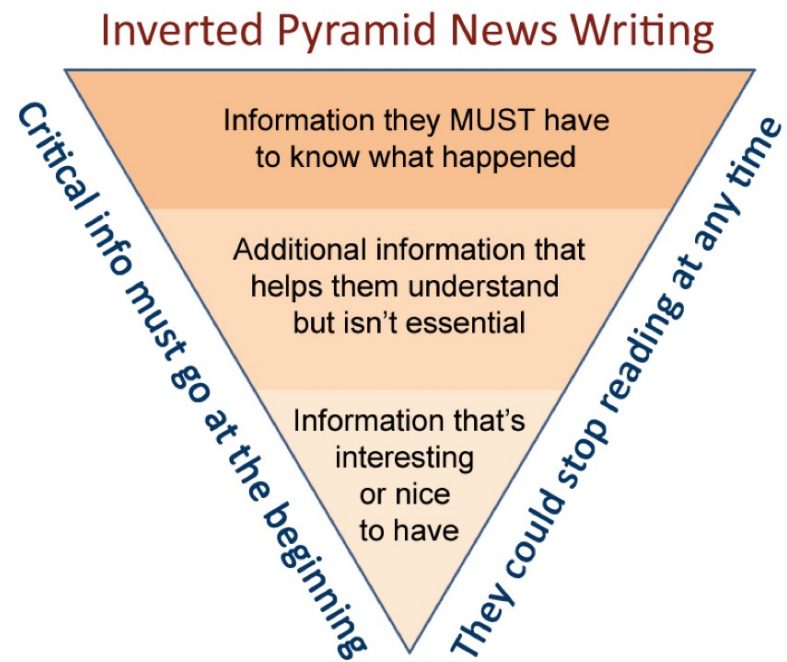
You have to prove it

Hard proof

- Statistics
- Trends
- Graphs
- Charts
- Percentages
- Voter turnout

Soft proof

- Human stories
- Personal angle
- People, families, voters
- Success stories
- Tragedies



How to Write a Press Release

Headline

Show writes you are a professional by using a correct dateline format.

Quotes

Contact

YOUR COMPANY LETTERHEAD

CITY, Month Day, Year—Grabber grabber grabber grabber grabber grab-
ber grabber grabber grabber grabber grabber grabber grabber grabber
grabber grabber grabber grabber grabber grabber.

Game description game description game description game description game description
description game description game description, Game description game description
game description game description game description game description game description
description, Game description game description game description game description game description
game description game description game description.

"Quote quote quote quote quote quote quote quote quote quote quote quote quote quote quote quote quote quote quote quote," said John Doe. "Quote quote quote quote quote quote quote quote quote quote quote."

"Quote quote quote quote quote quote quote," said Jane Doe. "Quote quote quote quote quote quote quote."

More about game more about game more about game more about game more
about game more about game. More about game more about game more about
game more about game more about game more about game.

Download Your Game from the [App Store](#)

000000

About Your Company

About your company about your company about your company about your company about your company. About your company about your company about your company about your company. Learn more at <http://www.yourcompany.com>.

Press Contact

Name: John Doe
Mobile: 123 456 7890
Email: john.doe@yourcompany.com
Press Kit: www.yourcompany.com/press-kit

Grabber

Description

Call to Action

Action

Insert your organization's logo or letterhead

Contact Name

Contact Phone Number

Address for the Event

MEDIA ADVISORY

Insert Catchy One-Line Headline or Name of Event in Italics

WHAT: [Insert brief, one-paragraph description of your event and significant participants]

WHO: [Add full names of speakers and other relevant persons of interest to the media]
[full name and title]

WHEN: [Insert date] [Insert time]

WHERE: [Add location]

[Add address]

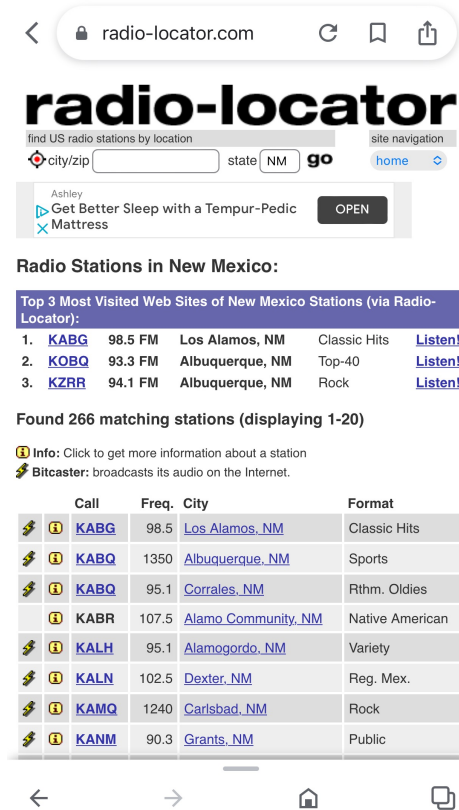
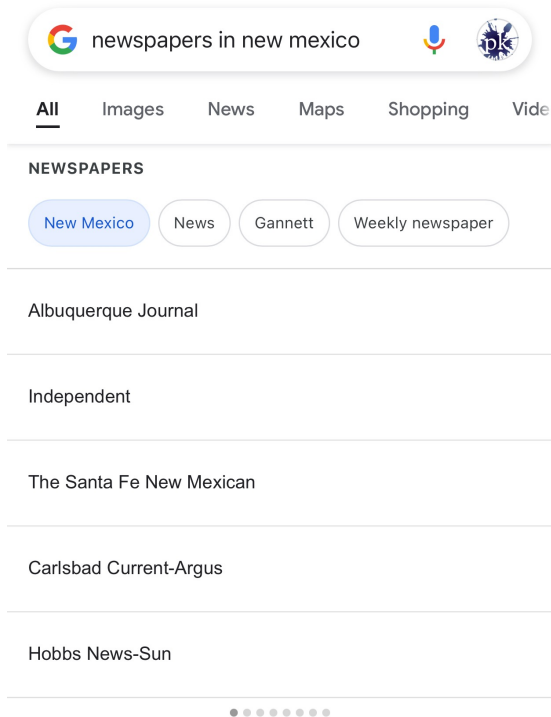
WHY: [Give reason for event taking place. Cite local statistics, too, if relevant and available]

HOW: [For interviews or additional information please contact [insert full name, telephone number, and email address.]]

*If there is a good photo or video opportunity at your event, insert a note about it here.



How to Find News Outlets, Editors and Reporters



- ▶ Google NM Radio Stations
- ▶ Google NM Newspapers

- ▶ Use Twitter to Find Reporters and Build Relationships



When to Send

- ▶ Before 10 am when editors make assignments for their reporters.
- ▶ Never on a Friday afternoon.
- ▶ Know when the news outlet publishes or airs.
- ▶ Look at letter guidelines.

The **Best Time** To Send A **Press Release**



► 10 Point Checklist:

1. Grab ‘em by the headline: Summarize your main point in about 10-20 words.

2. Have a structured format:

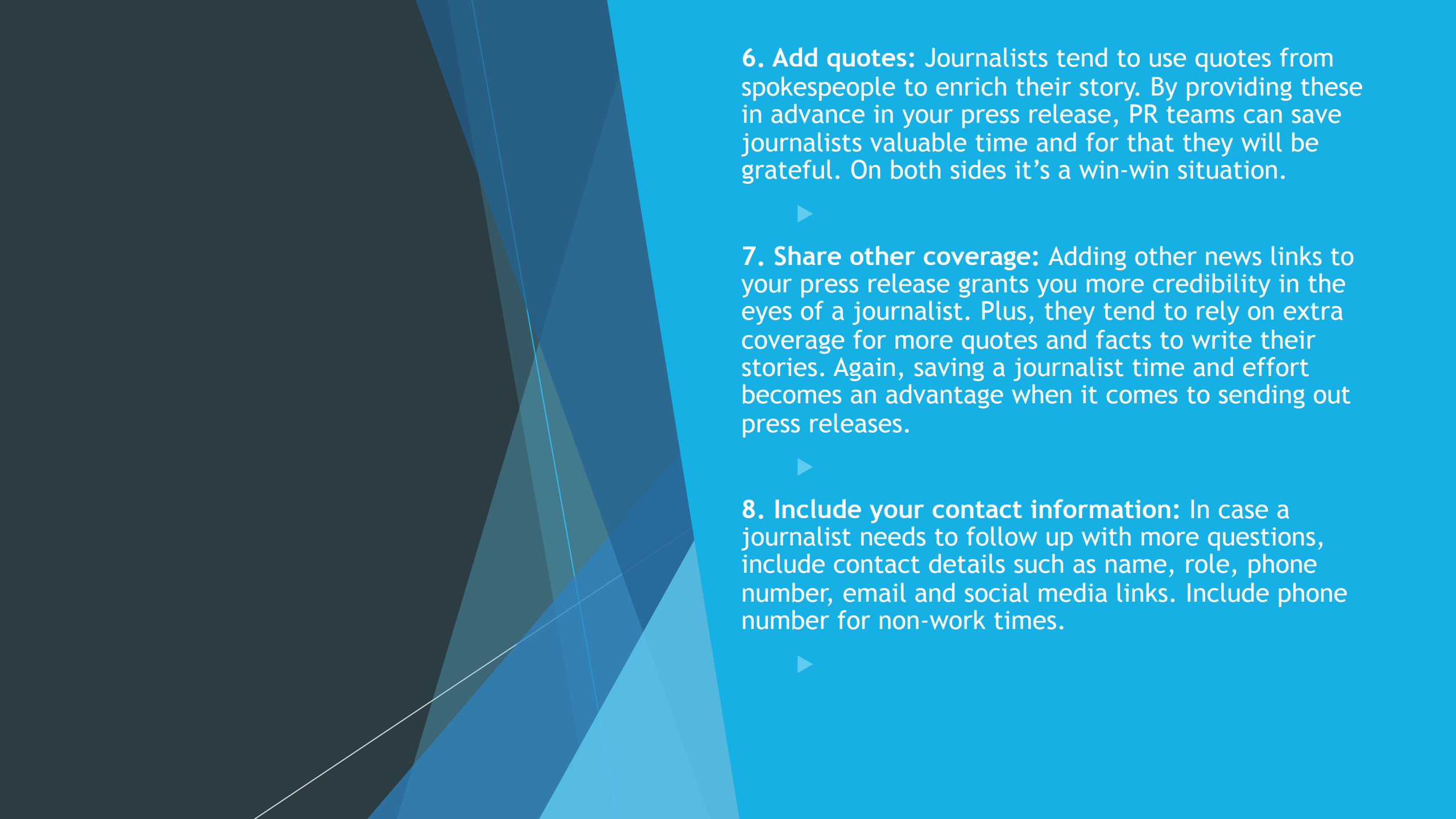
- Add a dateline: Include the date and location where the news takes place.
- Bullet points at the beginning of your press release are a great way to summarize key findings.
- Think of your first paragraph as your 30 second elevator pitch. Remember you have a limited attention span and word count to make your message come across properly. Save a journalist valuable time by including the answers to the famous 5 W's: who, what, where, when and why.
- The following paragraphs provide more details and context. Try to keep your press release between 400-500 words.
- Mark the end of your press release with “###” to indicate there is no further copy.

3. Writing style: keep it clean - Show, don't tell. Keep your information factual and concise.

- ▶ • Ask yourself:
- ▶ How is this important to people outside of my organization?
- ▶ Is this information newsworthy?
- ▶ To ensure that your news will get picked up by the right people, provide a captivating and unique angle through your press release.

4. Boilerplate: add organization “about” info - Provide a short summary with background information on what your organization does. Include website link(s).

5. Include a media kit: You don't have much control over what's going to be written about you, but you do have control over the images journalists use, so provide them. Include a media kit to make it easy for journalists to search and download high resolution photos, videos, data visualizations and technical report links.



6. Add quotes: Journalists tend to use quotes from spokespeople to enrich their story. By providing these in advance in your press release, PR teams can save journalists valuable time and for that they will be grateful. On both sides it's a win-win situation.



7. Share other coverage: Adding other news links to your press release grants you more credibility in the eyes of a journalist. Plus, they tend to rely on extra coverage for more quotes and facts to write their stories. Again, saving a journalist time and effort becomes an advantage when it comes to sending out press releases.

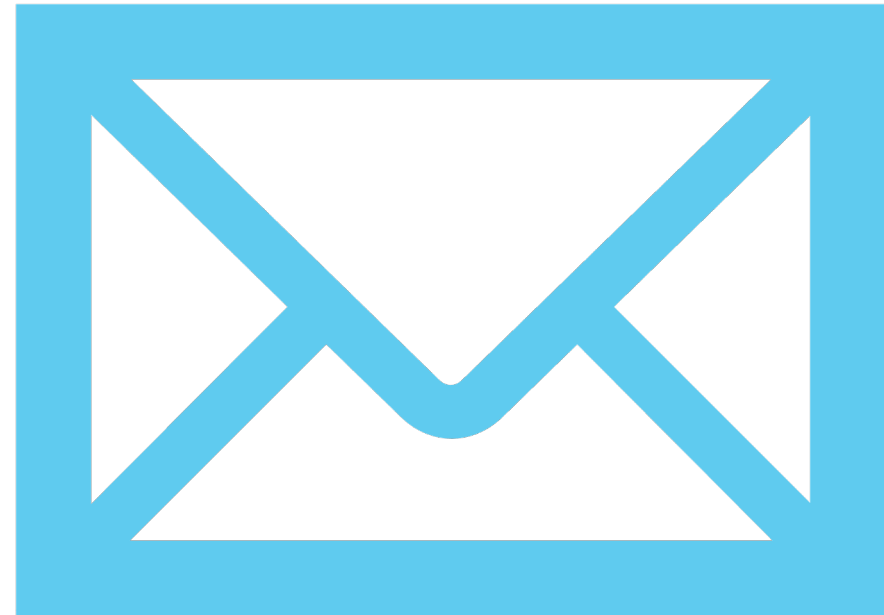


8. Include your contact information: In case a journalist needs to follow up with more questions, include contact details such as name, role, phone number, email and social media links. Include phone number for non-work times.



► **9. Prepare the email:** Copy your media contact emails in bcc so you can send a single email to many journalists. Include the entire press release, including your logo at the top, in the body of the email. Make an editor's note below the headline that interviews are available or that image links are included.

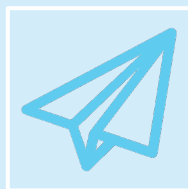
► **10. Click send:** Once you're all set up, get ready to send out your press release to your network of media contacts.



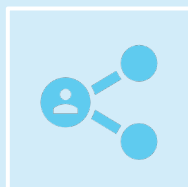
Amplify the publicity you just received



*Add a link to the
broadcast interview or
resulting press on your
website.*



*Share it on your
media platforms,
use in newsletters,
link in emails.*



Share with Partners



Select the best channels to be on:

Facebook sends more website referral traffic than anybody and is geared towards both news and entertainment.

Twitter views itself as a news platform and is well-suited to sharing information with reporters.

Instagram is highly visual and is not optimal for driving website traffic. It's best suited for strong visual brands.

LinkedIn is a professional network used heavily for sharing industry articles and professional content such as with community partners.

TikTok is geared toward entertainment and is expensive and time-consuming to develop content.

Facebook best practices.

Use hashtags sparingly and try to work them directly into your copy. Upload video directly because they want you to stay on Facebook rather than leaving to consume content elsewhere. Natively uploaded video generally outperforms YouTube links. Keep your copy concise and avoid an overly promotional tone. Facebook's algorithm limits the reach on any posts that sound too much like ads. Be sure the About section is completed.

Twitter best practices.

Respond to all comments. That's always important but especially so on Twitter. Avoid hashtag spam. Use images to drive engagement. Automate your Twitter schedule since this is a high-volume network and requires lots of posts consistently each day to be successful.

Instagram best practices.

This is the most powerful platform for visual brands. Use location tagging on posts. Use relatively more hashtags, but don't overdo it, making sure your hashtags are relevant to your post. Strive for authenticity. People come to Instagram to be **inspired** and entertained.

Be sincere and graceful.

Especially when you encounter negative comments or feedback. The very best way to deal with negative commentary is to be empathetic. It can be tough to stay on the high road but be genuine in your responses. For the long-term health of your social media presence, don't be negative in your responses.

Quality over quantity.

Don't post for the sake of having posts up, that will not grow your audience. Be sure every post is connected to a broader goal or objective.

Include a visual with every post

Visuals are high performers on social media, so be sure to include an eye-catching, colorful image or graphic with each post.

Compared to other types of content, visual content is more than 40x more likely to get shared on social media.

You can use free graphic design tools like Canva to add graphics to your social media posts.

Share more video

Video is the most engaging content type. Be sure to upload your video directly to your platform of choice, rather than posting a link to an outside website (like YouTube). This way, your video will auto play as people land on it while scrolling through their feeds, grabbing more attention.

Be proactive in listening to and responding to your online community, preferably the same day.

Make your online community feel heard. Publicly recognize and thank people who retweet, favorite, and mention your organization.

Change your Page profile photos and cover photos at least once a month.

Give people a reason to follow you

You should use Twitter to share latest news and real-time alerts, while you can use Facebook to tell more compelling, longer stories about the people who benefit you're your work.

Encourage tagging

An effective strategy to engage your followers is to encourage them to tag other people who may benefit from or enjoy a specific post.

Use other popular hashtags for

Engagement to Grow

- ▶ **Use Action Words**
 - ▶ Be safe
 - ▶ Take a pledge
 - ▶ Choose to lead
 - ▶ Share how you are doing
 - ▶ Don't be a statistic
 - ▶ Talk about it
 - ▶ Learn how
 - ▶ Learn more
 - ▶ Test your knowledge
 - ▶ Submit how you will/won't
- ▶ **Hold contests**
 - ▶ Contests can be a great way to get new people to Like and follow your accounts, while also keeping your current fans engaged with your Page.
 - **Comment to win** – Participants leave a comment or answer a question
 - **Caption contest** – Either the best caption (you choose) or the one with the most likes wins
 - **Fill-in-the-blank Contest** – Ask participants to answer a trivia question
 - ▶ **Photo contest** – Either the best photo (you choose) or the one with the most likes wins
 - ▶ **Multiple choice contest**

About those hashtags

Research hashtags before use.

Triple check the meaning of any hashtag before using it to avoid embarrassment, and potentially deeply damaging your reputation, because you did not understand what that hashtag was referencing.

Don't forget to tag your city, county, town, health providers, partners, etc.,

There are thousands of hashtags out there - check

out [Hashtags.org](https://hashtags.org) and [Hashtagify.me](https://hashtagify.me) to find ones that are relevant to your audience and your content.

Popular **prevention** hashtags:

#opioids #addiction #opioidcrisis #recovery #opioidepidemic #addictionrecovery
#heroin #drugs #opioidaddiction #fentanyl #overdose #opioid #harmreduction
#secondchance #reentry #addictiontreatment #criminaldefense
#criminaljusticereform #naloxone #incarceration #fraud #criminaljustice #sober
#prison #prisonminister #whitecollar #overdoseawareness #minister
#whitecollardefense #advice #criminaljusticeinsider #narcan #jeffgrant #cjreform
#whitecollarcrime #opioidawareness #opiaterecovery #sobriety #mentalhealth #covid
#nonprofit #health #addictionawareness #endoverdose #treatment #drugaddiction
#heroinrecovery #recoveryispossible #savealife #overdoseinformation #anxiety
#cannabis #drug #healing #prisonconsultant #fundraising #donate #prisoncoach
#soberlife #health #mentalhealth #cannabis #healing #recovery #cbd #pain #covid
#charity #addiction #donate #nonprofit #advice #treatment #drugs #sober
#fundraising #sobriety #savealife #harmreduction #secondchances #reentry

Include National Awareness Days. Go to each to find this year's theme and #s

▶ January

- National Birth Defects Awareness Month
- National Mentoring Month
- Dry January
- Mental Health Day at the Capitol (Jan. 26)

▶ February

- American Heart Month
- National Cancer Prevention Month
- Teen Dating Violence Awareness Month
- World Cancer Day (Feb. 4)
- National School Counseling Week (Feb. 7-11)
- Suicide Prevention Advocacy Day at the Capitol (Feb. 10)
- Random Acts of Kindness Week (Feb. 13-19)
- Random Acts of Kindness Day (Feb. 17)
- Substance Abuse Prevention Advocacy Day at the Capitol (Feb. 24)

▶ March

- National Nutrition Month
- Self Harm Awareness Month
- International Women's Day (March 8)
- Patient Safety Awareness Week (March 13-19)
- National Sleep Awareness Week (March 13-19)
- World Sleep Day (March 18)
- Brain Awareness Week (March 14-20)
- National Poison Prevention Week (March 20-26)
- **National Drug and Alcohol Facts Week (March 21-27)**

▶ Spring Season

- Prom (Varies)
- Spring Break (Varies)

National Days Cont.

► April

- Alcohol Awareness Month
- National Minority Health Month
- Oral Cancer Awareness Month
- Sexual Assault Awareness and Prevention Month
- Stress Awareness Month
- Take Down Tobacco/Kick Butts Day (April 1)
- National Public Health Week (April 4-10)
- World Health Day (April 7)
- National Alcohol Screening Day (April 7)
- Global Youth Service Days (April 29-May 1)
- DEA Take Back Day (TBD)

► May

- Mental Health Month
- Women's Health Month
- National Teen Pregnancy Prevention Month
- National Physical Fitness and Sports Month
- Children's Mental Health Awareness Week (May 1-7)
- National Prevention Week (May 8-14)
- National Women's Health Week (May 8-14)
- National Alcohol- and Other Drug-Related Birth Defects Awareness Week (TBD)
- World No Tobacco Day (May 31)

National Days Cont.

▶ **Summer Season**

- Summer Break (Varies)

▶ **June**

- Men's Health Month
- National Safety Month
- Family Health and Fitness Day (June 11)
- Men's Health Week (June 13-19)

▶ **July**

- National Park and Recreation Month
- BIPOC Mental Health Awareness Month
- International Self-Care Day (July 24)

▶ **August**

- Back-to-School Time (Varies)
- World Lung Cancer Day (Aug. 1)
- National Night Out (Aug. 2)
- International Youth Day (Aug. 12)
- National Nonprofit Day (Aug. 17)
- International Overdose Awareness Day (Aug. 31)

▶ **Fall Season**

- Homecoming (Varies)

▶ **September**

- Healthy Aging Month
- National Recovery Month
- Pain Awareness Month
- Baby Safety Month
- National Suicide Prevention Week (Sept. 4-10)
- World Suicide Prevention Day (Sept. 10)
- World Heart Day (Sept. 29)

▶ **October**

- Health Literacy Month
- Healthy Lung Month
- National Bullying Prevention Month
- National Depression and Mental Health Screening Month
- Mental Illness Awareness Week (Oct. 2-8)
- National Depression Screening Day (Oct. 6)
- World Mental Health Day (Oct. 10)
- National Health Education Week (Oct. 17-21)
- Lights on Afterschool (Oct. 20)
- Red Ribbon Week (Oct. 23-31)
- DEA Take Back Day (TBD)

National Days Cont.

▶ **Winter Season**

- Winter Break & Holiday Celebrations (Varies)


▶ **November**

- Lung Cancer Awareness Month
- American Diabetes Month
- Prematurity Awareness Month
- World Kindness Day (Nov. 13)
- Great American Smokeout (Nov. 17)
- International Survivors of Suicide Loss Day (Nov. 19)
- Giving Tuesday (Nov. 29)

▶ **December**

- National Impaired Driving Prevention Month

▶ Be sure to go google each month to find out the theme, sharable content and #s



doseofrealityes

126
Posts

116
Followers

224
Following

Dose of Reality - Español

Haciendo conciencia sobre la prevención, el tratamiento, y la recuperación de la adicción a opioides, y sobre la salud mental en Nuevo México.

plny.it/doseofrealityes





Followed by doseofrealitynm, doseofwellnessnm and 7 others

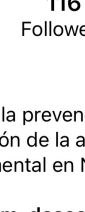
See Translation

Following ▾


Message

▾










Bright
Heart
Health




¿Qué podemos hacer
para eliminar el estigma?



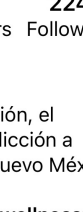
Encuentra Tratamiento Cerca de Ti




En un estudio realizado con estudiantes de Nuevo México en los grados 9 a 12, casi 1/3 (el 31.5% de todos los estudiantes afirmaron usar múltiples sustancias.



Combate el uso de polisustancias



Para obtener Narcan o cualquier parte de Nuevo México
LLAMA AL 505-270-5943




¿Qué es el MAT?

The image displays a 4x3 grid of 12 app tiles for the 'Dose of Reality' application. Each tile features a play button icon in the top right corner, indicating video content. The tiles are organized as follows:

- Row 1:**
 - EL OPIO DRAMA:** Two identical tiles with a blue and orange background.
 - Bright Heart Health:** A tile showing a smartphone screen with a health app interface.
- Row 2:**
 - What can we do to stop Stigma?:** A tile with a blue thought bubble icon.
 - In a study which consisted of New Mexican students in grades 9-12, almost 1/3 (31.5%) of all students claimed to use multiple-substances.** A text-based tile.
 - EL OPIO DRAMA:** A tile with a blue and orange background, similar to the first row.
- Row 3:**
 - Combat Polysubstance Use:** A text-based tile.
 - TO GET NARCAN ANYWHERE IN NEW MEXICO. CALL 505-270-5943:** A tile with a map of New Mexico showing locations and a phone icon.
 - 2 out of 3 New Mexicans know someone struggling with a substance use disorder.** A tile with a group of diverse people.
- Row 4:**
 - HOW TO GIVE NARCAN:** A text-based tile.
 - What is MAT?:** A tile with a group of diverse people.
 - Types of Medications:** A tile with a group of people sitting around a table.

At the bottom of the grid, there are two additional tiles:

- DON'T MIX DRUGS AND ALCOHOL. Learn about Fentanyl!** A tile with a yellow background and a lightbulb icon.
- WHAT MISCONCEPTIONS DRIVE OPIOID USE?:** A text-based tile.



Dose of Reality New Mexico

Posted by Sprout Social


4d · 🌐

...

What can we do to stop stigma?

Help stop stigma - find our Stop the Sti... [See More](#)





Dose of Reality New Mexico

Posted by Agorapulse

Feb 6, 2021 · 🌐

...

Thousands of people in New Mexico are struggling with addiction to opioids. One in three of us know someone who is strugglin... [See More](#)



DOSEOFREALITY.COM

Medication Assisted Treatment in New Mexico

[Learn more](#)

   6 3 Comments 1 Share 1.2K Views

 Like  Comment  Share

1,723 people reached > [Boost Again](#)

Questions?

Thank you!

