

Summer, 2020 TalkSooner Update & Results

More Media!

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=MVPURBRNEHO](https://www.youtube.com/watch?v=MVPURBRNEHO)



[HTTPS://WWW.9AND10NEWS.COM/2020/08/09/MDHHS-OPIOID-USE-OVERDOSES-UP-DURING-COVID-19-PANDEMIC/](https://www.9and10news.com/2020/08/09/mdhhs-opioid-use-overdoses-up-during-covid-19-pandemic/)



[HTTPS://WWMT.COM/NEWS/LOCAL/ORGANIZATION-URGES-PARENTS-TO-USE-COVID-19-AS-A-TIME-TO-TALK-WITH-KIDS-ABOUT-DRUG-USE](https://wwmt.com/news/local/organization-urges-parents-to-use-covid-19-as-a-time-to-talk-with-kids-about-drug-use)



And many more!



Summer, 2020 Plans Being Finalized – Sneak Peek!

- Public service announcement campaign filmed with lead anchor/talent
- Digital ad campaign
- Media interviews

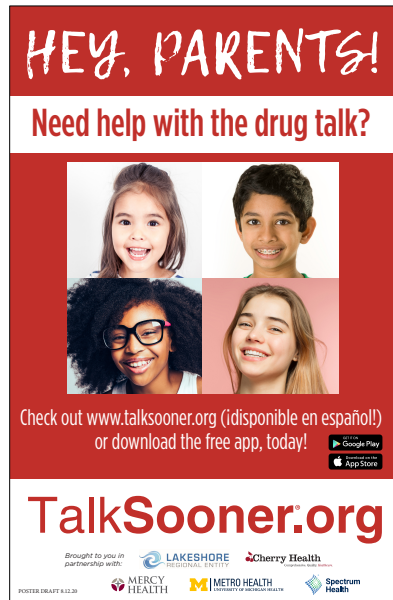


Then... Some Truly Remarkable News/Opportunity!

An invitation to partner with Mercy Health to bring Talksooner to providersMORPHED INTO Mercy's physician leadership INVITING Metro Health, Cherry Health and Spectrum Health to unite with Talksooner as a healthcare community to bolster prevention!

Current Sample Collateral Materials in Development

(health care partners would place in physician exam rooms/common areas)



Poster



Prescription Pad

Screensaver



Poster



Prescription Pad

Screensaver



Tentative Timeline

AUG: Orders fulfilled, shipped

SEPT: Internal Communications/Outreach

OCT: External Communication/Traditional/Social Media Campaign

DEC: Early initial results, 2021 Planning/continuation

The best is yet to come!

Thank you!