

## Next 90 Days

Plans are to produce a second creative ad using youth voice in the **“In It To Win It”** campaign (barring COVID limitations). We will use the same youth from the previous ads and recruit youth from Sarasota and south counties to be included. This will build protective factor support and encourage **“The Talk”**.

As part of our campaign we have Radio Personality support with live interviews monthly with **Queen B, 95.7 The Beat** and **Ronnie “Night Train” Lane of WDAE 620 Sports radio**.



Interviews can be seen on the CFBHN website and are distributed via social media.

We will be bringing in guest interviewees in the coming months from throughout the network.

This is valuable additional support on social media and throughout the program play segments that are in addition to paid spot placements.

**NOTE**— We are able to personalize any TV or radio spots we have in the campaign for use by Coalitions and Partners on their own social media, website or in school settings.

## Numbers

To date the campaign on all platforms (Radio, TV broadcast, Digital and OTT) has garnered **11,952,009** impressions in the first **90** days via **1700** spots.

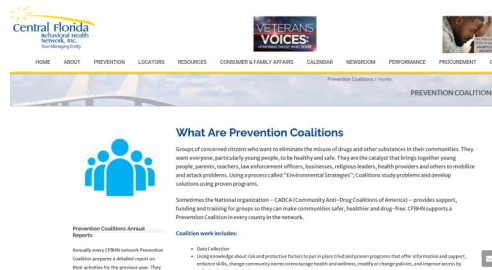
The call to action is the CFBHN website and Google analytics shows there has been an **83%** increase in new visitors with **10,820** page views for an average of **2:19** minutes a visit. Visits are substantially up since the campaign launched vs the 90 day period prior to the campaign.

## Actions to Support Campaign

CFBHN has enhanced our website by using the white header space on the home page to input quick links, a floater with **“Talk. They Hear You”** logo quick link, and our first slider is a **“Talk. They Hear You”** visual.

CFBHN has created a new Prevention Tab for the website featuring drop down pages of more information: **“Talk. They Hear YOU”**, Coalitions and RX Drop Box.

CFBHN is currently working to produce a new **Partners** page similar to the **Coalition** page.



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# Prevention Campaign Quarterly Report July 1, 2020 to September 30, 2020



# Prevention Campaign 2020-2021

Campaign focus was determined by Network Coalitions who identified Underage Alcohol Consumption as the primary and common issue adversely impacting their communities (save for Pinellas which was Opiate with Underage Alcohol second).

With this in mind, CFBHN developed a comprehensive campaign to talk to parents/guardians and youth (middle/high school age) about Underage Alcohol use.

The SAMHSA “**Talk. They Hear You**” campaign encourages parents/guardians to have this important talk with their children. CFBHN and creative partners adapted this material and produced additional original material for the campaign launch.

All resources such as talking point infographics and a downloadable APP (that can be used to practice having the talk) are available on the CFBHN website.

Commercials are personalized for our communities from the SAMHSA materials and original commercials have been developed using youth voices from our local areas. These :15 and :30 sec TV spots are on our website as well as radio spots and personality interviews.

CFBHN has begun to weave into the campaign a second focus aimed at youth – the “**In It To Win It**” campaign. This will help support protective factors with youth and encourage them to be receptive to the parent talk and ask questions. It is a recognized catch phrase in the sports world and resonates with youth as a positive and encouraging message.

The advertisement features a photograph of a family of three in a modern kitchen. A woman in a maroon top is on the left, a young girl in a blue top is in the center, and a man in a light blue shirt and tie is on the right. They are all smiling and appear to be preparing food together. The kitchen has white cabinets and a stainless steel sink. A blue banner at the top left contains the text "Talk. They Hear You." with a registered trademark symbol. Below this, a white text box contains the main message. At the bottom, there is a logo for "talk they hear you" and "SAMHSA".

**"Talk. They Hear You." ®**

Everyone wants their child to be successful. To make that happen, you have to be their biggest fan. You have the power to make a difference in their young lives. From alcohol and substance abuse, to other important issues, you have to talk to your child. "Talk. They Hear You." ®

**Dinner Time**  
A perfect moment to talk about alcohol.

**talk** they hear you **SAMHSA**