

# Overdose Prevention Program Vital Strategies



National Campaign to build support for harm reduction interventions  
and funding at State and Federal levels

# SUPPORT HARM REDUCTION

# Message testing with campaign target groups

Zebra Strategies completed a series of focus groups (FGs), In-Depth one-on-one Interviews (IDIs), and mini-groups (MGs) with respondents from diverse ethnicities, political affiliations, education levels, and occupations. These respondents were shown six ad concepts and three taglines, then asked to rate the concepts, and choose a favorite concept and tagline.

- 9 focus groups
- 6 in-depth-interviews
- 3 mini-groups
- 74 individuals in total

## **6 images**

## **3 tag lines**

“Invest in Community”

“Invest in Healing”

“Harm Reduction is Essential Work”

## **Harm Reduction Description**

# Testing different message framings

## Harm Reduction Explainer



## Medical Expert Opinion



## Urgent Call to Action



## Demand Action from Policymakers



## Personal Loss



## Community

## Key Findings:

Personal testimonials create urgency, build empathy and are effective

Showing people in community combats stigma and drives acceptances among people who use drugs

Personal connections to the issue built support across political spectrum

# Launch February 2022

## Strategy:

Launch with a full-page New York Times ad to get attention of policymakers and influencers.

Air paid media testimonials creatives on television and in digital channels including online, podcasts

Drive people to harm reduction website to learn about harm reduction and participate in overdose memorial.



NY TIMES FULL PAGE PRINT



Website

# Paid Media



30 second emotive testimonial videos capture hearts and minds

## Bringing the campaign into communities

We extended the campaign with local activations that allowed the public, policymakers and advocates to come together and generated local media.



## Overdose Memorial in Newark

We collaborated with the New Jersey Harm Reduction Coalition and the Newark Community Street Team collaborated to unveil the first installation of a traveling overdose memorial, at the Newark Public Library on Aug. 31, International Overdose Awareness Day. The memorial was featured at the library through September 9.



## Bringing the campaign into communities

For 2023, our do-it-yourself campaign kit helped advocated mount local Support Harm Reduction campaign moments in hundreds of communities





# Questions?