

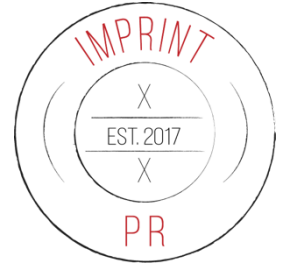
Recovery Resources

Caitlin Bohrer
Savannah Garbani
CariAnn Hunt
Kasey McNerney
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Executive Summary

Executive Summary

Prescription opioid abuse is a prevalent issue in the United States and specifically in Arizona. As 15th in the nation for drug overdoses, Arizona is facing this issue head-on (Governor's Office of Youth, Faith and Family, 2017). Arizona State University's Walter Cronkite School of Journalism and Mass Communication and the Arizona Broadcasters Association (ABA) recognized the need to increase awareness about this issue, and through the use of research and storytelling, created a documentary, "Hooked Rx: From Prescription to Addiction." It aired on 30 broadcast television stations and 97 radio stations in Arizona on Tuesday, Jan. 10, 2017, reaching over 1.1 million Arizonans. It could also be viewed online at hookedrx.com.

Public Relations Lab students within the Cronkite School were tasked with branding and promoting this important documentary. They were given creative control over campaign development and implementation. At the beginning of the spring 2017 semester, the team implemented tactics from the fall 2016 semester including a social media campaign and ASU campus screenings of the documentary.

To continue the conversation started with the Hooked Rx documentary, the team wanted to spread messages of hope during the recovery process. Imprint PR partnered with Recovery Rising, ASU's Collegiate Recovery Program, to help facilitate these messages.

Recovery Rising is a new program founded in fall 2016 that aims to increase visibility of the recovery lifestyle at ASU by connecting students that are currently in recovery or students who are helping a loved one in the recovery process. Recovery Rising provides events, trainings, roundtable discussions, and campus AA meetings.

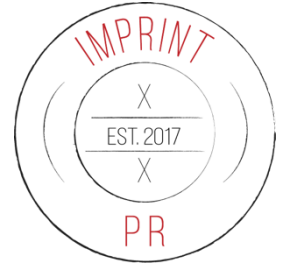
To help Recovery Rising increase its visibility on ASU campuses, Imprint PR created shareable information on the recovery process for Recovery Rising to utilize in training presentations and on social media. Imprint PR also created a microsite so Recovery Rising, as well as other ASU groups and programs can easily access the following deliverables:

Infographics

- Six Steps to Talking about Recovery (six individual graphics and one combined)
- Signs of Substance Abuse (three graphics)

Videos

- How to Talk to Someone in Recovery
- What Is Addiction



Team Biographies

Caitlin Bohrer



Caitlin Bohrer is a senior pursuing a bachelor's degree from Arizona State University's Walter Cronkite School of Journalism and Mass Communication with an emphasis in public relations. She is also completing a certificate in sales and marketing essentials and a minor in business from the W.P. Carey School of Business. She will graduate from ASU in May 2017. Bohrer, who was named PR News' 2016 Student of the Year, has served as a leader in the Cronkite PR Lab for three semesters. In fall 2016, her team created a multi-dimensional strategic communication plan to promote Hooked Rx: From Prescription to Addiction, a 30-minute Cronkite School documentary that uncovers the prescription opioid

epidemic in Arizona. Her team's social media efforts for the documentary reached more than half a million people in Arizona.

Currently, Bohrer is a public relations intern for LaneTerraLever, where she executes media relations and conducts research for clients including RA Sushi. In summer 2016, she created and executed a grassroots campaign during her internship at Cramer-Krasselt's former Phoenix office. Her intern group raised over \$5,000 for Central Arizona Shelter Services' heat-relief efforts with their #GiveAWater campaign.

Bohrer is an experienced social media manager. She created and implemented successful campaigns for a small local business. She has also worked in the healthcare industry as a PR intern for Banner Health. She drafted press releases for various Banner Health facilities in Arizona, prepared content for the company's internal website that serves nearly 40,000 employees and supported brand awareness initiatives.

Outside of school, she volunteers as an Advisory Committee Member at TruWest Credit Union, a financial institution serving more than 75,000 members whose assets exceed \$912 million. In her role as the youngest committee member, she provides expertise and advice to improve the entity's marketing strategies targeting millennials. Bohrer also helps to lead ASU's Public Relations Student Society of America chapter as the director of marketing. In addition, she was a 2016 PRSA Phoenix Chapter University Relations Scholarship recipient.

After graduation, Bohrer plans to work as a PR practitioner where she can share her passion for social media and digital marketing.

Savanah Garbani



Savanah Garbani, senior at Arizona State University's Walter Cronkite School of Journalism and Mass Communication, has a growing passion for the PR industry. A lover of people and their stories, PR allows Garbani the perfect opportunity to creatively connect people through various tools and multimedia platforms.

During the summer of 2016, Garbani served as a congressional intern for the United States House of Representatives. Throughout her time serving California's 21st district, Garbani gained a stronger understanding of political communications, constituent correspondence and legislative work in a high-paced, historical environment. Prior, Garbani interned for Teaspressa, a Phoenix-based startup. Joining the Teaspressa team during their first six months of business provided Garbani with a greater understanding of teamwork, the strength in converged media presence as well as the importance of client relations.

Following graduation, Garbani plans to move to the East Coast, where she will put her skills and knowledge in public relations to use. One day, Garbani hopes to obtain her teaching credentials and a graduate degree, merging her passion for helping others and the art of communication.

CariAnn Hunt



CariAnn Hunt is a senior at Arizona State University's Walter Cronkite School of Journalism and Mass Communication. She will graduate in spring 2017 with a bachelor's degree in journalism and an emphasis in public relations. She is also completing a sales and marketing essentials certificate.

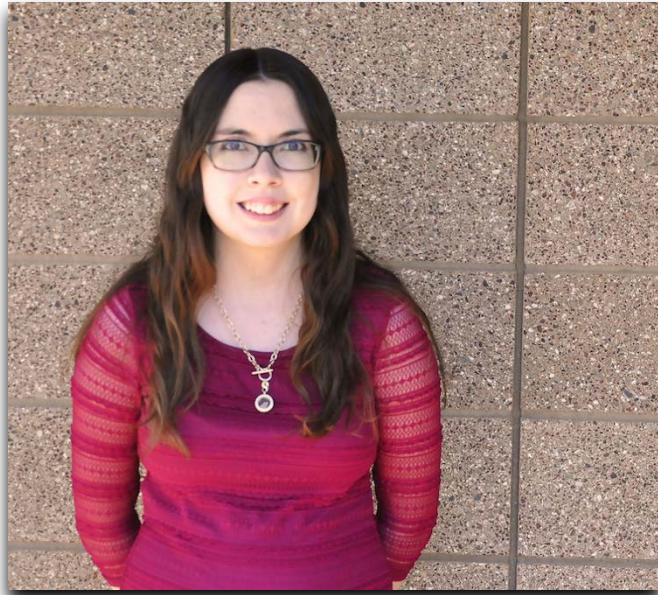
Hunt currently works as the social media content manager for Sun American Mortgage Co. where she manages and creates social media posts, blog posts and website content for various realtors. She helped jumpstart the social media program with the company and works to help increase the realtors' reach to various audiences across metropolitan Phoenix.

In summer 2015, Hunt interned with Visit Mesa, a convention and visitor's bureau for Mesa, Gilbert and Queen Creek, where she created social media and blog content for more than 75 partners of the bureau.

Hunt also has experience as a special events intern at the Chandler Chamber of Commerce where she created flyers, posters and press releases on the various events taking place in the city of Chandler. She also redesigned the sponsorship packet for the Chamber.

During the fall 2016 semester, Hunt worked in the Cronkite PR Lab with a team of faculty and students to promote a documentary created by the Cronkite School on prescription opioid abuse. In addition to promoting the documentary that aired statewide, she and her team worked on implementing an advocacy campaign to further inform the ASU public about prescription opioid abuse.

Kasey McNerney



Kasey McNerney is currently a senior studying public relations at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. She currently works as a communications intern at Valley Metro.

During her time at ASU, McNerney has gained experience at multiple internships and school organizations. She has worked at the State Press, ASU's student-run newspaper, as an arts and entertainment reporter. She also served as the director of communications for DPC Aware, a student organization dedicated to raising

awareness about health and social issues.

McNerney worked as an intern at Arizona Sports, a local radio station and website, creating written content for the site. Her first public relations internship was with the Harlem Globetrotters, where she assisted with community and media relations, among other tasks. She has also worked at Phoenix International Raceway since her freshman year as a pit note reporter. In this position, she works in a team to cover on-track events during NASCAR and IndyCar weekends, including writing race stories for the track's website.

In her free time, McNerney enjoys attending Phoenix Suns games with her family, discovering new music with her best friend and volunteering at the Arizona Humane Society, where she helps dogs get adopted.

McNerney wishes to use her experience and education to find a job in sports public relations when she graduates in May 2017.

Elizabeth Parra Valenzuela



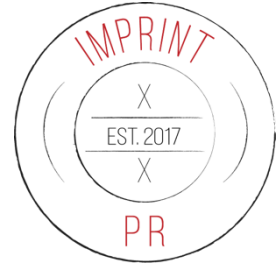
Elizabeth Parra Valenzuela is a senior at the Walter Cronkite School of Journalism and Mass Communications at Arizona State University, studying journalism with an emphasis in public relations. She plans to graduate in December 2017.

Valenzuela has held public relations internships at nonprofits including scholarship company College Success Arizona and Make-A-Wish Arizona. During these internships, she developed skills in social

media, media relations, content marketing and content development.

Working for these organizations has provided Valenzuela with the opportunity to meet media contacts and heighten her skills as a storyteller. Her fluent Spanish speaking and writing skills helped to expand the reach for both organizations in the form of student success stories and wish kid features. Her knowledge of the daily operations of small and large nonprofits is extensive and has led her to consider a career in this field.

Following graduation, Valenzuela hopes to work in a competitive career facing many challenges and learning new skills along the way. She would love to further explore the fields of fashion, entertainment or global nonprofits.



Introduction

Client Description
Problem Statement

Client Description

Arizona State University

Arizona State University is the largest public university in the country with six different campuses across the state and over 98,000 online and on-campus students (ASU Alumni Association, 2017). Collectively, all of the campuses offer students more than 300 undergraduate academic programs and 500 clubs and organizations (U.S. News & World Report, 2017).

Most notably, Arizona State University was named the most innovative school in the country by the U.S. News & World Report ahead of Stanford and MIT (Best Colleges Rankings, 2016).

Arizona State University

The following statistics are according to Arizona State University's enrollment trends page (Arizona State University, 2016).

Metropolitan Campuses: 5

Students: 98,146

Faculty: 3,396

Colleges/Schools: 15

Retention Rate: 85.7%

Recovery Rising

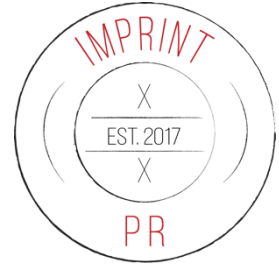
Recovery Rising is a collegiate recovery program that started in fall of 2016. The program is under ASU Wellness, which is an online resource hub offering information and programs to help ASU students live a healthier lifestyle. The website is www.wellness.asu.edu. Recovery Rising was started to help students recovering from substance abuse, specifically alcohol and drugs. This program is designed for students in recovery or wanting to help someone in recovery.

Recovery Rising's four main goals include: highlighting a recovery lifestyle, connecting students facing similar situations, educating students on helping someone in substance abuse recovery, and providing support for students in recovery across ASU programs and services (Recovery Rising, 2017).

Recovery Rising doesn't require official membership. Students are able to participate in the groups' events and trainings, as they feel necessary. Recovery Rising does, however, have one management intern, one recovery student coordinator, two rotating nutrition interns and one rotating practicum student.

Problem Statement

According to the 2015 College Prescription Drug Study, 70 percent of the college students surveyed reported that it was easy to access prescription medications on campus without having a prescription. The study found that 18 percent of students had misused prescription drugs and 83 percent had accessed these from friends (Partnership for Drug-Free Kids). Information and tools specific to college students at Arizona State University who may be facing this issue are lacking.



Research

Research and Reporting

Situation Analysis

Generational Audiences/Audience Personas

Stakeholder Analysis

Organizational Chart

SWOT

SPEC

Research and Reporting

According to Prescription Opioid Overdose Data by the Center for Disease Control and Prevention (CDC), more than 14,000 people died from overdoses involving prescription opioids in 2014. Today, at least half of all U.S. opioid overdose deaths involve a prescription opioid (Centers for Disease Control and Prevention, 2016).

The CDC's website states that continued prescriptions of opioids are only prolonging the epidemic. About 249 million prescriptions for opioids were written in 2013 – enough for every adult in America to have a bottle of pills (Dowell, Haegerich, & Chou, 2016).

There are organizations on national and local stages that are putting resources behind curbing this epidemic. These organizations include the National Institute on Drug Abuse, Governor's Office of Youth, Faith and Family (GOYFF), Arizona Substance Abuse Partnership, Urban Indian Coalition of Arizona, and Arizona Criminal Justice Commission. Although these organizations have tried to spread awareness and encourage change, there's a need for more outreach informing and providing the public with an outlet of resources to make them aware of the opioid epidemic.

According to the Arizona Criminal Justice Commission, three out of four Arizona youth who have misused prescription drugs in the past 30 days reported getting them from relatives and friends. They also reported opioid poisonings in the Arizona Emergency Departments increased 100 percent between 2008 and 2013. The number of people who are arrested in Arizona for driving under the influence of drugs has grown 99 percent in the last ten years (Arizona Criminal Justice Commission, 2015). This number implies that the problem of drug abuse became a tragedy for thousands of people and has a significant impact on society.

College students are also affected by this epidemic. According to the 2015 College Prescription Drug Study, 70 percent of the college students surveyed reported that it was easy to access prescription medications on campus without having a prescription. The study found that 18 percent of students had misused prescription drugs and 83 percent had accessed these from friends (Partnership for Drug-Free Kids, 2015).

Prescription drug abuse and misuse awareness campaigns

College campuses across the country have implemented their own campaigns to help combat prescription drug abuse. Miami University developed alternative prevention strategies for treating attention deficit hyperactivity disorder (ADHD), sleep disorders, anxiety, and pain management. For example, students with anxiety disorders attended an anxiety management workshop or individual therapy to try and control the anxiety before they were evaluated for

prescription medication. Students being treated for pain were first started on non-steroidal anti-inflammatory medications. Opioids were only prescribed for severe, acute pain, given in a limited supply and were closely monitored (Vimont, 2014).

In 2012, the state of Missouri partnered with Partners in Prevention (PIP) to target prescription drug abuse. PIP is Missouri's higher education substance abuse consortium dedicated to creating healthy and safe college campuses through a coalition of 21 public and private colleges and universities across the state (Partners in Prevention, 2017).

PIP member schools were given between \$2,500 and \$10,000 in annual funding to implement their campus prevention goals. Approaches that were used included: prevention education such as peer-to-peer teaching efforts on the dangers of non-medical use of prescription drugs, social norming to correct students' misperceptions on "everyone" using prescription drugs, and environmental management which included prescription "take-back" events on campus (SAMHSA, 2013). Each school was given the opportunity to customize the program to its school and students. This prescription drug abuse awareness program was modeled after a similar PIP initiative to combat underage drinking among college campuses in Missouri.

PIP member schools utilized Generation Rx University, which is an online downloadable toolkit to help prevent prescription drug misuse on college campuses. This initiative is a partnership between Cardinal Health Foundation and The Ohio State University College of Pharmacy (Generation Rx, 2017). This online toolkit includes, posters, handouts, fact sheets, scripts and PowerPoint presentations. Students, faculty, staff and on-campus organizations, for example, can access the toolkit and can be utilized by any college wishing to implement its own prescription drug abuse campaign or program on campus. This online toolkit has three main sections: workshop resources to facilitate group discussions, outlines for skits or performances to engage students in group discussions, and additional outside websites and resources. This toolkit can also be downloaded in Spanish. The college toolkit was piloted in August 2012 at the Collegiate Prescription Drug Abuse Prevention Conference that brought together 120 students, faculty and staff from 28 colleges and universities nationwide (Cardinal Health, 2013).

In 2014, the Clinton Foundation launched a campaign asking college newspapers to join the non-profit in raising awareness about prescription drug misuse. Campus publications from across the country ran features, op-eds and editorials about this issue. Despite the many differences in the school's location, demographics etc., they all concluded that prescription drug abuse is on the rise.

Sean Altendorf, a guest columnist for the Samford Crimson newspaper, wrote about how stimulants are easily available to college students. Altendorf reported on a "Journal of Addictive Diseases" article that found that 62 percent of 81 college students who had ADHD gave

medication to someone who didn't have a prescription (Altendorf, 2013). He also described the adverse side effects of using these medications including anxiety, depression, loss of appetite, insomnia and seizures.

Primary Research

Imprint PR conducted a survey with members of Recovery Rising to better inform the creation of the online toolkit. The team drafted an online survey, which was distributed to current participants of the program. The survey was both anonymous and confidential.

The survey was disseminated into two parts: in person at a Recovery 101 training session on the Tempe campus, and online through Recovery Rising's email list. Imprint received 52 total responses. All questions were multiple choice.

Survey questions inquired about how members became affiliated with the group and what drew them in. The team then used this information to create the visual presentation for Recovery Rising, as well as the microsite containing a toolkit about addiction and recovery. Imprint requested demographic information from Recovery Rising.

Survey Results:

The first questions asked respondents how they heard about Recovery Rising. The program is only in its second semester, so the team was interested in how it is best reaching the community at the moment. Of the 41 people who answered this question, 14 (34.15 percent) said they discovered Recovery Rising through ASU staff. The next highest responses were social media (21.95 percent) and ASU campus events (17.07 percent). Some of the written answers under the "Other" category included the organization newsletter and working for ASU Counseling.

The survey also asked why respondents chose to become involved in Recovery Rising. The majority of those surveyed (61.11 percent) said they strongly agreed with mission of the group. One-third of respondents said they wanted to "learn more about the recovery process on a college campus." Being a student in recovery and wanting to be involved on campus each received 27.78 percent of responses. Other options were supporting someone in recovery and joining for academic purposes.

One of the main reasons Imprint conducted this survey was to learn what Recovery Rising can do to reach anyone at ASU who may need its services. The team asked respondents what they felt the organization could do to improve in this area. Responses were varied, as survey takers could choose more than one option. The top three answers were: partnership with other organizations (63.41 percent), flyers/brochures/posters (56.1 percent) and promotion at ASU

events. Other options included hosting more campus events, educating faculty on collegiate recovery, and sending out meeting reminders via social media. Written responses suggested tactics like having a greater presence on all ASU campus, working with religious groups and partnering with ASU schools.

The final part of the survey asked demographic questions, such as affiliation with the university or year in school. Almost 70 percent of respondents were either ASU students or staff. Of the students who responded, most were upperclassmen or graduate level. Sixty-five percent of respondents were based at the Tempe campus.

The last question asked how respondents preferred to hear about upcoming Recovery Rising events and meetings. The vast majority (77.5 percent) said they liked receiving emails. Facebook was the second most popular answer with 47.5 percent.

Survey Analysis:

Imprint PR had a few key takeaways after compiling the results of the survey. The first is that ASU staff is very important in spreading the word about the resources Recovery Rising has for students with substance abuse issues or concerns. Making sure staff and faculty are aware of Recovery Rising and what it does will be key in reaching as many students as possible.

Recovery Rising is still a new program, so finding the most effective ways to raise awareness among students will help the organization grow. It can use tactics such as partnering with established campus organizations and religious groups to find built-in audiences. Not all students will need the services, but they may know someone who does, so it is important to be a visible resource on campus.

According to the responses, Recovery Rising has been successful thus far in reaching students on the Tempe campus. However, some respondents indicated that they would like to see more events at other campuses. There are also ASU students online that cannot be reached through tabling or events. Imprint hopes that by creating a microsite, Recovery Rising can become a resource for all ASU students, regardless of location.

Situation Analysis

On January 10, 2017, “Hooked Rx: From Prescription to Addiction,” a documentary on prescription opioid abuse in Arizona, aired on every broadcast TV station and most radio stations in the state. The project had 900,000 TV viewers, 250,000 radio listeners and 22,617 online viewers, making a large impact on the community (Arizona Broadcasters Association, 2017).

Imprint team members, Caitlin Bohrer and CariAnn Hunt, were on the original Hooked Rx team in fall 2016, where they leveraged coverage, tracked analytics and held on-campus viewings for the documentary. Seeing first-hand the potential impact this kind of awareness campaign could have on college campuses, Imprint PR decided it would be beneficial to create a toolkit for ASU students that would include materials, graphics and resources to continue the conversation started by Hooked Rx.

Imprint PR reached out to Recovery Rising, an on-campus advocacy organization for those recovered from substance abuse, about collaborating on this potential project.

According to Recovery Rising’s website, the organization seeks to:

- “Increase visibility of the recovery lifestyle at ASU.
- Connect ASU students in recovery with each other for social events, education, community service, support and meetings.
- Educate and support our ASU community to better understand recovery and how to support students in recovery.
- Provide opportunities for students in recovery across ASU programs and services” (Recovery Rising, 2017).

Recovery Rising currently has a web page on the ASU Wellness website offering various resources for students in recovery and those supporting someone in recovery. The link to their website is <https://wellness.asu.edu/wellness-programs/recovery-rising>.

Recovery Rising currently has a Facebook page where they inform their followers and others on events. Their Facebook page currently has 236 likes and 241 follows. The link to their Facebook page is www.facebook.com/RecoveryRisingASU.

Nika Gueci, the ASU Wellness Associate Director and head of the Recovery Rising program, keeps students and participants informed on Recovery Rising events and updates through emails. Students looking to inquire more about the program can also email the group at recoveryrising@asu.edu.

Theoretical Underpinning

Imprint understood that for Recovery Rising to connect with students about recovery the program needed to change students' attitudes toward substance abuse recovery. According to Milton Rokeach, a Polish-American social psychologist, to shape attitudes and behaviors, they must influence their beliefs and values (Wilson & Ogden, 2015).

Imprint hoped to help Recovery Rising make this impact on ASU students by providing them with sharable, informative videos and infographics.

According to the book "Strategic Communications: Planning for Public Relations and Marketing" it's important to identify a specific communication channel per audience (Wilson & Ogden, 2015). Imprint PR decided shareable, digital information would be most effective to reach ASU students. The distribution of communication materials such as videos and infographics is relatively straightforward and inexpensive (Wilson & Ogden, 2015).

Generational Audiences/Audience Personas

In efforts to continue the conversation started with Hooked Rx, Imprint PR decided to reach out to ASU students.

With Imprint's collaboration with Recovery Rising, the team focused on reaching out to students who were in recovery or supporting someone in recovery. The team felt that by providing useful information on the recovery process and how to assist someone, they could impact university students and help them have a positive experience on campus.

Many of these students at ASU are of the millennial generation, and as a result, the team focused on ways they could effectively communicate with this generation.

Millennials, or Generation Y, are those born between 1977 and 1995 (Kinetics, 2016). This generation is hitting major milestones in their lives such as graduating from college, entering the workforce, and buying a house. According to Nielsen Global Survey Reports, millennials want a more balanced, healthy lifestyle but also demand connectivity and convenience that allow them to stay in control. They are adept at multitasking, deeply immersed in both their digital and physical lives and value the voice of the individual (The Keys to Unlock the Millennial Mindset, 2016).

Each generation has a preferred communication style. Strategic communication is key to resonating with an audience. The Nielsen Global Survey Reports revealed that 81 percent of millennials enjoy the freedom of being connected anywhere, anytime to watch video content. Eighty percent also want to see the story behind the scenes.

So when marketing to Generation Y, it is important to keep content easily accessible online and via social media. Millennials expect to receive a variety of content on multiple platforms. Fifty-five percent of millennials watch videos several times a day on different devices, and 72 percent want to connect to news across all devices (Gray, 2015).

Beyond the format a message is delivered on, the content itself is important to consider when communicating with millennials. Messages should be kept brief, but meaningful. Forty-one percent of millennials struggle with information overload (Pritchard, 2016). In an era of social media, this generation is more likely to appreciate content that is kept concise. Ideas and information should be spread out across multiple pieces of content, not just one visual. Complimentary visuals should also be included with information to effectively highlight main points and ideas.

Stakeholder Analysis

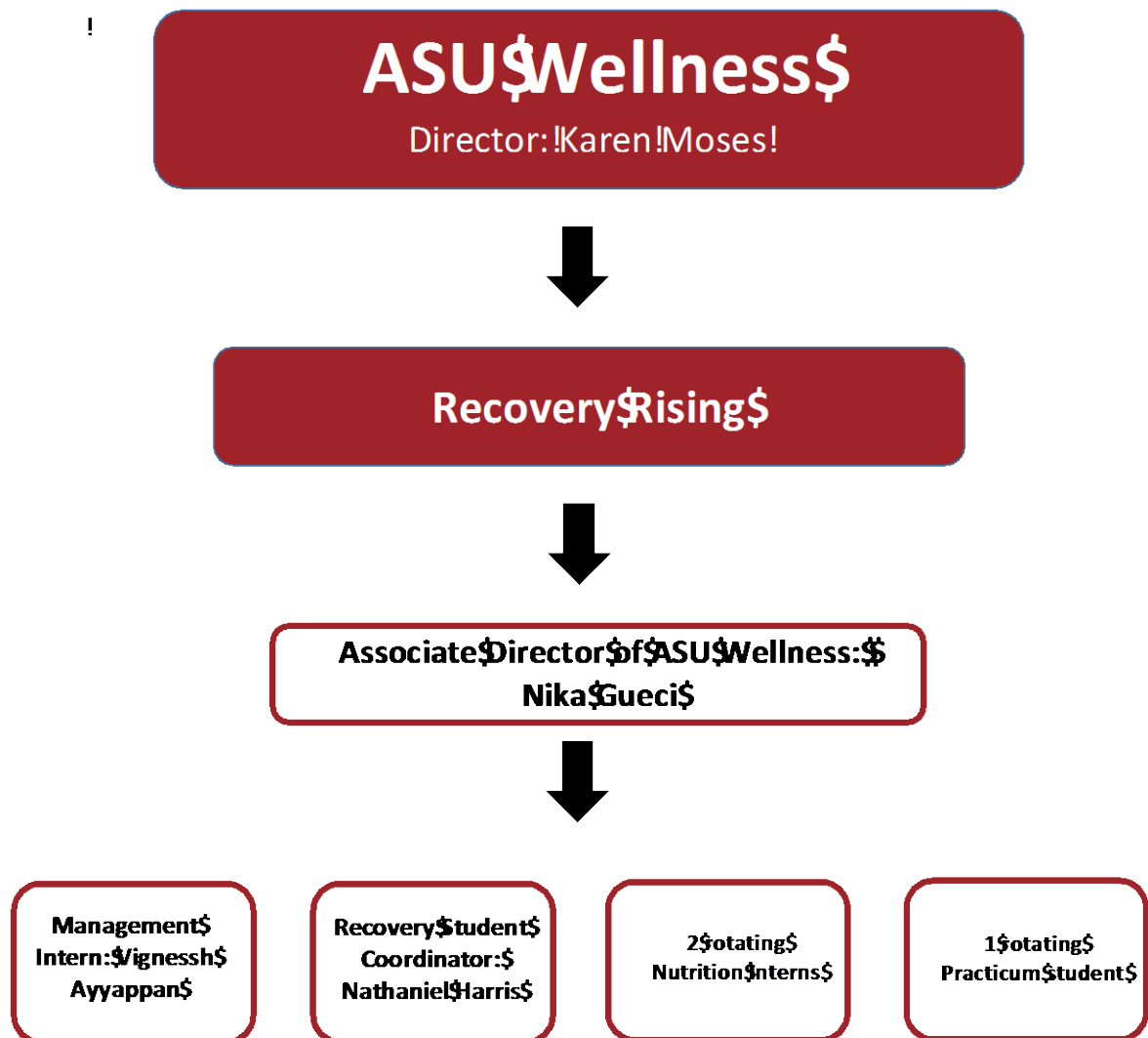
ASU Wellness

The primary stakeholder for Imprint PR's campaign is ASU Wellness, specifically Recovery Rising. Recovery Rising is an advocacy program for students who are struggling with substance abuse or know someone who is.

ASU students

Arizona State students will be the audience of both the presentation for Recovery Rising and the toolkit as a whole. The goal is to continue the conversation on-campus about prescription drug abuse, and to make the student body aware of resources like Recovery Rising. While piecing together the toolkit, Imprint will need to keep in mind what will attract the attention of ASU students, and what information is most important to them.

Organizational Chart



SWOT

Strengths <ul style="list-style-type: none"> • There isn't a program like this on campus • Recovery Rising's affiliation with ASU Wellness • Connection with Treehouse Learning Community 	Weaknesses <ul style="list-style-type: none"> • New program on campus • Not very active on social media
Opportunities <ul style="list-style-type: none"> • Nothing like the toolkit currently exists on ASU's campus • Online students 	Threats <ul style="list-style-type: none"> • Source of funding

Strengths

Although there are off-campus recovery groups such as Treehouse Learning Community, a collegiate recovery home located just outside ASU's Tempe campus, there is no group on campus that is established to help students currently in recovery continue living a sober life.

Recovery Rising is an official program under ASU Wellness and has its own tab on the ASU Wellness website, making them easy to find on the website.

Recovery Rising is also connected with Treehouse Learning Community. Both programs together help to meet the needs of students, whether they need a sobriety-living environment or a support group.

Weaknesses

Because the Recovery Rising program debuted in fall of 2016, they are not an established program on campus. They lack the visibility and marketing capabilities to attract a large student audience as well as online students and those on other campuses besides Tempe.

Recovery Rising has only a Facebook account, which only has 241 followers. Having more social media accounts (i.e. Twitter and Instagram) could help them reach students who aren't active on Facebook.

They currently post recovery articles and Recovery Rising events, but they could also use social media to provide recovery information and facts, so that students can be more informed on the recovery process.

Opportunities

There is currently no toolkit on prescription drug addiction and recovery for ASU's students. There is a great opportunity to position this toolkit as new and one-of-a-kind to ASU students.

ASU has a substantial amount of online students that don't have access to Recovery Rising's resources. Recovery Rising has the opportunity to reach online students with a more digital program.

Threats

To be able to expand the program, Recovery Rising can't rely solely on the funding from ASU. It may also need to turn to outside funds and grants to run its program.

There's no guarantee when applying for grants, which makes it difficult to budget.

SPEC

Social <ul style="list-style-type: none">• Gender, race and degree type of students• Student organizations	Political <ul style="list-style-type: none">• Governor’s Office of Youth, Faith and Family
Economics <ul style="list-style-type: none">• Costs of rehab in Arizona• State grants for recovery programs	Cultural <ul style="list-style-type: none">• Recreational use of drugs by students• Use of prescription drugs by students

Social

Arizona State University is the largest four-year university in the United States, with 98,146 students enrolled in fall 2016. Of those, 51,869 students, or 72.1 percent, were based at the Tempe campus (Arizona State Univeristy, 2017)

Other statistics the team should keep in mind when creating the toolkit are that males slightly outnumber females—53.5 percent versus 46.5 percent for undergraduates—and the top three groups represented in ASU undergraduates are whites—50.5 percent—Hispanics and Latinos—21.7 percent—and international—10.6 percent (Arizona State Univeristy, 2017).

There are 1194 organizations listed on the ASU OrgSync site, which is a portal student organizations use to communicate and recruit. This includes 61 fraternities and sororities, 66 health and wellness groups and 70 religious organizations (Arizona State Univeristy, 2017).

Political

The Governor’s Office of Youth, Faith and Family (GOYFF) is divided into eight commissions that focus on different causes related to Arizona’s youth. One commission works on substance abuse prevention and treatment (Governor's Office of Youth, Faith and Family, 2017). This group has worked with Governor Ducey on projects such as assisting inmates with opioid addictions and investing money into anti-drug programs at high schools (Office of Governor Doug Ducey, 2017). The Cronkite PR Lab worked with the Governor’s Office on the Hooked Rx campaign in the fall 2016 semester.

Economic

The cost of going to rehab depends on the type of program. Outpatient rehab is typically less expensive, as the patient does not stay in a facility, but has regular appointments with a case worker, therapist and doctors. Inpatient rehab is more comprehensive, including a psychological evaluation, and, hence, is more expensive than outpatient. Health insurance typically covers some kind of treatment program, though some plans, like those under the Affordable Care Act, require the person to try outpatient options first (Staff, 2015).

According to the National Institute on Drug Abuse, illicit drugs were an \$11 billion cost on the United States in health care alone in 2015, and a \$193 billion cost to society overall (National Institute on Drug Abuse, 2015).

The Arizona Governor's Office of Youth, Faith and Family is a group helping to lead initiatives for the Arizona Substance Abuse Partnership. GOYFF distributes about \$20 million in state and federal grants to organizations that provide resources for those dealing with prescription drug abuse such as CODAC Health, Recovery and Wellness and notMykid, Inc. (Governor's Office of Youth, Faith and Family, 2017).

Cultural

According to a 2010 study conducted at a university in the Midwest, 39 percent of students surveyed reported using prescription drugs recreationally at least once in their life. Only 14.4 percent reported nonmedical prescription drug use in the last month. The three most common drugs were Vicodin, Adderall and Ritalin, and opiates were the most common category of drugs used recreationally (Peralta & Steele, 2010)

In a 2011 study at a Mid-Atlantic university, researchers found more reports of nonmedical prescription drug use, though the amount varied by the type of drug. More students used stimulants, such as Ritalin and Adderall, non-medically than medically. With opiates, 75 percent of those who used them did so for medical reasons only, compared to 35.3 percent of stimulant users and 48.9 percent of depressant users (Rozenbroek & Rothstein, 2011). This aligns with Imprint PR's campaign plan to expand awareness beyond opiates to all prescription drugs.



Campaign Proposal

Goals, Objective, Strategies, Tactics and
Budget

Goals, Objectives, Strategies and Tactics

Goal 1:

To inform ASU college students on the dangers of substance abuse by continuing the conversation started with “Hooked Rx.”

Target Audience: ASU students

Objective 1:

To provide shareable information on substance abuse recovery process (in the form of at least two infographics and one video) for ASU students by the end of the spring 2017 semester.

Strategy

- Develop a toolkit (hosted on a microsite) with shareable, digital content.

Tactics

- Name the project.
- Use WIX to create a microsite.
- Distribute a survey to Recovery Rising members asking about their involvement with the program and for suggestions to better market tactics.
- Create seven videos for the Recovery 101 presentation.
 - Use raw video footage of interviews from Dubek Media Group to create five Q&A videos.
 - Create two short animated videos with information on addiction and recovery.
 - Focus messaging on those who struggle with addiction while going through college or those who know someone who had an addiction to prescription drugs in college.
- Construct shareable content in the form of infographics that include hopeful statistics that are specific to the ASU community.

Budget

As of April 11, 2017.

Work Completed	Hours	Fee
Deliverables		
Infographics	39 hours	\$3,200
Survey	13 hours	\$1,250
Microsite	7 hours	\$700
Recovery 101 Videos	35 hours	\$3,050
Client Meetings	23 hours	\$2,100
Hooked Rx Screening	30 hours	\$3,000
Award Entry	4 hours	\$400
Hooked Rx Summary Document	10 hours	\$1,000
Research	25 hours	\$2,325
Total:	303 hours	\$17,025

Fee Rate

Senior Account Executives: \$100 an hour

Account Coordinators: \$75 an hour



Implementation Timeline

!	January	February	March	April
Objective '1:' To provide shareable information! on prescription drug abuse for ASU! students by the end of the spring! 2017 semester.
Strategy: Develop a toolkit (hosted on a microsite) with shareable, digital content.	!	!	!	!
Tactic '1: Name the project!	!	!	!	!
Tactic '2: Use WIX to create a microsite!	!	!	!	!
Tactic '3: Distribute an online survey to Recovery Rising Members!	!	!	!	!
Tactic '4: Create seven videos for the Recovery 101 presentation.!	!	!	!	!
Tactic '5: Construct shareable content in the form of videos and infographics!	!	!	!	!



Campaign Evaluation

Evaluation

Imprint PR's main objective was to provide shareable information on prescription drug abuse for ASU students by the end of spring 2017 semester. The team implemented this objective by developing a shareable toolkit.

Imprint PR measured success by the completion or incompletion of the following tactics by the end of the spring 2017 semester:

Create smaller videos to be used in Recovery Rising's Recovery 101 PowerPoint presentation

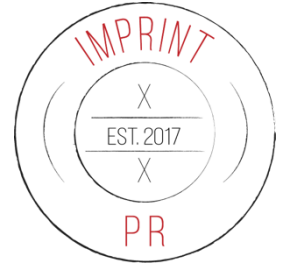
- Imprint PR converted the information from the previous PowerPoint into two visually appealing videos that met the standards of Recovery Rising. These video included animation, music and relevant data on addiction and recovery as well as talking to students going through recovery.
- Imprint PR also took interview videos created by Dubek Media Group and formatted them into five different Q&A videos, with the help of Cronkite student Terra Pinckley.

Create other infographics that can accompany the new Recovery 101 video presentation, as well as be used in the toolkit.

- Imprint PR created four infographics. Infographic topics include:
 - How to Talk to Students in Recovery
 - Signs of Substance Abuse
 - Perception vs Reality for alcohol
 - Perception vs Reality for marijuana

Transfer all the information into a sharable microsite.

- Imprint PR transferred the videos and infographics onto a microsite which will be available for organizations such as ASU Wellness, Recovery Rising, and other on-campus organizations, as well as the Governor's Office of Youth, Faith and Family.



Future Recommendations

Future Recommendations

Imprint PR saw value in having a plan for future projects of this kind, spanning from documentary promotion to advocating continued recovery and support through ASU student programs, such as Recovery Rising. Along with building relationships with the other Cronkite programs involved in with “Hooked Rx,” having a relationship with outside organizations with the same cause is extremely beneficial. Participating in post-project research would also be prudent in recognizing the pros and cons of the overall project.

Recommendations for Future Cronkite Produced Documentaries

1. Have a liaison (student representative) between the PR lab and documentary team (someone from the documentary team, who is engrained in the project).
 - Purpose: Enable better internal communication and helps each group get materials needed to complete their part of the documentary project.
2. Reach out to event planning classes at ASU to help organize screenings or facilitate an event as a part of class projects.
 - Purpose: Get more students involved in the project and tap into various ASU resources to streamline the promotional process.
3. Check campus and surrounding city calendars for conflicting events before planning a screening or event.
 - Purpose: Find a date that won’t overlap with other events in order to get as many people possible to attend.

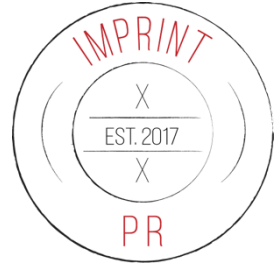
Recommendations for Post-Documentary Screenings

1. Partner with a student organization on campus to sponsor the screening/event.
 - Purpose: Provides a built-in audience.
2. Create a Facebook event page.
 - Purpose: Allows team to gauge how many people are interested and also fosters interest from other people.
3. Ask several organizations and individuals to promote the event (Examples: Greek Life, residency, religious groups, Programming and Activities Board (PAB) and Undergraduate Student Government (USG)).
 - Purpose: Gets the message out to more people, and keeps the promotion from relying solely on one organization or person – message is more likely to spread.

4. Tailor promotional messages to specific audience.
 - Purpose: Give people a reason to attend that aligns with their individual interests and needs.

Recommendations for Recovery Rising

1. Place the link to the microsite on the ASU Wellness website, specifically the Recovery Rising page.
 - Purpose: To make the videos and infographics easily accessible.
2. Send link out to online students so they can have access to the Recovery Rising information in a digital and easily accessible format.
 - Purpose: Provide information to those students that are difficult to reach because they aren't physically present on campus.
3. Share microsite link with ASU Faculty and Staff through an email promotional campaign.
 - Purpose: Inform the faculty and staff on the resources offered with Recovery Rising so they can inform students about receiving help and support.
4. Share infographics on social media and in Recovery Rising and campus events.
 - Purpose: To provide shareable information for students.
5. Include videos and infographics in the Recovery 101 training.
 - Purpose: Enhance the trainings and make the information easier to communicate.



Production Samples

Graphics

Videos

Microsite

Survey

Graphics



SIX STEPS TO TALKING ABOUT RECOVERY

#1

NOTICE



RECOGNIZE
UNIQUE TRIGGERS



RecoveryASU



www.wellness.asu.edu

SIX STEPS TO TALKING ABOUT RECOVERY

#2

SUPPORT



ASK WHAT,
NOT WHY



RecoveryASU



www.wellness.asu.edu

SIX STEPS TO TALKING ABOUT RECOVERY

#3

LISTEN

WITHOUT
JUDGMENT



RecoveryASU



www.wellness.asu.edu

SIX STEPS TO TALKING ABOUT RECOVERY

#4

EMPATHIZE



SEEK TO
UNDERSTAND



RecoveryASU



www.wellness.asu.edu

SIX STEPS TO TALKING ABOUT RECOVERY

#5

ENCOURAGE

REASSURE &
INSPIRE HOPE



RecoveryASU



www.wellness.asu.edu

SIX STEPS TO TALKING ABOUT RECOVERY

#6

SUGGEST

REFER TO
EXPERT HELP



RecoveryASU



www.wellness.asu.edu

SIGNS OF SUBSTANCE ABUSE



SEDATIVES AND ANTI-ANXIETY MEDICATION

- DIZZINESS
- TROUBLE
CONCENTRATING
- SLOWED BREATHING
- POOR MEMORY



OPIOID PAINKILLERS

- DROWSINESS
- NAUSEA
- CONFUSION
- INCREASE IN PAIN



STIMULANTS

- ANXIETY
- IRREGULAR
HEARTBEAT
- PARANOIA
- HIGH BLOOD
PRESSURE



Source: Mayo Clinic

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- PARANOIA
- HIGH BLOOD
PRESSURE



Source: Mayo Clinic

perception **VS REALITY** of alcohol



ARIZONA STATE UNIVERSITY

ASU students perceive



94.2% of their peers had used alcohol in the past 30 days

When in reality



62.2% of ASU students had used alcohol in the past 30 days

Source: 2016 ACHA-NCHA-II

perception **VS REALITY** of marijuana



ARIZONA STATE UNIVERSITY

ASU students perceive



85.5% of their peers had used marijuana in the past 30 days

When in reality



15.7% of ASU students had used marijuana in the past 30 days

Source: 2016 ACHA-NCHA-II

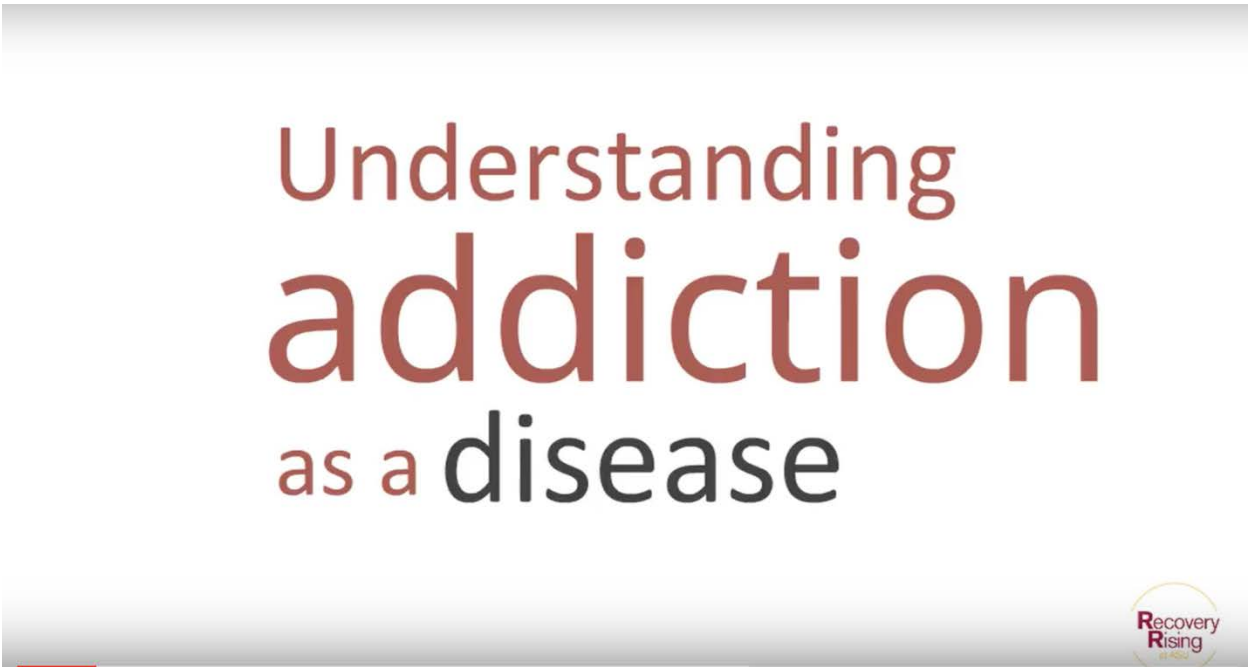
Videos

Animated Videos

What is Addiction?

Using animation, the video provided a clear definition on what addiction is and understanding it as a disease. The video then explained what's included in the road to recovery.

The content of the video was taken from Recovery Rising's "Recovery 101" presentation.

A video thumbnail with a white background. The text "Understanding addiction as a disease" is centered. "Understanding" is in a dark red serif font. "addiction" is in a large, bold, dark red sans-serif font. "as a disease" is in a smaller, dark grey sans-serif font. In the bottom right corner, there is a circular logo for "Recovery Rising" with a yellow border and the text "Recovery Rising" in red and black.

Understanding
addiction
as a disease

How to Help Someone in Recovery

Using animation, the video provided tips for how to talk to someone who is in recovery and how to support them in the process.

The content of this video was also taken from Recovery Rising's "Recovery 101" presentation.



Interviews

Dubek Media Group conducted interviews with affiliates of Recovery Rising asking them about the myths and realities of the recovery process.

Imprint PR compiled the interviews into short video clips with the help of Cronkite student, Terra Pinckley. They featured these videos in a Q&A format asking the following questions:

1. How are you different from other students?
2. How are you the same as other students?
3. What's important for others to know about recovery?
4. How can someone help someone else in recovery?
5. What does recovery mean to you?

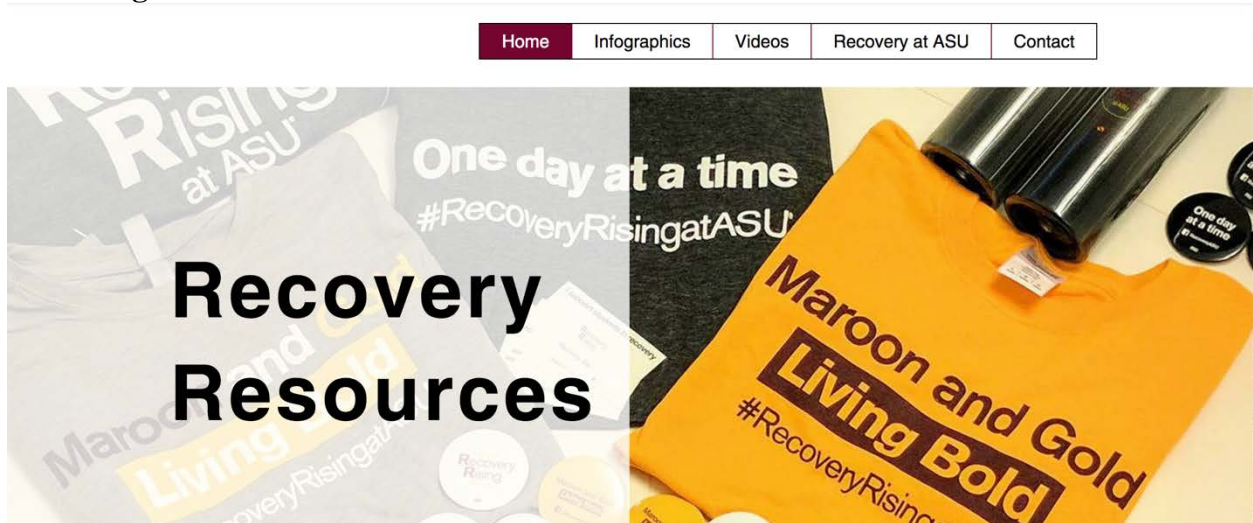
All the videos will live on Recovery Rising's Youtube channel.

<https://www.youtube.com/channel/UCacud44Jf3RMUkdyOmplview>

Microsite

The microsite has these main tabs: Home, Infographics, Videos, Recovery at ASU, Contact. The infographics tab has three different sections for the three different infographic categories. The videos tab has two different sections breaking it into the animated videos section and the interview videos section. The Recovery at ASU has information on Recovery rising, while the contact has information for contacting Recovery Rising.

Home Page



Infographics Page



Videos Page

Home	Infographics	Videos	Recovery at ASU	Contact
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Recovery Videos

Watch these informative videos to learn more about addiction and recovery.

Whether you're helping someone in recovery or wanting help yourself, these videos will provide you with the basic information to move forward.

Recovery at ASU Page

Home	Infographics	Videos	Recovery at ASU	Contact
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Recovery Rising at ASU

If you're struggling with an addiction, or working to stay sober, ASU wants to help you succeed. You shouldn't have to decide between going to school and living a sober lifestyle. You *can* do both! And we can help you! Email us at recoveryrising@asu.edu.



Survey

Imprint PR created a survey on Suvey Monkey for Recovery Rising. It was distributed to students and other university members affiliated with the program.

The purpose of conducting this survey was to gauge Recovery Rising's presence at ASU and to get a better idea of how Recovery Rising can market its services to the ASU community.

The following are the questions that were asked on the survey:

1. How did you hear about Recovery Rising? (Select all that apply.)
 - a. Social media
 - b. ASU website
 - c. Friends
 - d. Classmates
 - e. ASU campus event
 - f. Attended recovery related event at ASU
 - g. Attended or participated in Recovery 101 Training
 - h. ASU counseling services
 - i. ASU faculty
 - j. ASU staff
 - k. Other (Please Specify)
2. If applicable, what Recovery Rising meeting(s) do you attend? (Select all that apply.)
Presented as a Likert scale.
 - a. Alcoholics Anonymous (AA)
 - b. Narcotics Anonymous (NA)
 - c. Yoga for Recovery (Tempe)
 - d. West Campus Meetings
3. Why did you become involved with Recovery Rising? (Select all that apply.)
 - a. I am a student in recovery
 - b. I am supporting someone in recovery
 - c. I strongly agree with the mission of Recovery Rising
 - d. I wanted to learn more about the recovery process on a college campus
 - e. I wanted to be involved on campus
 - f. I am involved for academic purposes
 - g. Other (please specify)
4. How often do you attend Recovery Rising events? (For example: Recovery 101 Training, "Recovery" Film Viewing or Promotional Events at ASU)
 - a. Always
 - b. Often
 - c. Sometimes
 - d. Rarely
 - e. Never
5. In what ways could Recovery Rising better reach the ASU community? (Select all that apply.)
 - a. More campus events

- b. Meeting reminders via social media
 - c. Event reminders via social media
 - d. Partnership with other organizations
 - e. More Recovery 101 trainings
 - f. Offer more panel discussions
 - g. Provide online videos and resources
 - h. Flyers/brochures/posters
 - i. Educate faculty on collegiate recovery
 - j. Promoting at ASU events
 - k. Other (please specify)
6. What is your affiliation with ASU?
- a. ASU alumni
 - b. Current ASU student
 - c. ASU faculty
 - d. ASU staff
 - e. Not directly affiliated with ASU
7. What year are you in school?
- a. Freshman
 - b. Sophomore
 - c. Junior
 - d. Senior
 - e. Graduate student
 - f. Does not apply
8. What is your primary campus?
- a. Tempe
 - b. Downtown Phoenix
 - c. Polytechnic
 - d. West
 - e. Does not apply
9. I prefer to receive information about Recovery Rising via: (Select all that apply.)
- a. Twitter
 - b. Facebook
 - c. Email/ListServ
 - d. Posters/flyers
 - e. Phone calls
 - f. Personal invitation
10. If you are interested in sharing a recovery story about you or a loved one, please provide your contact information below.

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