

Prescription Pain Medication Management & Education Program
Patient & Community Education Work Group

March 12, 2008
Human Services Building Rm 304
120 N 200 W

Present:

Ben Reeves
Carla Cook
Kathy
Marty Malheiro
Linda Player
Nancy Cheeney
Cindy Kindred
Jeff Martin
Jason Carlton
Leigh Ann

Vanguard Media described 7 creative ideas for TV Spots, 5 slogan, and 5 logos. See other resources for the descriptions of each TV spot. Comments on the creative ideas follow:

Carla
Long nap #1—real, it happens a lot, people take too many
#5,6,7 didn't like
#6 had the least bang

Kathy
#3 liked. Bold messages. Get the messages out.
#7 didn't like. Didn't seem comic.

Marty
#4 Poison Control Center—very real
#3 didn't have a person to link it to
#6 too not serious

Charlotte
#1 seemed like too many other commercials, boring,

Linda
#7 liked it—she's been through that and thinks her son may have arrived in heaven and thought "what did I do?"
#1 don't listen

Nancy
#3 grabbed attention—can replay the stats in their mind
#1 least fav—can't be done in 30 seconds

Ben
Some good in all of them
#5 we all debate major decisions that we know we shouldn't debate; relate to her
#2 least fav—visual learner and this seems dark

Discussion:

Carla--Internal debate might be good with whether or not to drink alcohol (different debate)

Kathy—has opposite problem with internal debate—can't remember if they've already taken it

Nancy--#6 points out that he knows how to follow instructions and take during the right time frame

“Talk to your pharmacists” should be changed to “talk to your doctor”

Charlotte—not throwing meds

Carla—“x # of Utahans die from prescription pain medication”—make sure that the people relate and know that it is not an illicit drug issue

Nancy--#7 changing message to include showing family members thinking it was a suicide. #5 change to pill bottle for her husband—not for her.

Ben--#2 really strong emotional message needs to be followed up with an education piece

Poison Control Center—works on radio, can relate to it,

Doesn't specify the age of a person, but says that the overdose was to help back pain

ETOH—we have the research, alcohol isn't too big a problem with the deaths—don't muddy the waters with adding that to the message

Marty-Maybe benefit by using social math: more Utahans die from rx than motor vehicle crashes (rather than x amount of Utahans die each year)

How many messages can go out in one TV spot? 4 is too many. 1 can be done really well. 2 or 3 can work.

Carla- #6 would be good if he looked more manly and was working out in the backyard. The idea is good.

Leigh Ann- #6 she likes with the idea of a piece of equipment

Marty- #6 is aimed at men—gives impression that it is a man problem (same with no matter what ad we choose).

Slogans:

#1 mind your meds

#2 med aware

#3 pain med safe

#4 use only as directed

#5 med safe.med smart

Marty: didn't like "mind your meds"—reminds of "mind your manners", but medsafe.medsmart is catchy

Leigh Ann: we need something that has punch and catches attention—I liked "mind your meds". Workers Comp Fund has "be careful out there" and has gotten so much attention from that "be safe our there". Like it because it sounds like "mind your manners".

Kathy: use only as directed is good—maybe a little tired. The other one's don't grab her: medaware. Medsafe.medsmart reminds her of be safe be wise.

Carla: #3 is the only one with the word "pain" in it, but medsafe.medsmart is good. 'Use only as directed' misses something—doesn't capture everything.

Nancy: 'mind your meds' takes you off topic by reminding of 'mind your manners'. Use only as directed makes you think immediately about meds. Nothing with pain in it except one that wasn't catchy. Reverse to 'medsmart.medsafe' (if you're smart, you'll be safe)

Ben: liked mind your meds because it helps you see consequences of what you're doing. #3 pain medsafe is hard to say and so won't catch on. Like medsafe.medsmart.

Charlotte: medaware sounds too much like medicare
Or an insurance program
Or info on how to get insurance paid for

Linda: pain med safe—mixtures kill them also. Narrow

Logos:

Prescription bottle is not recognizable in the logo

Like the yellow sign—shows "caution"

Circle pill is difficult to decipher what it is

MedAware looks like a medical company

Rx is good—since we're talking about the prescriptions

Like the exclamation mark above (with message below)

Symbol on top of the phrase

Rx symbol was first pick, red caution second

Orange and red (7 people like best)

Rx best (or pill bottle with the Rx in it)

Ben thinks rx in pill bottle may be too much (too busy).

Need something that quickly catches the attention (and something that the audience recognizes).

Everything should be a 6th grade reading level.

Pill capsule is too common a shape/ takes away from the idea

Updates:

DEQ has put out a pamphlet on proper disposal (distributed at HEAU by Marty)

Communication Plan: describes some of the other efforts that are happening in the state. Timeline for TV spot: approve mid-april, run end of april. Only 2 good windows for running a spot—from april to may (after that is Olympics and Elections). 2nd window is after Christmas (too expensive during these times).

Run for 6 weeks. Heavy concentration. Tie in media relations/press conference.

Radio spots: may be ok during the Olympics, but won't be good bang for the buck during the elections.

Spots can also be run on the websites.

Every element will compliment the other—decals at pharmacy and doctor's office and state liquor stores—with the same recognizable logo/slogan.

Survey results showed that the places they go to get information on this is doctor and pharmacist. Also showed 50/50 split on getting info online vs. on tv.

Maybe sponsor health session of Channel 4 or 2.

Print out posters to distribute to docs offices.

Decal clings (that can be removed easily) can be handed out and put in windows/cars/etc.

Utah Case Managers Association might be a good venue