Informed Families partnered with NIDA in January 2017 to deliver prevention messages during National Drug and Alcohol Facts Week to the Educators, Parents & Students throughout Florida.
Campaign Deliverables

- IQ Challenge on Website
- Home Page Banner
- Social Media (Organic and Paid)
- Email Communications
- Print Materials to Florida Ambassadors
- Direct Outreach to Schools
- Partnership Recruitment (Local, Regional, Statewide)
Drug IQ Challenge

We placed the NIDA IQ Challenge on our website through 3 unique submission pages to target and report on which channel, activities and groups of individuals gave us the most submissions.
RESULTS
Total 2017 IQ Challenges Collected

1681
Number of Participating Ambassadors

122

Informed Families Ambassadors deliver prevention messages in their local school or community.
What Did Ambassadors Receive?

In addition to the digital communication, we distributed the following:

2 Boxes – Navigating Teen Years.

12 Boxes – Drugs Brains & Behavior – 180 per box.

10 Boxes – Shatter The Myths – 150 per box.

1 Box – Folders

2 Boxes – Marijuana Facts For Teens – 264 per box.

1 Box – Drug + Your Body – 225 in the box.
Citrus Grove Middle School
Georgia Jones-Ayres Middle School
The English Center
Everglades K-8 Center, a MDCPS
R. Dan Nolan Middle School
gotha middle
District School Board of Madison County
Cutler Bay Academy of Advanced Studies, Cutler Ridge Campus
Cutler Bay Middle
SADD Clubs in schools and community
Brucie Ball Educational Center
International Studies Preparatory Academy
Andover Middle School
Jorge Mas Canosa Middle School
South Creek Middle School PTSA
AIE Charter
Grand Ridge
McArthur elementary
Henry S. West Laboratory School
Ponce de Leon Middle School
Lyons Creek Middle

Cypress Creek High School
Miami Lakes Educational Center
Arthur Polly Mays Conservatory of the Arts
Coral Glades High
Robert Renick Educational Center
Explorer K8
Countryside High
Miami Springs Middle School
Madison Middle School
Center for International Education
Anderson Elementary School PTSA
Edison Park K-8 Center
Palatka High School
RKB Bay Harbor K-8 Center
Freeport Middle School
St. John Neumann Catholic School
Zora Neale Hurston Elementary
Bowman Ashe/Doolin K-8
kenwood K8 Center
Dr. Michael M. Krop Sr. High School
Participating Schools / Organizations

Keys Gate Charter School
Air Base K8 Center
Olympia HS
Frank C. Martin K-8
G. W. Carver Middle
New World School of the Arts
Community Learning Center
Redland Middle School
Augusta Ross
Mater Grove Academy
Beautiful Mindz Preschool
North Miami Beach Sr. High School
Keys to Be the Change, Inc.
Navarre High School
Miramar High
Merritt Island HS
Coconut Grove Drug-Free Community Coalition
Substance Awareness Center of Indian River County
Pine Ridge Middle
North Miami Beach Senior HS
Community Housing Partners

Park Vista Community High School
Cherokee Elementary
Jan Mann Opportunity School
Palm Glades Academy
Irving & Beatrice Peskoe K-8 Center
South Miami High School
Salinas Promise Foundation Corporation
Fienberg Fisher K-8 Center
Seminole Prevention Coalition
MAST Academy
Linda Lentin K-8 Center
William H. Turner Technical Arts High School
Ben Gamla Charter School South
Brownsville Middle School
Southside Elementary
Freedom Middle School
Lely Elementary
SLAM Academy
Vankara Christian School
Mandarin Lakes K-8 Academy
Leisure City K-8 Center
Participating Schools / Organizations

South Miami Middle School
Atlantis Academy
Union Park NCF
Howard D. McMillan Middle School
Mater Beach Academy
Arbor Ridge
William H. Turner Technical Arts High School
MDCPS
Glades Middle
Carol City Middle School
Aventura Waterways K-8 Center
Miami Carol City Senior High School
Miami Springs Senior High School
Tate High School
Gulliver academy
St.Lucie Elementary
Eccleston Elementary School
Apopka Middle School
MAST
Central Florida districts
The Canterbury School of Florida
American Senior High School
Manatee High School
Fienberg Fisher K-8 Center * An IB School
West Orange High School
Southshore Charter Academy
Coral Way K-8 Center
Sacred Heart Cathedral School
Girl Scouts of Tropical Fl-Golden Glades Elementary
Walker Middle School
Coconut Palm K-8 Academy
Coats learning center
iPreparatory Academy
Robinswood Middle School
Athenian Academy and Plato Academy
Gateway Environmental K-8
Mater Lakes Academy
Academic Advocates
Total Student Reach

100,000
BREAK-OUT
<table>
<thead>
<tr>
<th>Method</th>
<th>2017</th>
<th>2016</th>
</tr>
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<tbody>
<tr>
<td>Social Media Organic</td>
<td>0</td>
<td>1</td>
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<tr>
<td>Social Media Advertising</td>
<td>54</td>
<td>14</td>
</tr>
<tr>
<td>Emails to IF List</td>
<td>232</td>
<td>90</td>
</tr>
<tr>
<td>Website</td>
<td>31</td>
<td>12</td>
</tr>
<tr>
<td>Direct Outreach</td>
<td>1364</td>
<td>1286</td>
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</tbody>
</table>
BREAK-OUT
Social Media Organic
Social Media Posts

Our organic social media campaign focused on delivering 1 Drug Fact per day.
### Social Media Organic Results

<table>
<thead>
<tr>
<th>Impressions</th>
<th>2017</th>
<th>2016</th>
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<tbody>
<tr>
<td></td>
<td>6,201</td>
<td>1,428</td>
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</table>

#### Published Posts

<table>
<thead>
<tr>
<th>Published</th>
<th>Post Description</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/29/2017</td>
<td>National Drug &amp; Alcohol Week Fact #7: Did you know that m</td>
<td></td>
<td></td>
<td>525</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>01/28/2017</td>
<td>National Drug &amp; Alcohol Week Fact #6: Research shows tha</td>
<td></td>
<td></td>
<td>826</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>01/27/2017</td>
<td>National Drug &amp; Alcohol Week Fact #5: Synthetic cannabinoids</td>
<td></td>
<td></td>
<td>834</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>01/26/2017</td>
<td>National Drug &amp; Alcohol Week Fact #4: About 1 out of 10 kid</td>
<td></td>
<td></td>
<td>993</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>01/25/2017</td>
<td>National Drug &amp; Alcohol Week Fact #3: Inhalants affect th</td>
<td></td>
<td></td>
<td>1.1K</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>01/24/2017</td>
<td>National Drug and Alcohol Facts Week (NDAFW) is underway!</td>
<td></td>
<td></td>
<td>75</td>
<td>2</td>
<td></td>
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<tr>
<td>01/24/2017</td>
<td>National Drug &amp; Alcohol Week #2: Did you know that al</td>
<td></td>
<td></td>
<td>1K</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>01/23/2017</td>
<td>National Drug &amp; Alcohol Week Fact #1: Delta-9-tetrahydroc</td>
<td></td>
<td></td>
<td>858</td>
<td>29</td>
<td></td>
</tr>
</tbody>
</table>
BREAK-OUT
Social Media Paid
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 35,498 teens age 13-17 of which 2,928 visited the IQ Challenge on our website.

2016
1,304 Results: Website Clicks
44,135 People Reached
$158.76 Amount Spent

2017
2,928 Results: Link Clicks
35,498 People Reached
$500.00 Amount Spent

Cost $0.17
Result Rate 2.92%
E-mails Distributed

Our e-mailing efforts consisted of segmented messages to our core groups and reached 18,241 people in the State of Florida.
E-mail Engagement

REACH: 18,241
OPEN RATE: 9.0%
CLICK THROUGH RATE: 0.83%
# E-mail Metrics

<table>
<thead>
<tr>
<th>Email</th>
<th>Delivery rate</th>
<th>Open rate</th>
<th>Click rate</th>
<th>Sent</th>
</tr>
</thead>
<tbody>
<tr>
<td>IQ Challenge Invitation E-mail 2017 (Coalitions)</td>
<td>100%</td>
<td>20.69%</td>
<td>0%</td>
<td>29</td>
</tr>
<tr>
<td>IQ Challenge Invitation E-mail 2017</td>
<td>98.64%</td>
<td>8.62%</td>
<td>0.7%</td>
<td>17,704</td>
</tr>
<tr>
<td>IQ Challenge Invitation E-mail 2017 (Ambassadors)</td>
<td>98.82%</td>
<td>22.31%</td>
<td>5.38%</td>
<td>508</td>
</tr>
<tr>
<td>January 2017 ECATalyst Newsletter</td>
<td>98.36%</td>
<td>6.47%</td>
<td>0.3%</td>
<td>18,068</td>
</tr>
</tbody>
</table>
BREAK-OUT

Website
Website Home Page Display

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

IT’S NATIONAL DRUG AND ALCOHOL FACTS WEEK!

Take the Drug IQ Challenge Now & Share It With Teens In Your Life.

Take the Drug IQ Challenge
<table>
<thead>
<tr>
<th></th>
<th>Views</th>
<th>Submissions</th>
<th>New contacts</th>
<th>Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Drugs and Alcohol IQ Challenge 2017 (Website)</td>
<td>602</td>
<td>263</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>National Drugs and Alcohol IQ Challenge 2017 (Social Media Paid)</td>
<td>1,399</td>
<td>54</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
BREAK-OUT
Direct
Direct Outreach

We had 3 regional directors and Informed Families staff members collect 1681 IQ Challenges by visiting schools and engaging teachers and students.

Karen Mansfield
Lisa Page
Christine Stilwell
David Williams
INSIGHTS
Campaign Insights

Direct outreach once again collected the most IQ Challenges

Online advertising once again drove the most exposure

E-mail once again drove the most online submissions

Redesigning the survey with photos and only requiring first name increased the submission rate greatly