

Myren Bobryk-Ozaki

COMM 344

Professor Worrell

5/5/23

Fentanyl Project: An Evaluation

Overall Thoughts

I think my project, as a whole, was very well done and I enjoyed pulling it together. The introduction to my topic was initially overwhelming to put together because there was just a lot of information to sift through. I think I managed to put the more imperative information into the campaign introduction that covered the epidemic, fentanyl's role in it, and the beginnings of naloxone as a harm reduction solution. I would say that the campaign would have benefitted from me actually reducing the content even more and I would probably go back and make it more concise or divide the sections even more clearly.

I struggled with defining my audience a lot but I think I found great justification for both changing my audience from the original premise as well as finding demographic numbers to support my efforts. I think if I did this again, I would challenge myself to be even more specific and narrowed about my audience. I could even argue that selecting something more geographically specific than I outlined would do even better though the difference between a locally run campaign and a nationally run one is comparing apples to oranges. I also think that I could have done even more in depth thought work about the challenges and SWOT section. I think I could have come up with more in depth ideas on what could be good or bad for the campaign since it is always better to be over prepared rather than under prepared.

Goal and Objectives

Overall Goal: To have the target audience know when and how to administer naloxone in the case of a fentanyl overdose.

I think the strengths of this goal are that it focuses on one particular part of the fentanyl issue and that it is fairly clear what I am hoping for the overhead idea behind each of the materials to be. Once a piece of content has been created for the campaign, it should be relatively easy to tell if it fits into the goal, even if the person evaluating is not extremely familiar with the issue at hand. This is a strength for multiple reasons and some include that there is no telling if a campaign will always remain in the same hands or if materials will be passed around to different people as it is worked on so having a clear and specific goal is nice.

I think the weakness of this goal is that it doesn't actually cover the bases for each of the

objectives. It covers the first 2 pretty directly (see below) but the 3rd one is about half covered. I would say an argument could be made that carrying naloxone/Narcan is more indirectly addressed because “administer naloxone” means that the naloxone has to be on a person to begin with. However, it doesn’t expressly make that claim. I think the goal could be further revised to encompass everything the campaign is trying to accomplish (the true back and forth of broadness versus specificity).

Objectives:

1. To increase adult awareness of the signs of an overdose by 80% in 8 months.

The strengths of this objective are that I was clear in the percentage and time frame for the awareness as well as putting the target audience into the objective. These are the building blocks for a good objective that covers as the necessary bases and it is a trend among all the objectives here. The weaknesses of the objective are that awareness could actually probably be both shorter in a time frame and also something that should be an ongoing process (which is hard to reflect in an objective) that the audience part of this could be even more specific and aligned with the audience information I had pulled together, and that the ‘signs of an overdose’ should be more specific as well because there are a lot of different signs.

2. To increase adult awareness of how to administer naloxone by 60% in 8 months.

The strengths of this objective are the same as the previous objective in which the percentage, time frame, and awareness is clear. I think the percentage is more realistic in this objective than in the previous one and also covers the basic building blocks of an objective. The weaknesses of the objective are a similar story of the time frame being a bit difficult to pin down as something possibly in a shorter time frame but also ongoing and being more specific about the audience. I also think that it is a strangely phrased objective where gaining awareness but also learning how something is done do not feel like they should be in the same sentence. I would seek to find better wording for this if this campaign actually ran.

3. To increase the number of adults carrying naloxone (Narcan) by 20% in 1.5 years (18 months).

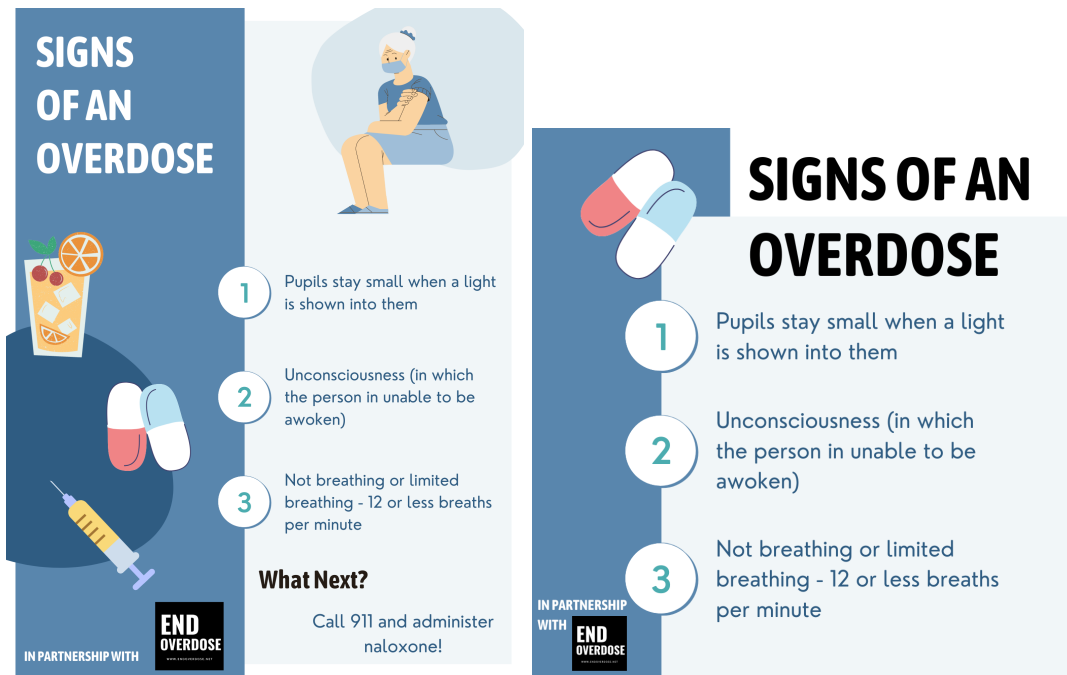
The strength of this objective is that it focuses on a behavioral change but it is fairly realistic in the percentage expectation and time frame. Behavior is very difficult to alter and adjust, especially since it requires quite the investment and self interest on the part of the audience or unintended consumers. I also think it is a strength that I did specify the naloxone type I am looking at is Narcan. This helps with narrowing the scope of what kind of administration (reference to the above objective) is focused on and what resources the campaign can focus on. The weakness of the objective is that it is vague as to what ‘carrying’

means. I think I could be more specific with the circumstances of when carrying naloxone would be objective, even if it is just that people should be carrying it to known parties or events to start.

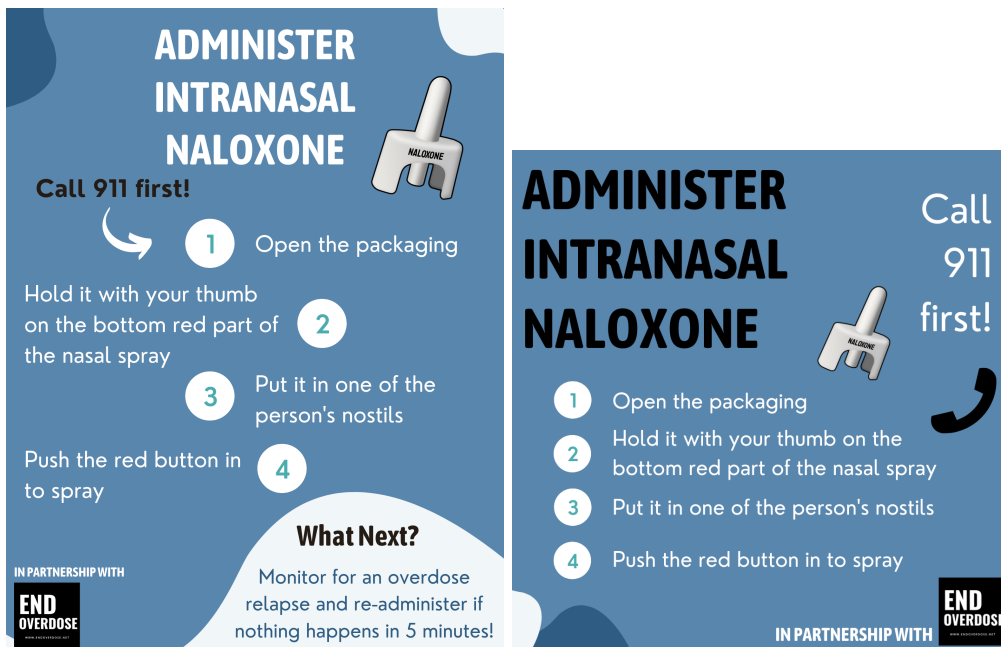
Tactic Examples

Tactics: Creating campaign advertisements and collaboration with End Overdose

Poster and Instagram set of graphics for objective 1:



Poster and Instagram set of graphics for objective 2:



Poster and Instagram set of graphics for objective 3:



Tactic Analysis

I want to look at the second tactic I discussed in my campaign: creating a partnership with End Overdose to distribute even more naloxone. I think that this tactic is very viable. End Overdose is a non-profit that has collaborated with other groups, especially raves and festivals, to promote harm reduction through naloxone. I think they would be willing to work on a campaign they worked alongside their typically nation-wide campaign to focus on the groups that need additional awareness and support. It would, theoretically, be a mutually beneficial partnership.

This tactic directly addresses the goal and objectives because it serves as a way to provide naloxone (and associated training) to people at an affordable rate so that they can actually reduce the number of opioid-related deaths. The partnership would increase the number of people with the ability to carry naloxone, thus contributing to the objective and to the overall goal. This tactic also reflects the research and information I gathered because naloxone has been proven to be a harm reduction solution to opioid overdoses and access to naloxone is limited for various reasons. In fact, it has only recently been approved for over-the-counter purchasing.

Real Life Application

The challenges associated with the project being conducted in “real life” would include how to distribute the physical materials, reaching the right audience and creating an actual impact, and creating consistent content for the campaign. Distributing physical materials, even on RIT’s campus alone, is incredibly time consuming and taxing. It also requires having the manpower in all the places you want to distribute. This would pose a massive challenge for a small nonprofit and a brand new campaign to make happen.

Reaching the right audience is always going to be a challenge among campaign creation and execution. While there aren’t any inherent issues with other audiences seeing the materials for this campaign, if we aren’t specific about placement of both print and digital materials, we may not reach the right people. For example, we could put posters all over the bus stops in a particular area but maybe the people who use those bus stops are outside our target age range. This means that a lot of research has to be done about each area and the demographics we are aiming for.

Lasting, content nowadays constantly has to be rotating, especially in the digital space. You cannot rely on the same post to continuously reach people for months, let alone the 1.5 years for one of the objectives. New and constant creation of new materials would have to be made in different formats to be able to ensure that they reach people and make an impact. We could run the digital materials as advertisements but even then, people get annoyed or bored at the same ads over and over again so creating interest would be imperative. This means regular labor that would be difficult to keep up with outside of a paying job (assuming this campaign likely isn’t paying enough money to live, if it is paying anything at all).