



# Effective Communication & Statewide Campaigns

Behavioral Health Division



# Prevention communication is most effective when used as part of a larger prevention strategy.

Communication alone isn't the answer.  
Part of a multifaceted approach.  
Based on evidence and research.

# Health Communication

is the use of communication strategies to inform and influence individual and community decisions that enhance health.

# Social Marketing

is the use of marketing theory, skills, and practice to achieve social change, promote the general health, raise awareness, and induce changes in behavior



# DON'Ts

## Don't lecture, guilt, or shame.

- Particularly in youth culture, using substances is often viewed as part of becoming an independent adult. Framing substance use avoidance simply as an unbreakable rule can cause individuals to seek it as a form of rebellion.

## Don't encourage sensation-seeking.

- Recounting days of college experimentation without explaining the negative consequences can encourage youth to conclude that using drugs is survivable and a normal part of growing up.

## Don't use scare tactics.

- Scare tactics challenge some to prove that their authority figures are wrong. Individuals who believe a presentation is exaggerated or untrue may ignore the meaning of the message.

## Don't illustrate or dramatize drug use.

- Such depictions may encourage and/or inadvertently teach people ways to prepare, obtain, or ingest illegal substances.



## Frame the conversation as a health issue.

- Talking about substance use as a health issue puts it in a context that our society has learned to view positively and openly. Just like annual check-ups and cancer screenings, substance abuse prevention should become part of an individual's list of overall health concerns and health-promoting activities.

## Use person-first language.

- Person first language (for example, reference to “a person with substance use disorder” or “a person with depression”) suggests that the person has a problem that can be addressed. By contrast, calling someone a “drug abuser” implies that the person is the problem.

## If possible, messages should correct misperceptions of social norms surrounding substance use/abuse.

- Perceptions of our peers' attitudes and behaviors have a great influence on our own attitudes and behaviors. Correcting misperceptions of the prevalence of problem behavior among peers is likely to result in decreased problem behavior or increased prevalence of healthy behaviors.



# Behavioral Health Division Strategic Goals

NORTH DAKOTA DEPARTMENT OF HUMAN SERVICES













## WE WANT TO SEE:

- Individuals, families, communities, and businesses with positive behavioral health.
- Individuals struggling with behavioral health conditions achieve independence and live a self-directed life in recovery.

## WE ACHIEVE THIS BY:

- 🔄 Supporting the full continuum of care
- 🏠 Increasing access to community-based services
- 🚫 Preventing criminal justice involvement

Our role is to provide policy leadership, regulate providers, administer programs, and provide training and technical assistance to meet the following goals:

PREVENTION AND PROMOTION	CHILDREN'S BEHAVIORAL HEALTH	ADULT ADDICTION	ADULT MENTAL HEALTH	COMMUNITY SUPPORTS
 Supporting the full continuum of care Increase implementation of effective prevention statewide <sup>2,8,10</sup> Decrease underage drinking <sup>2</sup> Decrease adult binge drinking and related consequences <sup>2</sup> Decrease opioid misuse and overdose <sup>2</sup>	 Supporting the full continuum of care Partner with schools to support children's behavioral health across the continuum <sup>5</sup>	 Supporting the full continuum of care Develop and enhance recovery support services <sup>4</sup> Develop early intervention capacity <sup>2,3</sup>	 Supporting the full continuum of care Develop and enhance recovery support services <sup>4</sup> Develop early intervention capacity <sup>2,3</sup>	 Supporting the full continuum of care Develop and enhance recovery support services <sup>4</sup>
 Increase access to community-based services Promote mental health <sup>2</sup> Decrease death by suicide <sup>2,3,4,5</sup>	 Increase access to community-based services Develop early intervention capacity <sup>2,3</sup> Increase capacity for community-based services <sup>3,4,8,10</sup> Improve access to quality services <sup>10</sup> Improve family-driven services and supports <sup>5</sup>	 Increase access to community-based services Improve access to quality services <sup>10</sup> Increase capacity for community-based services <sup>3,4,7,8</sup> Stop shame and stigma surrounding addiction <sup>10</sup>	 Increase access to community-based services Increase capacity for community-based services <sup>3,4,7,8</sup> Stop shame and stigma surrounding mental health <sup>10</sup>	 Increase access to community-based services Increase capacity for community-based services <sup>3,4,8,10,12</sup>
	 Prevent criminal justice involvement Develop diversion capacity and support children with behavioral health conditions in the justice system <sup>5</sup>			 Prevent criminal justice involvement Develop diversion capacity and support individuals with behavioral health conditions in the justice system <sup>6</sup>

# Data-Driven Priority Areas

Opioid  
misuse and  
overdose

Adult binge  
drinking

Underage  
drinking

Youth  
behavioral  
health

# Data-Driven Priority Areas

Opioid  
misuse and  
overdose



Adult binge  
drinking



Underage  
drinking



Youth  
behavioral  
health







# OPIOIDS

TAKE CARE, BE AWARE.

# Problem

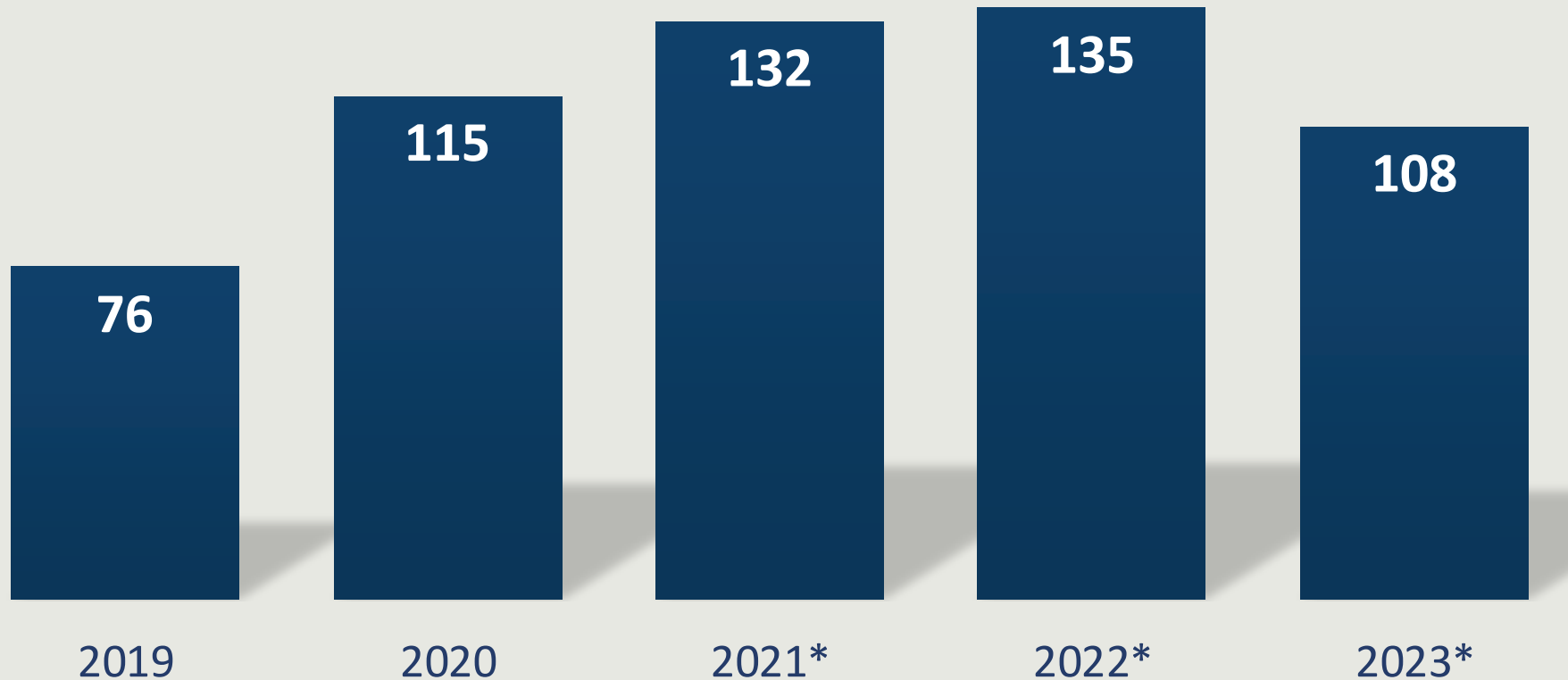
OPIOIDS

TAKE CARE, BE AWARE.

## Number of Overdose Deaths in ND

*ND Violent Death Reporting System (NDVRS)*

*\*Preliminary data for 2021, 2022, and 2023*





# Target Audience

1. All North Dakotans
2. North Dakotans with an opioid prescription
3. North Dakotans at high risk for overdoses

# Message Development Considerations

*North Dakota's opioid story can be broken down into five main pillars.*

- 1. Understanding** – Despite a national epidemic, many people don't know what opioids are or how they work.
- 2. Localization** – Opioid addiction can happen to anyone, at any age, race or in any area of the country. It is here in our North Dakota communities.
- 3. Togetherness** – Every one of us has a role to play in protecting those around us. We can keep our homes safe by disposing of unused medication, talking openly to kids about addiction and staying informed.
- 4. Overdose Information** – Recognizing the signs of overdose and knowing about Naloxone can help us save lives from overdose.
- 5. Hope for Recovery** – Addiction is a chronic, but treatable disease. For North Dakotans who are suffering, there are many ways to seek help from qualified doctors, counselors and therapists.

## WE ARE

- Understanding
- Educational
- Sympathetic
- Research-Driven
- Accessible

## WE ARE NOT

- Judgmental
- Impersonal
- Accusatory
- Demeaning
- Sterile



# Key Messages

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## Understanding Opioids

Opioids are not good or bad in and of themselves. They're an effective pain relief tool that comes with benefits, but also significant risks.

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## Understanding misuse and addiction

Opioid misuse and addiction can impact anyone—from young injured athletes to older adults with chronic pain.

Addiction is a treatable, chronic disease

There is hope for recovery.

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## Protect yourself and your loved ones

Secure and keep track of the prescriptions that you're taking.

Take only as directed and never share.

Properly dispose of prescriptions that you're no longer using at a Take Back location.

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## Save a life

Anyone taking prescription opioids or illegal opioids is at risk for overdose.

If individuals observe these signs and symptoms in someone, they should call 911 immediately and administer naloxone if available. Naloxone, also known as Narcan, is effective in reversing opioid overdoses if administered in a timely manner.

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# Statewide Media Placement

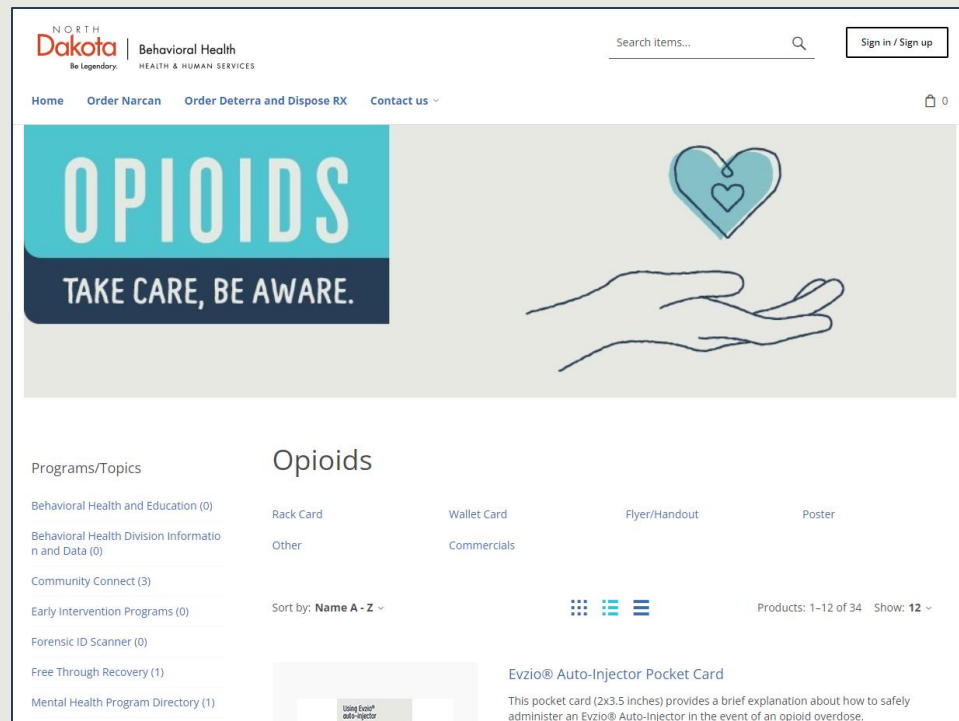
		2024																																							
		March					April					May					June					July					August					September					October				
Media	Specs	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21					
<b>Print</b>																																									
<b>Magazines</b>																																									
ND Living Magazine (Health + Wellness Edition)	Full page, 4C (8.5" x 11.25" w/ bleed)																																								
<b>Broadcast</b>																																									
<b>Television</b>																																									
Fargo DMA (est. 75 GRPs/week)																																									
Bismarck DMA (est. 75 GRPs/week)																																									
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Gas Station Toppers																																									
Newman Billboards	1856x576, 440x220, 408x200, 1092x308 and 1152x384																																								
<b>Digital</b>																																									
<b>Video</b>																																									
Amazon OTT	1920x1080, :15 or :30, mp4																																								
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Facebook	Image: 1080x1080, Primary text: 125ch, Headline: 27ch, Description: 2																																								
Snapchat	:03 - :30, 1080x1920, 1gb or less																																								
<b>Digital Radio</b>																																									
Spotify	:15 or :30 VO, Image: 640x640																																								
Pandora	:15 or :30 VO, Image: 500x500																																								



# Community-level implementation

Find resources at

[behavioralhealth.x-shops.com/opioids](https://behavioralhealth.x-shops.com/opioids)



Community  
Implementation Toolkit  
coming soon!



[www.hhs.nd.gov/opioids](https://www.hhs.nd.gov/opioids)

The logo features the word "SPEAK" in a large, bold, yellow sans-serif font, positioned above the word "VOLUMES" in a smaller, bold, white sans-serif font. Both words are centered within a solid black circle, which is itself centered on a solid blue background.

**SPEAK**  
**VOLUMES**

# Problem



Among North Dakota adults  
age 26 and older:



60.55% used alcohol in the  
past month.<sup>3</sup>



ND ranks 3<sup>rd</sup> in the nation  
for **binge alcohol use**  
(past month) (25.99%).<sup>3</sup>



39% of fatal  
crashes in ND are  
alcohol-related.<sup>6</sup>

# Target Audience

North Dakota adults (age 21+)



# Message Development Considerations

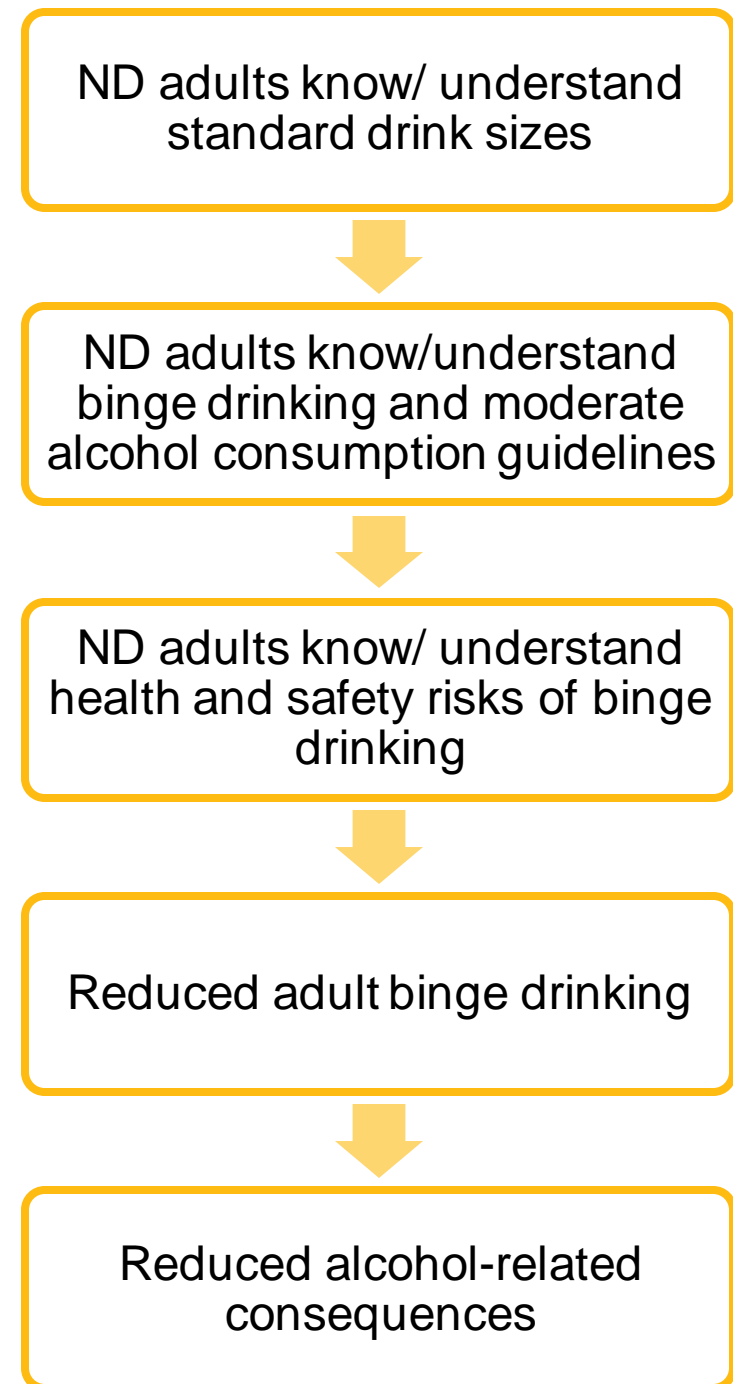
- ✓ Not fear-based
- ✓ No Judgement
- ✓ Educational

A black circular logo containing the text 'SPEAK' in large, bold, yellow letters and 'VOLUMES' in smaller, bold, white letters below it.

**SPEAK**  
VOLUMES

# Key Messages

Speak Volumes addresses adult binge drinking and related consequences through comprehensive messaging about binge drinking, standard drink sizes, and alcohol volume.





# Examples

DID YOU KNOW?  
**1 Margarita = 2 Drinks**



**SPEAK VOLUMES** VISION ZERO

A North Dakota Behavioral Health Initiative

DID YOU KNOW?  
**1 Craft Beer = 2 Drinks**



KNOW YOUR **DRINK**  
KNOW YOUR **LIMIT**

**SPEAK VOLUMES** VISION ZERO

A North Dakota Behavioral Health Initiative

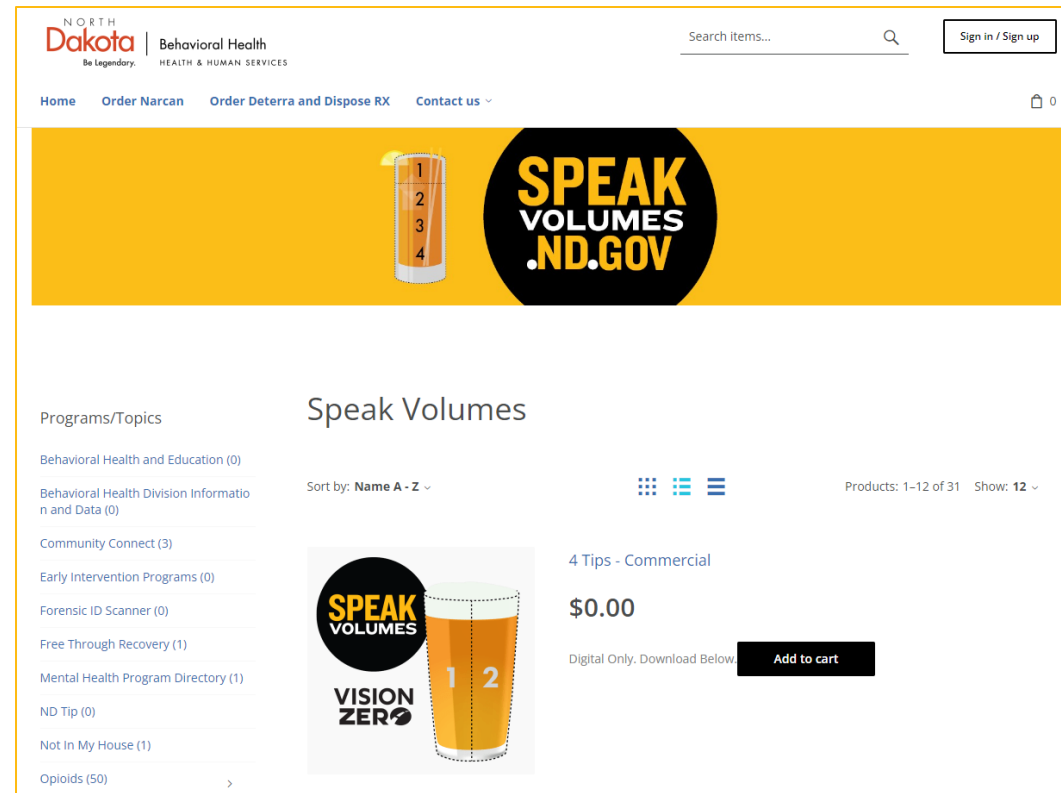
**1 = 4 Drinks**  **KNOW YOUR DRINK** | **KNOW YOUR LIMIT** **SPEAK VOLUMES** VISION ZERO

A North Dakota Behavioral Health Initiative

# Community-level implementation

Find resources at

[behavioralhealth.x-shops.com/speak-volumes](https://behavioralhealth.x-shops.com/speak-volumes)



The screenshot shows the website for North Dakota Behavioral Health. The header includes the logo "NORTH Dakota | Behavioral Health" with the tagline "Be Legendary. HEALTH & HUMAN SERVICES". A search bar and a "Sign in / Sign up" button are also present. The main navigation menu includes "Home", "Order Narcan", "Order Deterra and Dispose RX", and "Contact us". A large yellow banner features a glass of beer with numbers 1-4 and the text "SPEAK VOLUMES .ND.GOV". Below the banner, the "Speak Volumes" program is listed under "Programs/Topics". The page shows a list of products, including "4 Tips - Commercial" priced at "\$0.00" with an "Add to cart" button. A sidebar on the left lists various topics such as "Behavioral Health and Education (0)", "Community Connect (3)", and "Opioids (50)".



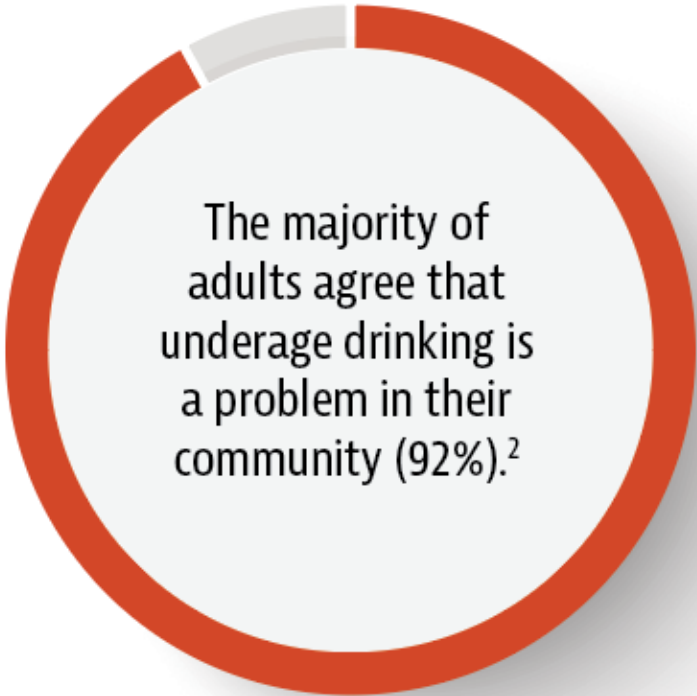
[www.hhs.nd.gov/speak-volumes](https://www.hhs.nd.gov/speak-volumes)



**ND**

**TIP**

# Problem



The majority of adults agree that underage drinking is a problem in their community (92%).<sup>2</sup>

20.6% of ND **middle school** students report alcohol use in their **lifetime**<sup>1</sup>

↓ a decrease from **24.8%** in 2013.

23.7% of ND **high school** students report **current alcohol use** (within the past 30 days)<sup>1</sup>

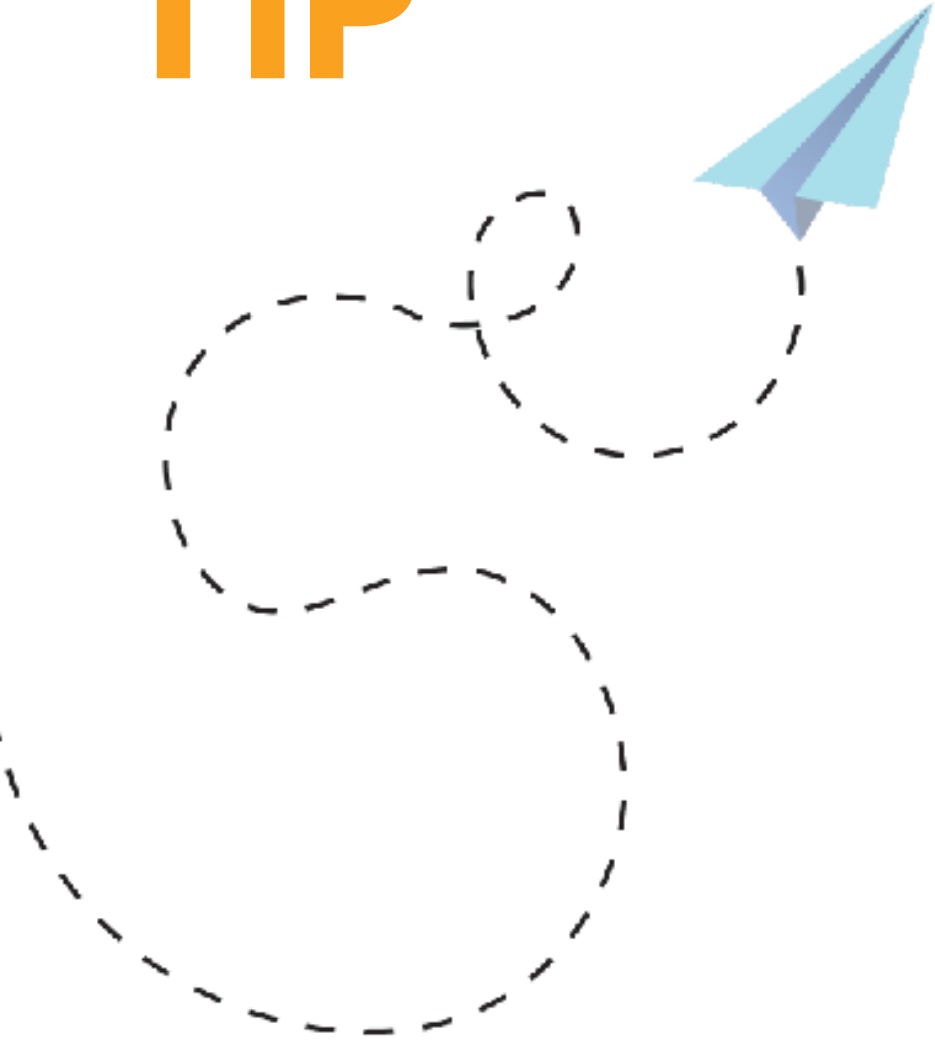
↓ a decrease from **35.3%** in 2013.

14% of ND **high school** students report **current binge drinking\*** (within the past 30 days)<sup>1</sup>

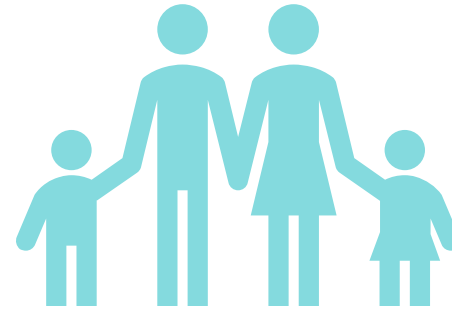
↓ a decrease from **21.9%** in 2013.



# Target Audience



**Youth**



**Parents**



**Community  
Members**

# Key Messages

- Help prevent underage drinking and related consequences.
- Help protect our community.
- Communicate with law enforcement anonymously.
- Community safety at our fingertips.
- Easy and anonymous way to report unsafe situations.
- Keep your friends safe.





# Examples



Help keep your community safe.

Report suspicious activity.



Help keep your friends safe.

Notify law enforcement of unsafe situations anonymously.

Download the ND Tip app to begin submitting a tip today.

Free | Confidential | Anonymous



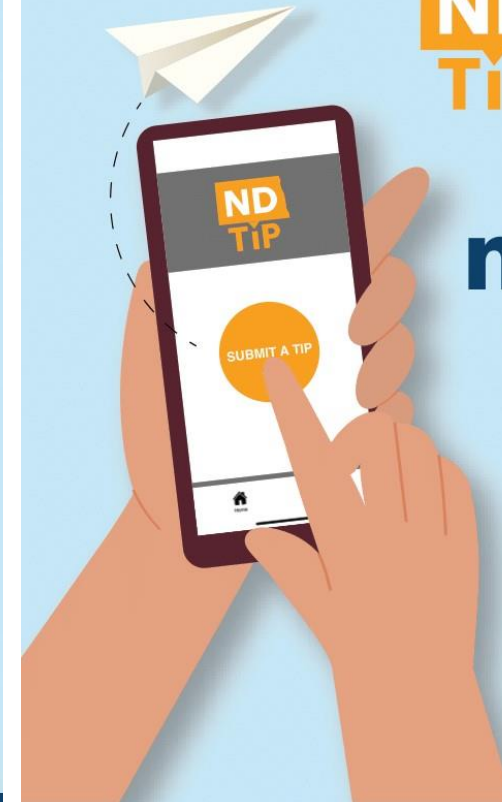
Scan Me.



Your community matters.

The power to protect it is in your hands.

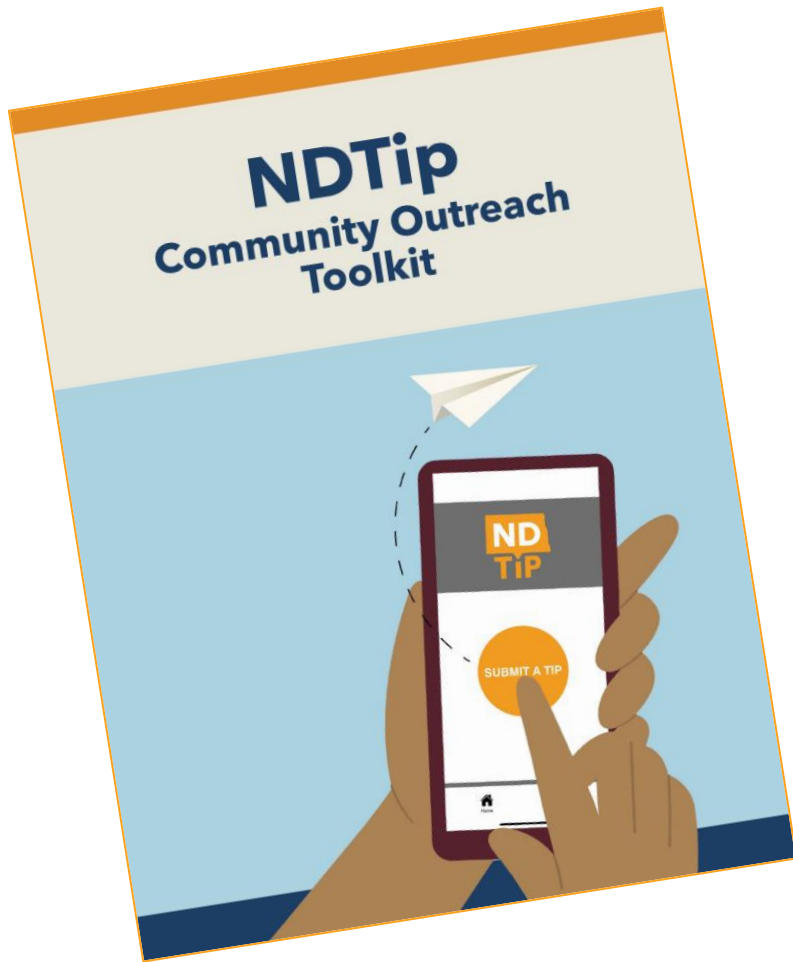
ND Tip is an easy-to-use app to anonymously submit information to law enforcement.



Scan Me.

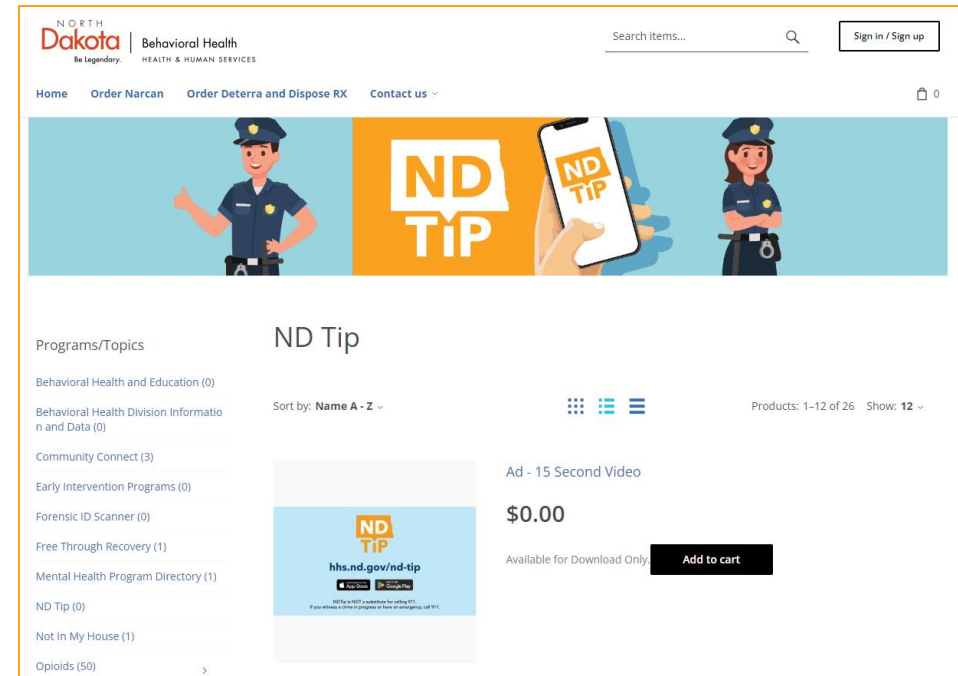


# Community-level implementation



Find resources at

[behavioralhealth.x-shops.com/nd-tip](https://behavioralhealth.x-shops.com/nd-tip)



[www.hhs.nd.gov/nd-tip](https://www.hhs.nd.gov/nd-tip)



# PARENTS LEAD.ORG





# Problem

## Youth Behavioral Health Concerns

### YOUTH

**35.1%** of ND **middle school** students report feeling sad or hopeless (almost every day for 2 weeks or more in a row during the past year).<sup>1</sup>

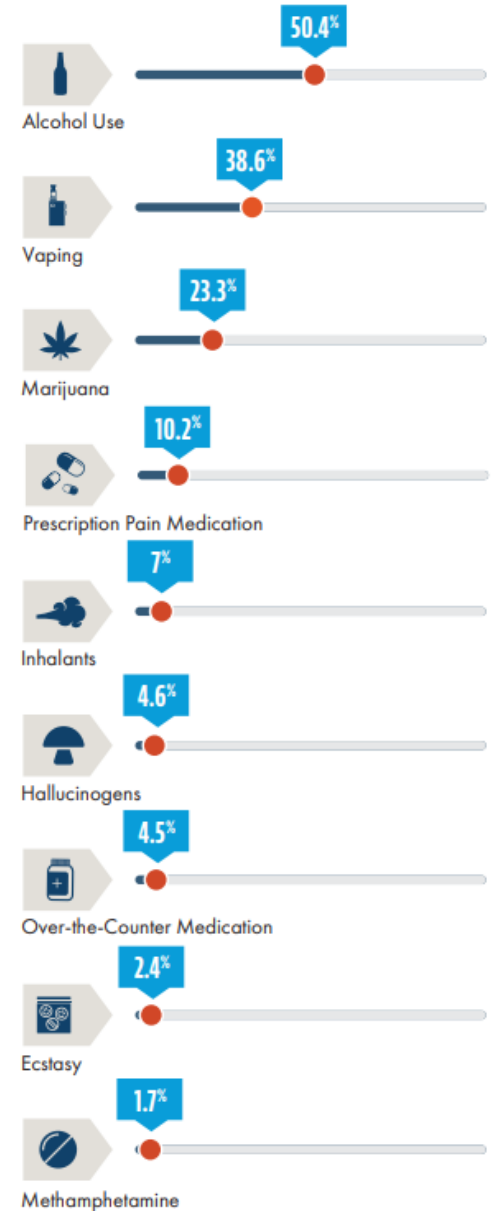


**36%** of ND **high school** students report feeling sad or hopeless (almost every day for 2 weeks or more in a row during the past year).<sup>1</sup>



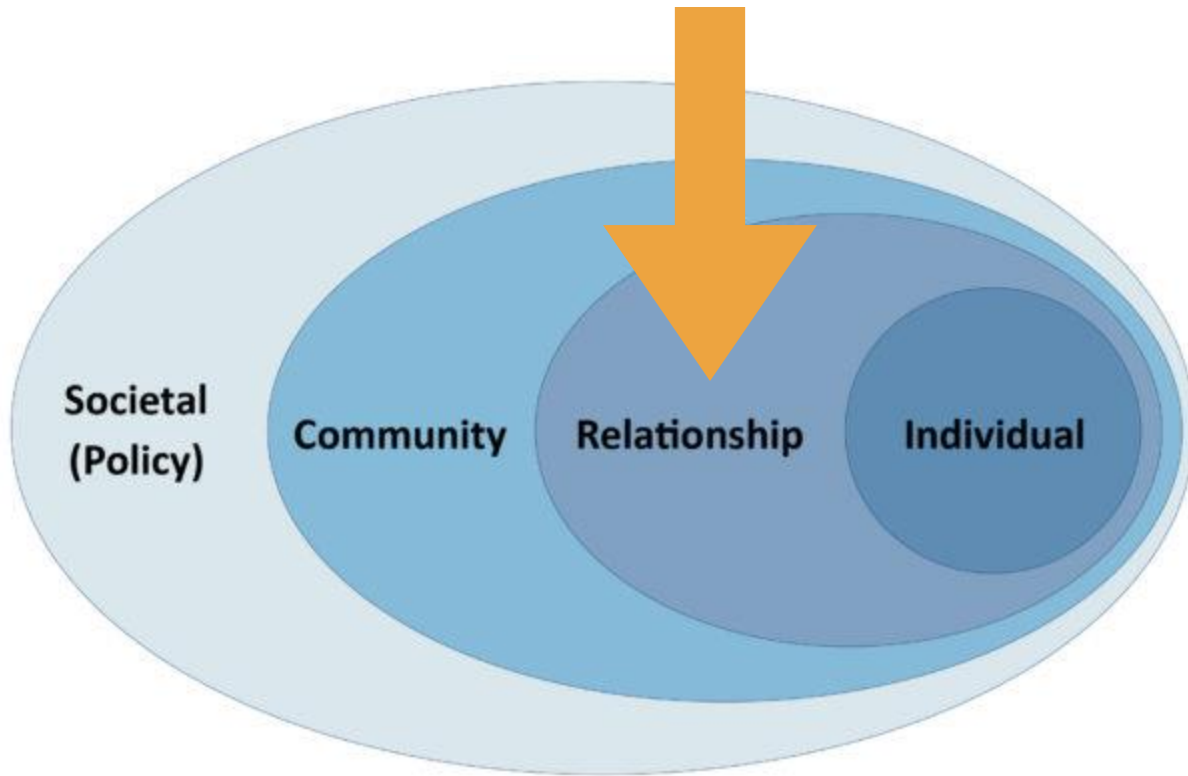
increase from 23.8% in 2011

### YOUTH (HIGH SCHOOL STUDENTS)<sup>1</sup> LIFETIME Substance Use



# Based in Research

Parents are the single greatest influence on children.



## Key Parental Protective Factors

- ☑ Role Modeling
- ☑ Ongoing conversations
- ☑ Monitoring
- ☑ Support and engagement

A photograph of a man and a young girl standing in a field of golden wheat. The man, wearing a black and white checkered shirt, is holding the girl. The girl, wearing a light pink dress, has her hand on the man's face. They are both looking towards the right, where the sun is setting, creating a warm, golden glow. The sky is filled with soft, wispy clouds.

**PARENTS** LEAD.ORG

**Mission:** Support behavioral health of children by providing parents and caregivers with tools, resources and tips based on research and best practice. This is done by focusing on risk and protective factors through prevention methods.





# Target Audience

- **North Dakota parents/caregivers** of children birth to young adult
- **Professionals** who are in contact with high-risk parents
- **Communities** sharing our tools within their local areas through different messaging

# Message Development Considerations

## We are:

- Helpful
- Open-Minded
- Encouraging
- Optimistic
- Driven by Research

## We are NOT:

- Preachy
- Clinical
- Dire
- Verbose

Rarely do you meet a parent who is not “busy.” Content shouldn’t add to the noise of daily life but rather provide a sense of calm and understanding.

**PARENTS** LEAD.ORG





# Key Messages

Behavioral health begins at home.



## Look.

It's as simple as just being present with them. By paying attention to their behaviors, understanding their needs and encouraging them during all times it will help build that trusting relationship.



## Listen.

One of the most effective ways to promote positive behavioral health in your home is to make sure that you and your children talk.



## Love.

Children need to know and feel that they are loved and valued.



# Community-level implementation

Find resources at

[behavioralhealth.x-shops.com/parents-lead](https://behavioralhealth.x-shops.com/parents-lead)

The screenshot shows the website for 'Parents Lead' under the 'NORTH Dakota Behavioral Health' banner. The banner includes the text 'Look. Listen. Love.' and a photo of a smiling woman. Below the banner, there is a navigation menu with 'Home', 'Order Narcan', 'Order Deterra and Dispose RX', and 'Contact us'. A search bar and a 'Sign in / Sign up' button are also present. The main content area is titled 'Parents Lead' and features a grid of product categories: Playing Cards, Flyer/Handout, Activity Book, Billboards, Online Ads, Radio Ads, Commercials, and Other. A sidebar on the left lists various programs and topics, including 'Behavioral Health and Education (0)', 'Community Connect (3)', 'Early Intervention Programs (0)', 'Forensic ID Scanner (0)', 'Free Through Recovery (1)', 'Mental Health Program Directory (1)', 'ND Tip (0)', 'Not In My House (1)', 'Opioids (50)', 'Parents Lead (197)', and 'Peer Support (2)'. The main product display shows a '2024 Goal Setting' item for \$0.00 with an 'Add to cart' button. The product image features a 'New Year' theme and a checklist with four items: 'Two things I will get better at', 'Something I need to be less of', 'Two new things I will try', and 'Four things I want to learn'.

Community  
Implementation Toolkit  
coming soon!

PARENTS LEAD.ORG





NORTH  
**Dakota**

Be Legendary.

Behavioral Health

HEALTH & HUMAN SERVICES

[www.behavioralhealth.nd.gov](http://www.behavioralhealth.nd.gov)