

# **“A Hard Pill to Swallow”**

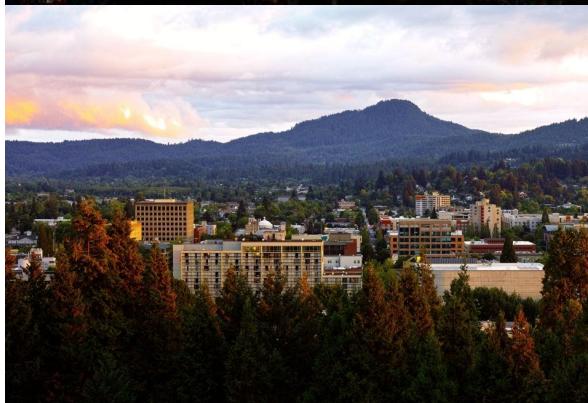
**Stephanie Winner, Haley Marsh, Lauren Garetto, Quinn Hopp, Ashley Cannon-Rhea**

# Antibiotic Resistance:



# FAST FACTS: Antibiotic Overuse

2 Million live with the diagnosis



23,000 Die



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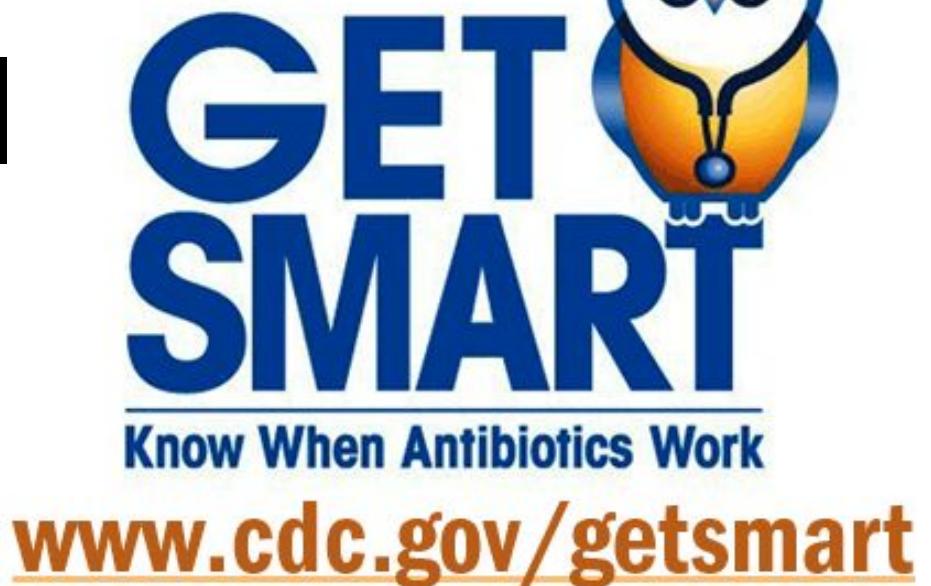
UNIVERSITY  
OF OREGON

# What's the Sitch?



2003

Get Smart Program Launched





# 1 Week

“Get Smart About Antibiotics”

5  
F

A photograph showing a group of people's hands coming together to hold four interlocking puzzle pieces. The puzzle pieces are colored orange, white, red, and green. The hands belong to people of different ethnicities and are dressed in professional attire. The background is blurred.

# Partnership

A large, solid purple circle is centered on the page. Inside the circle, the number '5' is written in a large, bold, white sans-serif font. The circle has a thin black outline.

**GOALS**

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

1



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

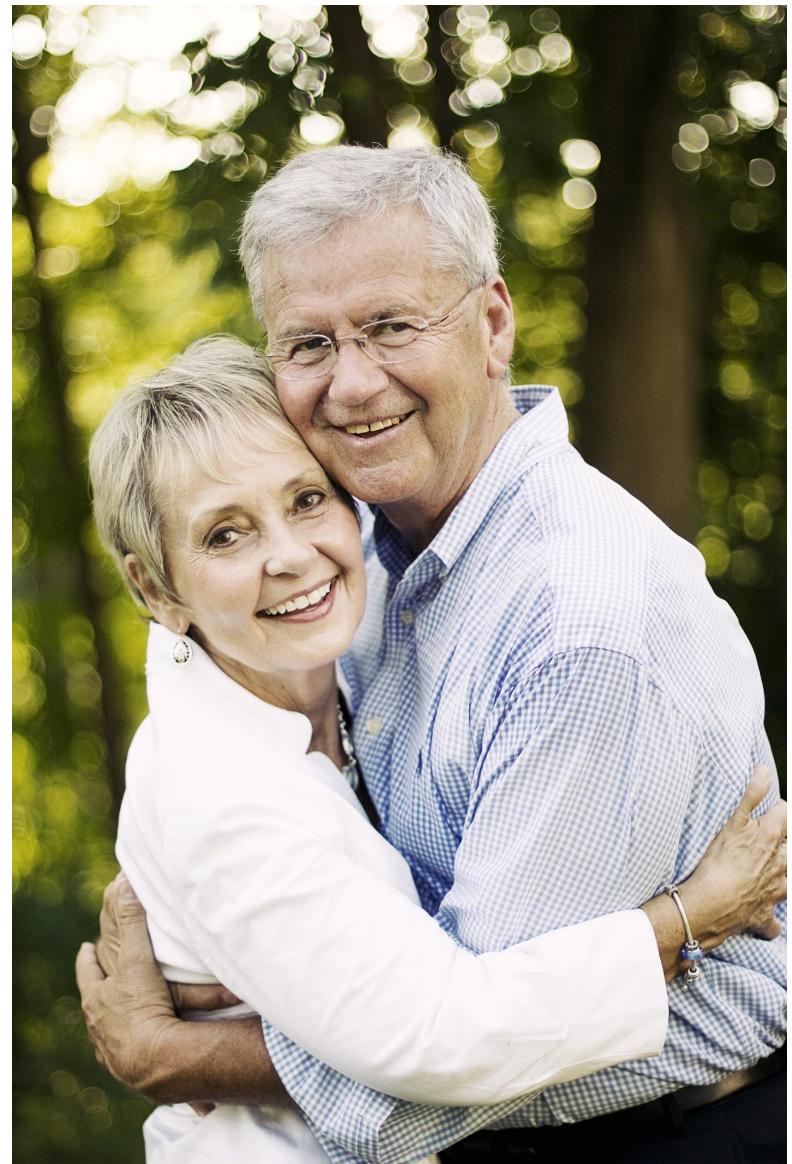
People are not interested



# 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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# NEWS

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

But the agreement, although promising, is fragile as both Afghan leaders are historically loath to sign pacts that give up their autonomy. But Russia seems to have the upper hand in negotiations. The agreement was signed in Moscow and supported with the Kremlin's blessing.

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.



# Strategy #2

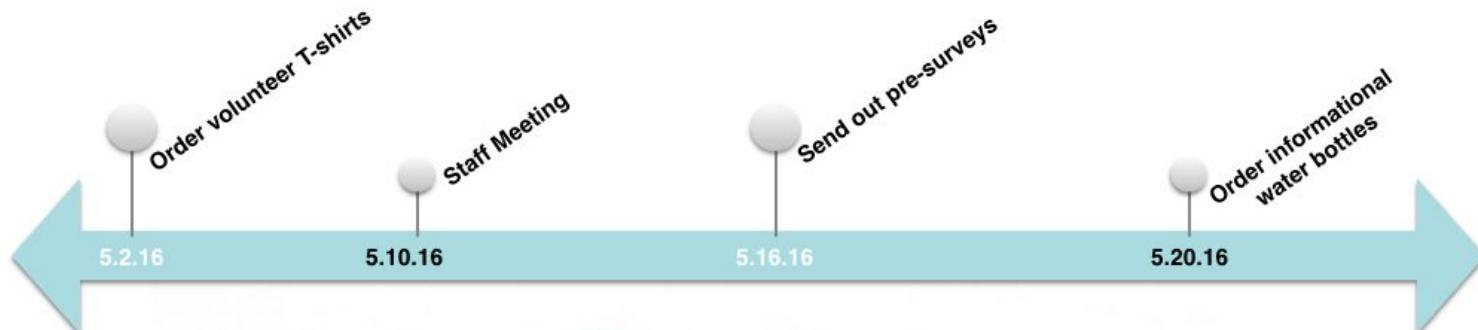
**Create small alliances with  
community centers to distribute our  
information.**



# May 2016

## Prior to the Campaign

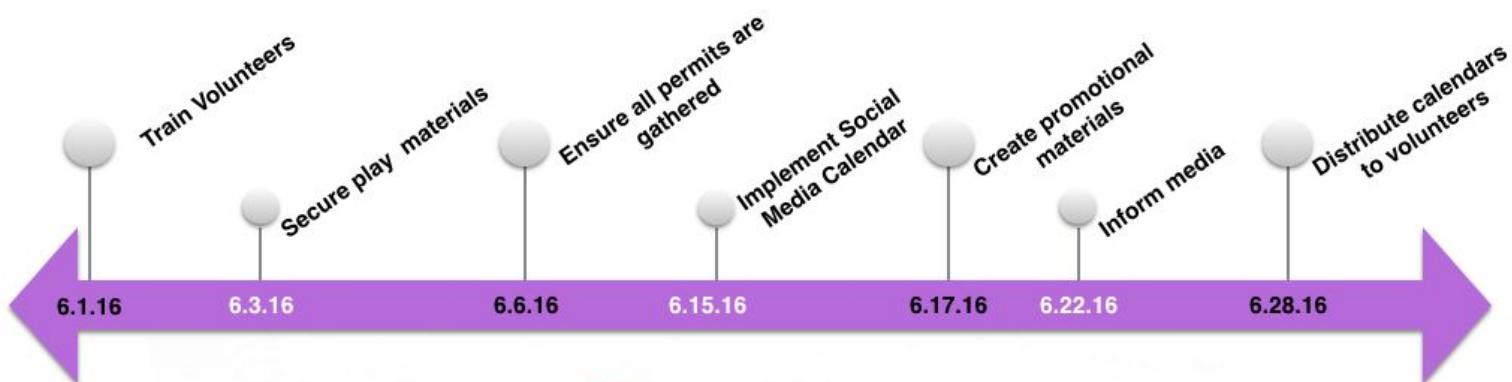
Preparatory Month



# June 2016

## Prior to the Campaign

Preparatory Month



# July 2016

## 1st Month of Campaign

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

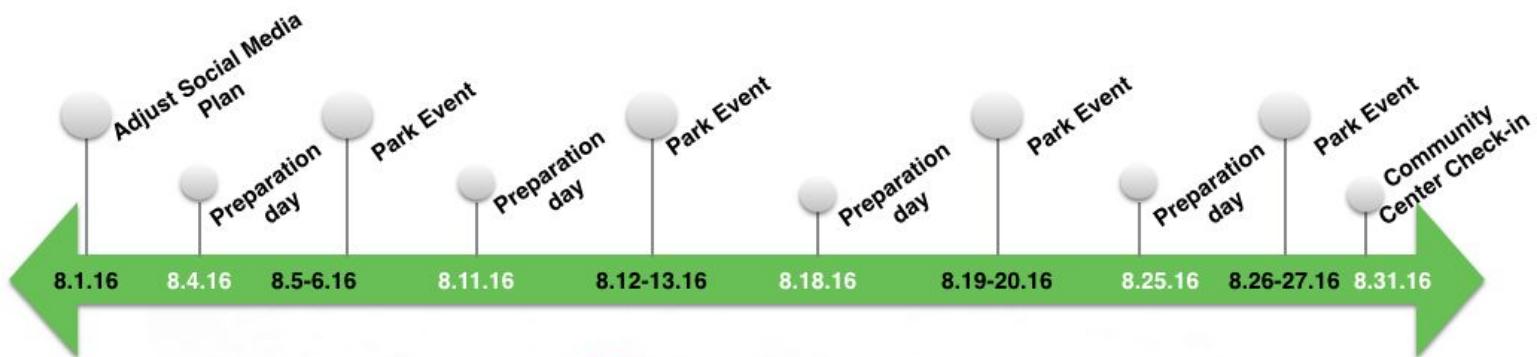
*The first two events take place in Portland, in the last two weeks begin pitching to news sources in Eugene.*



# August 2016

## 2nd Month of Campaign

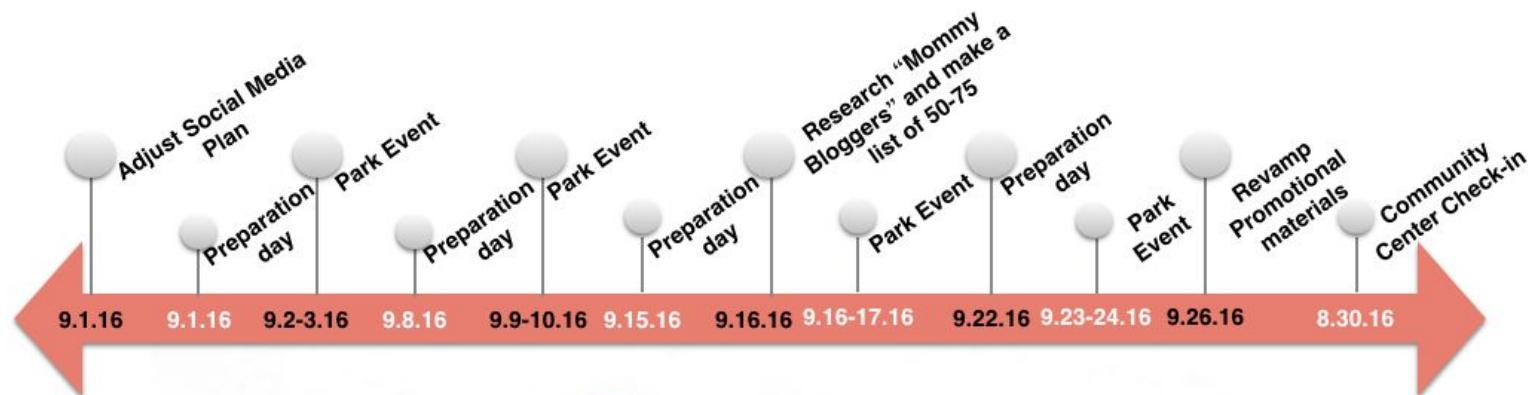
The Park events will take place in Eugene. Promotional materials are shipped to community centers. Last two weeks, begin pitching to news media in Bend.



# September 2016

## 3rd Month of Campaign

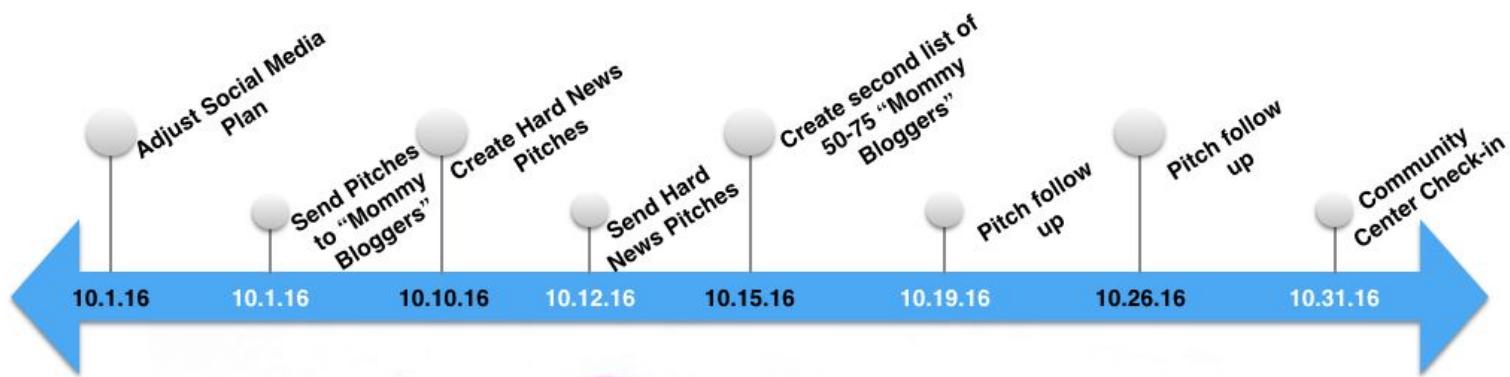
The park events will take place in Bend.



# October 2016

## 4th Month of Campaign

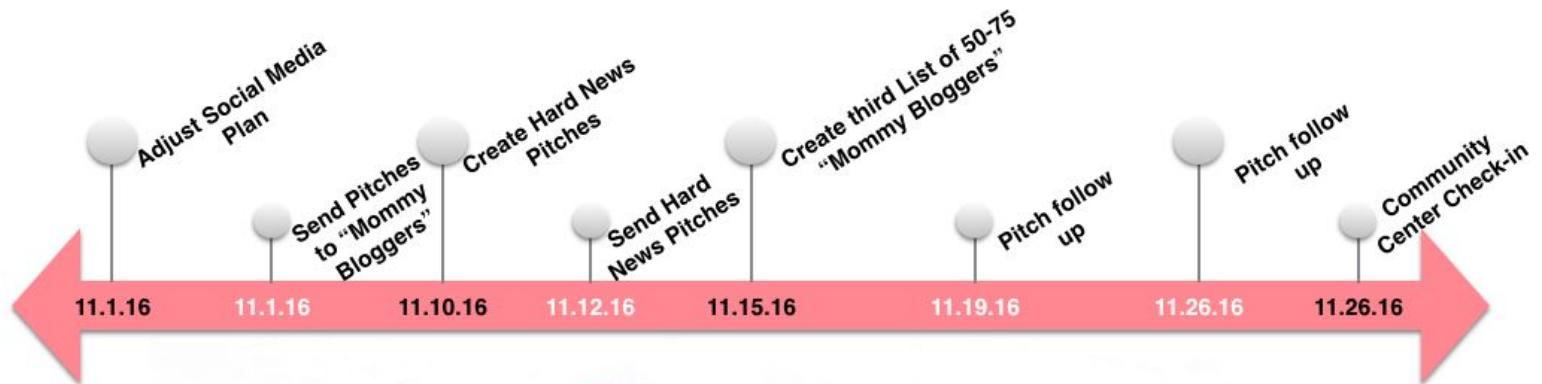
*Hard news coverage and ship promotional material. Bi-weekly call to community centers.*



# November 2016

## 5th Month of Campaign

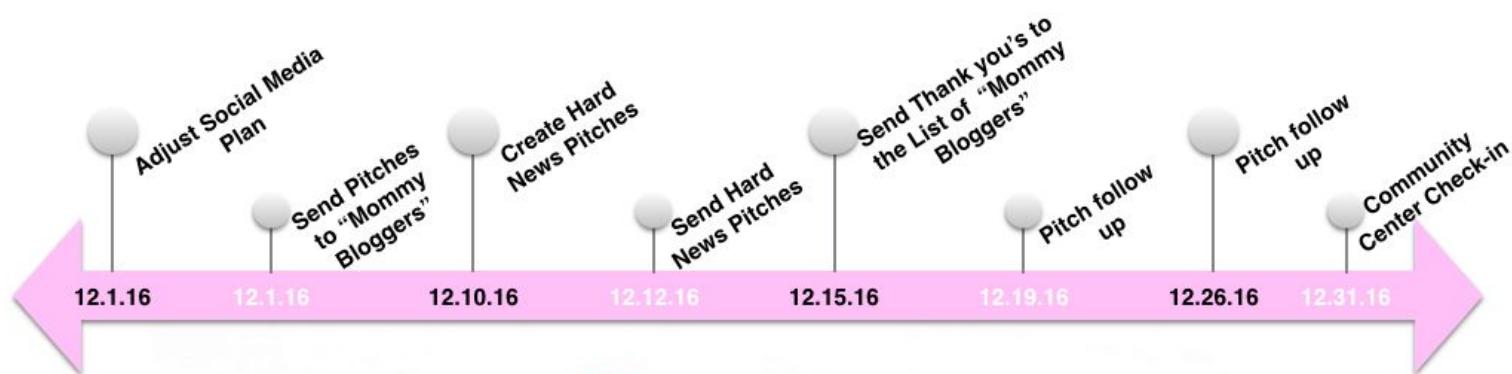
Hard news coverage and ship promotional material. Bi-weekly call to community centers.



# 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

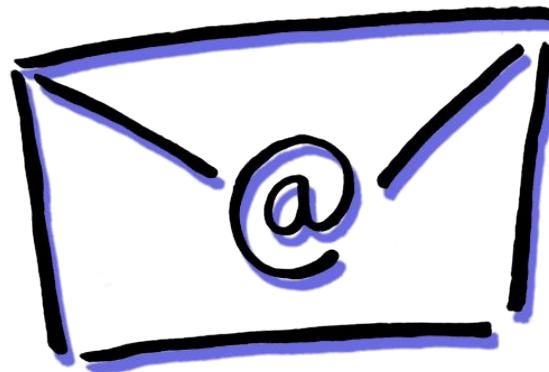
## Objective 1:

- Pre/Post Surveys



## Objective 2:

- Email survey
- Track who were reaching



## Objective 3:

- Pre/Post Campaign mail survey



# Limitations



# Thank you!