

Page 1 of 4 to/à Page 3 of 4

Withheld pursuant to/removed as

s.13 ; s.14 ; s.16

**MINISTRY OF MENTAL HEALTH AND ADDICTIONS
INFORMATION BRIEFING NOTE**

CLIFF: 1236895

PREPARED FOR: Honourable Shelia Malcolmson, Minister — **FOR
INFORMATION**

TITLE: 22/23 Stop the Stigma Campaign Fall Media Buy

PURPOSE: Update on planned activities for the Stop the Stigma campaign.

BACKGROUND:

MMHA is responsible for managing an annual STOB 67 budget of \$2.37M to support marketing activities to reduce stigma. Staff work closely with GCPE-HQ to develop an annual spending plan and schedule to ensure maximum impact and coordination across other government campaigns.

Following a spring ‘flight’ of the *Stop the Stigma* campaign, a fall media plan is scheduled, ensuring broad market coverage, and building on early successes.

DISCUSSION:

Given the continued impacts of harms related to the illicit toxic drug crisis, the fall marketing plan will ensure that key messages related to the impacts of stigma remain highly visible across the province. In addition, campaign messages will support communications activities leading up to the implementation of decriminalization.

The *Stop the Stigma* campaign is tentatively scheduled across a variety of channels for six weeks (between October 17th – November 27th). A comprehensive analysis of previous flights of the campaign was completed, and the media plan includes a refined, data-driven approach to reaching the target audience with maximum impact. The refreshed media mix will include various video platforms (e.g., CTV, YouTube), social and display (e.g. Instagram, Facebook, Google), out of home (e.g., digital billboards, transit, and sports arenas), radio and digital audio. Additionally, professional sports partnerships continue to provide a key marketing tactic to reach the target audience throughout the sports seasons.

BUDGET:

The fall media budget is estimated at \$1.1M

ADVICE:

The fall media plan will ensure that stigma reduction messaging remains highly visible as drug toxicity deaths continue to rise. Booking media early, increases the likelihood of securing media placements and best pricing.

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Date: August 19, 2022