

# Campbell County School District #1 Substance Use Social Norming Education Campaign

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## Overview

Utilizing the power of social and digital media platforms we will ensure that Campbell County students and parents are better informed regarding substance use, the dangers, resources available, and the fact most students chose not to. Through a tiered program, we will match audience demographics, locations and interests with the proper channel to connect and engage. The program offers the ability to connect in ways that historically have been unattainable and has the promise to leave the community and our youth with lower alcohol, tobacco, and marijuana use now and into the future.

## Platforms

The following platforms will be utilized for outreach efforts:

- Instagram
- Snapchat
- TikTok
- Youtube
- Facebook
- Google Display Ads

## Locations

Targeted geo fence event locations will include:

### **Campbell County High School**

1000 Camel Drive  
Gillette, WY 82716

### **Sage Valley Junior High**

1000 W. Lakeway Road  
Gillette, WY 82718

### **Thunder Basin High School**

4001 Saunders Blvd.  
Gillette, WY 82718

### **Twin Spruce Junior High**

100 E. 7th Street  
Gillette, WY 82716

### **Westwood High School**

7 Opportunity Spur  
Gillette, WY 82718

### **Wright Junior/Senior High**

220 Wright Blvd  
Wright, WY 82732





Additional outreach efforts for community, parents and students will be targeted to the following Campbell County zip codes:

- 82716
- 82717
- 82718
- 82725
- 82727
- 82732
- 82731

## Creative

Creative for the ads will be developed to harness the unique abilities of the social and digital platforms to be utilized. The creative will be locally targeted to feature Campbell County landscapes, locations, and community values. Formats may include:

1. Static graphic
2. Gif/dynamic images
3. Short Videos
4. Carousels
5. Filters

All creative will be submitted to Campbell County school district #1 for review and approval prior to promotion to the public.

## Focus Groups:

Hearing directly from students, especially at risk and students with prior substance use, is a powerful tool in crafting a message that will facilitate behavior change and identifying areas for future support and outreach.

Focus groups are strategically conducted remotely via Zoom with students to foster a sense of anonymity and disconnect from the person delivering the question. This disconnect can help reduce issues with prior interaction or concerns of "snitching". The focus groups are typically 1 hour in length and include a series of the most recent custom graphics and materials to be reviewed and commented on by the group. Students are empowered to be open and honest with no limits in feedback and expression of what they think peers and the community need and/or areas of disconnect with outreach and messaging.

Focus group results are compiled on a "media batch" basis and put into a report narrative. The report will detail number of participants, specific feedback, major themes, and focus group conductor insight breakdown.





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## Measurements and Metrics

Quarterly reports will be provided. Supplement reports provided after each pulse event.

Metrics included in reports to include but not limited to:

- Reach
- Impressions
- Impression frequency rate
- Engagements
- Click through rate
- Platform
- Device
- Audience age
- Audience gender
- Audience location

## Package Contents

Topics to include Alcohol, Marijuana, and Tobacco

5 event pulses - Focused efforts at specific times of the year to create an overwhelming presence and shift student's views and beliefs of use and peer use can be accomplished using a "pulse" outreach approach. The targeted dates and events will allow for targeted build-up and the ability to ensure, in the week to 10-day window, that student population saturation occurs. It also affords the ability to proactively provide additional resources and activities. Pulse events can be a great tool to partner with other efforts, especially if there are in-person activities that can be paired (i.e. having an area in the lobby where kids can put up reason they choose not to smoke or vape).

Back to school blitz - The back-to-school blitz, including the week before school and the first two weeks of school, will be geared to clearly establish the rules and help guide the newly forming routines, roles, and social groups that are forming. With a heavy emphasis on social norming, we can help foster an environment where students, many of which are facing new anxiety and fears of social pressure, can be supported with messages of positive social norming, support, and resources to get the year off on a good start.

Expanded monthly outreach - to support the increased exposure events, we will "trickle" a continual social norming campaign across social and digital platforms. These education materials will be specifically designed to increase student awareness and understanding of dangers and positive social norming messages surrounding peer usage. On-going outreach will be designed to dovetail in with pulses acting as a primer for these larger outreach occurrences.



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## Timeline

The campaign will begin on August 16th, 2021, and run through May 30th, 2022. Strategies, content, and outcomes will be reviewed on a quarterly basis (15th of each month) with comprehensive pulse event recaps.

## Ownership

All content produced will be owned by Campbell County School District #1. Developed material reproduction or sale is prohibited. Sylvestri Customization reserves the right to include images and links within our portfolio to showcase our work.

## Cancelation

Either Party may terminate this Agreement on 30 days written notice. In the event both Parties wish to mutually terminate this Agreement, the date of termination shall be as agreed by the Parties without regard to the notice provision. In the event this Agreement is terminated, Sylvestri Customization shall work with Campbell County School District #1 to facilitate an orderly transition.

## Budget

By leveraging social and digital outreach tools we will be able to maximize the effectiveness in targeted outreach and focus the corresponding message with the proper demographic target.

Service	Budget
Back to School Blitz	
5 Pulse Events	\$15,000
9-month education campaign	
Student focus groups	\$0 (included in package)
Total:	\$15,000



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## Submittal:

Submitted: Sylvestri Customization	Accepted: Campbell County School District
Valid for 60 days from proposal date	The above prices, specifications, and conditions are satisfactory and are hereby accepted. Sylvestri Customization is authorized to perform the work as specified.
<i>Travis Sylvester</i>	
By: Travis Sylvester	By:
Title: Director of Operations	Title:

