



**NATIONAL SAFETY
COUNCIL: STOPPING
EVERYDAY KILLERS**

SUMMARY

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

But then we realized something: we could save more lives if people knew who we were.

So, 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 our new brand platform: Stop Everyday Killers. In order to build maximum momentum for the effort, we launched the platform with a campaign focused on the most deadly, but overlooked household killer: prescription opioids.

Through research 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 of the overlooked role of prescription opioids in our country's opioid epidemic. And most importantly, it equipped Americans with a tool for protection, a simple sticker that could trigger life-saving conversations with their doctors.

WORD COUNT: 211



MODESTY THREATENING OUR MISSION

The National Safety Council is an American non-profit whose mission is to save lives by eliminating preventable deaths from causes like falling, choking, car accidents, and drug overdoses.

For over 100 years, we had been laser-focused on our mission. However, we prioritized campaigning about the issues at the expense of brand-building.

So, in 2016, despite this century-long legacy, most Americans had never heard of us. We had <1% top-of-mind awareness and 1% unaided awareness.¹

We realized our modesty was actually threatening our mission; we could save more lives if people knew who we were.

1. National Safety Council, 2016 Brand Awareness Study.



CYCLE OF LOW AWARENESS

Unfortunately, our low awareness trapped us in a vicious cycle.

Low awareness meant consumers weren't talking about us. And without this broad consumer recognition, we were less likely to receive the funding we needed. This, in turn, limited the reach of our programs, thus reducing public awareness.

Our broad portfolio complicated matters further because each cause NSC supported had numerous initiatives, each with different campaigns and looks. Consumers didn't understand that all of these came from the same organization, further contributing to low awareness and impacting funding.



Sample of NSC creative work

INCREASE VISIBILITY TO SAVE LIVES

To fulfill our mission of eradicating preventable deaths, we had to make National Safety Council a household name. We had to develop a unifying idea that would create consistency and build recognition for NSC over time.

And we would have to launch with a big, bold campaign that would build momentum for the effort and demonstrate the power of NSC to save lives.

OUR OBJECTIVES

- **Objective #1** Build awareness for an overlooked brand
- **Objective #2** Trigger a behavioral change that protects people from a cause of preventable death
- **Objective #3** Spark a national conversation that could fuel life-saving efforts over time



THE PLATFORM INSIGHT

In order to have the biggest impact— to save the most lives— we had to unite all of our efforts under one brand platform, with a single brand idea and a consistent, recognizable look. This would allow us to build equity over time and generate a multiplicative impact from work across issues.

To identify the connective thread that could be the foundation for the platform, we began thinking about our mission in the context of culture.

We realized Americans don't fear preventable deaths. Instead, we are fearful of a world full of extraordinary deaths seemingly awaiting us at every turn: the murderer disguised as a delivery man; a rainstorm delivering a fatal lightning strike; a plane falling from the sky; a terrorist attack.

Ironically, the catastrophic things we fear the most are the things that rarely kill us. And while we're busy fearing uncontrollable once-in-a-lifetime threats, we are more likely die from totally avoidable, everyday causes.

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

And while we take extensive precautions against lightning on picnics and swims, we still speed and text behind the wheel, though more people die in one day from car accidents than from two years worth of lightning strikes.^{4, 5}

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.

4. Odds of being Struck 2016 Fatality Report, National Weather Service. 2016.

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



**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

With this insight in hand, we had the fuel to create an evergreen platform that would distinguish NSC and connect us to the issues our activities target. We would bring the idea to life with a distinctive look and feel to build brand recognition and get credit for our work.

**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.**

**STOP
EVERYDAY
KILLERS**

BUILDING MOMENTUM WITH THE FIRST EVERYDAY KILLER

With the platform solidified, we needed to identify the right “everyday killer” to launch with so we could build NSC’s reputation as a leader fighting preventable deaths. To create momentum, we looked for an everyday killer that the public wasn’t taking seriously, but where no organization had staked a claim.

WE INVESTIGATED THE BIGGEST EVERYDAY KILLERS...

1. The deadliest everyday killer was motor vehicle crashes, which kill about 100 people every day.⁵ We contemplated launching with a distracted driving campaign, but research revealed it was the cause du jour and the market was saturated.
2. The second biggest everyday killer was something the public rarely talks about. Yet, it lurked in three out of five⁶ American homes and was killing people at an unprecedented rate: prescription opioids.

The facts were staggering, but it was barely getting any media attention. Prescription opioids were killing 22,000 Americans every year.⁷ And this was a uniquely American problem: the United States consumes 80% of the world’s opioids, but accounts for less than 5% of the world’s population.⁸

The opioid epidemic was frequently making the news, but coverage was about heroin, 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 stemming the crisis.

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

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

8. The State of Safety, NSC. 2016.



UNCOVERING A SHOCKING ATTITUDE

At first, it seemed over-prescription alone was to blame: enough opioids are prescribed in the US each year to medicate every American around the clock for three weeks.¹¹

We knew there had to be more at play. 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 consumer attitude about opioid usage emerged:

**Americans know
opioid overdoses are killing
people. 87% of Americans say
opioid addiction is a national
problem,¹⁰ but they think it is killing
someone else, “addicts.”**
**PEOPLE DON’T THINK
ADDICTION OR OVERDOSES
WILL HAPPEN TO THEM.**

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

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



We learned that when we label people as “addicts” it makes “us” feel separate from “them” and we don’t feel empathy.^{12, 13, 14}

People don’t fear addiction because they don’t see it as personally relevant:

- 84% of prescription opioid users are not concerned about addiction.⁶
- Opioid users underestimate opioids’ risks of addiction or death, but overestimate the benefits.⁶

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.⁶

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

13. Opioid epidemic perpetuated by social media. National Council on Alcoholism and Drug Dependence.

14. 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 begin to stop this everyday killer was by making the issue deeply, unavoidably personal— by getting people to see that the victims were just like them. Then we could establish NSC as the leader in fighting preventable deaths.

We would create these connections using 22,000 faces and stories, showing how each victim was a person with a family who loves him/her, with a career, and with a lost future. We would then use this newfound relevance to get people to take action to protect themselves.





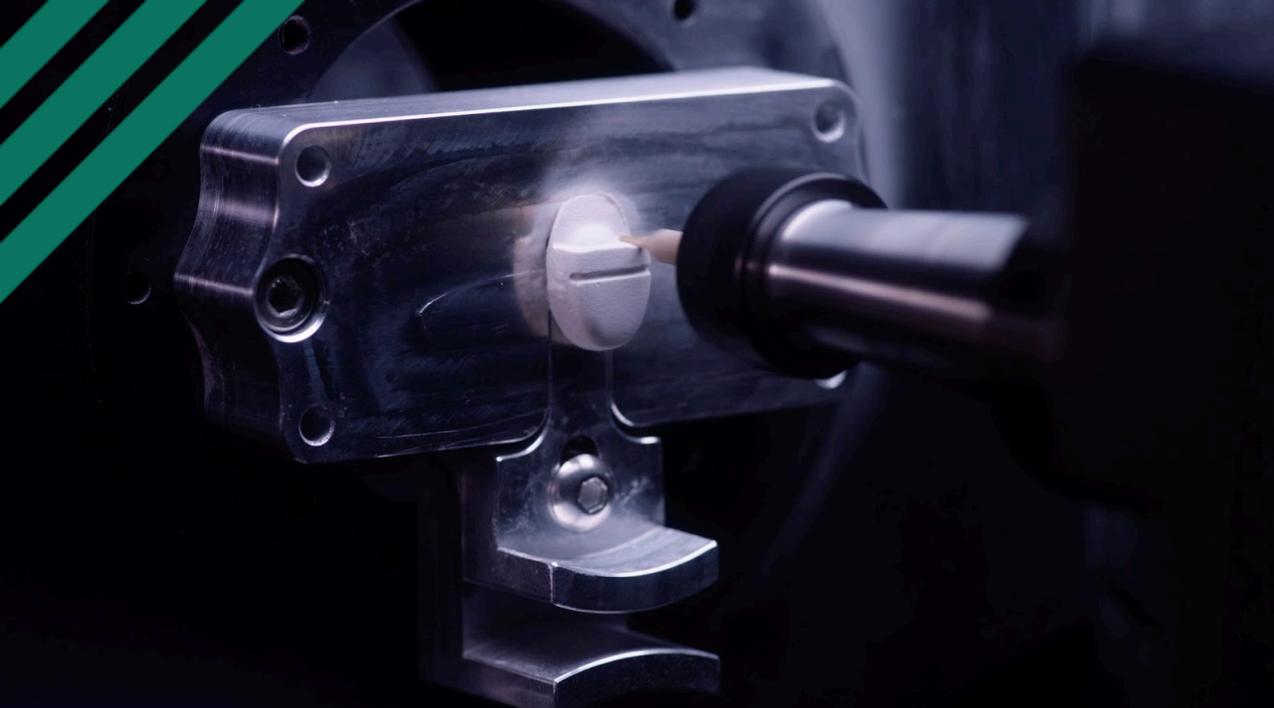
1 MAKE IT PERSONAL

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

Everything about the experience was designed to be intrusive and overwhelmingly personal.

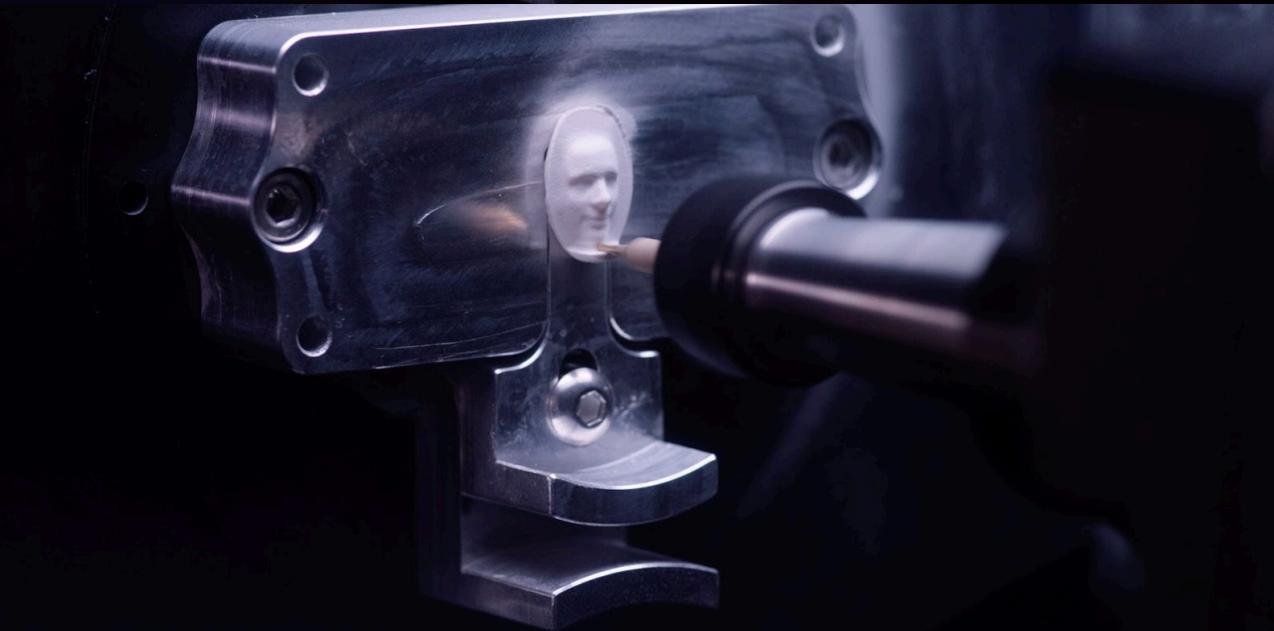
We built a wall of 22,000 pills carved with faces of overdose victims. The victims spanned ages, races and incomes. It was impossible to visit the wall and not find a face and a story that looks like you or someone you love.

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

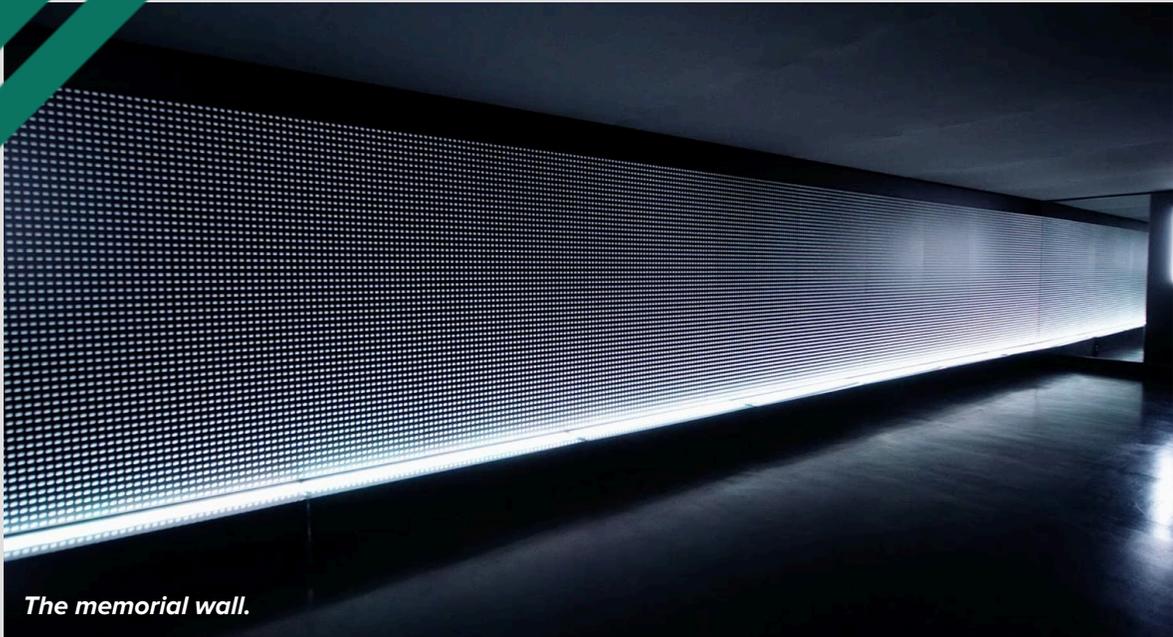


To demonstrate that opioid overdoses are still happening, a new face was carved on a pill every 24 minutes—exactly how often another American dies from a prescription opioid overdose.

We created intimate connections with three overdose victims: Michael, Rigo and Louie. Using their real belongings, we recreated their bedrooms, where we screened moving videos of their loved ones 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.



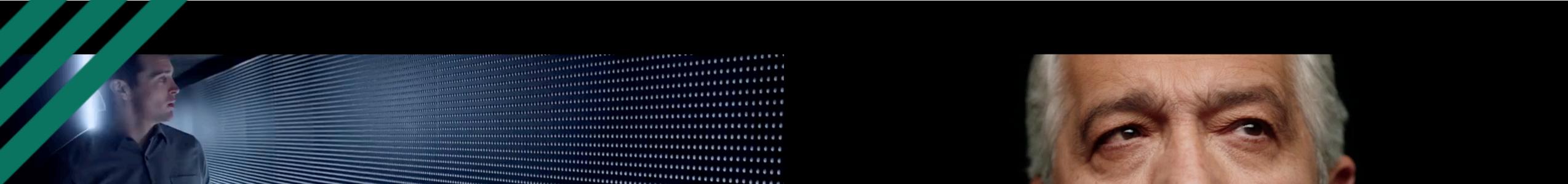
A visitor watches Louie's story in his recreated room.



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.

Online educational content.



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 and through NSC's owned channels. Local radio, news and OOH outlets also donated ad space.

We brought this local experience to the nation through a paid Facebook campaign, which we prioritized because of the intimate nature of the feed. We put paid support behind Michael, Rigo, and Louie's videos, and a hero film that showcased the shocking, beautiful wall. The juxtaposition of these tragic stories with one's own social network's content strengthened the message. Simultaneously, the interactivity of social encouraged people to share their own experiences. Dozens of influencers, including Russell Brand, shared the videos with their own messages.

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

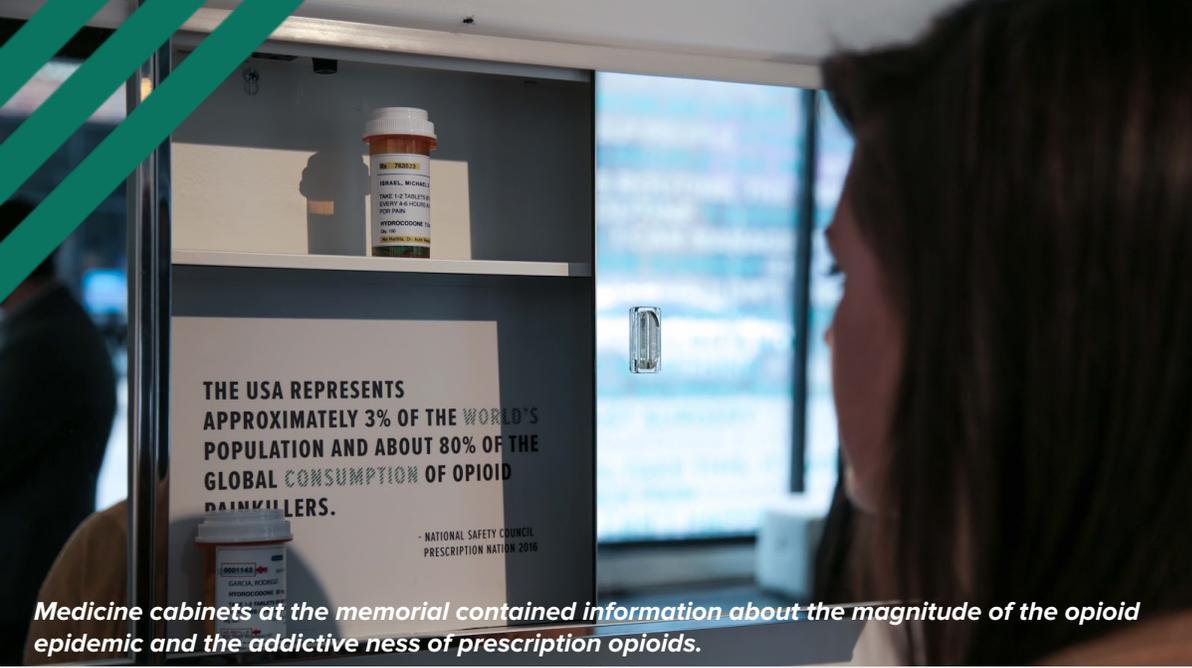
 **Patrick J. Kennedy** • @PJK4brainhealth
Addiction is not a choice. Learn more about @NSCsafety's powerful campaign to #StopEverydayKillers: bit.ly/2AqWYMo
#RecoveryNow

 **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 addictive ness of prescription opioids.

2 EDUCATE

Once we had confronted people with the danger of this everyday killer, we used the opportunity to provide important educational content.

We developed and distributed a list of the commonly prescribed opioids to educate people on what medicines are opioids.

We also promoted educational content on Facebook and the campaign website.

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.

PRESCRIBED TO DEATH

22,000 EACH YEAR, 22,000 AMERICANS DIE FROM A PRESCRIPTION OPIOID OVERDOSE. ↑ 1,000 DEATHS

33% OF PRESCRIPTION OPIOID USERS DON'T KNOW THEY ARE TAKING OPIOIDS.

64.3% OF OPIOID MISUSE STARTS WITH PEOPLE USING MEDICATION NOT PRESCRIBED TO THEM.

60% NEARLY 60% OF PRESCRIPTION OPIOID USERS DO NOT KNOW THAT SHARING THEM IS A FELONY.

3/5 3 OUT OF 5 AMERICANS HAVE LEFTOVER OPIOIDS IN THEIR HOME.

COMMON PRESCRIPTION OPIOIDS

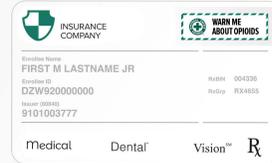
- AVINZA | DILAUDID | DURAGESIC PATCH
- ENDOCET | ENDOCODONE | FENTANYL
- HYDROKET | HYDROCODONE
- HYDROMORPHONE | HYDROSTAT
- KADIAN | LORCET | LORTAB | MORPHINE
- MSCONTIN | MSIR | NORCO | ORAMORPH SR
- OXYCODONE | OXYCONTIN | OXYFAST
- OXYIR | PERCOCET | ROXANOL | ROXICET
- ROXILOX | TYLOX | VICODIN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



A Warn Me Label shown on an insurance card.

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>.



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.

3 PROTECT

After we established the power of this everyday killer, we needed to give people the tools to protect themselves.

We developed "Warn Me Labels," a free sticker to place on your insurance card that lets healthcare professionals know you'd like to be informed if you're prescribed an opioid and warned about its risks. We gave these away at the memorial, made them available for order online, and enlisted employers to distribute them during annual insurance sign-up period.

To ensure maximum impact of the labels, we developed a conversation guide to empower consumers to discuss the risk of opioids and safe alternatives with their doctors. Simultaneously, we engaged physicians and pharmacies so they could prepare for these conversations.



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



COMMUNICATIONS STRATEGY

		PRE-MEMORIAL	DURING MEMORIAL	POST-LAUNCH/ONGOING
Local- Drive Traffic Pique interest to drive foot traffic. <i>Repeated for each stop on the Road Show. Chicago shown here.</i>	NSC CRM	█		
	Local Paid Search	█	█	
	Local OOH	█	█	
	Local PR		█	
Make it Uncomfortably Personal Share intimate, personal stories that demonstrate how this crisis is impacting people from all walks of life, so people feel vulnerable to its impact.	Chicago Memorial		█	
	Memorial Road Show			█
	Paid Social		█	
	National PR	█	█	
	Influencer Program		█	
Educate on Opioids Educate people on opioids and addiction prevention to reduce prescriptions.	Corporate Outreach		█	
	WIRED Partnership		█	
Help People Protect Themselves Give the public a simple life-saving action to take to prevent this everyday killer.	Warn Me Label			█
	Warn Me Label Physician / Pharmacy Outreach	█	█	█
Campaign Hub	Website	█	█	█

THE RESULTS: MAKING A MEANINGFUL DIFFERENCE

The “Prescribed to Death” campaign launched the Stop Everyday Killers platform with tremendous success. It achieved all of our objectives, and most importantly, jump started a national life-saving conversation on prescription opioids.

Objective #1 | Build awareness for an overlooked brand

With over one billion earned impressions and growing, the campaign solidified NSC’s role as the nation’s safety leader.¹⁵ There was a 45% increase in’ perception of NSC as “a leader in fighting preventable deaths and overdoses” amongst exposed audiences.¹⁶

15. Earned Media Report, NSC. Jan 2017.

16. Jan 2018 quantitative study, NSC.



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

2.5X More likely to perceive addiction as a serious threat

+10% Increase in likelihood to talk to their doctors before taking opioids

+2017%
Shared impressions

104,000+
WML distributed

Objective #2 | Trigger a behavioral change that protects people from a cause of preventable death

This campaign awoke the public to the danger of prescription opioids. Consumers exposed to the campaign were 2.5x more likely to perceive addiction as a serious threat to them or their families.¹⁶ They were also 10% more likely to talk to their doctor about opioid alternatives should they be prescribed.¹⁶

Our message was so resonant that people eagerly shared it with loved ones, increasing NSC's shared Facebook impressions by 2017% period/period.¹⁷

Perhaps most importantly, innovation turned a seemingly simple sticker into a life-saving tool. 104,000+ Americans now have Warn Me Labels on their insurance cards to spark conversations with their doctors and protect them from taking opioids unknowingly or unnecessarily.

17. Sprout Social, Jan 2018 Facebook Activity Report.

THE TINY FACES ON THIS MASSIVE WALL OF PILLS PAY TRIBUTE THOSE LOST TO THE OPIOID EPIDEMIC

National Safety Council opens opioid overdose victim memorial

The memorial wall includes 22,000 pills engraved with the faces of opioid overdose victims

Poll: 1 in 4 Americans Directly Impacted by Opioid Misuse

National Safety Council to launch education campaign

**New Short Film Brings Opioid Users Face to Face With Those
Who've Lost Loved Ones to Overdose**

**22,000 Faces Are Carved Into
Pills on This Opioid Overdose
Memorial**

**Powerful exhibit showcases
dangers of opioid epidemic**

Prescribed to Death: A Memorial to the Victims of the Opioid Crisis

Fallen Opioid Takers are Remembered in Unique Memorial

**Wall of 22,000 Pills Is Memorial to Opioid Overdose
Victims**

Objective #3 | Spark a national conversation that could fuel life-saving efforts over time

NSC was one of the first organizations to recognize the importance of stemming this issue, and the Chicago memorial was just the start.

On October 26, 2017, the White House declared the opioid crisis a national public health emergency, validating our decision to focus on this issue. They invited NSC to advise on a national prescription opioid education campaign, and asked to host the Prescribed to Death memorial for a stop on its national tour. The memorial opens at the White House in April, which will give this important issue more national attention. 14 other cities to date have requested the memorial visit them on its tour.

As we sustain our efforts against the opioid epidemic, we are beginning to work on our next campaign to eradicate another everyday killer.



WHAT WE LEARNED

As an organization, NSC always focused on communicating about the issues and worried less about getting credit for our work. With the Stop Everyday Killers platform, we learned that investing in brand building could make us more effective at saving lives. Now, with a distinctive, evergreen platform that we 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 our ability to Stop Everyday Killers.

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





WORD COUNT: 1983