

NATIONAL SAFETY COUNCIL

STOPPING EVERYDAY KILLERS



SUMMARY

In 2016, the National Safety Council (NSC) had almost no awareness in the US. They had been so focused on their mission, eliminating causes of preventable deaths, that they hadn't been building their brand.

We believed that they could save more lives if people knew who they were.

We set out to turn NSC into a brand people recognized. We harnessed a cultural truth — that Americans fear the once-in-a-life time deaths, not the everyday ones more likely to kill them — to establish their new brand platform: Stop Everyday Killers. In order to build momentum, we launched the platform with a campaign focused on a deadly, overlooked household killer: prescription opioids.

We learned that people knew our country had an opioid problem, but they didn't think addiction or overdoses could happen to them. We set out to confront them with the reality that it could.

The resulting campaign, "Prescribed to Death," solidified NSC's place as a leader fighting causes of preventable deaths. It jumpstarted a national conversation about the overlooked role of prescription opioids in our country's opioid epidemic. Most importantly, it equipped Americans with protective tool, a simple sticker to trigger life-saving conversations with their doctors.

MODESTY THREATENING OUR MISSION

The National Safety Council is an American non-profit dedicated to eradicating preventable deaths from causes like falling, choking, car accidents, and drug overdoses.

For over 100 years, they had been so focused on this mission that they prioritized campaigning about the issues at the expense of brand-building.

So, in 2016, despite their life saving work, most Americans had never heard of them. They had just 1% unaided awareness.¹

We realized their modesty was threatening their mission; they could save more lives if people knew who they were.

1. National Safety Council, 2016 Brand Awareness Study.



CYCLE OF LOW AWARENESS

NSC's low awareness trapped them in a vicious cycle.

Low awareness meant that they weren't getting credit for their work. Without this recognition, they were less likely to receive funding. This, in turn, limited the reach of their programs and, consequently, kept awareness low.

Their broad portfolio complicated matters further: Each cause NSC supported had numerous initiatives with distinct campaigns. Consumers didn't understand that these all came from the same organization, further fueling this cycle.



Sample of NSC creative work

INCREASE VISIBILITY TO SAVE LIVES

To fulfill their mission, we had to get National Safety Council recognition as a key player in the safety conversation.

We would need a unifying idea to create consistency and build this recognition for them over time.

And we would have to launch with a bold campaign to build momentum and fulfill their mission of stopping preventable deaths.

OUR OBJECTIVES

- **Objective #1** Establish NSC as a leader in safety
- **Objective #2** Spark a national conversation to change consumer perceptions around safety
- **Objective #3** Trigger a behavioral change that protects people from a cause of preventable death

THE PLATFORM INSIGHT

As we considered NSC's mission in the context of culture, we realized Americans don't fear preventable deaths. Instead, we fear extraordinary deaths seemingly awaiting us at every turn: the murderer disguised as a delivery man; a plane falling from the sky; a terrorist attack.

Ironically, the catastrophic things we fear are the things that rarely kill us.

Consider this: Americans are more likely to be fatally crushed by furniture than killed by a terrorist ^{2,3}

2. American Terrorism Fears at All Time High, The Atlantic. Sept 8, 2016.

3. Product Instability or Tip-Over Fatalities Report, Consumer Product Safety Commission. August 2016.

**WE RALLIED AROUND A
POWERFUL INSIGHT**

**THE BIGGEST THREATS
TO OUR SAFETY AREN'T
THE ONES WE FEAR,
BUT THE ONES WE
NEVER SEE COMING.**

THE BIG IDEA

This insight immediately inspired the creatives, who developed a platform idea that was the embodiment of NSC's mission.

STOP
EVERYDAY
KILLERS

**THERE ARE KILLERS WE NEED TO
STOP IN THEIR TRACKS, BUT
THEY'RE NOT THE KILLERS WE
FACE ONCE IN A LIFETIME.
THEY'RE THE ONES WE
ENCOUNTER EVERY DAY.**

BUILDING MOMENTUM WITH THE FIRST EVERYDAY KILLER

With the platform solidified, we needed to launch with the right “everyday killer” so we could build NSC’s reputation as a leader fighting preventable deaths.

WE INVESTIGATED THE BIGGEST EVERYDAY KILLERS...

1. The deadliest everyday killer was motor vehicle crashes, which kill 100 people every day.⁴ We contemplated launching with a distracted driving campaign, but research revealed that the market was saturated.
2. The second biggest everyday killer was something that lurked in three out of five⁵ American homes and was killing people at an unprecedented rate: prescription opioids.

Prescription opioids kill 22,000 Americans every year.⁶

When the opioid epidemic made the news, coverage was usually about illegal drugs, not prescriptions. The deaths of Michael Jackson, Whitney Houston and Prince gave prescriptions a blip of attention, but it never lasted.

With no single organization owning the conversation despite the need, we decided to launch the Stop Everyday Killers platform with a campaign focused on this crisis.

4. General Statistics on Motor Vehicle Accident Fatalities, IIHSHLDI. 2017.

5. National Survey on Drug Attitudes, NSC. 2017.

6. National Vital Statistics System, Mortality Rates of 2015. CDC/NCHS. 2017.

UNCOVERING A SHOCKING ATTITUDE

It seemed over-prescription was to blame: enough opioids are prescribed in the US each year to medicate every American for three weeks straight.⁷

We consulted government reports on addiction. We interviewed people across the country who had lost loved ones to overdoses. We even conducted a national survey.

One alarming attitude about opioid usage emerged: Americans know opioid overdoses are killing people.

87% of Americans say opioid addiction is a national problem,⁸ but they think it is killing someone else, “addicts.”

7. Report, White House Commission on Combating Drug Addiction and the Opioid Crisis. Nov 1, 2017.

8. National Poll on Opioid Crisis, PBS. 2017.

INSIGHT

**PEOPLE DON'T THINK
ADDICTION AND
OVERDOSES CAN
HAPPEN TO THEM.**



People don't fear addiction because they don't see it as personally relevant:^{12, 13}

84% of prescription opioid users are not concerned about addiction.⁵

This everyday killer felt even less worrisome for many because they were unaware of their own usage— 1 out of 3 Americans taking prescription opioids don't realize they're taking opioids.⁵

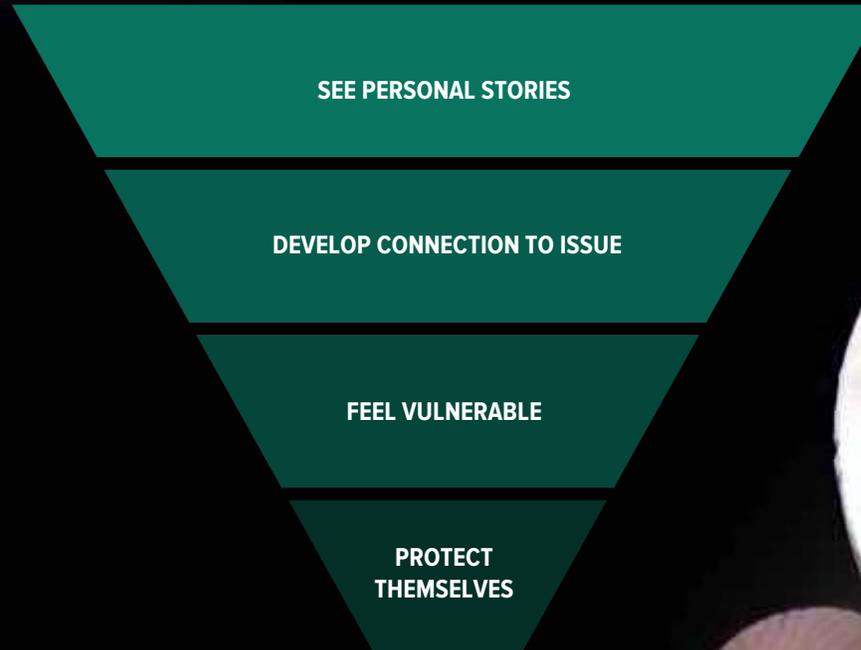
12. Empathy at Scale, Stanford Empathy Lab, 2016.

13. Stigma, Discrimination, Treatment Effectiveness, and Policy: Public Views about Drug Addiction and Mental Illness. Colleen L. Barry, Ph.D., M.P.P. Emma E. McGinty, Ph.D., M.S. Bernice A. Pescosolido, Ph.D. Howard H. Goldman, M.D., Ph.D. 2014.

IGNITING A FACE-TO-FACE CONFRONTATION

The only way NSC could help stop this everyday killer was by making the issue deeply, unavoidably personal

We would use 22,000 faces and stories to make people see that victims were just like them, then use this relevance to inspire people to protect themselves.





1

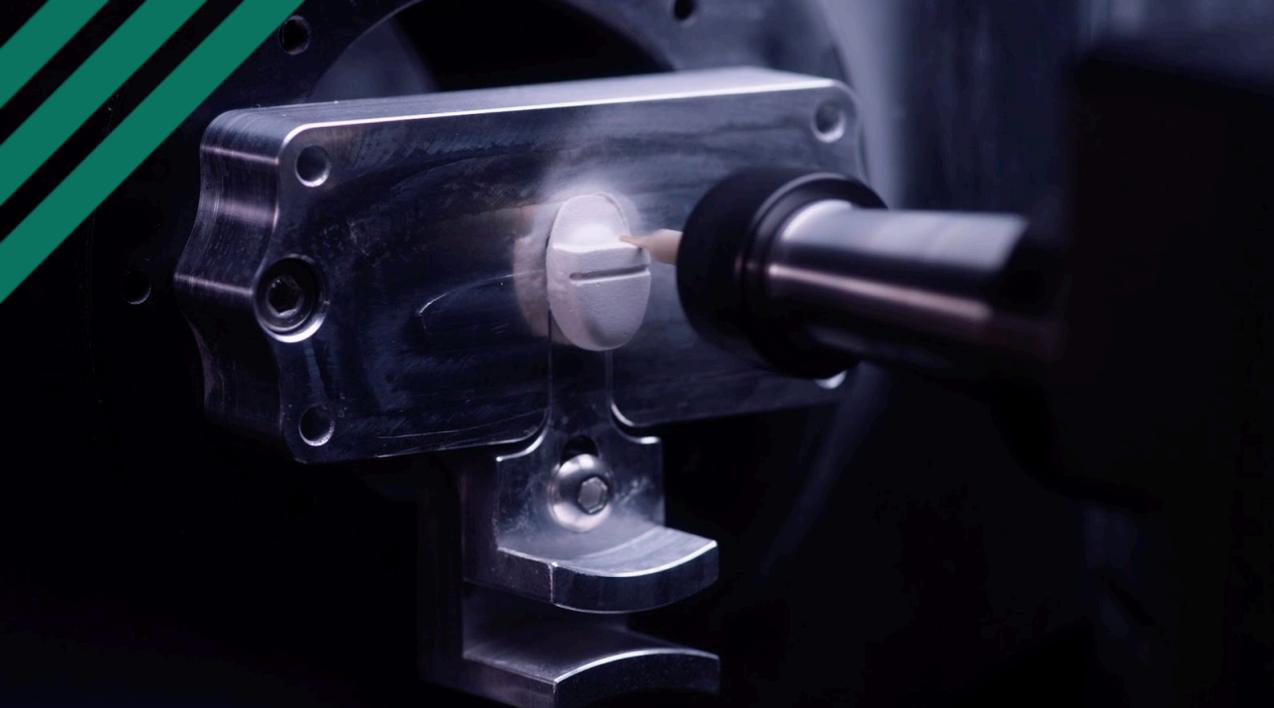
MAKE IT PERSONAL

We launched the Stop Everyday Killers platform with the “Prescribed to Death” campaign, featuring a memorial that is currently on a national tour.

We designed the experience to be intrusive and overwhelmingly personal.

We built a wall of 22,000 pills carved with faces of overdose victims, who spanned ages, races and incomes. It was impossible to visit the wall and not find a face that looked like you or someone you love.

The mother of Louie, an overdose victim, touches his face on the wall.



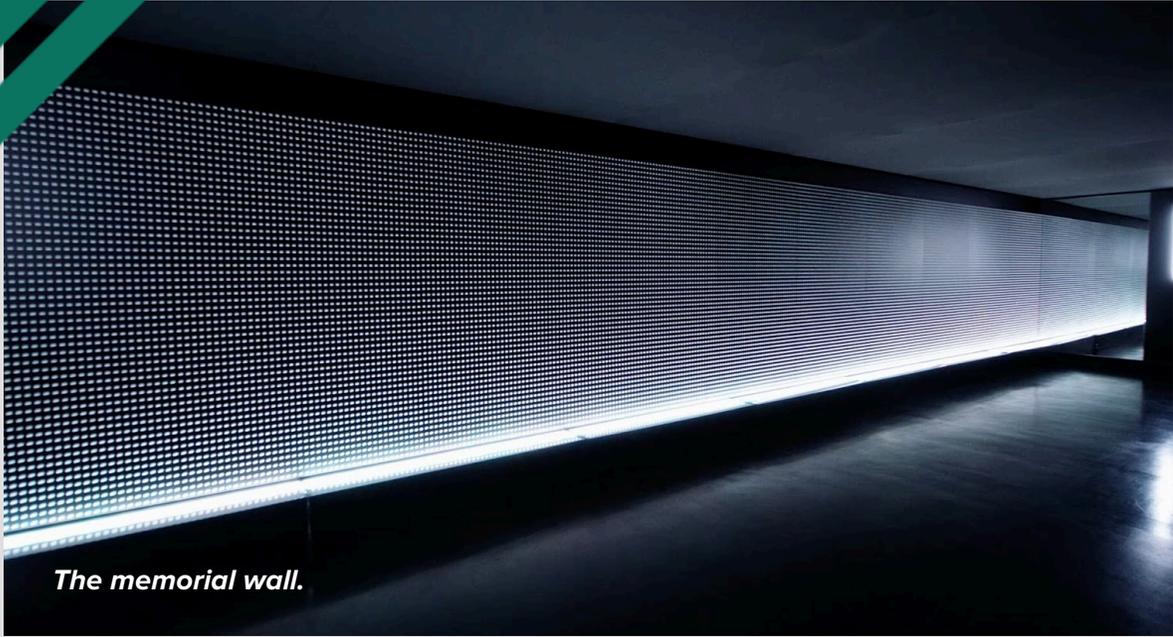
At the memorial, every 24 minutes—exactly how often another American dies from a prescription opioid overdose— a new face was carved on a pill.

We created intimate connections with three overdose victims: Michael, Rigo and Louie. Using their belongings, we recreated their bedrooms, where we screened moving videos of their families sharing their life stories.



The on-site CNC machine carves a new pill with a face in it every 24 minutes.





The memorial wall.



A visitor looks at the memorial wall.



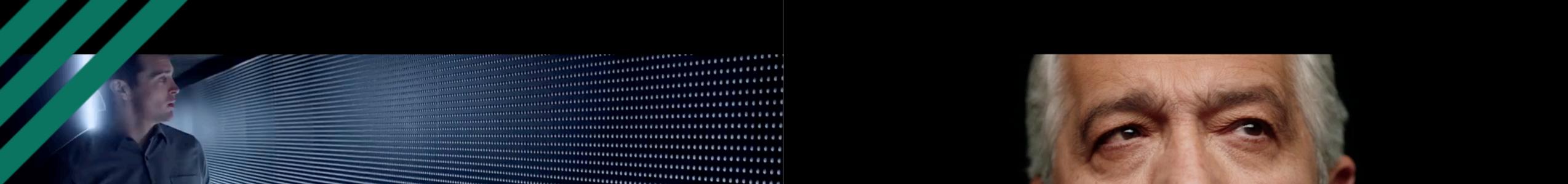
A visitor watches Louie's story in his recreated bedroom.

Online educational content.



IN FACT, FOUR OUT OF FIVE NEW HEROIN USERS STARTED BY MISUSING PRESCRIPTION PAINKILLERS.

But it's not just street drugs that kill. Half of all opioid overdoses involve a prescription opioid.



Click to play Hero Film: <https://www.youtube.com/watch?v=0jmDHoPUGKI>



Click to play Michael's Story: <https://www.youtube.com/watch?v=MXZ8I1CJwJc&t>



Click to play Louie's Story: <https://www.youtube.com/watch?v=iN42n71tmHA&t>



Click to play Rigo's Story: https://www.youtube.com/watch?v=u_DMLpPkp0&t



We promoted the memorial on Facebook, through NSC’s owned channels, and donated radio, news, and OOH outlets.

We brought this local experience to the nation through Facebook and a digital memorial where consumers could connect with individual stories. On Facebook, we put paid support behind Michael, Rigo, and Louie’s videos, and a film that showcased the shocking, beautiful wall. We prioritized Facebook because of intimacy of the feed: the juxtaposition of these tragic stories with one’s own social network’s content strengthened the message, while Facebook’s interactivity encouraged people to share their own experiences. Dozens of influencers, including Russell Brand, shared the videos with their own stories.

We also partnered with WIRED Magazine to share the memorial with their monthly audience of 60 million.

Russell Brand
December 22, 2017

1 in 4 people prescribed an opioid become addicted. I used opioids to deaden my pain. 22,000 people a year die as a result of their use of prescription opioids. This is what the National Safety Council is doing about it.
Learn how you can protect yourself <http://bit.ly/2nvS52v>
#stopeverydaykillers

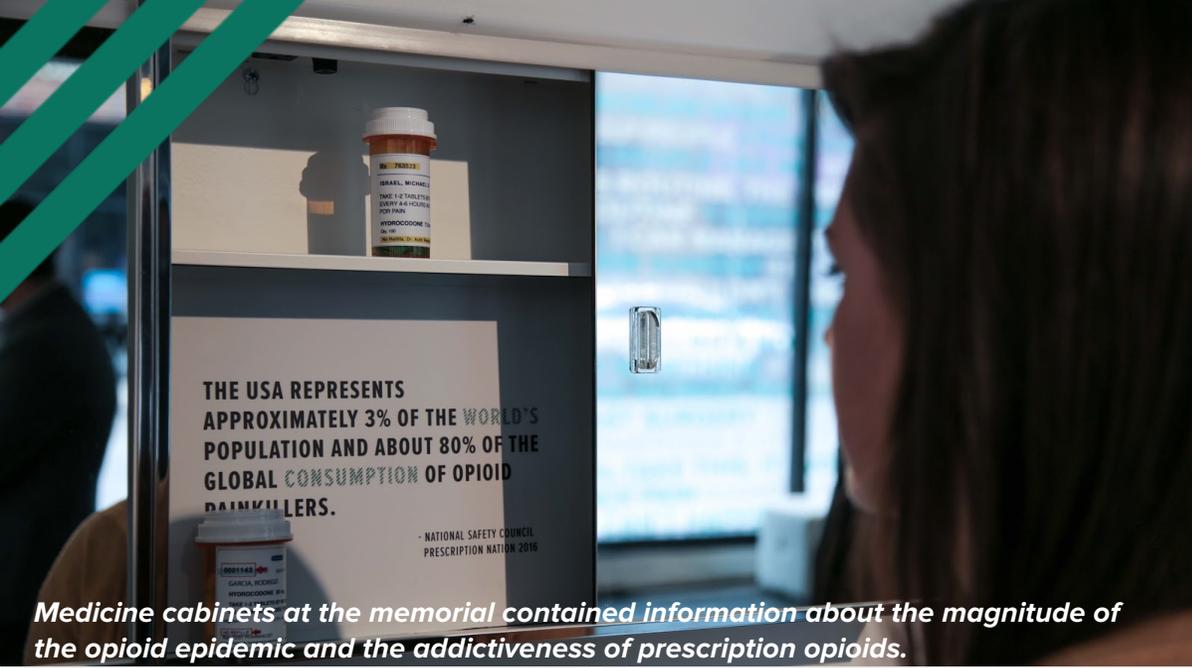
Patrick J. Kennedy
Addiction is not a choice. Learn more about @NSCsafety’s powerful campaign to #StopEverydayKillers: bit.ly/2AqWYMo
#RecoveryNow

Like A Boss Girls
about 3 weeks ago

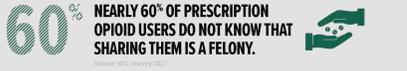
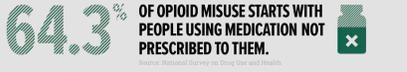
Rigo was prescribed opioids after a sports injury. He thought addiction would never happen to him like it affected specific people - until he escaped death by very little.

Each year 22,000 Americans die from opioid overdoses. They’re given to millions of Americans each year and many people don’t know that’s what they’re being prescribed. Do you know anyone with the same problem?

Watch Rigo’s story and share to help #StopEverydayKillers. The more you know #PSA National Safety Council
See Less



Medicine cabinets at the memorial contained information about the magnitude of the opioid epidemic and the addictiveness of prescription opioids.



COMMON PRESCRIPTION OPIOIDS

- AVINZA | DILAUDID | DURAGESIC PATCH
- ENDOCET | ENDOCODONE | FENTANYL
- HYDROKET | HYDROCODONE
- HYDROMORPHONE | HYDROSTAT
- KADIAN | LORCET | LORTAB | MORPHINE
- MSCONTIN | MSIR | NORCO | ORAMORPH SR
- OXYCODONE | OXYCONTIN | OXYFAST
- OXYIR | PERCOCET | ROXANOL | ROXICET
- ROXILOX | TYLOX | VICODIN | ZYDON

Left: An infographic containing key statistics about the epidemic was distributed at the memorial, through NSC's CRM, and the campaign website.

Right: A list of commonly prescribed opioids was printed on a large wall at the memorial and distributed online through Facebook and the campaign website.

2 EDUCATE

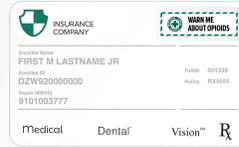
Once we had confronted people with the danger of this everyday killer, we provided important educational content.

We developed and distributed a list of the commonly prescribed opioids to educate people on what medicines are opioids, and promoted educational content on Facebook and the campaign website.

Right: An educational overview for physicians explains what a Warn Me Label is and what questions they should be prepared to answer if they see one.

WHAT'S YOUR ROLE IN FIGHTING THE OPIOID CRISIS?

Soon, you'll see Warn Me Labels on patient insurance cards like the one pictured here.



WHAT THEY MEAN

These stickers are a conversation starter. They're a patient's way of saying they need more information about opioids. The questions that a patient with a Warn Me Label will ask include: Am I being prescribed an opioid? If so, is there a non-addictive alternative? If not, is a short-term prescription possible? Do I have any medical conditions that could increase my risk?

WHAT THEY DON'T MEAN

These stickers are in no way intended to undermine professional medical advice. Rather, they're a means to solicit more advice. They are tools to help patients who don't know enough about opioids to start a conversation with you.

HOW CAN YOU HELP?

If you'd like to get involved, inform your team about Warn Me Labels and ask them to make a note in a patient's digital file when they see one. That way, your staff will know when a patient might have more questions and can be prepared for a longer conversation. If you'd like to provide patient Warn Me Labels at your office, please request them from <http://shop.nsc.org/default.aspx>.



NATIONAL SAFETY COUNCIL 1121 SPRING LAKE DRIVE, ITASCA, IL 60143-3201 1-800-621-7619 NSC.ORG

3

PROTECT

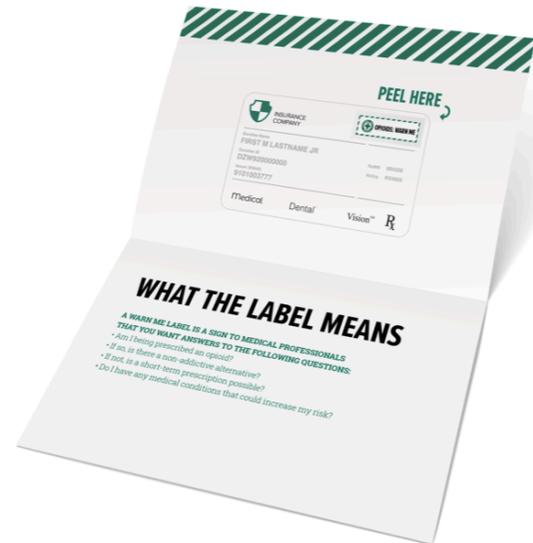
After we established the danger of this everyday killer, we gave people the tools to protect themselves.

We developed “Warn Me Labels,” a free sticker to place on your insurance card that tells healthcare professionals you want to be informed if you’re prescribed an opioid and warned about its risks. We distributed these at the memorial and online, and enlisted employers to hand them out during annual insurance enrollment.

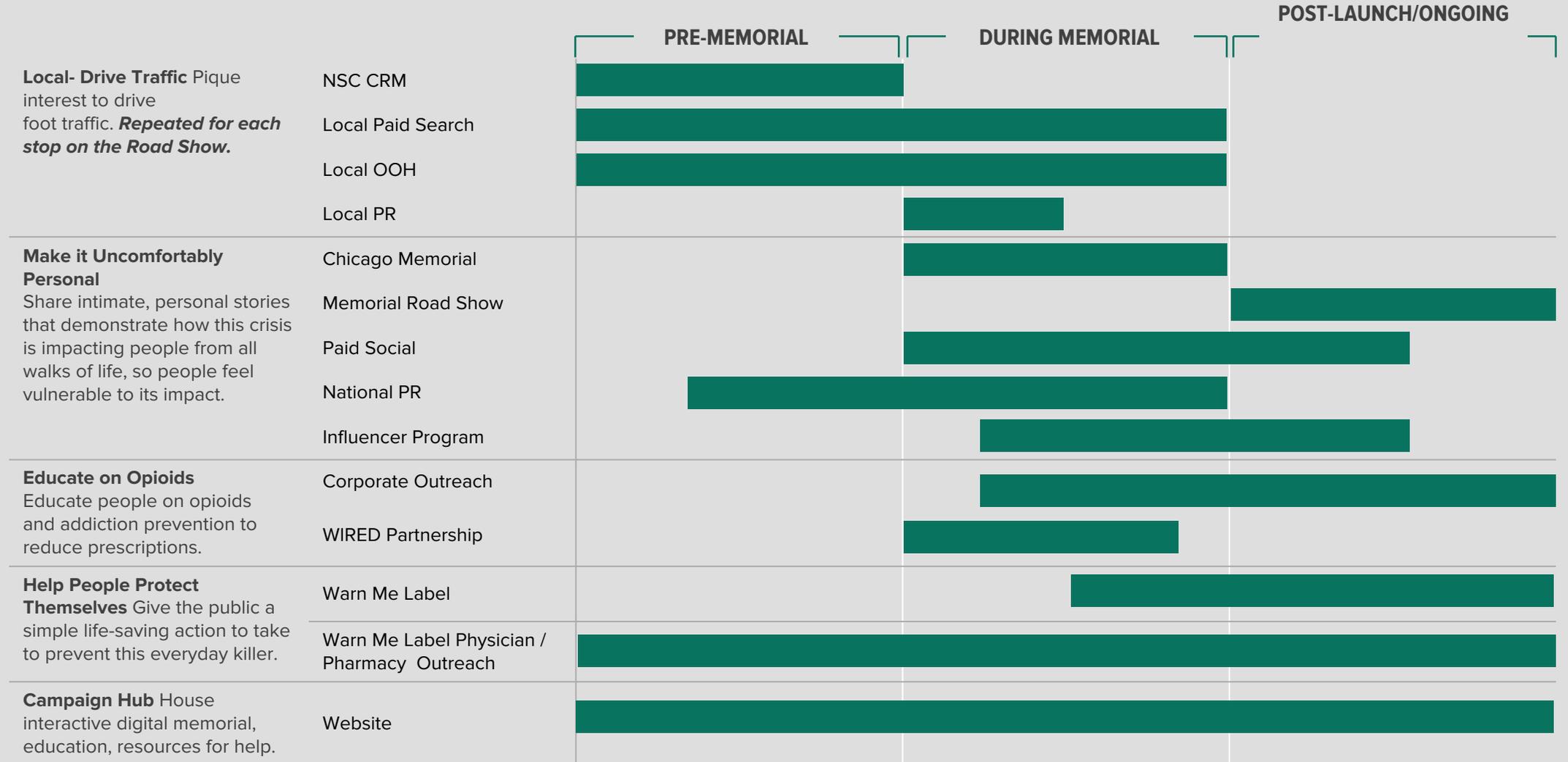
To ensure maximum impact, we developed a conversation guide for consumers to use with their doctors, while simultaneously preparing physicians and pharmacists.

Above: A Warn Me Label shown on an insurance card.

Below: A Warn Me Label handout with accompanying educational information on how to speak to your doctor.



COMMUNICATIONS STRATEGY



MAKING A MEANINGFUL DIFFERENCE

The “Prescribed to Death” campaign launched the Stop Everyday Killers platform with tremendous success, exceeding all of our goals.

Objective #1 | Establish NSC as a leader in safety

The campaign established NSC as a leader fighting prescription opioid overdoses.

- +45% increase in’ perception of NSC as “a leader in fighting preventable deaths and overdoses.”¹⁴

14. Jan 2018, NSC Brand Study. To determine how this portion of NSC’s activities impacted brand awareness and perception, we monitored lifts between those exposed to the campaign and those who had no exposure via a national survey of consumers.



Video still from Hero Film. An opioid user sees the memorial wall for the first time.

Objective #2 | Spark a national conversation to change perceptions around safety

The memorial garnered so much attention that it made it onto the world's most watched media stage– the President's twitter. The White House invited NSC to DC, bringing policy-makers face-to-face with the epidemic.

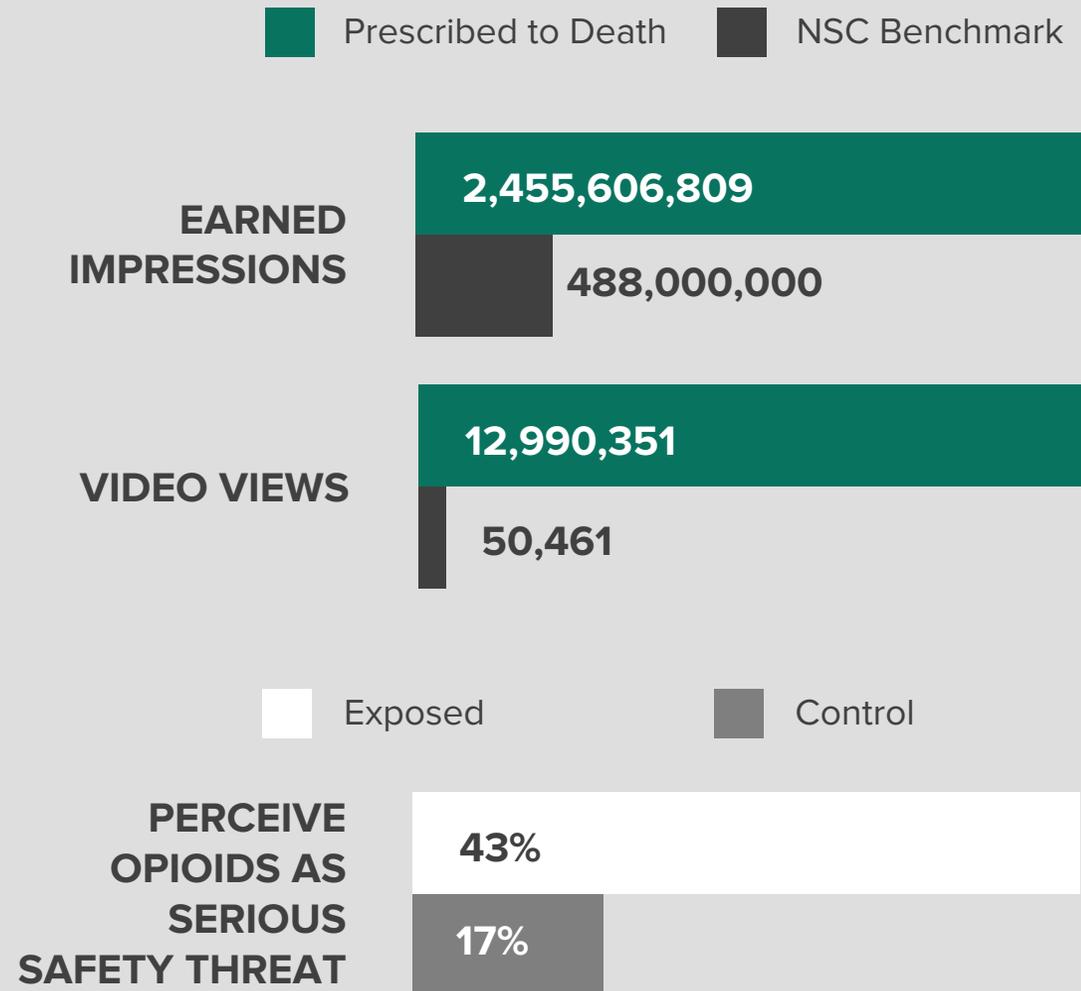
- 2,455,606,809+ billion earned impressions¹⁵
- 12,990,351 million video views¹⁶
- +3663% in social conversation the day we announced the DC memorial
- 2017% increase in shared Facebook impressions, as people shared our important message with loved ones.¹⁷

Most importantly, this national conversation triggered change: consumers were 2.5x more likely to perceive addiction as a serious threat to them or their families, a realization that could save lives.

15. Earned Media Report, NSC. Jan 2017. Compared to NSC benchmark average earned impressions from 2016 and 2017 campaigns for Distracted Driving Month.

16. Total Video Views. Compared to NSC benchmark average video views from NSC's 2016 and 2017 campaigns for Distracted Driving Month.

17. Sprout Social, 2018 Facebook Activity Report.



Donald J. Trump  [@realDonaldTrump](#)

[Follow](#)

I am very pleased to welcome the opioid memorial to the President's Park in April. I encourage all to visit and remember those who we have lost to this deadly epidemic. We will keep fighting until we defeat the opioid crisis!



The White House  [@WhiteHouse](#)

The White House is partnering with [@Interior](#) and [@NatiParkService](#) to bring the [@NSCSafety](#)'s "Prescribed to Death" opioid memorial to the Ellipse near the White House from April 11 to April 18.

1:35 PM - 27 Mar 2018



Melania Trump  [@FLOTUS](#) · Apr 16

Very moving visit today - "Prescribed to Death" Opioid Memorial on the Ellipse is a worthwhile partnership between [@WhiteHouse](#), [@Interior](#) & [@NatiParkService](#). [#StopEveryDayKillers](#)



Department of State  [@StateDept](#) · Apr 23

More than 300,000 Americans have died from overdoses involving opioids since 2000. At the [@NSCSafety](#) "Prescribed to Death" Memorial, Counselor to [@POTUS](#) Kellyanne Conway reflects on this "crisis next door" and discusses how [@StateINL](#) supports the response. go.usa.gov/xQZ6R



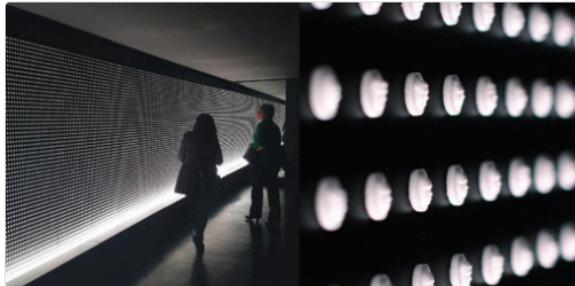
Counselor Conway Comments on the Crisis Next Door

State Department Spokesperson Heather Nauert holds a conversation with Counselor to the President Kellyanne Conway on confronting the opioid crisis. - U.S. Department of State

The White House  [@WhiteHouse](#)

[Follow](#)

The White House is partnering with [@Interior](#) and [@NatiParkService](#) to bring the [@NSCSafety](#)'s "Prescribed to Death" opioid memorial to the Ellipse near the White House from April 11 to April 18.



10:51 AM - 27 Mar 2018



Rep. Greg Walden  [@repgregwalden](#) · Apr 16

Just visited [@NSCSafety](#)'s Prescribed to Death Memorial and their incredibly moving "Pill Wall" - featuring the faces of the 22,000 Americans who fatally overdosed on opioids in 2015. With [@POTUS](#)' help, we are working to combat this scourge.



78 182 639



HHS.gov  [@HHSGov](#) · Apr 11

"[@POTUS](#) has declared war on addiction in America and we aren't planning to lose it," HHS [@SecAzar](#) said during his visit to the "Prescribed to Death" memorial [@WhiteHouse](#) Ellipse today. hhs.gov/opioids Watch



178 439 1.5K



Alex Azar  [@SecAzar](#) · Apr 11

The [@NSCSafety](#) 'Prescribed to Death' memorial, opening tomorrow at the [@WhiteHouse](#) Ellipse, vividly represents the huge cost of the [#opioids](#) crisis. [@POTUS](#) and [#HHS](#) are committed to winning the war on addiction in America.



When the memorial went to DC, conversation about NSC and the crisis skyrocketed. The President, First Lady, Department of the Interior, the Parks Department, the White House shared the event with their 100+ million followers.

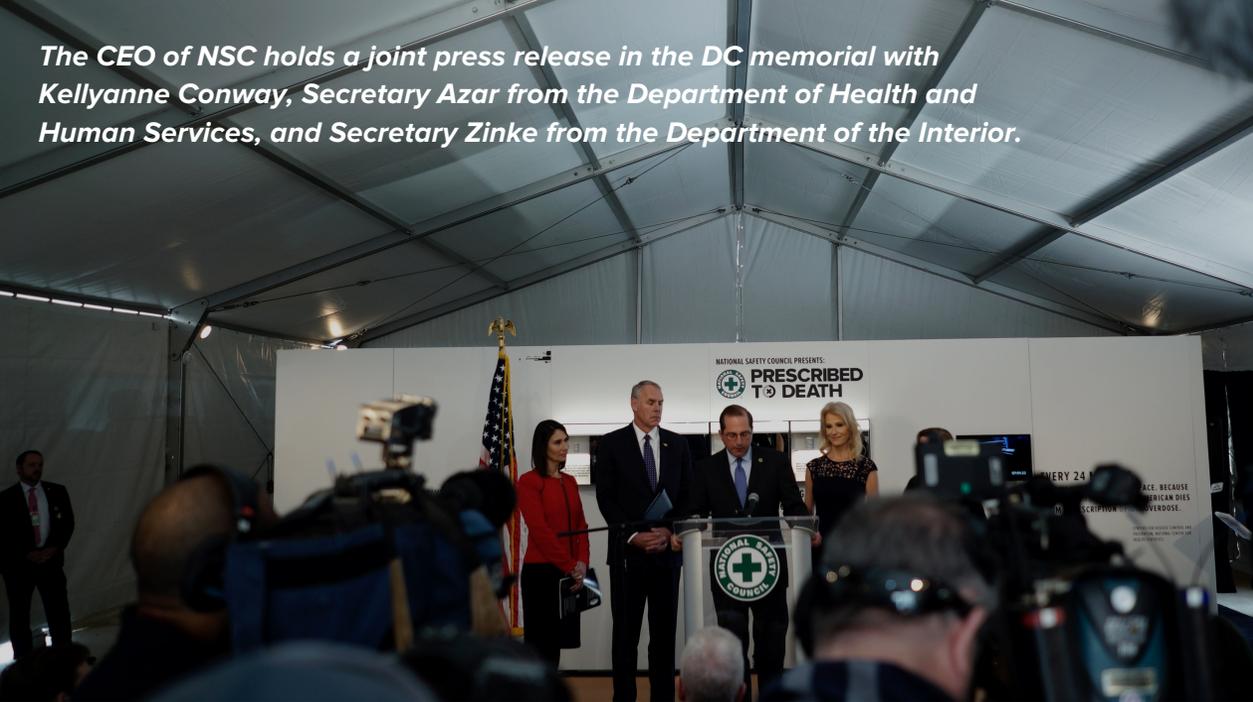
Policy makers from both parties visited the memorial and shared their experiences, sparking important bipartisan conversation about the prescription opioid crisis.



Kellyanne Conway  [@KellyannePolls](#) · Apr 11

With [@POTUS](#) and [@FLOTUS](#) committed to solving this scourge, the Prescribed to Death memorial is situated on the Ellipse for the next week. It features the faces of 22,000 victims of the opioid/drug crisis. They were loved and are missed by their survivors. twitter.com/nscsafety/stat...

The CEO of NSC holds a joint press release in the DC memorial with Kellyanne Conway, Secretary Azar from the Department of Health and Human Services, and Secretary Zinke from the Department of the Interior.



Kellyanne Conway, Counselor to the President, is interviewed at the DC opening of the memorial.



The First Lady visits the memorial.



WARN ME LABELS

GOAL

100,000

DISTRIBUTED

1,021,000+

Objective #3 | Trigger a behavioral change that protects people from a cause of preventable death

Innovation turned a seemingly simple sticker into a life-saving tool.

- 1,021,000+ Americans now have Warn Me Labels on their insurance cards to spark potentially life-saving conversations with medical professionals. We blew past our goal of distributing 100,000 WML.
- After the campaign, consumers were 16% more likely to talk to their doctor about opioid alternatives.¹⁴



Video still from Michael's story. Michael's Dad visits his son's pill on the wall.

WHAT WE LEARNED

NSC always focused on communicating about the issues and worried less about getting credit for their work—but they'd forgotten that investing in brand building would make them more effective at saving lives. Now, with a distinctive, evergreen platform that they can use for years to come, the success of one campaign will fuel the success of others, building NSC's reputation over time and enhancing their ability to Stop Everyday Killers.





THANK YOU