

The Office of Drug Policy and the Idaho Prescription Drug Abuse Prevention Workgroup are getting very excited for the launch of our “Lock Your Meds” Prescription Drug Abuse Prevention Campaign. The statewide media campaign will start October 20th, the Monday of Red Ribbon Week, with TV and Radio PSA’s, Billboards, Bus tailgate advertisements, posters, social media, print ads, Spanish materials, new editorials, prescriber toolkits and more....

We have a great free media kit available for prevention, treatment centers, recovery support services. We are looking for local advocates, recovery success stories, emotional ties to the issue, for editorials, news stories, morning shows, support if you know someone in your Region that would be fabulous and professional.

The contents of the media kit include: (examples can be found here

<http://www.lockyourmedsidaho.org/resources>)

- Hard copies of the rack cards and posters for physicians’ offices, treatment centers, anywhere a parent/guardian will be present

Thumb drives will have electronic copies of:

- Print ads (PDFs - 3 versions, 8.5x11 could be used as fliers at events)
- Rack cards (PDFs - 3 English versions, 1 Spanish)
- FAQ sheet (from your website document)
- 2 radio PSAs
- 2 TV PSAs (We will have to provide this at a later date)
- Press release template



Caitlin Zak
Program Specialist
Idaho Office of Drug Policy

caitlin.zak@odp.idaho.gov
(208)854-3040