

# **“A Hard Pill to Swallow”**

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# Antibiotic Resistance:



# FAST FACTS: Antibiotic Overuse

2 Million live with the diagnosis

23,000 Die



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UNIVERSITY  
OF OREGON

**What's the Sitch?**



2003

Get Smart Program Launched



Know When Antibiotics Work

[www.cdc.gov/getsmart](http://www.cdc.gov/getsmart)



# 1 Week

**“Get Smart About Antibiotics”**





**Partnership**



**GOALS**



**Monitor the  
prescriptions and  
effectiveness of the  
what is prescribed by  
physicians.**



**Develop key diagnostic tests  
to identify the  
characteristics of resistant  
bacteria.**

**2**



# 3

**Accelerate research and development for alternative treatments.**

# 4

**Improve international collaboration**



# 5

**Improve capacities for antibiotic resistance by providing prevention, surveillance, control, research, and development.**

# Strengths

**Issue is relevant and timely**

**Copious amount of funding**

**CDC is well known**

**Access to scientific resources**

**CDC has a large reach**





# Weaknesses

**Dissipated Quickly**

**Over saturation of information**

**Campaign instilled fear**

**Topic is unknown to the public**



# Opportunity

**Reduce antibiotic resistance**

**Community engagement**

**Educate the public**

**Promote alternatives**



# Threats

Drug companies have much more funding

Uninformed publics

Time sensitive campaigns

Misread as a political agenda

People are not interested



# **GOAL:**

**Reduce the use and over-prescription of antibiotics in cases where they are not necessary**

**Who do we warn?**





**How do we spread the word?**

# Objective # 1

**Increase awareness about antibiotic resistance by 25 percent among parents of young children as measured by pre- and post-event surveys.**

# Strategy # 1

**Create an audience engagement campaign that involves the target public and facilitates two-way communication by hosting a special traveling park event educating parents and children of the effects of antibiotic resistance.**







## Strategy # 2

**Create alliances with influential moms. This strategy aims to influence opinion leaders within our target public who will then facilitate two-step flow to other parents of young children.**







# Objective # 1

**Increase awareness about overuse of antibiotics among grandparents by 25 percent as measured by mail surveys conducted pre and post campaign period.**

# Strategy # 1

**Present newsworthy information, in the form of pitching, to traditional news sources in hopes that they will pick up our story.**



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Indeed, in the past, Taliban gunmen have killed or threatened tribal leaders who defied them, and the American military and the Afghan government have largely been unable to protect them.

# NEWS

The pact appears to be the first in which an entire Pashtun tribe has declared war on Taliban insurgents.

But the agreement, though promising, is fragile at best. Afghan leaders are historically fickle, and in the past the government has been unable to enforce its authority. The agreement may also be part of a broader effort to bring down a powerful tribal leader and his associates.

While the agreement is a step forward, it is not a final solution. The government must continue to work to build a strong, unified state.

The fighters to play a politically charged

The Karzai government announced a conference to discuss the peace process.

An agreement was signed between the government and the Taliban.

The agreement is a step forward, but it is not a final solution.



## Strategy # 2

**Create small alliances with  
community centers to distribute our  
information.**

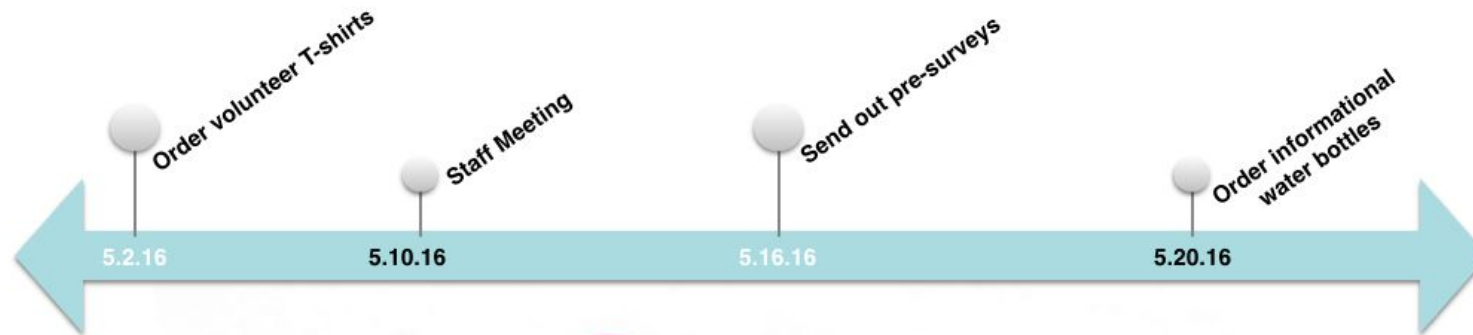




# May 2016

## Prior to the Campaign

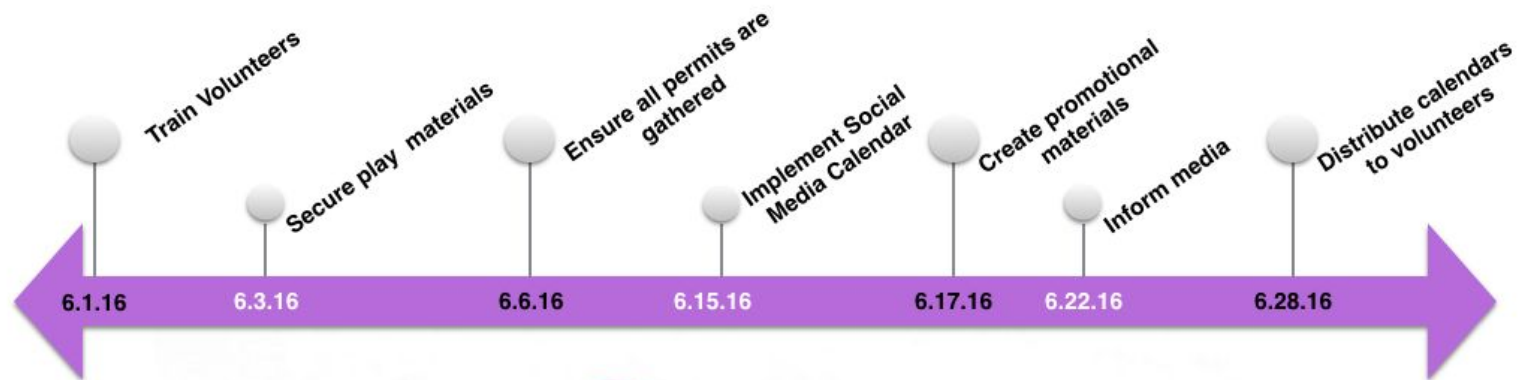
*Preparatory Month*



# June 2016

## Prior to the Campaign

*Preparatory Month*

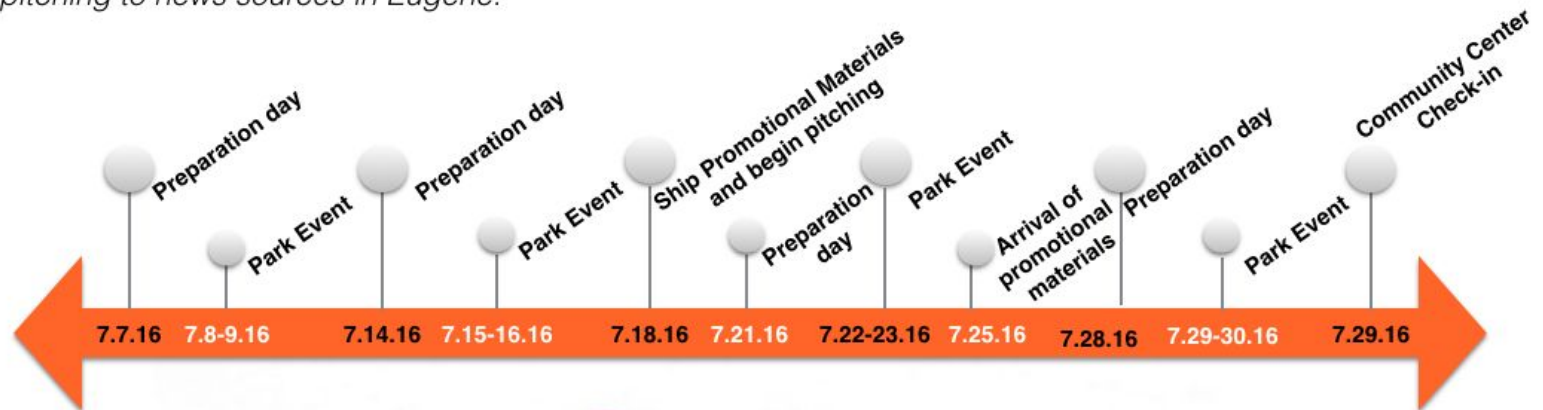


# July 2016

## 1st Month of Campaign

*This month is an example of "flighting."*

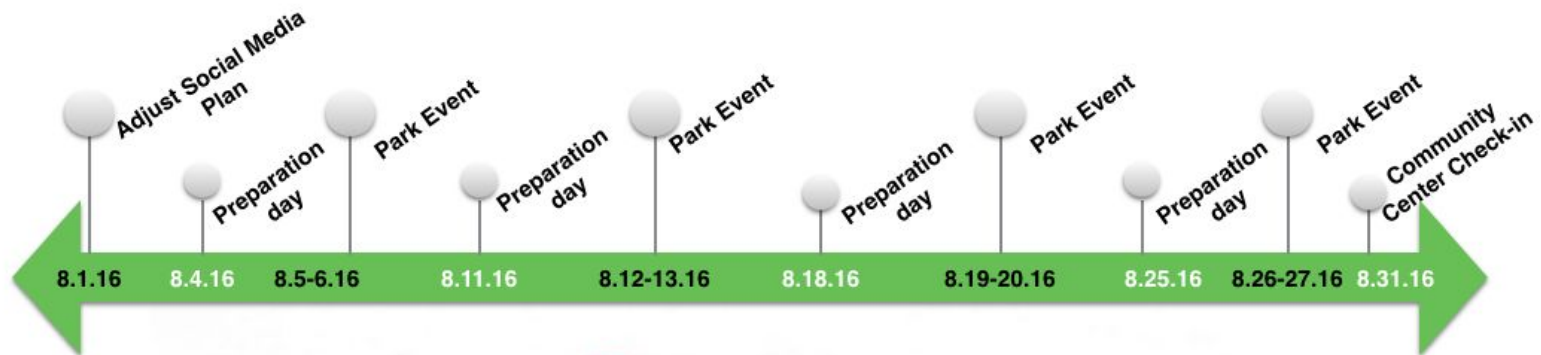
*The first two events take place in Portland, in the last two weeks begin pitching to news sources in Eugene.*



# August 2016

## 2nd Month of Campaign

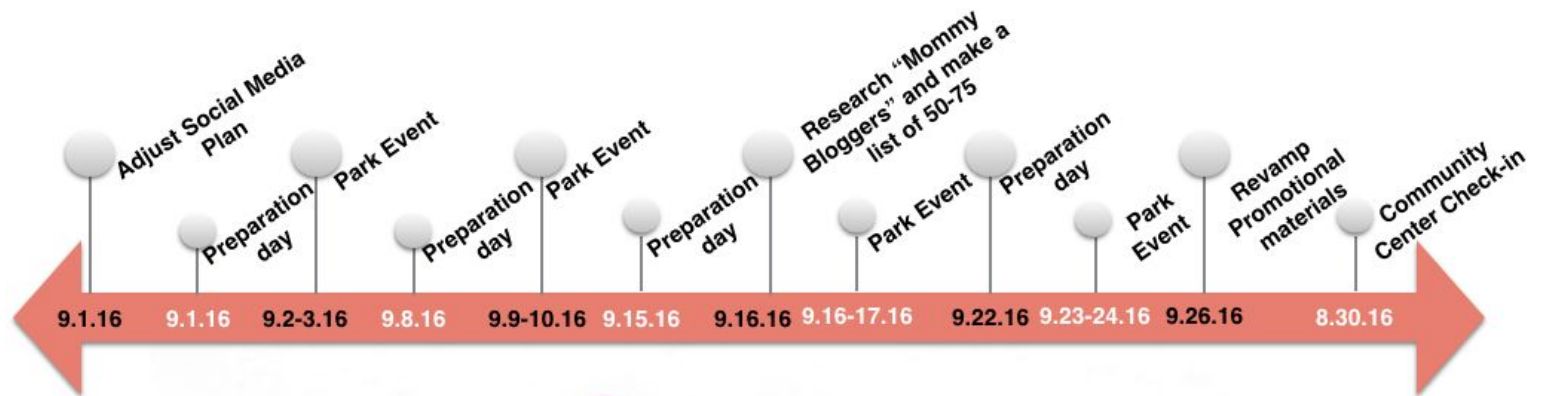
*The Park events will take place in Eugene. Promotional materials are shipped to community centers. Last two weeks, begin pitching to news media in Bend.*



# September 2016

## 3rd Month of Campaign

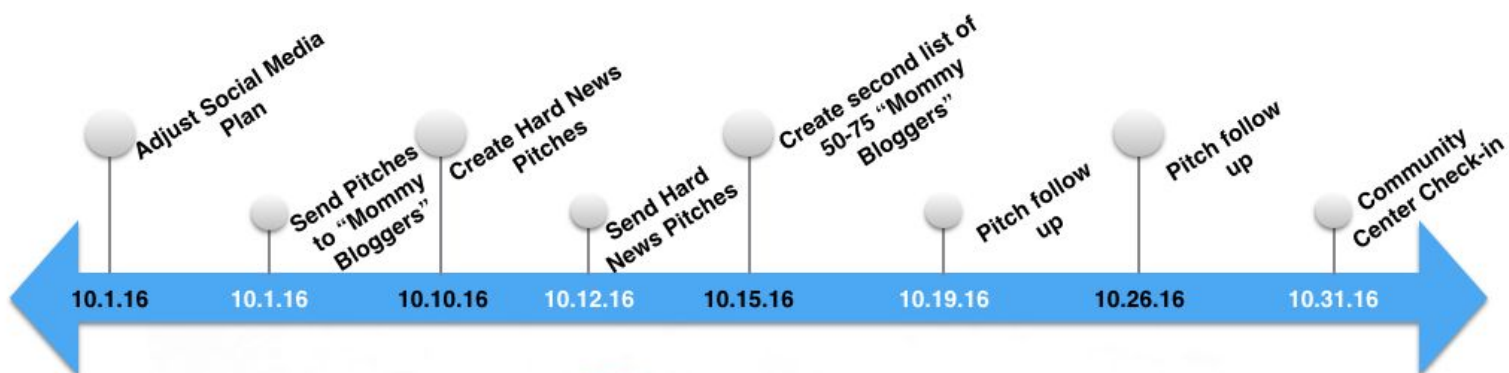
*The park events will take place in Bend.*



# October 2016

## 4th Month of Campaign

*Hard news coverage and ship promotional material. Bi-weekly call to community centers.*

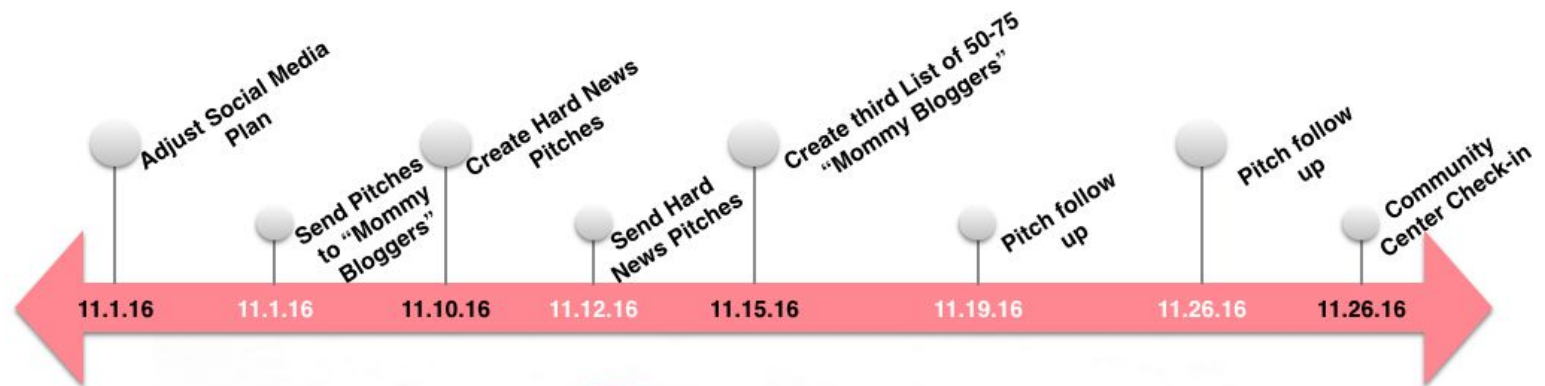




# November 2016

## 5th Month of Campaign

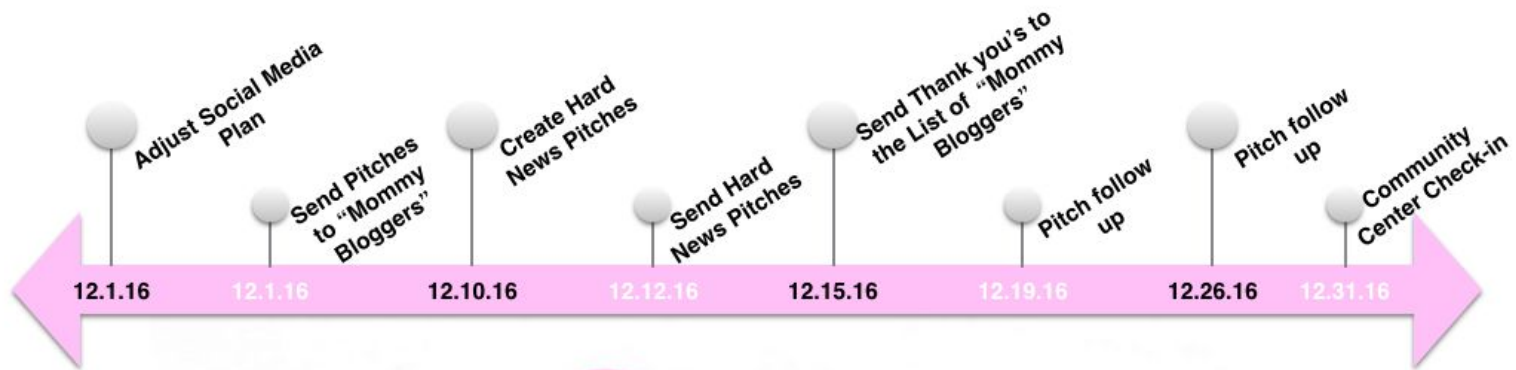
*Hard news coverage and ship promotional material. Bi-weekly call to community centers.*



# December 2016

## 6th Month of Campaign

*Hard news coverage and ship promotional material. Bi-weekly call to community centers.*



# Budget - Park Event

Product	Price	Quantity	Total
Bounce House	\$225	4	\$1,026.52
Park Rental Fee (all of the cities)	Varies	24 Days	\$7,280
Volunteer T-Shirts	\$6.05	150	\$907.50
Healthy Snacks	FREE	N.A.	\$0
Stickers: Water bottles and granola bars	Varies	15,600	\$395.30
Flyers	20,000 @\$1,029.73	1	\$1,029.73
Total			\$10,639.05

# Budget - Community Centers

Product	Price	Quantity	Total
Posters: Portland	\$6.74	90	\$606.60
Posters: Eugene	\$6.74	30	\$202.20
Posters: Bend	\$6.74	12	\$80.88
Total			\$889.68

# Budget - Grandparent Outreach

Product	Price	Quantity	Total
Direct mailers	\$0.03	302,326	\$7,955.32
Direct mailers round 2	\$6.74	151,163	\$4,534.89
Visa Gift Cards	\$100	9	\$900
Misc.			80.79
Total			\$13,471

# Evaluation Plan

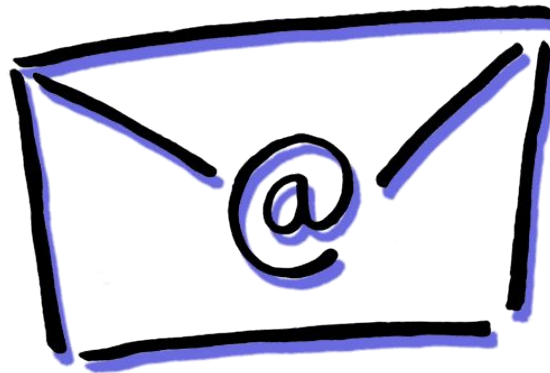
## Objective 1:

- Pre/Post Surveys



## Objective 2:

- Email survey
- Track who were reaching



## Objective 3:

- Pre/Post Campaign mail survey





# Limitations



**Thank you!**