



2018 National Drug and Alcohol Facts Week [Partner Report]

Campaign Summary

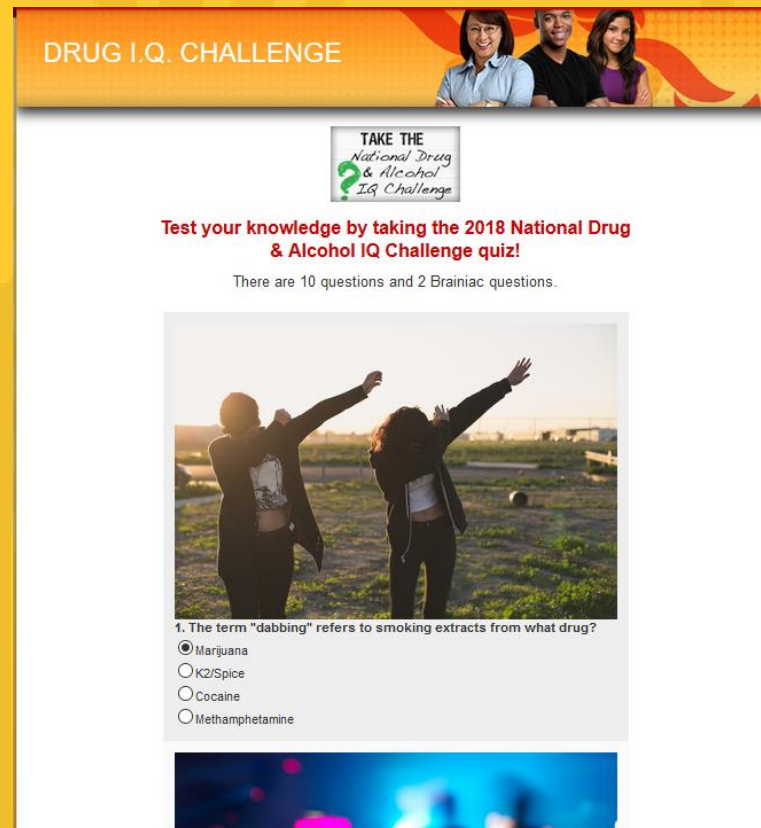
Informed Families partnered with NIDA in January 2018 to deliver prevention messages during National Drug and Alcohol Facts Week to the Educators, Parents & Students throughout Florida.

Campaign Deliverables

- Social Media (Organic and Paid)
- Email Communications
- Print Materials to Florida Ambassadors
- Direct Outreach to Schools
- IQ Challenge on Website
- Home Page Banner

Submission Pages

We placed the NIDA IQ Challenge on our website through 2 unique submission pages to target and report on which channel, activities and groups of individuals gave us the most submissions.



The screenshot shows a web page titled "DRUG I.Q. CHALLENGE" with a banner image of three people. Below the banner is a logo for "TAKE THE National Drug & Alcohol IQ Challenge". The main text reads: "Test your knowledge by taking the 2018 National Drug & Alcohol IQ Challenge quiz!" followed by "There are 10 questions and 2 Brainiac questions." Below this is a photograph of two people on a rooftop with their arms raised. The first question is: "1. The term 'dabbing' refers to smoking extracts from what drug?" with four radio button options: Marijuana, K2/Spice, Cocaine, and Methamphetamine. At the bottom of the page, there is a blurred image of colorful lights.

Total IQ Challenges Collected

1,643

Total Student Reach

114,000

Participating Schools / Organizations

AIE Charter
Air Base K-8 Center
American Senior High School
Apalachicola Bay Charter School
Arthur Polly Mays Conservatory of the Arts
Athenian Academy
Atlanta Academy
Baker County School District
Baker County Miller High
Baker County Middle/Alt
Bowman County/Doolin K-8
Boys & Girls Clubs of Seminole Tribe of Florida
Bruce Ball Educational Center
Campbell Middle School
Center for International Education
Charles R. New K-8 Center
CHP- Parkside Green Community Center
Christopher Columbus HS
Coconut Grove Drug-Free Community Coalition
Coconut Palm K-8 Academy
Colonial High School Ninth Grade Center
Coral Glades
Coral Way K-8 Center
Corkscrew Middle

Corner Lake Middle School
Crescent City High School
Cypress Creek High School
Cypress Palm Middle School
Dr. Michael M. Krop Sr. High School
East Naples Middle
East River High School
Eccleston Elementary
Ephesus Academy
Ephesus Academy
Everglades Community School
Fienberg Fisher Center
Frank C. Martin Center
Freedom High School
Gadsden County Schools
Galaxy Middle School
Gateway Environmental K-8
Glades Middle School
Golden Gate High
Golden Gate Middle
Grand Ridge School
Guardian ad Litem Program
Gulf Coast High

Participating Schools / Organizations



Gulfview Middle
 Heritage Middle
 Immokalee High
 Immokalee Middle
 Independence Middle School
 International Studies Preparatory Academy
 iPrep Academy
 Jan Massey Opportunity School
 K-8 Center
 Belle Air School
 Leisure K-8 Center
 Lely School
 Lorenzo Walker Technical High
 Lyons Park Middle
 Manatee High School
 Manatee Middle
 MAST Academy
 MAST Academy - Homestead
 MAST Academy - Biscayne
 Mater Lakes Academy
 Merritt Island High School
 Miami Central Senior High School
 Miami Lakes Educational Center
 Miami Southridge HS
 Miami Springs Senior High
 Miami-Dade County Head Start/Early Head Start
 Miami-Dade Police Department
 Naples High School
 New World School of the Arts
 Norland Elementary



North Miami Beach Sr. High School
 North Naples Middle
 Oakridge Middle
 Olympia HS
 One Voice for Volusia
 Palm Glades Academy
 Pennington Ridge High
 Pennington Ridge Middle
 Pinecrest Academy North
 St. Agnes Christian Preparatory School
 St. B. Bay Harbor K-8
 St. Albert Morgan Educational Center
 St. Albert Renick Educational Center
 Sunnyside MS
 Sunnyside Palm Excelsior School
 Sunnyside D. Navarre
 Sunnyside School of Advanced Studies
 Sunnyside Academy
 Sunnyside Behavioral Healthcare Prevention Department
 Sunnyside Behavioral Healthcare
 Somerset Academy Silver Palms
 South Miami High School
 St John Neumann
 Sumter Community Action Partnership (C.A.P.)
 Turner Tech
 Walker
 West Florida High School/Escambia County School District
 West Orange High School
 Westcare/ marathon middle/high school
 Westminster Christian School
 Winston Park K-8 Center



What did Ambassadors Receive?

In addition to the digital communication, we distributed 1,000 of each (21 boxes) of the following to our Ambassadors:

Drugs: Shatter The Myths
Drugs, Brain...
Marijuana Facts For Teens
Marijuana Facts For Parents

Where the IQ Challenges came from?

Newsletter/Social
Media Organic/Website 354

Social Media
Advertising 85

Direct Outreach 1204

Social Media Ads

Our paid social media campaign focused on raising awareness about National Drug and Alcohol Facts Week and driving 13-17 year olds in Florida to the IQ Challenge.



Social Media Ad Results

We drove awareness of National Drug and Alcohol
Facts Week to

32,944 teens

(age 13-17) of which 347 visited the IQ Challenge on
our website.

Website Home Page Display

We proudly displayed our partnership front and center on our website home page.

The screenshot shows the InformedFamilies website home page. At the top left is the InformedFamilies logo with the tagline "THE FLORIDA FAMILY PARTNERSHIP" and "HELPING KIDS GROW UP SAFE, HEALTHY & DRUG FREE". To the right are two buttons: "BECOME AN AMBASSADOR" and "DONATE NOW!". Below these is a red navigation bar with links for HOME, ABOUT US, PREVENTION, NEWS & EVENTS, RESOURCES, PARTICIPATE, and STORE. The main content area features a white banner for National Drug and Alcohol Facts Week. On the left of the banner is the NIH logo (National Institute on Drug Abuse) and a large, colorful graphic with the text "NATIONAL DRUG & ALCOHOL FACTS WEEK" and "SHATTER THE MYTHS". To the right of the graphic, the text reads "IT'S NATIONAL DRUG AND ALCOHOL FACTS WEEK!" followed by "Take the Drug IQ Challenge Now & Share It With Teens In Your Life." and a button that says "Take the Drug IQ Challenge".

E-mails Distributed

Our e-mailing efforts consisted of segmented messages to our core groups and reached 11,281 people in the State of Florida.

Ambassadors



Coalitions & Partners



Principals



Parents & Students



E-mail Engagement



REACH

11,281



OPEN RATE

16.65%



CLICK THROUGH RATE

2.05%

IQ Challenge (Web Submissions)

VIEWS	SUBMISSIONS
253	85

VIEWS	SUBMISSIONS
866	354

IQ Challenge (In-Person / In-Schools)

1,204

Campaign Insights

Direct Outreach & Ambassadors Collected the Most IQ Challenges

Online Advertising Drove the Most Exposure

Increased Ad Budget for Boosting Organic Social Posts Recommended



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