

**Allegheny County
Department of Human Services
Task Order: Design Services**

Communication Strategy for Preventing Accidental Opiate Ingestion by Children

April 13, 2022

1. You list drug and alcohol providers as one of the audiences, can you define those audiences?

Drug and alcohol providers refers to the network of agencies throughout Allegheny County that provide drug and/or alcohol prevention, intervention and/or treatment services to individuals in a variety of settings. This includes providers who provide any service that relates to alcohol or substance use/abuse.

2. Do you have any current research on a successful communication strategy for accidental opiate ingestion or research on accidental opiate ingestion, in general, that has already been conducted?

We do not have any research on a successful communication strategy as this is a task we expect the Successful Applicant to complete. Additionally, we do not have aggregated data to provide that presents a full picture of the issue. DHS will work with the Successful Applicant to provide all relevant information necessary to execute this Task Order upon successful negotiation of the contract.

3. Should messaging and creative only reference children under 5 or should it include teenagers and adolescents?

Our primary focus is young children and their inadvertent exposure, but some of the messaging can be broader. Accidental exposure does not have an age limit.

4. How would you define success for this campaign?

Ultimately, we would like to see reduced incidence in fatalities or near fatalities due to accidental exposure and an increase in requests from providers and caregivers for resources such as lockboxes, lock bags and naloxone.

Additionally, we want to build a collaborative communication strategy between multiple systems to effectively communicate this message on a countywide scale. For further context, please reference the [Building Collective Capacity Series](#) from the National Center on Substance Abuse and Child Welfare.