



To: STATE ASSOCIATION
From: Foundation for Chiropractic Progress
Re: September Awareness Campaign
Date: July 2017

2017 Public Relations Plan Strategies and Tactics

The following is a strategic communications plan to guide the STATE ASSOCIATION in the planning and implementation of its September 2017 Drug-Free Pain Management Awareness Month initiatives. The activities in September are designed to raise consumer awareness of safer, drug-free pain management options, such as chiropractic, before taking opioids.

STATE ASSOCIATION can achieve corporate and market-segment public relations objectives through the execution of a variety of tactics. The following is a description of those tactics, along with examples of how they may be applied to deliver key messages this September.

The following articulates each focus:

Detailed Tactical Recommendations

Tactics:

1) Review the Members-Only Marketing Toolkit:

<http://f4cp.com/resources/marketingtoolkit/>

2) Review the Consumer Website

<http://drugfreepaincare.org>

3) Review September Calendar of Activities

Visit page 2 of document to review the September calendar draft.

September is Drug-Free Pain Management Awareness Month 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
August 27	August 28	August 29	30	31	1	2
		Press Release – Launch of Awareness Month – F4CP and States	DEA Got Drugs – opioid drop-off	Doctors - Support the Opioid Abuse Campaign		
3	4	5	6	7	8	9
	Labor Day	<ul style="list-style-type: none"> • Press Release – Wire • Performance Health Webinar 	<ul style="list-style-type: none"> • Palmer & Gallup Event • NAWHC release 	PAINS Press Release		
10	11	12	13	14	15	16
		Distribute Advisory – Sports Injury Day	Salute to the F4CP Individ. Members – Internal Release	Sports Injury Day		
17	18	19	20	21	22	23
	<ul style="list-style-type: none"> • Military Release • Birthday of Chiropractic • Parker Event 	Addicted Babies & Pediatrics Release - Wire	Salute to the F4CP Group Members – Internal Release	Geriatrics Wire Release		
24	25	26	27	28	29	30
	School Events	<ul style="list-style-type: none"> • Advisory – Opioid Honor Day • NFMCPA Release 		Honor Day		



4) Press Release:

STATE ASSOCIATION will issue one press release on Business Wire announcing the launch of the September Awareness month on Tuesday, August 29. Follow-up outreach should occur 48-hours post-release distribution.

*Customize the press release below with STATE ASSOCIATION specific-information. Highlighted areas should be customized.

INSERT STATE ASSOCIATION LOGO

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

First and Last Name

Email Address

Phone Number

State Association Marks September 2017 Drug-Free Pain Management Awareness Month

CITY, STATE, August 29, 2017 -- September 2017 is designated Drug-Free Pain Management Awareness Month, an opportunity to raise public awareness about non-pharmacologic options, such as chiropractic care, to safely and effectively relieve acute, subacute and as appropriate, chronic pain. Sponsored by **State Association** and in collaboration with the [Foundation for Chiropractic Progress](#) (F4CP), this month of observances will educate and inform consumers, managed care, state legislators and patient referral sources.

“Drug addiction often begins with opioid prescriptions for pain,” says **President/ED of State Association**. “In fact, a recent study by the Department of Health & Human Services stated that on an average day in the U.S. more than [650,000](#) opioid prescriptions are dispensed. Pain management should begin with chiropractic care as a first-line option to reduce pain and increase function for individuals who are suffering.”

Throughout the September Awareness Month consumer-focused activities include:

- Community events: DEA National Prescription Drug Take-Back Initiative, Sports Injury Day, Pediatrics and Addicted Babies Awareness Day, Remembering our Vets, Honor Day
- Media: Press Releases, Public Service Announcements (PSAs), Advertisements, Editorial Coverage
- [Opioid Toolkit 1.0](#); [Opioid Toolkit 2.0](#).

According to Sherry McAllister, DC, executive vice president, F4CP, a not-for-profit organization dedicated to informing and educating the general public about the value of chiropractic care, says, “Healthcare providers across all disciplines should acknowledge chiropractic care to their patients as a safe and effective conservative care option prior to prescribing addictive and potentially fatal opioids. Prescription painkillers have yet to



be proven effective for long-term pain management, and the public needs access to safe and effective drug-free options, including chiropractic. Non-pharmacologic pain management should be a primary alternative to prescription opioids.”

The Drug-Free Pain Management Awareness Month observance will be included annually in the American Hospital Association official health care observance calendar.

About State Association
State Association Boilerplate

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5) Follow-Up with Editors:

- Email local media
- Media list – need a list of editors? Email us – alexis@f4cp.com.
- Post press release to STATE ASSOCIATION website and social media platforms
- Follow-up with reporters by email 48-hours after release distribution. Include 'FOLLOWING UP' in the email subject line.
 - Do not send attachments. Paste press release into body of email.
 - Do not call reporters.

6) White Papers – Become a Thought Leader in Your State:

STATE ASSOCIATION to customize the Foundation opioid white papers with STATE ASSOCIATION logo on the front cover and logo and Association information, including the website on the back cover. The back cover should also have social media buttons and links added.

White papers to customize:

Chiropractic: A Safer Strategy than Opioids: <http://www.f4cp.com/opioidwp-download.php>

Chiropractic: A Key to America’s Opioid Exit Strategy: <http://www.f4cp.com/files/industry-news/f4cp-opioids-2.0-white-paper-web.pdf>

STATE ASSOCIATION to post the white papers on its website and social media channels and provide a link for download.

7) Advertorials and Social Syndications:

Advertorials and Social Syndications look like a paid ad, but they are free.

Customize and Distribute – **Example Justified Right.**

1. Visit f4cp.com, log-in to the members-only section and access your account
2. Select and download the Advertorial or Social Syndication of interest OR utilize the opioid-focused advertorials below:
 - Addicted Babies: <http://www.f4cp.com/files/f4cp-pub/addicted-babies-advertorial.pdf>
 - Amateur Athletes: <http://www.f4cp.com/files/f4cp-pub/amateur-athletes-advertorial.pdf>
3. Add logo and contact information specific to STATE ASSOCIATION underneath the Advertorial/Social Syndication body copy. Visit page 6 of document to review the customized advertorial sample.
4. Email the advertorial or social syndication to your local paper's health editor
 - a. Follow-up and offer yourself as an expert for additional commentary as applicable.
5. Share the advertorial or social syndication on social media – Facebook, Twitter, LinkedIn, etc.
6. Post to your website.

HEALTH

Student Backpacks Are Literally a Big Pain

NewsUSA

(NU) - Sponsored News - Beware the overstuffed school backpack!

If you wonder why more kids than ever before are complaining about back and neck pain – and you should be, what with classes starting up again – a likely reason is that they're weighed down by backpacks crammed with everything from textbooks to laptops to musical instruments.

Consider this: "The federal Consumer Product Safety Commission calculated that carrying a 12-pound backpack to and from school and lifting it 10 times a day for an entire school year puts a cumulative load on youngsters' bodies of 21,600 pounds," the New York Times reported, "or the equivalent of six mid-sized cars."

No wonder experts warn that kids are putting themselves at risk of even more serious conditions like stress fractures in the back, inflammation of growth cartilage, and nerve damage in the neck and shoulders.

"Over time, the heavy weight of a backpack can cause an unnatural alignment of the spine as students are forced to offset the pressure by arching the back or bending forward at the hips," said Sherry McAllister, DC, executive vice president of the not-



Doctors of chiropractic deal with backpacks' consequences.

for-profit Foundation for Chiropractic Progress, adding that students who are already prone to slouching may experience further pain from sitting at a desk for prolonged periods.

Doctors of chiropractic, who have a minimum seven years of higher learning, specialize in providing drug-free, hands-on care that helps to naturally align and strengthen the spine. And since they also routinely advise on proper body positioning – especially important to ensure while children are still growing – the Foundation knows from whence it speaks on these backpack-related tips:

- Limit packs to no more than 10 percent of a kid's weight.
- Packs with padded straps and multiple compartments help distribute weight.



McAllister
Chiropractic

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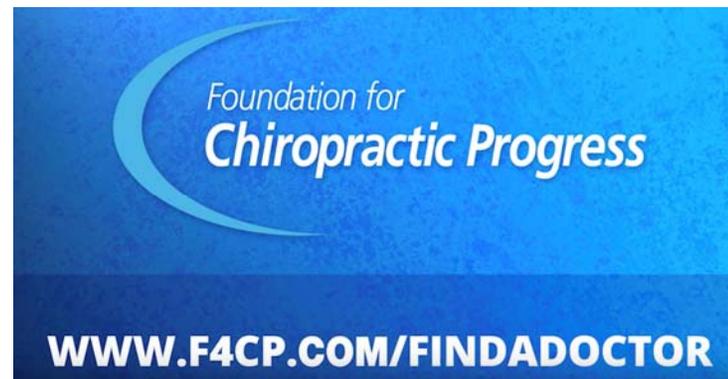
8) Public Service Announcements (PSAs):

1. Add STATE ASSOCIATION logo and call-to-action link at the close of the PSA, whether TV or radio
2. Email or mail the spot to the media outlet, requesting it is placed into their rotation as a PSA.
3. Upload the customized PSA to the STATE ASSOCIATION website.
4. Post the PSA to STATE ASSOCIATION social media pages.

**TV PSAs can also be used to stream in-office in the waiting room, used at community events or inserted into presentations.*



Dr. Sean Drake Highlights Value of Chiropractic Care for Athletes



9) Speaking Events:

STATE ASSOCIATION should arrange to present the consumer awareness PowerPoint at local events.

>CONSUMER AWARENESS POWERPOINT IN PRODUCTION<



10) Social Media Postings:

Post the following posts to STATE ASSOCIATION social media pages in September.

1. Mark your calendar - September is Drug-Free Pain Management Awareness Month. To learn more, visit:
drugfreepaincare.org. #StopOpioidAbuse
2. Common painkillers raise risk of heart attack – consult your chiropractor for drug-free pain relief! www.f4cp.com/findadoctor
#StopOpioidAbuse
3. MILLENNIALS: Opioid addiction is real. Before you start taking painkillers, consult a chiropractor for care:
www.f4cp.com/findadoctor.
4. Chiropractic care is a safer, drug-free and non-invasive pain management option. #ThinkChiropractic #StopOpioidAbuse
5. From 1999 to 2014, more than 165,000 people died in the U.S. from prescription opioid overdoses -- 3 times the U.S. military deaths during the 20 years of the Vietnam War.
Chiropractic offers a safer strategy for pain.
#ThinkChiropractic #StopOpioidAbuse
6. No drug is safe - even OTC medications result in dangerous side effects. Seek alternative, drug-free care before you pop a pill for pain. #ThinkChiropractic