



idea
ENGINEERING

**PREVENTION
CAMPAIGN
TOOLKITS**

**Communications that
Create Community**



Get a **FREE** social media graphic from this campaign today!



 **FENTANYL**
IS FOREVER

Fentanyl is Forever shows the devastating impact of fentanyl through six perspectives,

each with their own story of how fentanyl has affected their life and the lives of those around them. The ultimate goal of this emotionally powerful campaign is to increase awareness around the presence and dangers of fentanyl within our communities and to link people to local resources for information, help and treatment.

INSTANT IMPACT

Many communities, nationwide, are facing serious public health and safety challenges – and additional challenges in funding, personnel, expertise, and time stand in the way of launching needed prevention campaigns.

Idea Engineering has coupled our broad experience in the prevention industry with expert research and the highest production values to develop affordable, relevant, and powerful turn-key campaign toolkits on critical issues facing our communities.



Prevention that starts preventing *today*.



Save time & staff bandwidth



Use funds effectively



Reliable Expertise

CURRENT CAMPAIGN TOOLKITS

FENTANYL IS FOREVER

Fentanyl Prevention Campaign

STAY

Suicide Prevention Campaign

METH: DON'T BUY THE LIE

Meth Prevention Campaign

JUST NOT WORTH IT

Youth and Illegal Drug Use Prevention Campaign

TOOLKITS INCLUDE



Broadcast TV PSAs



Digital Video PSAs



Radio PSAs



Posters and Flyers



Digital Banner Ads



Social Media and
Website Graphics



Campaign Website
with Local Resources



English and Spanish components available immediately. Other languages available upon request.

Idea Engineering's Campaign Toolkits deliver pre-built, research-driven, affordable campaigns that are ready for immediate deployment.



EFFECTIVE

- Campaigns that speak human
- Compelling, relatable, and change-inspiring



RESEARCH DRIVEN

- Extensive research, input, and testing
- Incorporating best, promising and evidence-based practices



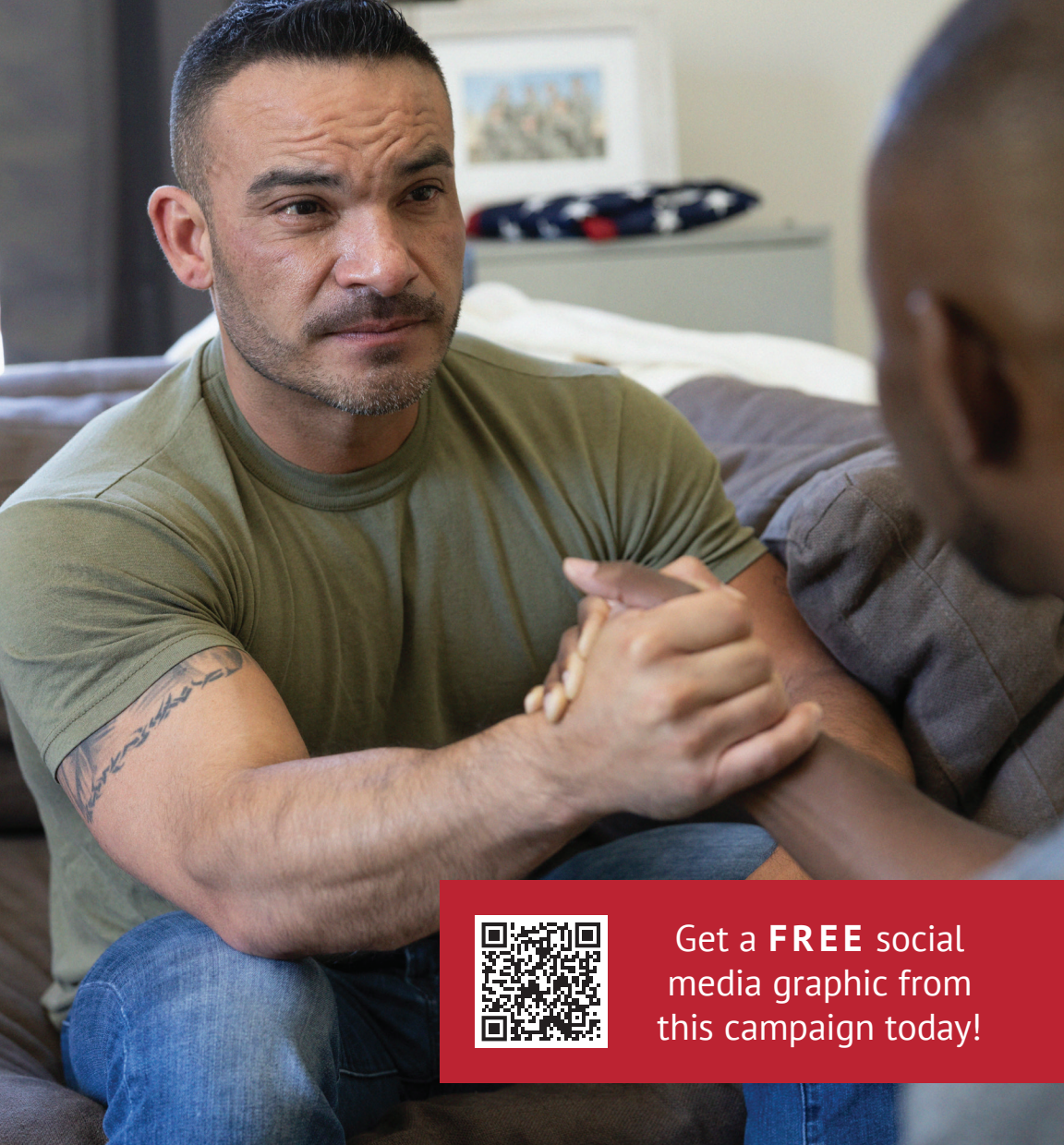
AFFORDABLE

- Licensing means you pay for use, not creation
- Fraction of the cost of producing custom campaigns
- Unlimited use, forever license



IMMEDIATELY DEPLOYABLE

- Ready to go; quickly localized for your community
- Research, development and feedback already done
- Streamlined process: no RFP due to being a Sole Source Provider




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Our **STAY** campaign asks those who are thinking about suicide to **STAY**.

Stay and reach out for support; stay and call a lifeline; stay and get treatment. When things feel at their darkest we want the STAY campaign to be a ray of light; a message of love and caring and a request that people STAY and give their pain a chance to pass.



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METH
Don't Buy
the Lie

Targeted to young adults who may be at risk for trying meth, the goal of the **Meth: Don't Buy the Lie** campaign is to provide the truth about meth without preaching nor invoking the reflexive opposition which comes easily to people in this age range. Without anything similar to naloxone or Suboxone for intervention or treatment, the best “treatment” we currently have for meth is effective prevention campaigns.

RESEARCH DRIVEN

Idea Engineering has spent almost two decades at the forefront of developing powerful prevention campaigns that deliver results.

Practices that we follow in our campaign creation process to ensure the most effective outcomes



CONVERSATIONS WITH STAKEHOLDERS



RESEARCH AND BEST-PRACTICE REVIEW



INPUT SESSIONS WITH COMMUNITY MEMBERS



MESSAGING TESTING



INPUT AND FEEDBACK FROM SPECIALIST ADVISORS

At Idea Engineering, we believe it's not communication when you say it. **It only becomes communication when your target audience listens, understands, and engages with it.**

Idea Engineering relies on the latest research in all campaign design and planning; we test all messages with target audiences; and we work to extend evidence-based practices by elevating best and promising practices.

This is very important as a foundation, but only when it is developed into a message that is relatable, believable, and actionable, do you have the necessary ingredients for behavior change.

Idea Engineering is committed to producing campaigns and materials built on a foundation of cultural sensitivity, reflective of our clients' communities. We believe that doing so is not only the right thing to do, but that cultural relevance drives buy-in and engagement with our target populations and the larger communities they are part of.

“ No one else has the subject expertise and the creative capabilities of Idea Engineering. I can't imagine what we would do, as prevention services, without you. I don't even know who your competitors would be. ”

MANAGER

Substance Use Services – Prevention, County Behavioral Health



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justnotworthit

The goal of our **Just Not Worth It** campaign is to educate teens and young adults on the risks that substance use poses to their health, well-being, life-opportunities, and relationships. Instead of using blame and castigation, the campaign addresses the issue from the perspective of friends that love and miss the person that is currently using drugs. This campaign encompasses both illegal drugs as well as legal drugs taken illegally.

CAMPAIGN TOOLKIT PACKAGES

TOOLKIT COMPONENTS



Broadcast TV & Digital Video PSAs

Your audience can tell the good videos from the bad ones – how do you think they react to the bad ones? Luckily, we make the good ones. Take a look.



Radio PSAs

We make the good radio PSAs too.



Posters and Flyers

Brings your campaign to life in all the places that broadcast and social media can't reach.



Digital Banner Ads

Pre-made ads for quick and easy deployment.



Social Media and Website Graphics

Drop into place and you are “out-reaching.”



Campaign Website with Local Resources

Ready-to-go website on your custom URL. Resources page listing your local resources can be updated easily.



Materials in Multiple Languages

English and Spanish components available immediately. Other languages available upon request.

CAMPAIGN PACKAGES

INSTANT IMPACT



License today, **launch tomorrow**



License **only** the materials you need



Toolkits for **all budget sizes**



All materials in **English & Spanish**



Localization and badging available

COMPREHENSIVE



Localize and launch **in under 30 days**



Complete **multimedia** campaign



Full suite of **all toolkit materials**



Includes campaign **microsite & analytics**



All materials in **English & Spanish**
(other languages available)



Localized with **your custom web address**



Your logo on all materials

idea

ENGINEERING

For two decades, Idea Engineering has been on the forefront of identity, prevention, public health, and social issue communications.

We've worked with federal, state, and local government, in addition to for- and non-profit organizations on over 500 campaigns.

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CUSTOM CAMPAIGN TOPICS INCLUDE

Alcohol

Opioids

Marijuana

Vaping

Rx Safety

Tobacco

Impaired Driving

Maternal Health

Nutrition and Food Insecurity

Immunization

Mental Health

Suicide Prevention

Community Health Promotion

Health Equity

POPULATIONS

Teens, Young Adults, and
Transitional Age Youth

Alternative Education Students

Parents

LGBTQ+

Unserved and Underserved
Populations

Deaf and Hard of Hearing

Native Spanish Speakers