

LaMoire County Opioid Settlement Funds Report

January 2026

LaMoire County goal has been to reduce stigma surrounding opioid addiction and provide knowledge of treatment options. We utilized Anchor Marketing to create and publish a media campaign “overcome opioid addiction”. Over 2025 there have been radio ads, newspaper ads, snapchat ads and Facebook ads. We found that we obtained the most interest on Snapchat and Broadcast Radio, so we shifted our funds to focus efforts here. The radio directs people to visit Credible Minds and Snapchat has a click through to credible minds. Once on the site there is access to opioid addiction education for self or those close to someone who suffers from addiction. There are also listed treatment options in our area including contact information.

The click through URL: <https://region6.crediblemind.com/topics/opioid-use?query=>

The campaign has run during three separate seasons 2024-2025. Each time the ads run there have been slight changes each time to catch audience attention.

Numbers from the most recent Campaign:

Snapchat – October stats:

- Delivered impressions = 7,172
- Clicks = 52
- CTR = 0.73%

Snapchat – November stats:

- Delivered impressions = 2,712
- Clicks = 45
- CTR = 1.66%

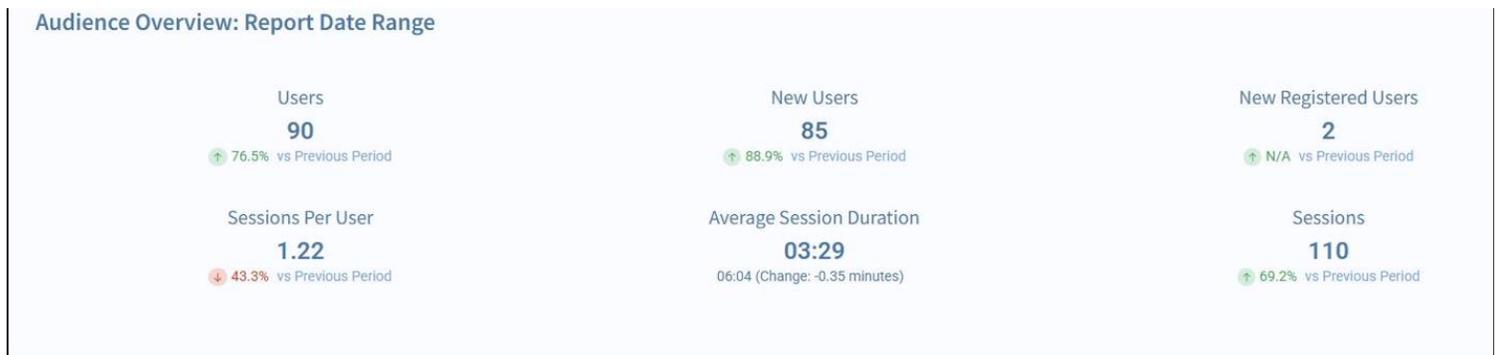
Broadcast Radio: October-November:

- 50 spots on Big Dog Country KYNU 95.5FM
- 85 spots on The Tornado Oaks KDDR 1220AM w/simulcast 95.9 and 100.3
- 135 total spots from September – October

Broadcast Radio: December 1-14:

- Total spots: 40
- 20 spots = KYNU
- 20 spots = KDDR

The information we received from the CredibleMind user report shows a significant increase in activity during our biannual campaigns.



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