



Pilot Community Outreach Program – Goals & Metrics

Goal 1: Spark significant action on the part of the community to utilize DEA resources in support of fellow neighbors and community members to decrease heroin use and opioid drug misuse through increased drug epidemic education.

Goal 2: Build sustainable, drug-free communities by empowering and supporting community alliances, made up of leaders and citizens, through grassroots outreach and engagement efforts increasing the awareness of the effects of heroin and opioid drug addiction.

Goal 3: Create a change in attitude and perception regarding the threat to the community created by the rise in prescription opioid and heroin addiction among target audiences (teens, parents/caregivers, teachers, workplace).

Main Messages:

1. Together we will empower our community to reclaim a sustainable and safe, drug-free environment.
2. Freedom from drug addiction begins with the commitment to understanding the issues affecting us and our neighbors and taking action to create change.
3. Prescription opioid drug misuse and heroin use continue to rise in the U.S. and touches every city, every state, and every person as drug addiction continues to take hold.
4. The power of knowledge and caring support is stronger than any drug.
5. Our community alliance utilizes the DEA 360 Strategy, a holistic approach developed to provide the needed resources to help fight the opioid and heroin epidemic.

Metrics for Measuring Reach and Impact

Deliverable:

Various print materials on Prescription Opioids, Heroin, and Fentanyl

Metric:

Track numbers of materials with targeted messaging distributed to parents/caregivers in the home, educators, teens, and employees in the workplace.

Deliverable:

Community Alliance of major stakeholders working together to identify root causes for drug use and abuse in each pilot community, solutions

Metrics: Number of organizations represented from across the core disciplines identified for the Community Alliance (education, faith-based, community, civic, business, treatment, prevention, law enforcement, as well as policy makers). Track community partner participation numbers for outreach events, rallies, and meetings. Track the outreach activities of the community partner organizations to analyze level of effort in pulling together existing community organization resources, each with unique and individual strengths working

toward the same goal, creating a strong collaborative environment to achieve a sustainable approach to the drug epidemic issue.

Deliverable:

Prescription Drug and Heroin Community Summit

Metrics:

Total number of attendees at the Summit. Final attendee list with notable guests/speakers highlighted. Total media placements and impressions. Total Twitter impressions (we will develop and promote a hashtag for the event). Increased awareness regarding the urgent opioid/heroin issues relevant to each targeted community. Creation of list of measurable recommendations to be implemented on the community level to address those issues.

Deliverable:

Build Sustainable Community Anti-drug Coalitions in the Pilot Cities

Metrics:

Increased numbers of anti-drug coalitions established in the pilot cities. Increased capacity to develop the core competencies and capabilities of participating community coalitions to implement all phases of SAMHSA's Strategic Prevention Framework. All participating coalitions will complete processes necessary for coalitions to produce key guiding documents essential to the work of a successful coalition (community assessment, logic model/intervention map, strategic action plan, evaluation plan, sustainability plan).

Track improved coordination, cooperation, sharing among participating coalitions across designated targeted communities sharing best practices, policies, and strategies, and well as learned experiences by participating in the DEA 360 Community Alliance Academy Workstation. The DEA 360 Community Alliance Coalition Academy Workstation (WST) is a digital-learning application for coalitions to do their work both in and out of the classroom. Track participating coalitions demonstrating implementation of community changes to address their priority risk factors, and local and environmental conditions relevant to the opioid abuse and heroin overdose challenge.

Deliverable:

"Wake Up" Awareness Media Campaign

Metrics:

News media mentions, including publication, date, article type, and overview. Social media mentions, including number of tweets broken down with and without hashtag data, as well as influencer tweets. Advertising, including media, number of spots, and digital analytics. Advertising pre- and post-logs. Track number of earned media placements during the campaign timeframe in the form of Letters to the Editor, blogs, or feature news articles surrounding the efforts of the community alliance with key messaging to inspire action. Gather information on type of publication, tone, and placement of article to gauge impact of the earned media.

Deliverable:

Micro-Websites (Parent/Caregiver & Youth)

Metrics:

Track visiting traffic to the dedicated electronic microsites, establishing baseline microsite visitor numbers at the start of the campaign, and realizing an increase in the access of available resources at the conclusion. Track click-through rates to various local community connections and resources.

Deliverable:

Packaged Presentations for Parents/Caregivers on Prescription Opioids & Heroin

Metrics:

Track numbers of times the presentations are given in each pilot city, the size and demographics of the audience, and qualitative feedback from the audience. Track number of downloads of the presentation from the micro-website.

Deliverable:

Partnership for Drug-Free Kids “Mind Your Meds” Public Service Announcements on Prescription Drugs in the Home

Metrics:

Track reach of the ads to include number of individuals reached by each station, the GRPs for the time slots, and number of times the ads aired over the course of the pilot. Track number of Web hits to unique microsites linked to add or to the campaign microsite from the geographic area (unique pilot city region).

Deliverable:

Social Media Campaign in Each Pilot City

Metrics:

Track engagement and reach via social media outlets and unique hashtags. For each individual Facebook post: Overall page likes, post reach, and engagement. For Reach: Post, reach, likes, comments, and shares. For People: Gender, age, and location demographics. For each Tweet: For Impressions: Number of impressions and positive or negative growth over the previous month. For Profile visits: Number of page visits, and positive or negative growth over the previous month. For Followers: Number of followers, and total number of users who have either followed or unfollowed the account.

Deliverable:

Package Presentation for Youth Audience on Prescription Opioids & Heroin

Metrics:

Track number of times the presentations are given in each pilot city, the size and demographics of the audience, and qualitative feedback by the audience. Pre- and post- presentation surveys of the audience and the teachers. Track number of downloads of the presentation from the micro-website.

Deliverable:

Short-Form Videos on Prescription Opioids and Heroin

Metrics:

Track number of different uses for the video on micro-websites, via social media sharing, by members of the Community Alliance in their individual outreach and presentations, and in presentations given by DEA staff.

Deliverable:

Partnership for Drug-Free Kids “PACT 360” Presentations

Metrics:

Number of individuals and organizations attending the regional train-the-trainer sessions, number of presentations given by those who went through the training to their constituents and various other community and youth groups.

Deliverable:

DEA Youth Dance Program after-school drug awareness/prevention/healthy living program in schools in each pilot city

Metrics:

Track number of students, teachers, staff, and parents that attended the kick-off rally at the start of the program, the number of students enrolled in the program, the number of students retained over the course of the entire program, the number of presentations given by DEA and local law enforcement during the program, the number of drug education handouts given to the participants to take home, and evaluations at the end of the program by the students, school teachers, school administrators, and dance instructors. Gather qualitative feedback from the students who participated.

Deliverable:

Physical Exhibit Panels for Schools, Libraries, Community Centers with Facts/Science on Prescription Opioids and Heroin in each pilot city

Metrics:

Number of places and duration of time where the exhibit panels are displayed. Number of visitors that view the exhibits. Number of times embedded QR codes and unique micro-website URLs to various community treatment and prevention resources are used. Qualitative feedback from visitors to the exhibits.

Deliverable:

App for Smartphone and Mobile Devices

Metrics:

Number of downloads of the app. Number of click-throughs from the app to various community treatment and prevention resources, sorted by pilot city. Usage patterns for the different areas of the app.