

MEDIA CAMPAIGN RECAP



Media Mix Overview

Media Types and Allocations

Out of Home Media **26.6% of Budget**

Digital TV/OTT **19.2% of Budget**

Digital Display **14.0% of Budget**

Paid Social Media **19.8% of Budget**

Local Radio **14.3% of Budget**

Local Ethnic Media **6.0% of Budget**

Strategic Rationale

Our media mix balances broad awareness building through Digital Marketing, Digital OTT and OOH with targeted engagement through social and ethnic media, ensuring comprehensive coverage of all key stakeholder groups while maintaining cost efficiency.

KPI Results Overview

MEDIA MIX	KPI PROJECTED	KPI RESULTS
Paid Social Media	3.6 Million Impressions	17.4 Million Impressions
Paid Display Media	6.6 Million Impressions	7.4 Million Impressions
Local Radio	832,000 Impressions	3.7 Million Impressions
Digital Television (OTT) and Digital Radio	2.2 Million Impressions	3.4 Million Impressions
Out of Home Media	23.6 Million Impressions	46.4 Million Impressions
Local Ethnic Media	750,000 Impressions	2.1 Million Impressions
	37.4 Million Impressions	80.4 Million Impressions

RESULTS

The campaign delivered more than 80 million impressions (not including the 18 million earned media impressions) 120% more than anticipated.



Digital Results Overview

- Overall Reach & Traffic: We delivered nearly **24.6M total impressions** and **242,175 clicks** across all digital platforms, driving **155,460 users** to the website.
- The website recorded an outstanding **96.86% Engagement Rate**, confirming that the traffic was highly qualified and well-targeted.
- Digital Campaigns were launched on September 28. Meta Ads began immediately; Google ads went through a longer approval process and launched Sept. 30. Campaigns finalized December 7.
- Targeting was in New Haven County and with additional filters for key audience segments (i.e. business owners, LE, medical professionals, etc.) and 65% allocated to English creative and 35% allocated to Spanish creative. The main conversion objective is click to the web.
- Focusing on "Stories" videos lowered the Cost Per Engagement to **\$0.01**, helping drive over **300K total interactions** across Google and Social Media.



Digital Marketing Indicators (KPIs)

September 28-December 7

Digital Marketing	
Total clicks	136,510
*Click through rate	1.9%
Total impressions	7,231,504

Social Media	
Total impressions	17,411,309
* Click through rate	3.51%
Website clicks	105,665
Post Engagement	95,518

Website	
Website visits	155,460
Page Views	274,770
Engagement Rate	96.86%

**Note: Industry Click Through Rates (CTR) averages for awareness campaigns are about 1% for Google Display and about 2% for Meta.*

Social Pages Performance

Facebook delivered the most impressions and engagement.

- **16,803,238 million views**
- 8,600 engagements (reactions, clicks, comments and shares)
- 240 shares
- Fiona and James video posts were the top two posts in terms of engagement.

Instagram had fewer views, but strong engagement.

- **270,874 views**
- 7,369 engagements
- Fiona's story was the most engaging post on Instagram.

Total Social Impressions: 17 million

End Stigma CT
Published by Loomly · November 7 ·

James initially turned to substances to cope with the loss of his father and then later became addicted to opioids when he got injured at work. ... [See more](#)

EndStigmaCT.com

James tells his story of overcoming opioid addiction and explains how stigma prevents people from seeking help.

ADDICTION IS HARD. STIGMA MAKES IT HARDER.

[See insights and ads](#) [Boost post](#)

759 reactions · 23 comments · 53 shares

Barbara Jeanne Mitchell
Good for you
2d Like Reply [Send message](#) Hide

Carolyn Breedlove Young
Keep up the good work.
20h Like Reply [Send message](#) Hide

Christopher Young
Awesome keep on going brother
2d Like Reply [Send message](#) Hide

Dave P Bazan
His great life accomplishment
1d Like Reply [Send message](#) Hide

Norma L Quinones
Congratulations
4d Like Reply [Send message](#) Hide

Stephen Chillemi
Keep Kickin' Ass 🌟👏
2d Like Reply [Send message](#) Hide

Mary Dimaira
👏😊👍
1d Like Reply [Send message](#) Hide

DETAILED RESULTS - APPENDIX



Website Performance

Google Analytics

GA4 Total Users
(Oct 1, 2025 - Dec 7, 2025)

155 K

GA4 Views
(Oct 1, 2025 - Dec 7, 2025)

275 K

GA4 Sessions
(Oct 1, 2025 - Dec 7, 2025)

228 K

GA4 Engagement Rate
(Oct 1, 2025 - Dec 7, 2025)

96.99%

Total Users
(Oct 1, 2025 - Dec 7, 2025)

155 K



Pages Visited

Showing 10 of 25 Rows
(Oct 1, 2025 - Dec 7, 2025)

PAGE	TOTAL USERS	VIEWS	SESSIONS	EVENT COUNT	ENGAGEMENT RATE
TOTALS	155,460	274,906	227,842	975,758	96.99%
/	58,020	98,207	78,686	335,380	96.51%
/es/	56,725	85,977	73,984	309,151	95.48%
/what-is-stigma/	45,016	74,494	67,399	277,397	96.59%
/es/que-es-el-estigma/	5,586	10,121	7,894	34,549	97.21%
/es/what-is-stigma/	2,760	2,918	2,855	7,887	98.74%
/es/Cómo-empieza/	858	1,106	1,026	4,034	96.88%
/i-need-help/	531	788	605	2,826	94.21%
/pagead/acik	245	362	284	1,304	98.24%
/stories-page/	110	250	194	1,054	94.33%
/harm-reduction/	110	238	140	704	95.71%

Google Ads Campaign Performance

Google Ads Campaigns

Google Ads Clicks
(Oct 1, 2025 - Dec 7, 2025)

133 K

Google Ads Impressions
(Oct 1, 2025 - Dec 7, 2025)

5.11 M

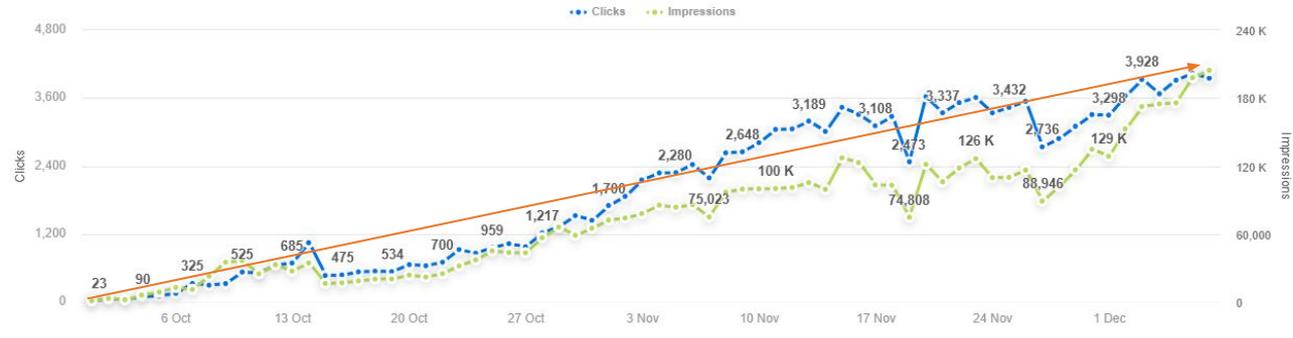
Google Ads CTR
(Oct 1, 2025 - Dec 7, 2025)

2.61%

Google Ads Avg CPC
(Oct 1, 2025 - Dec 7, 2025)

\$0.20

Multiple Metrics
(Oct 1, 2025 - Dec 7, 2025)



- Ongoing optimizations reduced the average CPC (Cost Per Click) **from \$5.00 to \$0.20 for 90% of the campaign**, maximizing budget impact.
- In addition, the campaign was successful in connecting with the target audience as illustrated by the fact clicks rose higher than impressions. This inverse correlation shows the campaign wasn't wasting impressions on audiences that wouldn't have the propensity to click.
- The Google campaigns ran from Oct. 1 to Dec. 7, generating a total of **133,302 clicks, 5,108,005 impressions, and 206,017 ad interactions**.
- 60.3% came from the English campaign, and 39.7% came from the Spanish campaign.

META Ads Campaign Performance

Meta Ads Campaigns

FB Ads Link Clicks
(Oct 1, 2025 - Dec 5, 2025)

106 K

FB Ads Impressions
(Oct 1, 2025 - Dec 5, 2025)

16.22 M

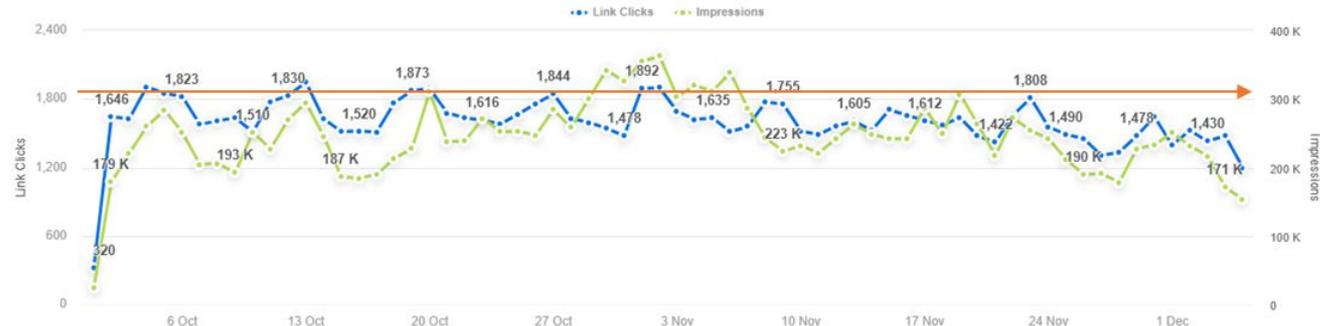
FB Ads CTR
(Oct 1, 2025 - Dec 5, 2025)

0.68%

FB Ads Average CPC
(Oct 1, 2025 - Dec 5, 2025)

\$0.44

f Multiple Metrics
(Oct 1, 2025 - Dec 5, 2025)



- The Meta campaigns showed consistent performance from start to finish, typical of a successful campaign on Meta.
- Running from October 1st to December 5th, they achieved a total of **105,665 link clicks** and **16,220,072 impressions**.
- Of the total impressions, **72.7%** were attributed to the English campaign, with the remaining **27.3%** corresponding to the Spanish campaign.
- Meta campaigns achieved a high **frequency of 39**, significantly exceeding industry averages to ensure strong, long-term brand recall.

Out of Home

- **Billboards:** 15,451,944 impressions (Received 3 bonus units)
- **Gas Station TV:** 157,520 impressions (Received 22,206 bonus impressions)
- **Gas Pump Signs (19 locations):** 1,892,346 impressions (Received two bonus units)
- **Shadow Fencing & Geofencing:** 1,279,264 impressions (Received 29,264 bonus impressions)
- **Bus Advertising:** 27,623,552 impressions - *Currently still running as of 12/10/25*
- **Total Impressions booked: 23.6 million Total Impression Received: 46,404,626**



Interior ads on bus ceiling



Radio Campaign

Radio stations ran the campaign :30 commercial, they also involved their DJs to record segments as well as conducted interviews.



Impressions: 687,200
Radio Spots: 232
Page Views: 105

-  WPLR - Maritza Bond 1
-  WPLR - Fiona Firine
-  WPLR - James Sweat 1
-  WPLR - Maritza Bond 2
-  WPLR - Fiona Firine 2
-  WPLR - James Sweat 2



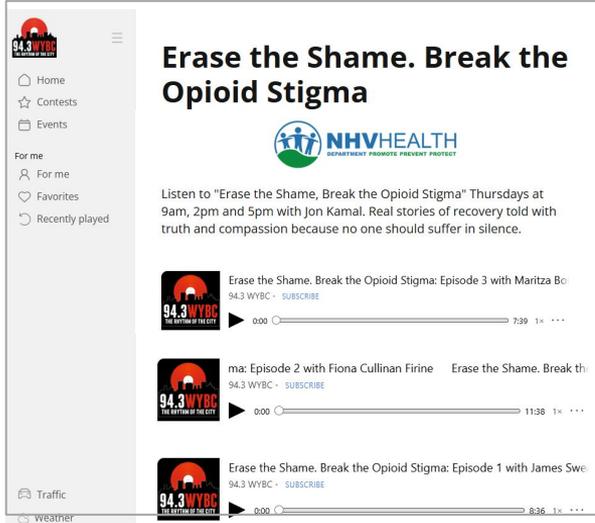
Impressions: 1,930,000



Impressions: 1,090,000



Multicultural Media



Erase the Shame. Break the Opioid Stigma

 **NHVHEALTH**
DEPARTMENT PROMOTE PREVENT PROTECT

Listen to "Erase the Shame, Break the Opioid Stigma" Thursdays at 9am, 2pm and 5pm with Jon Kamal. Real stories of recovery told with truth and compassion because no one should suffer in silence.

Erase the Shame. Break the Opioid Stigma: Episode 3 with Maritza Bond
94.3 WYBC - SUBSCRIBE

ma: Episode 2 with Fiona Cullinan Firine Erase the Shame. Break the Opioid Stigma
94.3 WYBC - SUBSCRIBE

Erase the Shame. Break the Opioid Stigma: Episode 1 with James Sweat
94.3 WYBC - SUBSCRIBE



WYBC
Impressions: 887,200
Radio Spots: 232
Page Views: 123



Bomba
Impressions: 497,600
Radio Spots: 288



Digital TV Performance

<u>Line Item Name</u>	Booked Unit	Impressions	Completed Views	Completion Rate
Premium-Connected TV/OTT - Behavioral Targeting - Video-Universal Pixel	150,000	150,510	149,006	99%
Connected TV/OTT - Behavioral Targeting - Video-Universal Pixel	225,000	228,437	226,336	99.08%
Pre-Roll - Behavioral Targeting - Video-Universal Pixel	220,000	232,386	118,560	51.02%
Display - CTV Retargeting- Banners- Universal Pixel	100,000	103,704	N/A	N/A
Spanish -Premium-Connected TV/OTT - Behavioral Targeting - Video-Universal Pixel	160,500	162,646	161,361	99.21%
Spanish-Connected TV/OTT - Behavioral Targeting - Video-Universal Pixel	210,000	212,788	211,017	99.17%
Spanish-Pre-Roll - Behavioral Targeting - Video-Universal Pixel	230,000	249,339	126,141	50.59%
Display-Spanish - CTV Retargeting- Banners- Universal Pixel	100,000	103,150	N/A	N/A

Total Impressions: 1,442,960



Public Relations

FOX 61 News Weather Sports FOX 61+ All Unknown error has occurred

ADVERTISE WITH US CONTACT US CONTESTS MANCHESTER ROAD RACE CT CULTURE

Connecticut pushes to end stigma of opioid addiction, curb overdoses



FOX61.com

Martize Bond, Health Director for New Haven, and Michael Pascucilla, CEO and Director of Health at East Shore Health District, explain the campaign.

public News 610 All Things Considered

With \$10M CDC grant, New Haven County health officials seek to battle stigma around opioid misuse

Connecticut Public Radio | By Sujata Srinivasan
Published December 1, 2025 at 11:50 AM EST

▶ LISTEN • 1:00



FILE: End Stigma CT seeks to educate the community about stigma's impact on people seeking help and to build empathy around how drug use can start for many people.

A new campaign in New Haven County is seeking to increase the number of people seeking treatment for opioid misuse disorders.

It's called Lind Stigma CT and is backed by a \$10 million federal grant from the Centers for Disease Control and Prevention.

IDENTIDAD Latin MULTIMEDIA Aprende más Obtenga cobertura Obtenga seguridad Obtenga salud.

CONNECTICUT NACIONALES ENTREVISTAS ESPECTÁCULOS DEPORTES ACERCA DE NOS



Líderes de salud de Connecticut unen esfuerzos para prevenir sobredosis

November 5, 2025 Identidad Latina

Tras tres años consecutivos de disminución en las muertes por sobredosis, los Departamentos de Salud de New Haven, Waterbury, Naugatuck Valley y East Shore anunciaron el lanzamiento de "End Stigma CT", una campaña regional enfocada en cambiar la percepción sobre la adicción a los opioides y alentar a las personas afectadas a buscar tratamiento sin temor al juicio social.

"Si bien hemos visto una reducción en las muertes por sobredosis, el estigma sigue siendo una barrera para

Dateline New Haven with Paul Bass

Home Episodes Subscribe

▶ City Health Director Maritza Bond
November 20, 2025 / 37:16 / E296
Download MP3

Wilson Camelo (wilson@camelocommunication.com)

Comments and Discussion

Reply on Bluesky [baze](#) to join the discussion.

0 likes 0 reposts 0 replies

No comments yet. Be the first by [replying on Bluesky!](#)



7 Press Interviews

18.6 MM Total Earned Media Impressions

Public Relations Coverage Report

- **CT PUBLIC RADIO/NPR – December 1: With \$10M CDC grant, New Haven County health officials seek to battle stigma around opioid misuse**
 - UVM: 128,211
 - Syndicated UVM: 17,961,888 [CT Mirror](#) | [CT Mirror Facebook](#) | [X](#) | [NewsBreak](#) | [LinkedIn: Yale Dean](#)
- **FOX61 - November 10: Connecticut pushes to end stigma of opioid addiction, curb overdoses**
 - UVM: 441,445
 - Broadcast: 20,308
 - Also shared on [YouTube](#); [Facebook](#)
- **WICC-AM RADIO “MELISSA IN THE MORNING” - November 19: Opioid Addiction**
 - Listenership: 4,400
- **La Voz Hispana de CT - October 28: Reducir el estigma de adicción a los opioides. Tratamientos y servicios que salvan vidas**
 - Facebook: 15,000
- **Identidad Latina - November 5: Líderes de salud de Connecticut unen esfuerzos para prevenir sobredosis**
 - UVM: 14,000 | [Facebook](#): 9.4K
- **Dateline New Haven – November 20: City Health Director Maritza Bond**
 - [Spotify](#) | [Apple](#) **We don't have metrics for this podcast*
- **New Haven Independent – November 21: Health Chief Takes City's Pulse**
 - UVM: 158,393

Campaign Recap

- The “It Started With” stigma reduction campaign was highly successful in its objective of reaching the public in New Haven with research-based messages as indicated by the high impressions, the frequency of the campaign and the number of website visits.
- The campaign had more than **80.4 million impressions in New Haven County**, exceeding the goal by more than **120%**.
- The campaign website had more than **155,000 visitors** and a high engagement rate.
- Public relations was very successful and benefited from a news story that was picked up by a syndicated news network, resulting in more than **18 million** earned media impressions.
- This campaign provided an excellent launching point for the grants following year’s efforts.



Thank You!

