



RED HOT
INNOVATIONS

A STRATEGIC COMMUNICATION CAMPAIGN

Presented to
**LAFAYETTE, LA DISTRICT
ATTORNEY'S OFFICE**



THE OPIOID EPIDEMIC WITH GENERATION Z AND NON-VIOLENT OFFENDERS

PREPARED BY:

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STUDENTS OF COMMUNICATION AT THE UNIVERSITY OF LOUISIANA AT LAFAYETTE





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Executive Summary



EXECUTIVE SUMMARY

The opioid epidemic in South Louisiana has been an ever-growing problem since marketing new pain management drugs in the early 1990s. Red Hot Innovations approached the office of the District Attorney for the 15th Judicial Court in August of 2021 to assist in creating a strategic communication campaign. The DA's office has recently implemented innovative criminal procedures to help combat the growing opioid abuse and use rate in South Louisiana. Still, it is unaware of how to relay resources and information to reduce the number of non-violent opioid-related cases. Red Hot Innovations proceeded to conduct both primary and secondary research to implement the best possible strategic campaign for the office of the District Attorney.

The campaign focuses on non-violent drug crimes in Lafayette, Vermillion, and Acadia Parishes. According to Governor John Bel Edwards, as of 2018, there were over 450 opioid-related deaths in the state of Louisiana, and the number has continued to increase. The CDC has also ranked Louisiana 5th for prescribing drugs classified as opioids. The District Attorney's office is the primary source for individuals facing criminal prosecution. With the creation of the District Attorney's Pre-Trial intervention program and Drug Court program, the office wanted to make its target audience better aware of their efforts to help reduce the opioid epidemic.



Red Hot Innovations Team



TEAM



GraceAnn Carroll is a senior majoring in Strategic Communication with a concentration in Public Relations. GraceAnn focused on leading the campaign as well as communications with the client.



Madeline Williams is a senior majoring in Strategic Communications with a concentration in Public Relations with a minor in promotional management. Madeline focused on the initial research throughout the campaign.



Caroline Marshall is a senior majoring in Strategic Communications with a concentration in Advertising and a minor in marketing. As Advertising Director, Caroline focused on assisting in social media design, forming a crisis communication plan, and campaign fluidity.



TEAM



Chloe Perron is a senior majoring in Strategic Communication with a concentration in Public Relations and a minor in criminal justice. As creative director, Chloe focused on building a website, information fluidity, and creative aspects to make the campaign contents bold and unique.



Madelyn Myer is a senior majoring in Strategic Communication with a concentration in Public Relations and a minor in promotional management. As media director, Madelyn focused on social media, press releases, and pitching to appropriate media channels regarding the campaign.



Tayshun Johnson is a senior majoring in Strategic Communication with a concentration in Public Relations and a minor in promotional management. Tayshun is the Copywrite Director and is focused on researching keywords, producing interesting written content, and proofreading everything for accuracy and quality.



Situation Analysis



SITUATION ANALYSIS

SWOT Analysis for the Lafayette District Attorney's Office

Strengths:

- Innovative legal procedures and ideals for drug charges
- Well established name and trust with the community
- Access to databases for information on the target audience
- 24/7 forum access for users, family members, and loved ones to seek guidance

Weaknesses:

- The community is unaware of the severity of the opioid epidemic
- No social media presence
- The website lacks useful information on resources for treatment centers
- Understaffed office to communicate with users and public

Opportunities:

- Use of new technologies to produce and communicate awareness to the public
- Use of new technologies to better relay recovery resources to users
- Younger generations see addiction as a medical condition/ disease
- Reverse distribution for users to return unneeded medication
- Increased use of non-lethal and organic drugs and treatments for pain management

Threats:

- Growing ideas of addicts as junkies has established a stereotype
- Recidivism rates of rehabilitation centers
- Older generations focusing on incarceration
- Divided political views on the epidemic
- Continued over-prescribing of opioids
- Increase in the number of street drugs entering the market
- Addicts fearing to seek help due to possible consequences



SITUATION ANALYSIS

Explanation of SWOT

The Lafayette area provides many recovery and treatment centers for individuals seeking help in their addiction recovery, but these sources are not easily found. Individuals may be aware of a few options for recovery or criminal help but are not aware that non-prison options are coming from the District Attorney's office that continually innovates to help reduce the problem. A large percentage of the community still lacks information on what the office does and how they act on criminal prosecutions.

To reach the goal of awareness, the office has the advantage of viewing a full list of recovery centers and individuals who participate in treatment but lack the means to distribute a concise list of all resources available. They cannot accurately reach the target audience by not using social media and relaying sources on their current internet presence. Due to not being able to relay information accurately, opioid users have established a sense of fear when searching for help. They also do not have enough staff to communicate information to the general public and opioid abusers.

The office is presented with many opportunities to use updated technology such as a concise website, social media, and mobile app to broaden their communication reach. Younger generations are also now more willing to take action in the overall conversation of the severity of the opioid epidemic, which can help to increase awareness among the target audience. From a medical point of view, there has also been an increase in the number of locations that accept anonymous drops off of illegal drugs. There has also been an increase in non-lethal/ organic treatments for abusers.

Threats to the campaign include an established stereotype of users as "junkies" who do not have a medical condition that can be treated. The ideas of the stereotype lead to incarceration being seen as the best solution to solve the problem, which is mostly seen from older generations. The problem is also worsened by the continued overprescribing of opioids by medical providers and the increased volume and potency of opioids being sold as street drugs.



Goals and Objectives



GOALS AND OBJECTIVES

The campaign's first goal is to establish awareness among the target audience of young adults ages 18-25. Based on the research findings, only 6% of individuals surveyed believed that opioid use in Acadiana is an extreme problem. The overall goal of the objectives is to increase the number of individuals who believe the problem is extreme by 15% and decrease the number of individuals who believe there is not a problem at all by 5%. Based on the research, we found that most young adults use Instagram and TikTok as their primary social media sources. We will heavily use social media when trying to reach this audience.

Generation Z/ Students Objectives:

- Help the public understand which drugs are classified as opioids that lead to 40% of overdose deaths in Louisiana to decrease the number of individuals who have taken hard drugs from 15% to 10% by December 1st, 2022.
- Help the public understand the progression of abuse to decrease new instances of individuals who know someone who has overdosed between January 1st, 2022- December 31st, 2022, from 30% to 20%.
- Bring education of the opioid epidemic to the immediate community by increasing the perception of the problem being "extreme" by 15% by December 31st, 2022.

The second goal of the campaign is to help non-violent drug criminals and their families locate resources and information needed to begin recovery. Based on the research, most non-violent offenders use Facebook as their primary social media source, use text messaging primarily to communicate, and are least familiar with employment options.

Non-Violet Drug Criminals and Families Objectives:

- Relay employment options for non-violent criminals through a Facebook page created for the 15th JDC to increase familiarity by 5% by December 31st, 2022.
- Promote the current 24/7 text messaging hotline by advertising the asset on three different media sources by February 28th, 2022.



Research



RESEARCH

Research Questions

- What is the preferred treatment for addicts?
- How much does the target audience, Gen Z - 18-25-year-olds, know about the opioid epidemic?
- What are the different segments that need to reach?

Initial Client Meeting

At the first meeting with the client, Assistant District Attorney Holden Hoggatt, a representative for the 15th Judicial Court, proposed an awareness and prevention campaign to the students of CMCN 449: Strategic Campaign Management. Mr. Hoggatt, along with assistants Tressa Rose and Carlee Rose, outlined the overwhelming statistics and facts of opioid use and abuse in Lafayette Parish. An overview of duties and goals of the District Attorney's office was presented that included innovative viewpoints regarding the legal repercussions of non-violent drug crimes. The meeting helped develop the mindset of rehabilitation and recovery that the campaign will use as a guiding principle.

The District Attorney for the 15th Judicial Court serves Acadia, Lafayette, and Vermilion Parishes. The focus of the research stage is to analyze the problems and statistics relating to drug crimes in these parishes to decrease the rate of opioid abuse and addiction.



RESEARCH

Primary Research

We released a survey to the current University of Louisiana at Lafayette students to begin the primary research. The goal was to collect information that our target audience knew about the opioid epidemic in the survey. The questions were phrased in categorical, Likert, and open-ended measures. One survey was given to the students of the University of Louisiana at Lafayette. The reason the survey was given to college-aged students was to see how aware this age group was of the opioid epidemic. With this information, we would then be able to see how we could shape the awareness campaign around what our target audience knew the least amount of information about it.

Through the results, only 6.6% believed that the opioid crisis was a big problem and 66.7% believed that it is moderately problematic. Learning how the target audience feels about the epidemic helps guide the initial principles of the campaign. For the second part of our research, we had a second survey sent to the DA's court with people who actually experienced the opioid epidemic firsthand. The survey results were used to help us know which part of recovery or drug court needed better attention.

Through the survey, we found that the median age of the people who were in the drug court were most likely in their mid-30's. Also, 50% had children and oftentimes more than one child. We also learned that the social media used the most by this target group was Facebook.

The campaign's goal is to inform the target audience of how serious the epidemic is. By sharing infographics and using emotional appeal throughout the campaign, the information can efficiently reach the target audience. The target audience needs to understand how serious the opioid epidemic is in the Acadiana region.



RESEARCH

Part of the primary research was personal interviews with someone who had been through the treatment program in Acadiana. One interviewee stated that recovery centers in the Lafayette area were difficult to locate. People frequently move in and out of them, and mental health is not a priority. The addict we spoke with shared that if there had been more talk around recovery and places better known for help, it would have gotten him to seek help sooner.

The two addicts we spoke to explained that more should be done to help those around them seek the correct help. Both had gone to multiple treatment facilities and stated it was hard to find the right one. The campaign can bring awareness to the centers that had helped the two we interviewed. Or we could share multiple recovery centers and focus on what makes them different.



RESEARCH

Secondary Research

Using the CCYS, we learned that children from 6-12th grade were already experimenting with drugs and violent activities in Louisiana. This helped us focus on what could be causing the gateway into opioid use/ addiction.

Through secondary research, we also looked into the drug use statistics in Louisiana. The CDC ranks Louisiana as the fifth highest state with prescription rates. This helped explain why there is such a large magnitude opioid problem in the Acadiana area.

It was easy to learn that the big pharmaceutical companies are the primary contributors throughout the research. These companies had pushed for the drugs to be prescribed for basic pain management.

Fentanyl is also a big problem coming into addiction. Fentanyl is a deadly compound mixed with different forms of opioids to cut them and make them last longer. The deaths relating to fentanyl-laced drugs have tripled since 2018.



RESEARCH

Method

To collect data for our primary research, we used a survey sent out to college students at the University of Louisiana at Lafayette. This method helped us narrow down what information was already known by our target audience. This information also helped us find what information we need to emphasize and share with the target audience.

A survey was also sent out through the district attorney's office to individuals involved with the opioid epidemic in south Louisiana. The survey was collected through papers and inputted into Qualtrics.



Market Segments & Target Audience



MARKET SEGMENTS

The campaign targets three primary markets concerning the opioid epidemic in South Louisiana.

1. Opioid abusers and addictions- This market segment suffers from ongoing addiction. It includes individuals seeking help and those who have not yet admitted they are suffering from addiction. This is the primary market the campaign intends to reach.
2. College Students- This segment includes college-aged individuals who are unaware of what the opioid epidemic is and how they can make changes to lessen the problem. This includes individuals who interact with early signs of addiction and street drugs unaware of the severity of the epidemic.
3. Family members and loved ones of opioid users- This segment contains individuals aware of someone they are close to who needs help with addiction and recovery but is unaware of the resources available in the Lafayette area.



TARGET AUDIENCE

Geographics:

- Acadiana, Vermillion, and Lafayette Parish
- Lafayette's opioid and fentanyl-related deaths have doubled from January 2020 to May 2020 with fentanyl being found in almost every drug type in the area.

Demographics:

- Generation Z
- Students and Opioid Users
- All genders
- Primary Caucasian, Secondary African American, Tertiary Hispanic, and Asian
- Individuals who suffer from mental health conditions

Psychographics:

- Motivated by escapism
- Looking for satisfaction and fulfillment
- Lack of self-confidence/ sense of self
- Dysfunctional family or home life
- Absence of coping mechanism
- The desire for experimentation based on curiosity
- Habits of denial



Crisis Communication Plan



CRISIS COMMUNICATION PLAN

When a crisis strikes, the D.A. Office's reputation – potentially the lifeblood of your organization – is at stake. This policy will help us manage your reputation when faced with sensitive situations.

Step One: Appoint Your Spokespeople

- **Primary:** This spokesperson will be the face that the public sees. They will personally address audiences and answer questions.
- **Secondary:** The assistant to the primary. Will oversee other crisis roles and fill in the primary position if needed.
- **Social Platform Coordinator:** This spokesperson is in charge of the social media response to the crisis. This person will work closely with the Statement Coordinator to ensure that all information released to the public through official social profiles is concise and correct.
- **Statement Coordinator:** This role will cover the official press releases in a crisis. Any literature released will need to be pre-approved by the Statement Coordinator.



CRISIS COMMUNICATION PLAN CONT'D

Step Two: Develop a Plan

- Gathering information
 - Create a summary of basic crisis details
 - Consider all audiences to be considered in communications planning
 - Consider the timing of all communications
 - Consider the media channels of all communications
- Gather all updated office information in one place, including fact sheets about the specific situation, general office fact sheets, and documents on the office itself. These documents should always be kept up to date and ready for any emergency.
- Determine what elements of the crisis the office will comment on and what elements will be left for commentary by others. For example, in the event of a crime, there may be others outside of the firm who will act as representatives for certain elements of the crisis.



CRISIS COMMUNICATION PLAN CONT'D

- Spell out the plan to work with the media on a specific crisis, deciding all available options and affected audiences and which approach is best. Outline the best strategic option in detail. Include a timeline for deliverables. (Note: ([Name] in our [marketing/communications] department is the contact person for all media inquiries but is NOT the spokesman/spokeswoman.)
- Written communications. Decide what is necessary and prepare media statements or press releases as appropriate and any internal communications.
- Synchronize internal and external messages. Prepare all internal communications (written or verbal) with the same messaging as the external communications, and announce the news to the media as soon as possible.



Programming



LOGO





WEBSITE

Red Hot Innovations Log In Donate Now Take Action Menu

RECOVERY BEGINS AND ENDS HERE.

Here you will find resources for your journey to recovery. Look further into the website to find out all your options. We will be with you every step of the way.

[GET INVOLVED](#)

[Let's Chat!](#)

Red Hot Innovations Log In Donate Now Take Action Menu

**\$45/
day**
To hold a
Prisoner

88,000
drug related
deaths per
year

**2.1
million**
Drug-Related
ER visits per
year

**23.5
million**
people have
illicit drug
abuse
problems

Pre trial intervention
This is the opportunity to have your charges dissolved

Code of Criminal Procedures 89
You are on probation with no conviction and

Red Hot Innovations Log In Donate Now Take Action Menu

[Let's Chat!](#)

KNOW YOUR OPTIONS

I'm a paragraph. Click here to add your own text and edit me. click "Edit Text" or double click me.

[Act Now](#)

Drug Court
This is a voluntary intensive program that requires full commitment to have your charges expunged.

Prison
This is your last resort. Don't offend. Don't choose prison. Get help.

[Our Team](#)

[Let's Chat!](#)



INTERNSHIP

- Interns will follow the internship guidelines from the CMCN 490 internship class and focus on managing the social media pages, website, and app. Below you will find the employer guidelines for the DA office to follow with their interns.



Employer information Communication Internships

Hiring a UL communication intern can give you additional help, while giving a student the chance to learn by working. You also get a no-obligation trial period for a potential employee. Below are some general facts about the internship program that may answer your questions

How is the internship experience organized?

All Communication majors (Advertising, Broadcasting, Journalism, Organizational Communication, and Public Relations) are required to take an internship course – CMCN 490. Typically students in the course are in their senior year. In addition to working for you, students have a weekly set of readings on career research, resumes, interviewing, office politics, promotion and advancement, and other employment-related topics. Students submit a weekly summary of their internship work, as well as abstracts of the weekly readings, to the internship instructor.

How does an internship differ from hiring students for a part-time job?

• Because the internship is for academic credit, the intern should be **learning new things every week**. The experience starts with a *Learning Contract*, which allows you and the intern to

specify what the intern will do and learn. Some routine phone-answering and envelope-stuffing are part of any job, but an internship should keep this to a minimum in the interests of giving the student continuing learning opportunities.

- The internship should be **supervised by someone with professional training** and/or years of experience in communication work. The internship supervisor should have regular face-to-face contact with the student within an organizational office of some kind. Observing organizational dynamics in a work environment is a big part of the intern's experience.
- The internship should give the student opportunities to **develop a professional network**. Please include the intern in staff and client meetings. If possible, bring your intern to professional meetings so the student can meet others in the business.

- Internship work should allow the student to **add to his or her portfolio and resume** by producing work products common to the communication professions. Give your intern challenging assignments!

What can UL Communication students do for me?

Depending on their major, interns can design brochures, ads and Web pages, publicize your events, do social media communication campaigns, do training or sales presentations, write news articles and press releases, take photos and edit them, shoot and edit video, create public relations or advertising campaigns, do survey research and many other tasks. By their senior year, students will have taken many writing courses, and most will have taken course work in either media graphics or Web design. Broadcast students will have had courses in video production and editing. Most



INTERNSHIP CONT'D

students will have taken Media Law and Ethics, Communication Research, Communication Theory, and a host of courses in their academic major (for example, Advertising Creative Strategy I and II, Public Relations Case Studies, Audio/video editing). Organizational communication students will have taken courses in professional communication and would be great for training or sales work. Additionally each student takes six three-credit courses in an academic minor like business, English, the arts, languages, political science, and many other fields. Business, with emphasis in Marketing, is the most common academic minor taken by Communication students.

How many hours do interns work? For how many weeks?

A minimum of 10 hours a week is required during the spring or fall semester. A semester is 14 weeks. Summer interns work at least 15 hours a week because of the eight-week course schedule. The Spring Semester begins in mid-January and ends in early May; the fall semester begins in mid-August and ends in early December. Summer sessions typically run from early June to late July.

Will the Communication Department assign an intern to me?

No, sorry. Internship employment is like the general job market. Potential interns will schedule interviews with potential employers and, if things work out for both sides, you and the intern agree in advance to begin employment no later than the first week of classes in the upcoming semester. You are

under no obligation to employ a student if the student doesn't meet your needs, and typically students will interview with more than one internship site before confirming employment.

How do I recruit an intern?

Communication Department Head Dr. Lucian Dinu maintains a master list of internship sites. Simply email him (dinu@louisiana.edu) with your contact information and a general description of the intern's job duties. He will put your organization on the master list. At least 120 sites are now on the master list, and only about 40 students enroll in the internships course during the Fall/Spring semesters. So it is impossible to fill every internship every semester. The time to recruit an intern for the spring semester is in early November. The time to recruit a summer or fall intern is in April.

To pay or not to pay?

Some internships pay, others don't. Those that pay tend to find interns more frequently than those that don't. Internship sites outnumber interns about 3:1, so offering a stipend is a good way of improving your odds of securing an intern regularly.

What paper work is necessary to hire an intern?

In the first week of class, the intern will bring to you a Learning Contract. You and the student will complete the form **together**. The back of the form has three columns, which list respectively what the student will do for you, what the student will learn from working for

you, and what the student should have completed by the end of the internship.

Can I fire the intern if he or she isn't working out?

Yes. This is extremely rare, however. Also on rare occasions, students may opt out of one internship, into another, if the student is not getting challenging, professional-level experience.

How is the student graded for the internship?

Near the end of the semester the course instructor will email you a link to an online Intern Evaluation Form. You will use this form to rate the student's performance and to assign a grade. The student's grade also depends on his or her weekly reports and other written assignments sent to the internships course instructor.

Will the student evaluate my organization as an internship site?

Yes. Your intern will evaluate your accessibility and mentoring, and the level and quality of career-building experiences and opportunities your organization offers. These evaluations are generally very positive.

For further information

Please contact Dr. Dinu at dinu@louisiana.edu; or by phone at (337) 482-5782





Red Hot Innovation proposes that this campaign hire two interns.

One intern will be in charge of social media (Tiktok and Instagram) and will be required to post five times per week on both platforms. They will be required to use our research and statistics to develop engaging and educational content for the social handles. Their goal should be to increase awareness of the opioid epidemic in Acadiana, gain followers and engagement of local Acadiana residents, drive followers to the website, and educate their followers on opioids, treatment, and consequences.

The second intern will be in charge of the educational website and app. They will be required to post three new educational and engaging blog content per week. They will also be in charge of updating statistics on the website. This intern will spearhead the online member community feature of the website. They will be in charge of moderating the forums, posting new and engaging content to get the chats going, and driving more sign-ups to the member community.

We propose that these two interns work at least 10 hours per week and get paid \$15/hour.

- Give interns sufficient tasks to cover 10 hrs/week in Fall/Sp semesters; 15hrs/week in Summer semesters. Assign interns tasks in their specialty, which help to refine and challenge the interns' skills and knowledge; keep meaningless tasks, such as file documents, making copies, answering phones, etc. to a minimum
- Offer interns feedback throughout the semester and a grade+ final feedback at the end of the semester.
- Appoint an internship supervisor who is qualified under education or experience in the student's field or closely related and who is not in a position that could create a conflict of interest.
- Short description of the tasks the intern would be expected to complete and a short description of the expectations for the intern (as in what the intern is expected to be/know/have on day one of the internships; for example, 'know SEO;' 'have transportation;' etc.)
- Contact information for applicants.



INSTAGRAM ADS

- \$600 Instagram Ads, a daily budget of \$20 a day for 30 days starting November 30. Minimum daily reach of 2.4k, maximum of 7.1k in the Lafayette area with interests in college. The point of the Instagram ads is to drive the users to our Instagram page.

Create new campaign

Use existing campaign

Choose a Campaign Objective

[Learn more](#)

Awareness

Brand awareness

Reach

Consideration

Traffic

Engagement

App installs

Video views

Lead generation

Messages

Conversion

Conversions

Catalog sales

Store traffic



Reach

Show your ads to the maximum number of people.

Audience Definition

Your audience is defined.



Specific

Broad

Estimated audience size: 13,200 - 15,600 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

2.4K - 7.1K



Budget & Schedule

Budget ⓘ

Daily Budget



\$20.00

USD

You'll spend up to \$25.00 on some days, and less on others. You'll spend an average of \$20.00 per day and no more than \$140.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start Date

Nov 30, 2021

🕒 12:00 PM

Central Time

End · Optional

Set an end date

Dec 30, 2021

🕒 12:00 PM

Central Time



TIKTOK ADS

- \$600 TikTok Ads, a daily budget of \$20 a day for 30 days starting November 30. Estimated reach between 76k-94k in the Lafayette area. The point of the TikTok ads is to drive users to our website.

Campaign

Advertising objective



Website Conversions

Drive valuable actions on your website. [Learn more](#)



Website Traffic

Send more people to a destination on your website. [Learn more](#)

Budget & Bid Optimization

Budget

Daily Budget USD

Schedule Time Zone: UTC-06:00

Run Continuously

2021-11-30 00:38 - 2022-12-30 00:38

Bid ?

Lowest Cost
Maximize your number of results.

Placement & Targeting



Placement Type ?

Automatic Placement



Location ?

Lafayette, LA DMA[®]



Demographics

Gender: No Limit | Age: 18-24 | Languages: No Limit

Audience size ?



Narrow

76,000-94,000

Estimated reach

[Show More Options](#)



MOCK INSTAGRAM

redhotinnovation

5 Posts 1,500 Followers 270 Following

Red Hot Innovation
The hottest strategic communication agency in Acadiana! Currently focusing on an opioid epidemic awareness campaign for the Lafayette D.A.

Following Message

redhotinnovation Lafayette, Louisiana

How to Get Help

- 1 Acadiana Hard Reduction offers free fentanyl testing strips
- 2 Text OPIOID to 898-211 to gain confidential resources
- 3 Acadiana Area Human Services District
337.262.4190
Visit Website: aahsd.org
- 4 Louisiana's Department of Health
opioidhelpla.org
- 5 Visit our website for information on rehabs near you.

122 likes
redhotinnovation Find out ways you can get help today! #OPTOUTOFOPIOIDS
View all 8 comments
30 November 2021

redhotinnovation Lafayette, Louisiana

139 likes
redhotinnovation Watch this quick informational video on the opioid epidemic and follow us on TikTok for our first first-hand interview with a past opioid abuser.
View all 19 comments
30 November 2021

redhotinnovation Lafayette, Louisiana

Know the Facts

- 1 More than 450 opioid related deaths occur in Louisiana yearly
- 2 The end of May 2021- 46 opioid death were linked to fentanyl
- 3 CDC ranked Louisiana 5th in the nation for opioid prescribing rates,
- 4 Across the United States more than

106 likes
redhotinnovation Do you know the danger the opioid epidemic has? Visit our website link in our bio for ways to share your own story with opioids.
View all 12 comments
30 November 2021



MOCK TIKTOK

- Open on an interviewee.
- Ask them to share their breaking point of knowing their addiction (family, overdose, friends death, etc.).
- Share the help they got-- drug court to rehab, straight to rehab (what type of rehab facility).
- Share our website for more help on opioid addiction.



MOCK FACEBOOK

facebook



What's on your mind?

- Live
- Photo
- Check In

Red Hot Innovations
3 hours ago • Public

Find out ways you can get help today!
#OPTOUTOFOPIOIDS

- Text OPIOID to 898-211 to gain confidential resources
- Acadiana Area Human Services District
337.262.4190
Visit Website: aahsd.org
- Louisiana's Department of Health
opioidhelp.la.org
- Visit our website for information on rehabs near you.

221 Likes

- Like
- Comment

facebook



- Like
- Comment
- Share

Red Hot Innovations
2 hours ago • Public

Do you know the danger the opioid epidemic has? Visit our website link in our bio for ways to share your own story with opioids.



Red Hot Innovations
2 hours ago • Public

Do you know the danger the opioid epidemic has? Visit our website link in our bio for ways to share your own story with opioids.

- More than 450 opioid related deaths occur in Louisiana yearly
- The end of May 2021- 46 opioid death were linked to fentanyl
- CDC ranked Louisiana 5th in the nation for opioid prescribing rates,
- Across the United States more than 93,000 people have died from over doses

193 Likes

- Like
- Comment
- Share

Red Hot Innovations
1 hour ago • Public

Watch this quick informational video on the opioid epidemic and follow us on TikTok for our first first-hand interview with a past opioid abuser.



facebook



- CDC ranked Louisiana 5th in the nation for opioid prescribing rates,
- Across the United States more than 93,000 people have died from over doses

193 Likes

- Like
- Comment
- Share

Red Hot Innovations
1 hour ago • Public

Watch this quick informational video on the opioid epidemic and follow us on TikTok for our first first-hand interview with a past opioid abuser.



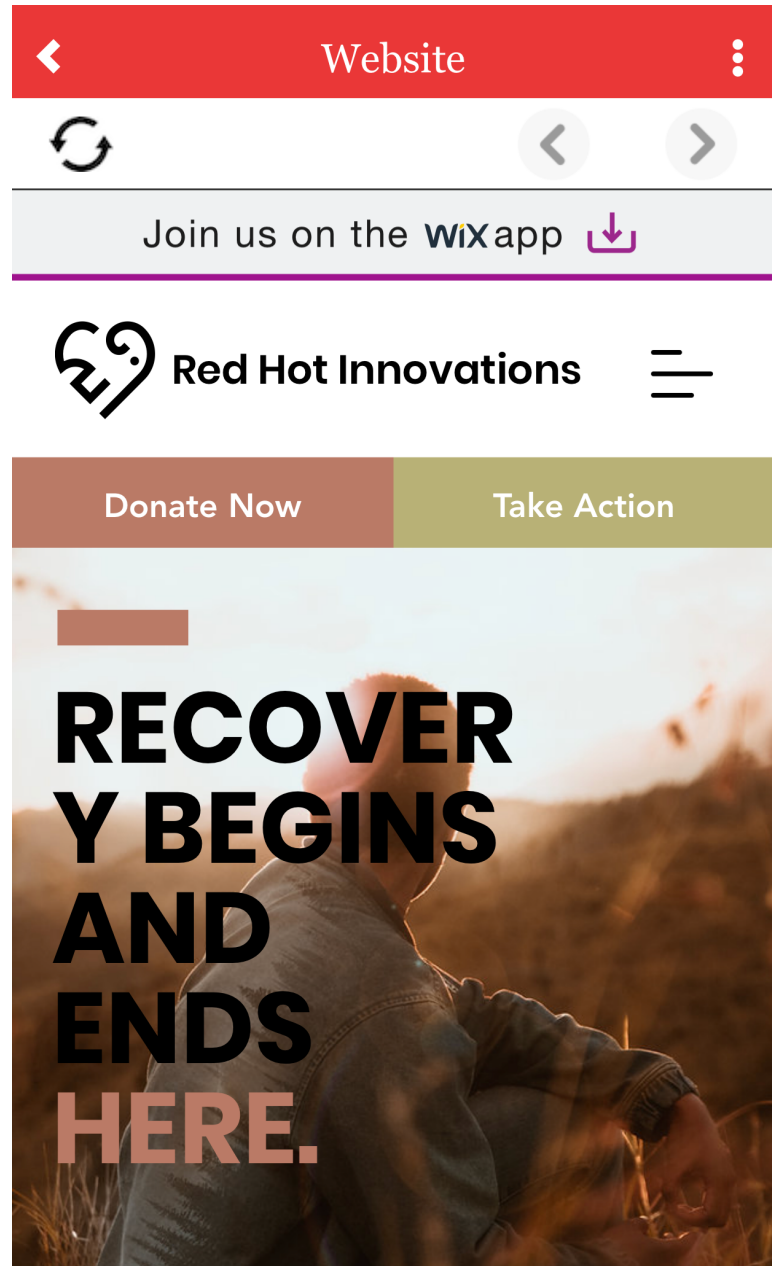
102 Likes

- Like
- Comment
- Share





APP



Here you will find resources for your journey to recovery. Look further into the website to find out all your options. We will be with you every step of the way.





SOCIAL MEDIA CALENDAR

- Once posts start happening track engagement with this formula: $(\text{likes} + \text{comments} + \text{shares} / \text{total followers}) \times 100$



November 30-December 30 Social Media & Website Campaign

<p>Goal: Through the use of our website and social media, spread awareness of the opioid epidemic in the Lafayette area.</p>	<ul style="list-style-type: none"> Insta posts (infographics, informative videos) TikTok posts (first-hand experience interviews) Website posts (interactive user forum) FB posts (infographics, informative videos)
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@redhotinnovations on Instagram, Facebook & TikTok

website: <https://c00412517.wixsite.com/my-site>

sunday	monday	tuesday	wednesday	thursday	friday	saturday
		30 	1			
				30 		



PRESS RELEASE



NEWS from the Lafayette D.A.
FOR IMMEDIATE RELEASE:
November 30, 2021

Madelyn Myer
Red Hot Innovations Media Director
225-916-4041

D.A. HIRES RED HOT INNOVATIONS FOR OPIOID AWARENESS CAMPAIGN

LAFAYETTE, LA – The office of Donald Landry, District Attorney of the 15th Judicial District is happy to announce its newest relationship with the hottest strategic communication agency in Acadiana, Red Hot Innovations. The agency will spearhead a strategic campaign aimed at tackling the opioid epidemic in the Acadiana area. The campaign will target non-violent opioid abusers, generation z college students and family members and loved ones of opioid users.

The Acadiana area provides many recovery and treatment centers for individuals who are seeking help in their addiction recovery, but these sources are not easily found. To start off, Red Hot Innovations will implement a social media and website campaign to push awareness about the opioid epidemic.

The educational website aimed at opioid abusers and family members, lets users know their options and access a user forum to interact with similarly affected addicts. The website can be accessed here: <https://c00412517.wixsite.com/my-site>. The social media pages will provide infographics, informative videos, first-hand experience interviews and more for their followers to raise awareness of the opioid epidemic. Social media followers will be invited to join in on the campaigns #OPTOUTOFOPIOIDS with their own personal stories. The agency will be providing two interns to the district attorney's office to assist with running the social media pages and website.

Led by Graceann Carroll, Red Hot Innovations is staffed with six highly trained strategic communication professionals ranging in experience from advertising, social media, journalism and public relations among other elements. The agency has relationships like no other in the Acadiana area and has all the tools necessary to make this upcoming campaign a success. To learn more about Red Hot Innovations, please visit their Instagram @redhotinnovations.

The District Attorney for the 15th Judicial District handles cases in Acadia, Lafayette and Vermilion parishes. To learn more about the D.A., please visit: districtattorney15thjdc.org.



PITCH EMAIL

Pitch Email:

Good afternoon,

I am the Media Director for Red Hot Innovations, the hottest strategic communication agency in Acadiana. We are partnering with the Lafayette D.A. to spread awareness of the opioid epidemic in the Acadiana area and we need your help to further spread our campaign.

The Acadiana area provides many recovery and treatment centers for individuals who are seeking help in their addiction recovery, but these sources are not easily found. Our agency will spearhead a social media and website campaign aimed at raising awareness for non-violent opioid abusers, generation z college students and loved ones of opioid users.

Please visit our [website](#) and social media pages (@redhotinnovations) for more information. We invite you to join us on November 30 as we kick off our #optoutofopioids hashtag campaign with first-hand interviews on our TikTok. Please reach out to me at mm@redhotinnovations.com with any questions.

Best,
Madelyn Myer
Red Hot Innovations Media Director
225-916-4041





Suggestive Benefit Gala

Red Hot Innovations suggest holding an annual benefit Gala to produce funding for recovery centers in the Acadiana area. Base tickets should be sold for \$50 with the goal of selling at least 200 tickets. Premium tickets should be sold for \$100 and come with exclusive seating and free drink tickets all night, with a minimum of 50 tickets sold. The Gala could be held at the University of Louisiana at Lafayette in the Ballroom. The event should produce a minimum of \$15,000.

The team also suggests gaining sponsorships from local companies ranging from \$50-\$200. The companies would gain advertising exposure at the event through their logo on flyers and digital media. The night should include a basic dinner, drinks, presentation by the 15th JDC discussing successes in battling the epidemic, and testimony from a local recovered individual. The night should also include multiple chances to make donations at the event and through a Venmo that is made specifically for benefit funds.

Suggestive Job Fair

A job fair should be held annually with the 15th JDC and local businesses willing to hire recovering offenders. The job fair should be held at the Lafayette Public Library. The meeting rooms are free to use the public with a valid library card.

The booking process includes a simple one-page registration that should be filled out six months in advance to reserve the meeting room. We suggest a press release be sent out to all local media outlets to publish to support the job fair. Interns should conduct these processes from the University.



Media List



MEDIA LIST

OUTLET	EMAIL	NAME	NUMBER
Acadia Parish Today	lifestyles@crowleytoday.com,	Saja Hoffpuir	(337) 783-3450
Acadian Gazette	info@acadiangazette.com	Ineresa Green	(337) 237-0677
Advertiser	ctaylor@theadvertiser.com	Claire Taylor	337-441-4631
Advertiser	kstickney@theadvertiser.com	Kenneth Stickney	337-441-4631
Advertiser Daily World	news@dailyworld.com	Kristen Ackaison	337-289-6316
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Daily World	therpin@dailyworld.com	Freddie Herpin	337-942-4971
Delta Media	tanya@deitamediacorp.com	Tanya Ardoin	337-896-1600
Eunice Today	anissa.israel@eunicetoday.com	Anissa Israel	(337) 457-3061
Eunice Today	todd.elliott@eunicetoday.com	Todd Elliott	(337) 457-3061
Good Morning Acadian	gmaguest@katctv.com	Letitia Walker	337-236-6351
Independent	leslie@theind.com	Leslie Turk	(337) 769-8620
Independent	walterp@theind.com	Walter Pierce	
KADN/KLAF	info@kadn.com	Doug Barden	(337) 237-1500
KAJN	janett@kajn.com		(337) 783-1560
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KBUN Radio	todd@kbon.com		(337) 546-0007
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Kayne News	raynenews@cox-internet.com,	Lisa Solleau	337-334-3186



MEDIA LIST

Sulphur -- Southwest Daily News	btranan@sulphurdailynews.com		337-527-7075
Tech Today	ken.grissom@techtoday.com	Ken Grissom	337-394-6232
The Acadiana	info@theacadian.com/Kathie Zimmerman	Kathie Zimmerman	337.534.4828
Time of Acadiana	mshipleyz@theadvertiser.com	Maggie Shiplez	371-3326
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Vermillion	thevermillion@louisiana.edu		
Z105.9	hitmanommeyc@bellsouth.net		337-896-1600



Budget

**BUDGET**

Monthly Budget

Type	Cost
Social Media Ads	\$1200
Internship	\$1200
App	\$60.00
Website	\$22.00

Total Monthly Cost = \$2,482



Evaluation



EVALUATION

Objective 1: Help the public understand which drugs are classified as opioids that lead to 40% of overdose deaths in Louisiana to decrease the number of individuals who have taken hard drugs from 15% to 10% by December 1st, 2022.

Objective 2: Help the public to understand the progression of abuse to decrease new instances of individuals who know someone who has overdosed between January 1st, 2022- December 31st, 2022, from 30% to 20%.

Objective 3: Bring education on the opioid epidemic to the immediate community by increasing the perception of the extreme problem by 15% by December 31st, 2022.

- To evaluate objectives 1, 2, and 3, Red Hot Innovations suggest interns send out the survey for Generation Z and Students again on January 31st, 2023.

Objective 4: Relay employment options for non-violent offenders through a Facebook page created for the 15th JDC to increase familiarity by 5% by December 31st, 2022.

Objective 5: Promote the current 24/7 text messaging hotline by advertising the asset on three different media sources quarterly by February 28th, 2022.

- To evaluate objective 4, Red Hot Innovations suggest interns send out the survey for Non-Violent offenders again on January 31st, 2023.
- To evaluate objective 5, Red Hot innovations suggest having interns keep a spreadsheet of all materials posted monthly to review by March 31st, 2023.



Stewardship



STEWARDSHIP

Objectives of Stewardship: To nurture the relationship between the client and the public to implement mutually beneficial strategies that can generate economic, political, and societal gain for the organization.

For a successful campaign and relationship, all parties must seek to achieve:

- Reciprocity
- Trust
- Openness
- Credibility
- Immediacy
- Agreement
- Accountability



STEWARDSHIP PLAN

- The 15th JDC should aim to hold a job fair for non-violent offenders with local businesses to increase knowledge of employment options.
- The DA's Office should strive to report successes on their own social media pages as well as through public media sources.
- UL Lafayette will provide an intern every semester that the campaign is implemented to keep an open line of communication between the University and the District Attorney for the 15th Judicial Court.
- The DA's Office should hold an annual benefit gala to increase funding for recovery centers in the Acadiana area and relay new epidemic statistics to the public.
- Propose the campaign to UL Lafayette Communication Department's 490 Course "Student Ran Firm" so that current and future students can continue campaign implementation based on the client's preference.



Conclusion



CONCLUSION

The opioid epidemic in South Louisiana has been an ever-evolving and present problem since the medical trend of new pain management drugs in the early 1990s. Red Hot Innovations, a student-formed and run public relations group, approached the office of the District Attorney for the 15th Judicial Court in August of 2021 to assist with creating a strategic communication campaign. The DA's office has implemented innovative criminal procedures to help combat the growing opioid abuse and use rate in South Louisiana. Still, it is unaware of how to relay resources and information to reduce the number of non-violent opioid-related cases. Red Hot Innovations proceeded to create the best possible strategic campaign for the office of the District Attorney.

The campaign focuses on non-violent drug crimes in Lafayette, Vermillion, and Acadia Parishes and the impact it has on generation Z. Through traditional media, social media, and research, Red Hot Innovations has created a concise and effective campaign to educate our community on options before and after addiction and has helped to put in place tactics that will help the public see addiction as a serious that can be treated with medical and mental health resources.



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Appendices

I



INTERVIEW QUESTIONS

Opioid Users Interview Questions

1. Were you aware of the drug issue in the Acadian area before going through programs yourself?
2. What would your advice be to people who know they need help but are hesitant to seek recovery?
3. What type of recovery centers did you visit in Lafayette?
4. What moment made you realize that you needed to seek help?
5. How did you find information about recovery centers in Lafayette?
6. Do you think the treatment options are well known, or did you find it difficult to look for options?
7. Was there ever a time where you knew you had a problem but brushed it off?
8. What do you think leads you to addiction?
9. Do you think that society influenced your addiction?
10. What could have happened to make you seek help sooner?
11. Do you think that there's one recovery method that worked best for you over others?
12. Do you think that there's a certain way we could reach people who are suffering from addiction to help them towards recovery?



INTERVIEWEE 1

OPIOID USER - INTERVIEWEE 1

1. WERE YOU AWARE OF THE DRUG ISSUE IN THE ACADIAN AREA BEFORE GOING THROUGH PROGRAMS YOURSELF?

NO, NOT REALLY IN THE ACADIANA AREA. MY RANGE OF ADDICTION WAS IN A LOT OF LOUISIANA NOT JUST THE ACADIAN AREA BUT ALSO NORTH LOUISIANA. WHEN I CAME TO THE ACADIANA AREA I DID BECOME AWARE OF THE RECOVERY OFFERED IN THE AREA WHICH IS AN EXTENSIVE AMOUNT OF RECOVERY, WHICH IS A GOOD THING.

2. WHAT WOULD YOUR ADVICE BE TO PEOPLE WHO KNOW THEY NEED HELP BUT ARE HESITANT TO SEEK RECOVERY?

MY ADVICE WOULD BE THAT WE ALL MAKE MISTAKES, YOU KNOW WE ONLY GET ONE CHANCE AT LIFE AND IT'S NOT LIKE WE'VE LIVED BEFORE SO IT'S OK TO MAKE MISTAKES. IT'S JUST HOW YOU RECOVER FROM THOSE MISTAKES SO DEFINITELY DON'T BE ASHAMED AND DON'T HAVE TOO MUCH PRIDE BUT DEFINITELY SEEK HELP BECAUSE YOUR LIFE IS A LIFE WORTH SAVING.

3. WHAT TYPE OF RECOVERY CENTERS DID YOU VISIT IN LAFAYETTE?

I WAS AT THE WOODLAKE FACILITY IN ABBEVILLE AND THEN I WAS ALSO AT THE ARK IN LAFAYETTE WHICH IS THE OLD PRISON SYSTEM THAT THEY TURNED INTO A HALFWAY HOUSE FOR PEOPLE TO GO TO WHEN THEY'RE TRYING TO WORK AND THEY'RE ALSO RECOVERING. THE FIRST ONE IS JUST A 30-DAY INPATIENT FACILITY WHERE YOU GO TO KIND OF GET AWAY FROM THE LIFESTYLE THAT YOU WERE LIVING AND THEN THE SECOND ONE IS LIKE MORE OF A TRANSITIONAL LIVING TO GO BACK INTO SOCIETY FROM INPATIENT WHERE YOU STILL HAVE A SAFE PLACE AROUND OTHER PEOPLE IN THE RECOVERY PROGRAM. YOU WON'T HAVE ANY KIND OF TEMPTATION WHILE IN EARLY RECOVERY.



INTERVIEWEE 1

4. *WHAT MOMENT MADE YOU REALIZE THAT YOU NEEDED TO SEEK HELP?*

I DON'T THINK IT WAS A MOMENT NECESSARILY. I FEEL LIKE IT WAS A RANGE OF MY LIFESTYLE. BEING IN ADDICTION FORCES YOU INTO A LIFESTYLE THAT YOU DON'T APPRECIATE. EVERYBODY IS ACTUALLY BETTER THAN YOU, SO YOU HAVE TO TAKE A LOOK AT THE LIFESTYLE THAT THE PEOPLE IN ACTIVE ADDICTION ARE IN, THEN THE TYPE OF PEOPLE THAT YOU'RE AROUND WHEN IN ACTIVE ADDICTION. THEN YOU LOOK AT THE LIFESTYLE OF PEOPLE THAT ARE NOT ADDICTED AROUND YOU AND TRY TO LIVE A LIFE THAT IS CLEANSING AND SUSTAINABLE WITHOUT ANY KIND OF OPIATE OR CHEMICAL DEPENDENCY TO GET THROUGH EACH DAY.

5. *HOW DID YOU FIND INFORMATION ABOUT RECOVERY CENTERS IN LAFAYETTE?*

I JUST KIND OF THREW UP A DISTRESS SYMBOL TO ONE OF THE RECOVERY CENTERS IN MY AREA WHICH WAS NEW ORLEANS. ANYBODY IN ANY AREA CAN DO THE SAME THING. I THINK IT WAS THE CORPORATION I WENT THROUGH THAT HAS A HOTLINE YOU CAN CALL THAT'LL WILL DIRECT YOU TO A RECOVERY FACILITY CLOSEST TO YOUR AREA.

6. *DO YOU THINK THE TREATMENT OPTIONS ARE WELL KNOWN OR DID YOU FIND IT DIFFICULT TO LOOK FOR OPTIONS?* **I FEEL LIKE THEY'RE PRETTY WELL KNOWN. IT'S NOT THE TREATMENT OPTIONS THAT AREN'T WELL KNOWN IT'S THE QUALITY OF TREATMENT AND MENTAL HEALTH INDUSTRY IN OUR STATE. IT IS NOT VERY GOOD, SO IT'S NOT NECESSARILY BEING ABLE TO FIND TREATMENT BECAUSE THERE'S MULTIPLE FACILITIES YOU COULD GET INTO AT THE DROP OF A HAT, IT'S FINDING A FACILITY WITH PEOPLE THAT ACTUALLY CARE. THE RECIDIVISM RATE OF THESE FACILITIES IS HORRIBLE. PEOPLE GO IN AND OUT AND IN AND OUT.**



INTERVIEWEE 1

MOST OF THEM ARE GOVERNMENT FUNDED MEDICAID FACILITIES THAT ARE NOT UP TO PAR WITH THE PROPER STAFF. THE STAFF NEEDS THE PROPER TRAINING. THERE ARE A LOT OF COUNSELORS THAT ARE NOT PROPERLY TRAINED TO BE HANDLING THE SITUATION AND THEY'RE ALSO UNDERPAID. I FEEL LIKE IT'S A FAILURE OF OUR MENTAL HEALTH PROGRAMS MORE THAN NOT BEING ABLE TO FIND THE FACILITIES. IT'S THE QUALITY CARE.

7. WAS THERE EVER A TIME WHERE YOU KNEW YOU HAD A PROBLEM BUT BRUSHED IT OFF?

OH YEAH ABSOLUTELY. WHEN IN ACTIVE ADDICTION YOU JUST TRY TO COPE WITH SOCIETY AS WELL AS POSSIBLE. EVEN THOUGH EVERYTHING IS MISERABLE, ANYBODY IN ACTIVE ADDICTION KNOWS THEY HAVE A PROBLEM. THEY JUST KIND OF IGNORE IT LIKE THE BIG ELEPHANT IN ROOM. YOU'RE CONSTANTLY BRUSHING IT OFF.

8. WHAT DO YOU THINK LEAD YOU TO ADDICTION?

POOR CHOICES AT A YOUNG AGE. ADDICTION WORKS DIFFERENT FOR EVERYONE. SOME DON'T REALLY SUFFER FROM IT AS MUCH BECAUSE IT'S ALMOST LIKE AN ALLERGY THAT SOME PEOPLE DON'T HAVE. SOME PEOPLE HAVE LEARNED TO HAVE JUST ONE DRINK AND NOT CONTINUE. OTHER PEOPLE, WHEN THEY HAVE ONE OR TWO DRINKS SET OFF THIS PHYSICAL ALLERGY WHICH WANTS THEM TO CONSUME MORE. THEY WANT TO CONSUME MORE ALCOHOL OR ANY KIND OF SUBSTANCE WHETHER IT BE ALCOHOL OR DRUGS.

9. DO YOU THINK THAT THERE WAS ANYTHING WITH SOCIETY AND NOT YOUR PERSONAL SELF THAT AFFECTED YOUR ADDICTION?

OH YEAH ABSOLUTELY. NOT HAVING GOOD DEFENSE MECHANISM TO COPE WITH ISSUES AND JUST NUMBING MYSELF. JUST TRYING TO RUN FROM THE ISSUES. ALL ADDICTION STEMS FROM SOME SORT OF TRAUMA. IT'S SOMEBODY TRYING TO COVER TRAUMA UP THAT EVENTUALLY BRINGS ON ADDICTION. IT'S DEFINITELY A MIXTURE



INTERVIEWEE 1

OF BOTH. ONCE YOU MAKE THAT DECISION TO USE AND BECOME PHYSICALLY ADDICTED IT'S NOT A CHOICE ANYMORE. THAT'S WHEN IT TURNS FROM A CHOICE TO A PHYSICAL ADDICTION WHERE YOUR BODY HAS A RELIANCE.

10. WHAT COULD HAVE HAPPENED TO MAKE YOU SEEK HELP SOONER?

JUST TALKING TO PEOPLE. I FEEL LIKE ACTUALLY TALKING TO PEOPLE WHO HAVE BEEN THROUGH THE SAME SITUATIONS THAT I HAVE BEEN THROUGH AND SEEING THE OUTCOMES WOULD HAVE MADE ME SEEK HELP SOONER. INSTEAD, I WAS HARDHEADED AND HAD TO GO THROUGH A LOT OF THE PUNISHMENTS FROM THE STATE.

11. DO YOU THINK THAT THERE'S ONE RECOVERY THAT WORKED BEST FOR YOU OVER OTHERS?

YEAH ABSOLUTELY. THEY HAVE A LOT OF GOVERNMENT FUNDED RECOVERIES NOW LIKE SUBOXONE USE FOR MEDICAL PURPOSES. I BELIEVE THEY ARE GIVING OTHER FORMS OF CHEMICALS TO OBSCURE FOR THE ONES YOU WERE TAKING. I FEEL LIKE COMPLETE SOBRIETY AND ENOUGH DISTANCE FROM ALL CHEMICALS IS THE BEST WAY. THEY HAVE A LOT OF PROGRAMS SUCH AS METHADONE CLINICS OR SUBOXONE CLINICS WHERE THEY JUST SUBSTITUTE ONE ADDICTION FOR ANOTHER. THEY SAY IT'S BETTER ACCORDING TO THE GOVERNMENT WHEN REALLY THE ONLY THING FOR AN ADDICT, WHO'S A TRUE ADDICT, IS GOING TO BE COMPLETE SOBRIETY AND COMPLETE ABSTINENCE FROM ANY CHEMICALS.

12. DO YOU THINK THAT THERE'S A CERTAIN WAY WE COULD REACH PEOPLE WHO ARE SUFFERING FROM ADDICTION TO HELP THEM TOWARDS RECOVERY?

YEAH ABSOLUTELY. I THINK THERE'S MORE ADDICTION GOING ON AROUND YOU SPECIALLY AS STUDENTS AT UL THAN YOU REALIZE. EVEN IF IT'S JUST THE EARLY SIGNS OF ADDICTION, LATER IN LIFE PROBLEMS WILL INCREASE.



INTERVIEWEE 1

JUST BECAUSE SOMEBODY DOESN'T GO THROUGH THESE PROBLEMS RIGHT NOW IN LIFE OR AT A YOUNG AGE DOESN'T MEAN THAT THEY CAN'T LATER IN LIFE. THEY'RE SHOWING EARLY SYMPTOMS OF IT NOW, SO BEING ABLE TO RECOGNIZE THOSE SYMPTOMS SUCH AS BINGE DRINKING AND TURNING TO PHARMACEUTICALS OR OVERTAKING PHARMACEUTICALS CAN'T BE IGNORED. OUR SOCIETY IS KIND OF HESITANT TO TALK ABOUT THESE ISSUES WHEN THEY SEE SOMEBODY GOING DOWNHILL BUT DON'T BE HESITANT AND ATTACK THE ISSUES AROUND YOU. IT DOESN'T HAVE TO BE HUGE THINGS A NONPROFIT ORGANIZATION. START LOCALLY AND THEN WORK GLOBALLY. EVENTUALLY YOU'LL SEE CHANGE. I THINK Y'ALL ARE IN A GOOD PLACE FOR SURE TO RECOGNIZE THE PROBLEMS, ESPECIALLY IN SCHOOL AND AROUND YOUR SOCIAL NETWORKS.



INTERVIEWEE 2

1. WERE YOU AWARE OF THE DRUG ISSUE IN THE ACADIAN AREA BEFORE GOING THROUGH PROGRAMS YOURSELF?

I KNEW IT WAS BAD, BUT DIDN'T REALIZE EXACTLY HOW BAD. I'VE REALIZED THE LAST FEW YEARS THAT WE HAVE A MAJOR ISSUE ON OUR HANDS.

2. WHAT WOULD YOUR ADVICE BE TO PEOPLE WHO KNOW THEY NEED HELP BUT ARE HESITANT TO SEEK RECOVERY?

YOUR LIFE LITERALLY DEPENDS ON IT. PLEASE DO IT NOW BEFORE YOU DON'T HAVE A CHOICE ANYMORE.

3. WHAT TYPE OF RECOVERY CENTERS DID YOU VISIT IN LAFAYETTE? SUBOXONE CLINICS, INPATIENT REHABS, MILITARY REHAB, AND OUTPATIENT REHABS

4. WHAT MOMENT MADE YOU REALIZE THAT YOU NEEDED TO SEEK HELP?

I WAS 17 YEARS OLD AND HAD JUST GRADUATED HIGH SCHOOL. I'VE ACTUALLY ASKED FOR HELP A FEW TIMES OVER THE YEARS AND IT TOOK ME ABOUT 6 TRIES TO FIND THE RIGHT HELP. LONG TERM FAITH PROGRAM CALLED ADULT/TEEN CHALLENGE. I WAS IN A CYCLE OF KNOWING I NEEDED HELP, TRYING TO GET HELP, THEN GOING RIGHT BACK TO SQUARE ONE.

5. HOW DID YOU FIND INFORMATION ABOUT RECOVERY CENTERS IN LAFAYETTE?

WORD OF MOUTH. PRETTY MUCH EVERYONE KNOWS SOMEONE WHO HAS STRUGGLED WITH ADDICTION SO IT WASN'T HARD AT ALL TO GET RECOMMENDATIONS.

6. DO YOU THINK THE TREATMENT OPTIONS ARE WELL KNOWN OR DID YOU FIND IT DIFFICULT TO LOOK FOR OPTIONS?

I THINK SOME TREATMENT OPTIONS ARE WELL KNOWN, LIKE LOCAL REHABS, BUT NOT THE HIGHLY EFFECTIVE ONES LIKE ADULT/TEEN CHALLENGE. I WENT 8 YEARS IN ADDICTION WITHOUT EVER HEARING A WORD ABOUT THE PLACE THAT SAVED MY LIFE.

**INTERVIEWEE 2**

7. WAS THERE EVER A TIME WHERE YOU KNEW YOU HAD A PROBLEM BUT BRUSHED IT OFF?

YES, LITERALLY FOR YEARS AT A TIME. AND I DIDN'T NECESSARILY BRUSH IT OFF. I JUST LOST HOPE THAT I COULD EVER ACTUALLY GET OUT OF MY ADDICTION. AFTER GOING THROUGH A FEW REHABS YOU CAN EASILY LOSE HOPE!!

8. WHAT DO YOU THINK LEAD YOU TO ADDICTION?

HAVING A MAJOR VOID IN MY LIFE. NOT EVER KNOWING I WAS GOOD ENOUGH. WATCHING MY DAD BECOME A RAGING ALCOHOLIC. THE ABSENCE OF MY DAD ALL TOGETHER GOING INTO HIGH SCHOOL. NO ONE EVER TELLING ME THAT GOD CREATED ME WITH A PURPOSE AND THAT I WAS MEANT FOR SOMETHING GREAT. THE FIRST TIME I TOOK THAT PILL WAS THE FIRST TIME IN MY LIFE THAT I DIDN'T FEEL ANY PAIN. AND I NEVER WANTED TO LOSE THAT FEELING

9. DO YOU THINK THAT SOCIETY INFLUENCED YOUR ADDICTION?

FOR SURE. I WENT TO AN INNER CITY PUBLIC SCHOOL AND YOU WERE THE COOL GUY AROUND IF YOU TOOK THESE PILLS. I WOULD LITERALLY BUY THEM FROM OTHER 16 YEAR OLDS AT PARTIES.

10. WHAT COULD HAVE HAPPENED TO MAKE YOU SEEK HELP SOONER?

SOMEONE COULD HAVE MADE ME FEEL LOVED, AND TOLD ME THAT I WAS MEANT FOR BETTER. INSTEAD OF MAKING ME FEEL LIKE I WAS A LOSER!

11. DO YOU THINK THAT THERE'S ONE RECOVERY METHOD THAT WORKED BEST FOR YOU OVER OTHERS?

100%. AND I KNOW THIS FOR A FACT BECAUSE I'VE TRIED OTHERS. THE MAIN THING, AND MOST IMPORTANT THING, IS THAT I LEARNED WHAT GOD'S WORD SAID ABOUT ME AND HAD AWESOME MEN OF GOD AT ADULT/TEEN CHALLENGE WHO ENCOURAGED ME AND SHOWED ME WHAT PATH TO TAKE. THE 2ND THING IS THAT THE PROGRAM IS 12 MONTHS LONG. ITS LONG TERM. IT GAVE MY BRAIN A CHANCE TO HEAL.



INTERVIEWEE 2

IT LET MY EMOTIONS LEVEL OUT. IT GAVE ME TIME AFTER AN 8 YEAR ADDICTION TO REMEMBER/ LEARN WHO I REALLY WAS.

12.DO YOU THINK THAT THERE'S A CERTAIN WAY WE COULD REACH PEOPLE WHO ARE SUFFERING FROM ADDICTION TO HELP THEM TOWARDS RECOVERY?

OF COURSE. THE FIRST WAY IS TO LOVE THEM. LET THEM KNOW THAT WHENEVER THEY ARE READY YOU WILL BE THERE TO HELP. LET THEM KNOW THERE IS SO MUCH MORE TO LIFE THAN WHAT THEY ARE EXPERIENCING!! AND MOST IMPORTANTLY, LIKE I SAID EARLIER, LET THEM KNOW THAT THEIR LIFE LITERALLY DEPENDS ON IT!



FAMILY INTERVIEW QUESTIONS

1. WHAT IS YOUR PERSONAL EXPERIENCE AND STORY RELATING TO OPIOID USE?
2. HOW DID OPIOIDS AFFECT YOUR LIFE IMMEDIATELY?
3. HOW DID OPIOIDS AFFECT YOUR LIFE AFTER YOUR INITIAL INTERACTION?
4. DO YOU BELIEVE THAT YOUR FUTURE OR THOSE AROUND YOU HAS BEEN CHANGED BY OPIOID USE AND ABUSE?
5. HOW DO YOU THINK THE PROBLEMS COULD HAVE STOPPED OR LESSENED AT THE BEGINNING OF YOUR STORY?
6. WHAT PREVENTIVE MEASURES DID YOU SEE WHEN THE PROBLEM FIRST BEGAN?
7. ARE THERE ANY PREVENTATIVE MEASURES YOU WOULD HAVE LIKED TO SEE HAPPEN THAT WOULD HAVE HELPED THE SITUATION?
8. WHAT IS THE BEST METHOD FOR RECOVERY, IN YOUR OPINION, AND WHY?
9. DO YOU BELIEVE COMPLETE RECOVERY IS POSSIBLE, AND DO YOU THINK THAT CAN BE REACHED?
10. WHAT WOULD YOU LIKE TO SEE FROM LOCAL AND STATE GOVERNMENTS IN THE FIGHT AGAINST THE OPIOID EPIDEMIC?
11. WHAT IS YOUR ADVICE FOR A FAMILY MEMBER WHO HAS A LOVED ONE SUFFERING FROM ADDICTION?
12. HOW WOULD YOU DESCRIBE YOUR EMOTIONS TOWARD OPIOID ABUSE AND ADDICTION?
13. HOW DO YOU THINK THE PUBLIC PERCEIVES THE OPIOID EPIDEMIC, AND DO YOU THINK THEIR EMOTIONS ALIGN WITH THE PROBLEM'S SERIOUSNESS?
14. TO WHAT EXTENT DO YOU BELIEVE OPIOID ABUSE AND ADDICTION AFFECT AN INDIVIDUAL'S FAMILY, FRIENDS, AND COMMUNITY?



INTERVIEWEE 1

1. *WHAT IS YOUR PERSONAL EXPERIENCE AND STORY RELATING TO OPIOID USE?*

MY LITTLE SISTER IS AN ADDICT.

2. *HOW DID OPIOIDS AFFECT YOUR LIFE IMMEDIATELY?*

IT IMMEDIATELY AFFECTED MY LIFE BECAUSE I SAW HOW BAD OFF MY SISTER WAS THE FIRST DAY SHE STARTED USING. SHE BECAME A TOTALLY DIFFERENT PERSON AND MY STRESS LEVEL RAISED OUT THE ROOF.

3. *HOW DID OPIOIDS AFFECT YOUR LIFE AFTER YOUR INITIAL INTERACTION?*

I CONSTANTLY WAS ON EDGE WORRYING WHEN I WOULD RECEIVE A CALL THAT SOMETHING HAPPENED TO MY SISTER. I WAS ALWAYS THINKING ABOUT HER.

4. *DO YOU BELIEVE THAT YOUR FUTURE OR THOSE AROUND YOU HAS BEEN CHANGED BY OPIOID USE AND ABUSE?*

YES 100%

5. *HOW DO YOU THINK THE PROBLEMS COULD HAVE STOPPED OR LESSENERED AT THE BEGINNING OF YOUR STORY?*

NO, I BELIEVE THAT ONCE IT STARTED THERE WAS NO TURNING BACK.

6. *WHAT PREVENTIVE MEASURES DID YOU SEE WHEN THE PROBLEM FIRST BEGAN?*

I TRIED TO GET MY SISTER TO HANG OUT WITH DIFFERENT FRIENDS AND ALSO TRIED TO GET HER TO GO TO REHAB.



INTERVIEWEE 1

8. *WHAT IS THE BEST METHOD FOR RECOVERY, IN YOUR OPINION, AND WHY?*

THIS IS SOMETHING THAT SINCE I PERSONALLY HAVE NEVER DELT WITH ADDICTION I CANNOT KNOW.

9. *DO YOU BELIEVE COMPLETE RECOVERY IS POSSIBLE, AND DO YOU THINK THAT CAN BE REACHED?*

I AM NOT SURE IF COMPLETE RECOVERY IS POSSIBLE, I WOULD SURE LIKE TO THINK SO.

10. *WHAT WOULD YOU LIKE TO SEE FROM LOCAL AND STATE GOVERNMENTS IN THE FIGHT AGAINST THE OPIOID EPIDEMIC?*

I WOULD LIKE TO SEE DEALERS GET LONGER SENTENCES AND USERS BE FORCED TO GO THROUGH SOME TYPE OF REHAB.

11. *WHAT IS YOUR ADVICE FOR A FAMILY MEMBER WHO HAS A LOVED ONE SUFFERING FROM ADDICTION?*

IT TOOK ME YEARS TO LEARN THIS AND PUTTING MYSELF IN VERY BAD SITUATIONS TO LEARN THAT YOU CANNOT HELP SOMEONE THAT IS NOT WILLING TO HELP THEMSELVES.

12. *HOW WOULD YOU DESCRIBE YOUR EMOTIONS TOWARD OPIOID ABUSE AND ADDICTION?*

I'M SAD, PISSED, ANGRY, STRESSED, SCARED.

13. *HOW DO YOU THINK THE PUBLIC PERCEIVES THE OPIOID EPIDEMIC, AND DO YOU THINK THEIR EMOTIONS ALIGN WITH THE PROBLEM'S SERIOUSNESS?*

THEY JUST SEE THEM AS JUNKIES WHO DO NOT DESERVE HELP.



INTERVIEWEE 1

14. TO WHAT EXTENT DO YOU BELIEVE OPIOID ABUSE AND ADDICTION AFFECT AN INDIVIDUAL'S FAMILY, FRIENDS, AND COMMUNITY?

I THINK IT AFFECTS A FAMILY 100% IN EVERY WAY, IT HAS SURELY MADE MY LIFE DIFFERENT. YOU LOSE FRIENDS AND FAMILY.

15. DO YOU BELIEVE THAT THIS PROBLEM CAN BE SOLVED BY AWARENESS, AND IF SO, HOW WOULD YOU GO ABOUT EDUCATING YOUR COMMUNITY?

I HONESTLY DO NOT KNOW.

16. IS THERE ANYTHING ELSE YOU WOULD LIKE TO ADD TO YOUR STORY OR TO HELP END THE PROBLEM OF OPIOID USE AND ADDICTION?

I WOULDN'T WISH THIS ON ANYONE AND I HOPE THAT THOSE ARE SUFFERING FIND THE GUIDANCE AND HELP THEY NEED.



INTERVIEWEE 2

1. WHAT IS YOUR PERSONAL EXPERIENCE AND STORY RELATING TO OPIOID USE?

MANY MEMBERS OF MY FAMILY HAVE BEEN ADDICTED TO OPIOIDS. SOME OF THEM HAVE RECOVERED, SOME STILL USE, BUT MY PERSONAL STORY IS MY BROTHER PASSED DUE TO USING XANAX AND HEROIN AND OVERDOSING AND MY IMMEDIATE FAMILY NEVER KNEW UNTIL WE FOUND OUT THAT HE OVERDOSED. OUR DISTANT FAMILY DOES HAS HAD PROBLEMS WITH OPIOIDS, BUT MY IMMEDIATE FAMILY HAS NEVER HAD A PROBLEM WITH THEM.

2. HOW DID OPIOIDS AFFECT YOUR LIFE IMMEDIATELY?

WITH MY BROTHER PASSING FROM OVERDOSING, IT HAS AFFECTED ME IN AUTOMATICALLY LOOKING DOWN ON SOMEONE USING OPIOIDS WHETHER THEY'RE ABUSING THEM OR NOT. I KNOW THAT SOME OPIOIDS ARE USED FOR PAIN MANAGEMENT BUT DUE TO THE LOSS OF MY BROTHER AND MY FAMILY'S HISTORY OF ADDICTION, I HAVE SWORN OUT ALL OPIOIDS.

3. HOW DID OPIOIDS AFFECT YOUR LIFE AFTER YOUR INITIAL INTERACTION?

NO RESPONSE

4. DO YOU BELIEVE THAT YOUR FUTURE OR THOSE AROUND YOU HAS BEEN CHANGED BY OPIOID USE AND ABUSE?

YES. EVEN THOUGH I HAVE RELATIVES THAT HAVE RECOVERED FROM THEIR OPIOID ADDICTION, I HAVE STILL SEEN THE WAY IT CHANGED THEM. THEY WERE NEVER THE SAME, THEY LOOKED COMPLETELY DIFFERENT AND MANY TIMES THEY HAVE JUST SEEMED OUT OF IT. EVEN AFTER THEIR RECOVERY, YOU CAN STILL TELL THAT THEY ARE NOT THE SAME AS THEY USED TO BE.

**INTERVIEWEE 2**

5. HOW DO YOU THINK THE PROBLEMS COULD HAVE STOPPED OR LESSENED AT THE BEGINNING OF YOUR STORY?

I DO THINK THAT IF MY DISTANT FAMILY HAD GONE TO REHAB EARLIER IN THEIR ADDICTION THAT THEY WOULDN'T STILL BE STRUGGLING WITH IT. AS FAR AS MY BROTHER, I BELIEVE THAT HE GOT INTO THE WRONG CROWD, BUT I BELIEVE THAT HIS PROBLEM WOULD HAVE NEVER HAPPENED IF OUR FAMILY DIDN'T HAVE ADDICTIVE HISTORIES.

6. WHAT PREVENTIVE MEASURES DID YOU SEE WHEN THE PROBLEM FIRST BEGAN?

NO RESPONSE

7. ARE THERE ANY PREVENTATIVE MEASURES YOU WOULD HAVE LIKED TO SEE HAPPEN THAT WOULD HAVE HELPED THE SITUATION?

NO RESPONSE

8. WHAT IS THE BEST METHOD FOR RECOVERY, IN YOUR OPINION, AND WHY?

REHAB. I FULLY BELIEVE THAT REHAB DOES HELP, THE ONLY PROBLEM IS THAT PERSON MUST WANT TO GET BETTER AND DO BETTER.

9. DO YOU BELIEVE COMPLETE RECOVERY IS POSSIBLE, AND DO YOU THINK THAT CAN BE REACHED?

YES, I HAVE SEEN IT HAPPEN WITH MY FAMILY. THEY WENT TO REHAB; THEY DID THE WORK SO THAT THEY COULD RECOVER AND NOW THEY ARE DOING BETTER THAN BEFORE.



INTERVIEWEE 2

10. WHAT WOULD YOU LIKE TO SEE FROM LOCAL AND STATE GOVERNMENTS IN THE FIGHT AGAINST THE OPIOID EPIDEMIC?

I FEEL THAT THERE ARE MANY DOCTORS WHO PRESCRIBE ANY MEDICINE WITHOUT TRYING LESS ADDICTIVE FORMS FIRST. I WOULD LIKE TO SEE OPIOIDS NOT PRESCRIBED AS OFTEN.

11. WHAT IS YOUR ADVICE FOR A FAMILY MEMBER WHO HAS A LOVED ONE SUFFERING FROM ADDICTION?

TALK TO THAT LOVED ONE WHO IS STRUGGLING. DO NOT GIVE THEM MONEY FOR DRUGS OR IGNORE THAT THEY HAVE A PROBLEM. CONSTANTLY TALK TO THEM ABOUT THEM GETTING BETTER, NEVER TURN YOUR BACK ON THEM. EVEN THOUGH THEY MAY BE RUDE OR SAY THINGS TO HURT YOU, DON'T TURN THEM AWAY. EVEN IF YOU DON'T SEE THEIR PROBLEM BUT YOU EXPECT IT, TALK TO THEM AND STRESS WHAT COULD HAPPEN TO THEM.

12. HOW WOULD YOU DESCRIBE YOUR EMOTIONS TOWARD OPIOID ABUSE AND ADDICTION?

UPSET, EXHAUSTED. THERE ARE SO MANY PEOPLE, MANY YOUNG PEOPLE, WHO ARE ABUSING OPIOIDS OR OTHER DRUGS AND NOT CARE ABOUT IT OR NOT REALIZE THEY HAVE A PROBLEM THAT IT MAKES ME UPSET. IT'S EXHAUSTING TRYING TO HELP SOMEONE OUT OF THEIR ADDICTION.

13. HOW DO YOU THINK THE PUBLIC PERCEIVES THE OPIOID EPIDEMIC, AND DO YOU THINK THEIR EMOTIONS ALIGN WITH THE PROBLEM'S SERIOUSNESS?

I THINK THE PUBLIC DOESN'T TAKE IT SERIOUS ENOUGH. THEY KNOW THERE'S A PROBLEM, BUT ALL OF THE PEOPLE WHO HAVE A PROBLEM OR ARE JUST USING "SOMETIMES" THINK THEY WILL NEVER BE ADDICTED. PEOPLE DO NOT TAKE IT AS SERIOUSLY AS IT IS.



INTERVIEWEE 2

15. DO YOU BELIEVE THAT THIS PROBLEM CAN BE SOLVED BY AWARENESS, AND IF SO, HOW WOULD YOU GO ABOUT EDUCATING YOUR COMMUNITY?

I DO FEEL LIKE IT CAN BE SOLVED BY AWARENESS, BUT IT NEEDS TO BE TAUGHT MORE. EDUCATING PEOPLE NEEDS TO BE HARsher, SUCH AS SEEING EXACTLY HOW A PERSON WITH AN ADDICTION BECOMES.

16. IS THERE ANYTHING ELSE YOU WOULD LIKE TO ADD TO YOUR STORY OR TO HELP END THE PROBLEM OF OPIOID USE AND ADDICTION?

CONSTANTLY CHECK ON YOUR FAMILY OR FRIENDS. IF YOU SEE THEY ARE MORE IRRITABLE, LOSING WEIGHT, THEIR PERSONALITY IS CHANGING, TALK TO THEM. THEY MAY NOT ADMIT TO HAVING A PROBLEM, BUT IF YOU SUSPECT THEY DO AND YOU TALK TO THEM, AT LEAST YOU CAN FEEL LIKE YOU DID SOMETHING TO HELP.



Appendices

II



SURVEYS

THE FOLLOWING QUESTIONS WERE GIVEN OUT VIA PAPER SURVEYS TO COMMUNITY MEMBERS BY THE DA

HOW BIG OF A PROBLEM DO YOU THINK OPIOID USE IS IN ACADIANA?

**HAVE ANY OF YOUR FAMILY OR FRIENDS OVERDOSED?
(FATAL OR NON-FATAL)**

WHAT DO YOU USE MOST OFTEN TO COMMUNICATE?

WHAT SOCIAL MEDIA DO YOU USE MOST OFTEN?

WHICH TYPE OF SOCIAL MEDIA MESSAGES APPEAL TO YOU THE MOST IN RELATION TO DRUG AWARENESS?

WHAT ARE YOUR THOUGHTS AND FEELINGS ABOUT THE CURRENT OPIOID EPIDEMIC IN ACADIANA?



SURVEY RESULTS

From our survey results, we found that most participants use Facebook as their primary social media. They also rely on text messaging the most to communicate. We also found that most people are in need of resources for jobs.