

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark landmasses. The ocean is a deep blue, and the sky is a dark blue with many stars. The Earth's horizon is visible at the top of the frame.

JCDecaux

CASE STUDIES

THE POWERFUL PUBLIC SCREEN SIGNPOSTING A SUBSTANTIAL AUDIENCE TO A CRUCIAL SOCIAL MARKETING MESSAGE

SCOTTISH DRUGS FORUM



BACKGROUND:

Scotland has the highest reported rates of drug-related deaths in Europe. Take-home naloxone (THN) programmes are the single most effective tool; to reduce the likelihood of opioid-related mortality immediately following an opioid overdose.

CAMPAIGN OBJECTIVES:

Increase awareness of drug-related deaths; the signs and symptoms of an overdose; and how to respond to an overdose

Increase the supply of take-home naloxone

Increase awareness and discussion of drug-related deaths as an important public health issue

Signpost the widest possible audience to the stophedeaths.com website, increasing the number of people aware of and prepared for what they can do to help

CAMPAIGN DETAILS:

Initial campaign:

Eight weeks; August – October 2021

Booster campaign:

Four weeks; December 2021 – January 2022

Scotland specific

Multi-format Out-of-Home

Transport hubs, retail, city centre and roadside locations

Running in conjunction with TV, radio and social media





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The ‘How to Save a Life’ (HTSAL) campaign was the first of its kind, tackling the subject of drugs-related deaths on a large scale. We chose Out-of-Home media as a key strand as it increases message visibility and reach amongst crucial new audiences in important locations.

Overall, we saw very high levels of public campaign awareness, reaching 30% spontaneous, and 60% prompted. New audiences were effectively signposted to the stopthedeaths.com website which, in turn, enabled them to understand the signs of an opioid overdose; about carrying THN; and choosing to do so. Supplies of THN kits increased by 75%, compared to the previous average weekly increase of 1%, and this above-average trend continued post campaign.

It was very emotive seeing the campaign so present in public locations through Out-of-Home. People took photos and shared them on social media which created a real sense of community and societal awareness of the issue. HTSAL has successfully raised awareness, improved knowledge and increased THN supply.

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