

"How do I guide my child to make positive choices?"

Start with a talk.

Start Making The Difference.

Learn More. **PAStart**

CPA Commonwealth Prevention Alliance
Supported by the Commonwealth Prevention Alliance through funding made available by the Pennsylvania Department of Drug and Alcohol Programs

Care Enough Not to Share.



Don't Share Prescription Drugs.

Learn More. **PAStop.org**

Anyone Can Make The Difference. Anyone.

Learn More. **PAStart**



Anyone Can Become Addicted. Anyone.



Anyone Can Make The Difference. Anyone.



Understanding Substance Use Disorder

PAStop.org Faith-Based Organization Toolkit

CPA Commonwealth Prevention Alliance
Help for Faith-Based Organizations

Talk to your doctor ask question about pain management & prescription drugs

Care Enough to Become Empowered.

Learn More. **PAStart.org**

Commonwealth Prevention Alliance



Anyone Can Make The Difference. Anyone.

Help Fight Substance Use Disorder In Your World

Learn More. **PAStop.org**

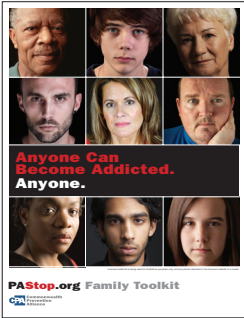
CPA Commonwealth Prevention Alliance
Crawford

Preventionist Media Toolkit

PAStop
PAStart 2020/21
Campaigns
& Messaging
Options

20/21

Preventionist Media Toolkit



Family Toolkit Brochure



Silicone Wristbands



Tri-Fold Brochure



Pop-Up Display

PAStop campaigns

The main PAStop campaigns identify that the “face of addiction” can look like *Anyone*, breaking down stigma and increasing awareness. The prescription sharing messaging (*Don't Add, Care Enough*) was specifically directed and tested to reach 18-25 year olds, and the new *Difference Makers* is the connecting thread that leads viewers to either an action-based outcome or informational resources.

SUBSTANCE USE DISORDER MESSAGING

Anyone Can Be Addicted. Anyone.

- Pop-Up Displays
- Vinyl Banners
- Vinyl Magnet
- Static Window Cling
- Postcards
- Silicone Wristbands
- Round Vinyl Stickers
- Tri-fold Brochure
- Family Toolkit Brochure
- Workplace Toolkit Brochure
- Faith-Based Toolkit Brochure
- Takeback Tear-Off Notepads
- Gas Pump Topper
- Shopping Cart Messaging
- Elevator Door Wrap
- PLUS MUCH MORE!

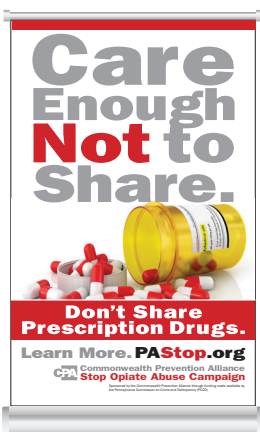
ANTI-PRESCRIPTION SHARING MESSAGING

Care Enough Not to Share.

- Pop-Up Displays
- Vinyl Banners
- Vinyl Magnet
- Static Window Cling
- Postcards
- Silicone Wristbands
- Round Vinyl Stickers
- Tear-Off Notepads
- Gas Pump Topper
- Shopping Cart Messaging
- Elevator Door Wrap
- PLUS MUCH MORE!

Don't Add to the Numbers.

- Pop-Up Displays
- Vinyl Banners
- Vinyl Magnet
- Static Window Cling
- Postcards
- Silicone Wristbands
- Round Vinyl Stickers
- Tear-Off Notepads
- Gas Pump Topper
- Shopping Cart Messaging
- Elevator Door Wrap
- PLUS MUCH MORE!



Mini Pop-Up Display



Static Window Cling



Vinyl Banner



Postcards

NEW PATIENT EMPOWERMENT MESSAGING

Care Enough to Become Empowered

- Pop-Up Displays
- Vinyl Banners
- Vinyl Magnet
- Static Window Cling
- Postcards
- Silicone Wristbands
- Round Vinyl Stickers
- Patient Empowerment Guide
- Gas Pump Topper
- Shopping Cart Messaging
- Elevator Door Wrap
- PLUS MUCH MORE!

PAStart Campaigns

The PAStart and PAStop messaging and websites are directly linked and cross-marketed to overlap information in many ways. PAStart was developed to help parents, caregivers, and “influencers” to take positive action before SUD behaviors emerge. This makes it especially well-suited to promote local programming like OMPP sites or coalition events. The accompanying prescription messaging component here is based on patient knowledge and empowerment. The connective branded thread between these concepts becomes *Start Making The Difference*, which bridges both overarching themes.

DIFFERENCE MAKERS MESSAGING

Anyone Can Make The Difference. Anyone.

- Pop-Up Displays
- Vinyl Banners
- Vinyl Magnet
- Static Window Cling
- Postcards
- Silicone Wristbands
- Round Vinyl Stickers
- Tear-Off Notepads
- Gas Pump Topper
- Shopping Cart Messaging
- Elevator Door Wrap
- PLUS MUCH MORE!

Start With a _____ . Start Making The Difference.

- Pop Up-Displays
- Vinyl Banners
- Vinyl Magnet
- Static Window Cling
- Postcards
- Silicone Wristbands
- Round Vinyl Stickers
- Tear-Off Notepads
- Gas Pump Topper
- Shopping Cart Messaging
- Elevator Door Wrap
- PLUS MUCH MORE!

Contact Scot Fleming at BOOM for More Information
1-888-567-BOOM Ext. 1 | info@boompgh.com



PAStop 2020/21 Advertising/Campaign Participation Options

This year, BOOM is working with CPA on their mini-grant program designed to foster collaboration between coalitions, SCA's, and their local faith-based community leaders. Additionally, we have launched our first 14 county regional cooperative media plan and have state-wide media for fall and winter 2020/2021 being developed and ordered now.

Many Drug & Alcohol agencies in Pennsylvania have reached out and partnered with BOOM to receive assistance, production, media strategy and advertising materials to promote local counties/communities/events. We are happy to assist any group with budgets of any size to develop messaging for your region that will save money versus purchasing the same products on your own from local, smaller media groups. Some typical savings:

Local Television

Estimated to provide 30-40% increased value for investment dollar

Local Cable

Estimated to provide 20-40% increased value for investment dollar

Local Radio

Estimated to provide 30-40% increased value for investment dollar

Local Outdoor

Estimated to provide 10-25% increased value for investment dollar

Local Print Advertising

Estimated to provide 10-25% increased value for investment dollar

Online and Social Media*

Estimated to provide 30-75% increased value for investment dollar

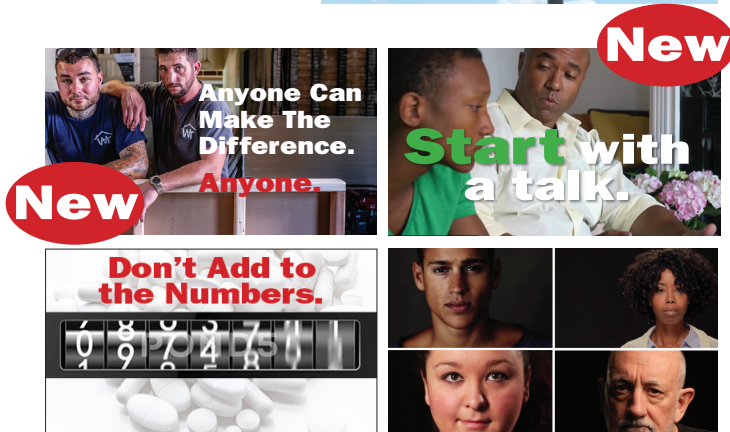
*Encompasses all online advertising platforms, including display, connected TV (Hulu, Spotify, Pandora, etc.) search-based and social media.

BOOM is committed to act as your media representatives to take your messaging to the marketplace, guiding the process and ensuring optimal value. Working together, we can manage your PAStop messaging for the best pricing, the widest reach and effectiveness possible. When you respond to local cable/radio/or outdoor messaging reps that come to you, please keep in mind that their business in selling media, not assisting non-profits with public health messaging.

Part of BOOM's contractual affiliation with PA Stop as the "agency of record" ensures sustained, consistent, ubiquitous, quality messaging across the state. There are myriad licensing, actor, photo, permission and formatting issues that local media companies are unaware of and they would not be on the hook for any compliance issues. Your organization and CPA would be responsible. BOOM is available and contracted to help organizations to better understand and navigate these issues.



Billboards



Television Spots



Transit Advertising



Online Advertising

PAStop.org
Commonwealth Prevention Alliance
Stop Opiate Abuse Campaign

BOOM
CREATIVE

Contact Scot Fleming at BOOM for More Information
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