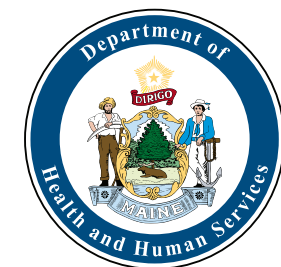


# OPTI<sup>ON</sup>NS

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Campaign Metrics // **The Good Samaritan Law**



# Overview

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The OPTIONS campaign launched in January 2021, with the goal of delivering three main calls to action:

1. Have Naloxone on hand
2. **Call 911 in an overdose emergency & know you're protected by the Good Samaritan Law**
3. Connect with resources (ranging from harm reduction to treatment/recovery)

Elements to support this initiative have included:

- **Knowyouoptions.me** with its informational sections and resource directory
- **Broadcast TV** ads (locally and on ad-supported streaming services including Hulu)
- **Digital display and search ads** (Google plus **retargeting** and **geofencing** campaigns)
- Digital video ads (**YouTube**)
- Organic and paid **social media** (Facebook, Instagram)
- **Radio** ads (locally and on **Pandora**)
- **Print ads** in several mainstream and niche magazines and newspapers (and their digital editions)
- **Transit** ads (bus shelter and inside bus posters)
- **Grassroots** and direct strategic partner outreach, supported by printed **promotional** items.

The campaign has been refreshed twice with new creative and placements - first in April/May to add new media placements (retargeting and **gas station** posters) and lines of messaging around safe use, not using alone, and the OPTIONS liaisons. In Sept./Oct., we began emphasizing fentanyl awareness, and that remains our top priority. In its first year, the campaign delivered more than **52 million** impressions with paid digital ads alone driving more than **92,400** website visits.

# Broadcast TV + Radio

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Substance use disorder does not discriminate, it can happen to anyone. That's why we are using broadcast to deliver relatable, true stories told in the first person by likable, down to earth people: a lobsterman with a difficult past including multiple incarcerations, a loving mother who battled OUD throughout her first pregnancy, and a trooper and 9-1-1 dispatcher who lost both of their sons to the disease. **Our Good Samaritan Law / Call 9-1-1 message** was carried most poignantly by Shelly Yankowsky, who speaks from the perspective of both a 9-1-1 dispatcher and a grieving mom. View the full video at [knowyouroptions.me](http://knowyouroptions.me).

**“If you could help save somebody, why wouldn't you? Call 9-1-1. It's a life.”**

# Broadcast TV

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ADS RAN THROUGHOUT 2021 IN THE PORTLAND AND BANGOR MARKETS:

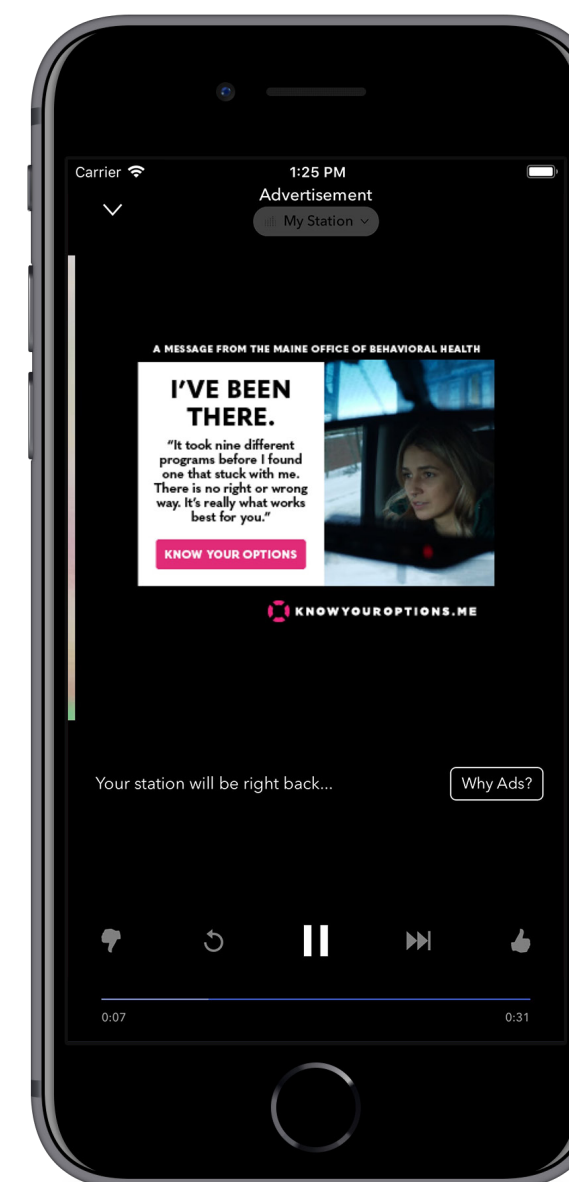
 NEWS CENTER  
**MAINE**  **WCSH-6 PORTLAND**  
**WLBZ-2 BANGOR**



# Radio

**RADIO ADS (AUDIO VERSIONS OF THE VIDEO ADS) RAN JAN-JUNE ON PANDORA AND THROUGHOUT THE YEAR ON THE FOLLOWING STATIONS. WE ADDED 93.1 (WMGX) IN THE FALL WITH OUR BLAKE HAYES LIVE-READ INTEGRATION.**

MARKET	STATION	FORMAT
PORTLAND	WBLM (102.9)	Classic Rock
	WCYY (94.3)	Alternative
	WJJB (96.3) + WPEI (95.9)	Spots Talk Combo
	WCLZ (98.9)	Adult Album Alt.
	WGAN (560 AM + 98.5)	News/Talk
	WYNZ (100.9)	Classic Hits
	WFNK (107.5)	Classic Hits
	WHXR (106.3)	Rock
AUGUSTA	WABK (104.3) + WBKA (107.7) + WBAK (104.7)	Classic Hits
	WVQM (101.3) + WVOM (103.9) + WVOM-AM (1450)	News/Talk
BANGOR	WTOS (105.1) + WTUX (101.1)	Rock
	WQCB (106.5 FM)	Country
	WEZQ (92.9 FM)	Sports Talk
	WBYA (Isleboro) (105.5)	Country
	<b>TOTAL</b>	

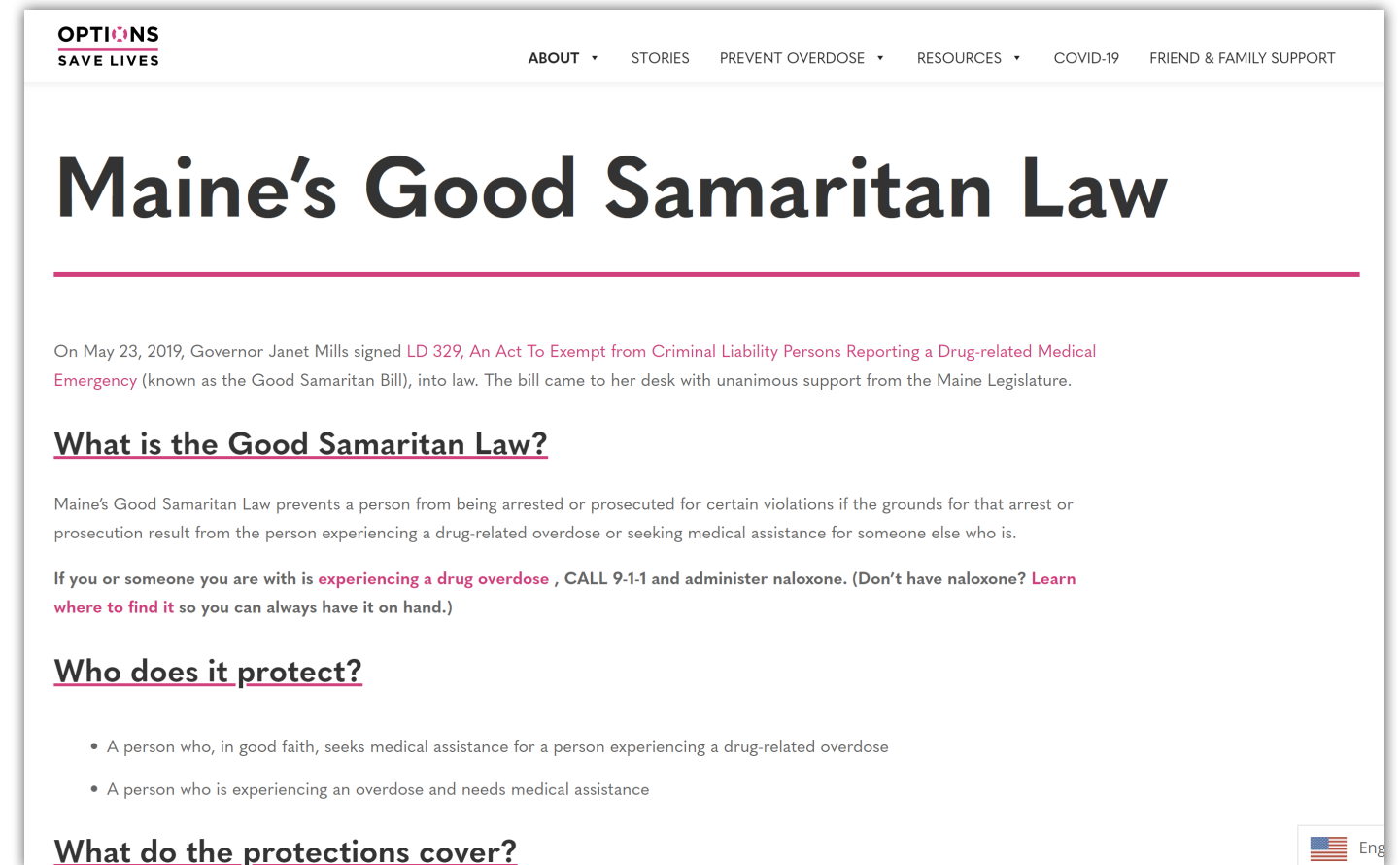


**PANDORA ADS ARE :30 AUDIO + CLICKABLE BANNER LEADING TO KNOWYOUOPTIONS.ME**

# knowyouroptions.me/about-maines-good-samaritan-law

Our website page on Maine's Good Samaritan Law explains in concise, clear language what the law is, who it protects, what it covers, and why it's important. All of our digital ads regarding the Good Samaritan Law lead back to this page.

To date (since January 2021), this page has been **viewed 42,885 times**, representing a little more than 25% of all page views on knowyouroptions.me. The **average time on the page is 1:43**, suggesting that most people are reading through all the content.



The screenshot shows the website page for Maine's Good Samaritan Law. The page has a white background with a pink header bar. The logo "OPTIONS SAVE LIVES" is in the top left, and a navigation menu with links for "ABOUT", "STORIES", "PREVENT OVERDOSE", "RESOURCES", "COVID-19", and "FRIEND & FAMILY SUPPORT" is in the top right. The main heading is "Maine's Good Samaritan Law". Below the heading is a paragraph of text: "On May 23, 2019, Governor Janet Mills signed LD 329, An Act To Exempt from Criminal Liability Persons Reporting a Drug-related Medical Emergency (known as the Good Samaritan Bill), into law. The bill came to her desk with unanimous support from the Maine Legislature." There are three sub-sections: "What is the Good Samaritan Law?", "Who does it protect?", and "What do the protections cover?". The "Who does it protect?" section has a bulleted list of two items: "A person who, in good faith, seeks medical assistance for a person experiencing a drug-related overdose" and "A person who is experiencing an overdose and needs medical assistance". The "What do the protections cover?" section is partially visible at the bottom. In the bottom right corner, there is a small American flag icon and the text "Eng".

**OPTIONS**  
SAVE LIVES

ABOUT • STORIES PREVENT OVERDOSE • RESOURCES • COVID-19 FRIEND & FAMILY SUPPORT

## Maine's Good Samaritan Law

On May 23, 2019, Governor Janet Mills signed LD 329, An Act To Exempt from Criminal Liability Persons Reporting a Drug-related Medical Emergency (known as the Good Samaritan Bill), into law. The bill came to her desk with unanimous support from the Maine Legislature.

### What is the Good Samaritan Law?

Maine's Good Samaritan Law prevents a person from being arrested or prosecuted for certain violations if the grounds for that arrest or prosecution result from the person experiencing a drug-related overdose or seeking medical assistance for someone else who is.

If you or someone you are with is **experiencing a drug overdose**, CALL 9-1-1 and administer naloxone. (Don't have naloxone? [Learn where to find it](#) so you can always have it on hand.)

### Who does it protect?

- A person who, in good faith, seeks medical assistance for a person experiencing a drug-related overdose
- A person who is experiencing an overdose and needs medical assistance

### What do the protections cover?

Eng



# Transit Media

## INTERIOR BUS POSTERS



Throughout the campaign, we have included Good Samaritan Law messaging in our suite of interior bus posters. These are currently installed in the Greater Portland, Lewiston/Auburn, and Bangor markets.

We also included the CTA to know your rights under the Good Samaritan Law in our bus stop installations (Greater Portland only)





# Social Media

## ORGANIC CONTENT

**Know Your Options**  
February 6, 2021 · 🌐

Did you know? In 2019, Maine passed a new Good Samaritan Law.

The new law:

- ✔️ protects a person who calls 911 in a drug overdose emergency from arrest
- ✔️ protects the overdose victim from arrest

Its purpose is to ease any hesitation a person might have about calling 911 for medical assistance.

Bottom line - first responders want to keep everyone alive and safe, so call them right away if you ever witness or suspect an overdose. Even if you have Narcan on hand (another lifesaving choice), getting EMS/police there can make the difference between life and death.

#knowyouroptions #optionssavelives #knowyouroptionsme #opioidawareness #goodsamaritan #harmreduction

Maine needs **HAS**  
a **Good Samaritan Law**  
to protect people who  
call 911 for overdose help.

(SPREAD THE WORD)

Know Your Options  
Community Learn more

9,297 People reached      353 Engagements Boost post

👍 Michele Cox, Robert McKay and 17 others      36 Shares

👍 Like    💬 Comment    ➦ Share

**Performance for your post**

9,297 People Reached

174 Reactions, Comments & Shares

87 Like	16 On Post	71 On Shares
35 Love	5 On Post	30 On Shares
13 Comments	0 On Post	13 On Shares
39 Shares	36 On Post	3 On Shares

179 Post Clicks

15 Photo views	41 Link clicks	123 Other clicks
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**NEGATIVE FEEDBACK**

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts


On the OPTIONS Facebook page, the **organic post** to the left reached **9,297 people** and was shared **39 times**, making it one of our most active posts in general. We posted the same graphic to Instagram, where it also did well (it was our top post for Feb. 2021), though our following on Instagram is much smaller than Facebook.

## PAID CONTENT

We ran two types of paid social media ads focused on the Good Samaritan Law: one was the graphic from the post to the left, and the other was a 15-second version of the Yankowsky video with a call to action to learn about Maine’s Good Samaritan Law (screenshot to right). In total, these ads reached **123,834 people** an average of **2.76 times** each and generated **2,169 clicks** to the website to learn more.

**Know Your Options**  
Sponsored · 🌐

Maine has a Good Samaritan law that applies to any overdose. Keep Naloxone on hand, and always call 911 for medical help.



KNOWYOUROPTIONS.ME  
**Learn about Maine's Good Samaritan Law** LEARN MORE

👍 Jessica Morley and 3 others

👍 Like    💬 Comment    ➦ Share



# Digital Display Ads

Our digital display ad campaign contains distinct ad sets, each built around one of our campaign calls to action. Our original three ad sets were:

- 1.) Know the **Good Samaritan Law/call 911** in an overdose emergency
- 2.) Have **naloxone** on hand, and
- 3.) Connect to **treatment + recovery resources**.

In May, we added two new ones:

- 1.) **Alternatives to using alone**
- 2.) **OPTIONS liaisons**

These ran on Google as well as other placements including geotargeting partner networks.

In 2021, the Good Samaritan Law ad set alone generated **7,896,271 impressions** and **28,698 clicks** to the Good Samaritan Law page on [knowyouroptions.me](https://knowyouroptions.me).

A MESSAGE FROM THE MAINE OFFICE OF BEHAVIORAL HEALTH

**GOOD CALL, GOOD SAMARITAN.**  
Maine's Good Samaritan Law protects people experiencing a drug overdose, and anyone who calls 9-1-1 for help, from arrest.

**KNOW YOUR RIGHTS**

**KNOWYOUROPTIONS.ME**

A MESSAGE FROM THE MAINE OFFICE OF BEHAVIORAL HEALTH

**GOOD CALL, GOOD SAMARITAN.**

2:07  
911  
Add Number

1 2 3  
4 5 6  
7 8 9  
\* 0 #

Medical ID Cancel

Maine's Good Samaritan Law protects people experiencing a drug overdose, and anyone who calls 9-1-1 for help, from arrest.

Make the call. Save their life.

**KNOW YOUR RIGHTS**

**KNOWYOUROPTIONS.ME**

A MESSAGE FROM THE MAINE OFFICE OF BEHAVIORAL HEALTH

**IN AN OVERDOSE EMERGENCY, 9-1-1 IS AN EASY CALL.**  
Maine's Good Samaritan Law protects you from arrest. [Know Your Rights](#)

A MESSAGE FROM THE MAINE OFFICE OF BEHAVIORAL HEALTH

**IN AN OVERDOSE EMERGENCY, MAKE THE CALL. SAVE THEIR LIFE.**

2:07  
911  
Add Number

1 2 3  
4 5 6  
7 8 9  
\* 0 #

Medical ID Cancel

Maine's Good Samaritan Law protects people experiencing a drug overdose, and anyone who calls 9-1-1 for help, from arrest.

**KNOW YOUR RIGHTS**

**KNOWYOUROPTIONS.ME**

**OPTIONS**  
SAVE LIVES

A MESSAGE FROM THE MAINE OFFICE OF BEHAVIORAL HEALTH

**GOOD SAMARITAN LAW / CALL 911 AD SET**

# Print Ads

A MESSAGE FROM THE MAINE OFFICE OF BEHAVIORAL HEALTH



**GOOD CALL, GOOD SAMARITAN.**

In a drug overdose emergency, 911 should always be an easy call. That's why, in 2019, Maine passed a new Good Samaritan Law.

Its purpose is to ease any hesitation a person might have about calling 911 for medical assistance. Bottom line: first responders want to keep everyone alive and safe, so call them right away if you ever witness or suspect an overdose.

Even if you have Narcan on hand (another lifesaving choice), getting EMS/police there can make the difference between life and death.

## Maine's Good Samaritan Law:

- ✓ Protects a person who calls 911 in a drug overdose emergency from arrest
- ✓ Protects the overdose victim from arrest

Learn More:



While print has not been a primary strategy in this campaign, we have run Good Samaritan Law awareness ads in select print publications including Journey Magazine, Maine Snowmobiler, and Mainer (formerly The Bollard).

