

SOR Year 3 Summary

This year, the spending of SOR prevention funds (70,000) fell into two primary categories: stigma reduction and over the counter medication safety. Below is summary of how SOR funds made an impact in the two categories.

Stigma Reduction



OutFront media – geofencing – This year we worked with OutFront media to assist in developing three stigma reduction advertisements. The advertisements were developed by OutFront Media’s creative team using Arlington specific data on substance use and treatment trends to inform the design. The ad used geofencing to target Arlingtonians from June 7, 2021 – August 30, 2021. The campaign resulted with 3,590 link clicks and total impressions of 3,289,474 for all three ads.

EffectTV - Public Service Announcement - In order to strengthen the OutFront advertisements, we partnered with EffectTV to run a stigma reduction PSA on TV, using similar language as the OutFront ad. The PSA ran from June 27, 2021 to July 11, 2021 and resulted in 1,609 commercials with 58,823 impressions.

ART bus – The stigma reduction advertisement developed by OutFront media were purchased to use on print media as well as on social media sites. The three ads were printed and displayed on the Arlington Transit buses from July 1, 2021 – September 30, 2021, receiving approximately 757,600 impressions.

Facebook Ad – The stigma reduction advertisements developed by OutFront media were advertised on Facebook from July 30, 2021 – August 31, 2021. The ads reached a total of 66,480 individuals and received 896 link clicks.

State Opioid Response Grant – Prevention Services – spending completed 9/30/2021

Medication Safety



Over the Counter Medication Program – Arlington Addiction Recovery Initiative partnered with the Teen Network Board (TNB) this year to provide educational programs to youth on over the counter medication safety. The TNB used Scholastic’s “Over the Counter Medication Safety” curriculum and recorded 4 sessions to show online and/or in person. Prizes are offered to any youth who participate in the program. The TNB has exposed 46 teens to the curriculum and provided education about the program, over the course of three days, at the Arlington County Fair. They plan to partner with Parks and Recreation to access more youth over this next year.

Facebook advertisement – The “Is your home safe” flyer ran on Facebook from April 30, 2021 – May 30, 2021. The ad resulted in 1,313 link clicks and reached 70,255 individuals.