



# Media Campaign Summary

## July 2016 – June 2017

### Be Under Your Own Influence

Five-year initiative aimed to prevent alcohol and prescription drug misuse among adolescents in Missouri by highlighting the many positive ways youth can be under their own influence.

An estimated 1,378,697 people aged 12-24 years were reached through social media, which could fill more than...

WILD & WONDERFUL



DRUGS? WE JUST DON'T DO THEM.  
BECAUSE WE ARE  
IN THIS TOGETHER. under your own influence. by our influence.org

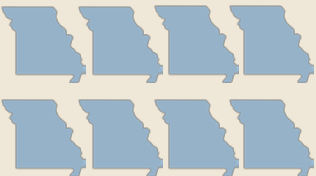
...36 Kauffman Stadiums.

An estimated 801,669 people aged 12-24 years saw the billboards per week (not counting local efforts), which is more than...

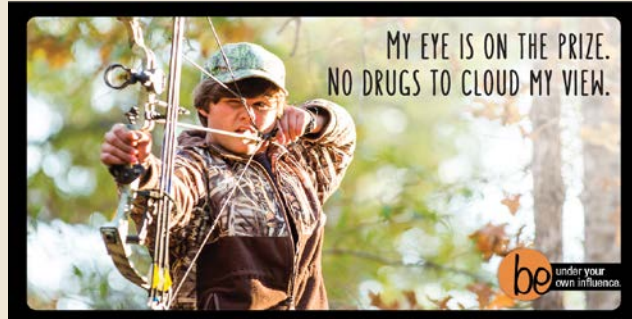


...18 Busch Stadiums.

An estimated 4,758,900 people aged 12-24 years were reached through radio, which is more than...



...8 impressions for the whole population of that age group in Missouri.



### End RX Misuse

Includes information on medication safety, myths, safe disposal, warning signs and how to seek treatment.



An estimated 3,378,300 people were reached through radio, which is approximately...



...half the total population in Missouri.

# Opioid Overdose Prevention & Education

**SEE AN OVERDOSE?**



**IN ST. LOUIS, THE LAW PROTECTS YOU**

## Don't Run – Call 911

In the City of St. Louis, a "Good Samaritan" law protects people who call 911 from arrest & prosecution for possession of drugs or paraphernalia.

Save a life. Call for help.

mohopeproject.org

Five-year initiative aimed to reduce opioid overdose deaths through building awareness, providing overdose education, and increasing access to naloxone.

796,000 people have been reached through social media, enough to fill...

**KC KC**  
...21 Kauffman Stadiums.

Transit ads placed in communities experiencing high overdose rates will be seen over 92 million times. This is more than...



...15 impressions for the whole population of Missouri.



**WORRIED ABOUT HIM?**

## SUICIDE IS PREVENTABLE

**HELPHIMSTAY.ORG**



## Suicide Prevention

Campaign targeted towards adult males age 30s to 60s and their friends and family.

An estimated 86,407 people were reached through Facebook, which could fill ...

**KC KC** ...over 2 Kauffman Stadiums.

An estimated 1,023,310 people saw the billboards per week, which could fill ...



...over 23 Busch Stadiums.

An estimated 1,085,100 people aged 30-60 were reached through radio, which is approximately...  
...**half of the total population** of that age group in Missouri.

**YOU CAN SAVE A LIFE.**

## SUICIDE IS PREVENTABLE

**HELPHIMSTAY.ORG**



Estimation does not account for the audience overlap across different materials, months, and media.