2018 National Drug and Alcohol Facts Week [Partner Report]
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.
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
Atlantis Academy
Baker County School District
Baker Middle High
Baker/Alt
Bowmanville K-Doolin K-8
Boys & Girls Clubs of the Seminole Tribe of Florida
Brucie Ball Educational Center
Campbell Middle School
Center for International Education
Charles River K-8 Center
CHP- Parkside Garden 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 Junior Academy
EVANS K-8
Everglades City School
Fienberg Fisher K-8 Center
Frank C. Martin K-8 Center
Freedom High School
Freeport Middle 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 Mann Opportunity School
Jensen Beach K-8 Center
Labelle High School
Leisure Park K-8 Center
Lely School
Lorenzo Walker Technical High
Lyons Creek Middle
Manatee High School
Manatee Middle
MAST Academy
MAST Academy - Homestead
MAST Academy - Biscayne
Mater Laval 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
Manetto Ridge High
Met Ridge Middle
Bayside Academy North
Our Lady of Lourdes Christian Preparatory School
B. D. Bay Harbor K-8 Center
Robert Morgan Educational Center
Robert Renick Educational Center
Sunnyside MS
Vice Principal Palm Exceptional School
A. D. Navarre School of Advanced Studies
A. D. Navarre Academy
A Behavioral Healthcare Prevention Department
A 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?

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<tr>
<th>Source</th>
<th>Count</th>
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<td>Advertising</td>
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<tr>
<td>Direct Outreach</td>
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</table>
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.
We proudly displayed our partnership front and center on our website home page.
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  Coalition & Partners  Principals  Parents & Students
E-mail Engagement

- **REACH**: 11,281
- **OPEN RATE**: 16.65%
- **CLICK THROUGH RATE**: 2.05%
<table>
<thead>
<tr>
<th>VIEWS</th>
<th>SUBMISSIONS</th>
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<tbody>
<tr>
<td>253</td>
<td>85</td>
</tr>
<tr>
<td>866</td>
<td>354</td>
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</table>
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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