

## 2017 YOUNG GLOBALS STUDENT COMPETITION CREATIVE BRIEF

CLIENT National Opioid Addiction Prevention Council (fictional)  
PROJECT Push Back on Opioid Use

### BACKGROUND

According to the Centers for Disease Control (CDC), overdose deaths involving prescription opioids have quadrupled since 1999, and so have sales of these prescription drugs.<sup>1</sup>

Opioids are a class of drugs that include the illicit drug heroin as well as the legal prescription pain relievers oxycodone, hydrocodone, codeine, morphine, fentanyl and others.

In 2016, doctors wrote approximately 300 million opioid pain pill prescriptions (U.S. population is approximately 330 million).<sup>2</sup>

The United States represents by far the greatest opioid consumption in the world,<sup>2</sup> estimated to account for 80% of the world's consumption.<sup>3</sup>

There are many alternatives to prescription opioids including over-the-counter (OTC) options which have been shown to work just as well for pain management.<sup>4</sup>

While awareness of the number of opioid addicts and deaths is rising as the issues gains increasing media attention, what many people do not realize is that opioid addiction can happen in a matter of days. And while many kids get addicted after sampling prescription opioids from their parents' medicine cabinets, most addicts get hooked while on an opioid medication that was legally prescribed for them by a doctor or dentist.

### TARGET AUDIENCE

Consumers who represent a broad spectrum of knowledge and experience with opioids. Our target audience includes both people who are naïve to opioid use and people who have personal experience either using opioids themselves or knowing friends/family who have used them.

### THE CUSTOMER MIND

Our target audience feels personally immune to the possibility of becoming addicted to opioids and underestimates how quickly an addiction can happen to prescribed opioid medications. They are not accustomed to questioning what their doctor/dentist prescribes let alone to advocate for an alternative.

### BEHAVIORAL OBJECTIVE

Activate our target audience to push back when they receive an opioid prescription and ask for non-opioid pain relief alternatives.

### TARGET INSIGHT

"I trust my doctor/dentist but I don't trust opioids."

### KEY IDEA TO BE COMMUNICATED

When someone pushes opioids on you, push back

### PRIMARY SUPPORTING MESSAGE

There are many non-opioid pain management options that work just as well without putting you at risk of addiction.<sup>4</sup>

### EXECUTIONAL CONSIDERATIONS

Develop a unique and compelling multi-channel experience (print, social media, digital, etc.) for the National Opioid Addiction Prevention Council (fictional). A maximum of four elements can be created. One of the elements must be a poster with a powerful visual, headline and brief body copy.

#### Sources:

CDC: <https://www.cdc.gov/drugoverdose/data/overdose.html>

Op-Ed: The Opioid-Addiction Industrial Complex, America's Dirty Secret. The Observer. ----

<http://observer.com/2017/06/op-ed-the-opioid-addiction-industrial-complex-americas-dirty-secret/>

Therapeutic opioids: a ten-year perspective on the complexities and complications of the escalating use, abuse, and nonmedical use of opioids. Pain Physician.

<https://www.ncbi.nlm.nih.gov/pubmed/18443641>

Opiate Alternatives: Doctor's Got a Brand New Bag <https://drugabuse.com/opiate-alternatives-doctors-got-a-brand-new-bag/>