


Programmed Survey

Form Approved
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CDC's campaigns to Stop Overdose were launched in August 2021 to prevent and reduce the number of fatal and nonfatal drug overdoses, to promote recovery and stigma reduction, and to support communities facing a new phase of the drug overdose epidemic in the United States. This data collection effort is seeking feedback from CDC-funded OD2A recipients about the Stop Overdose campaign materials and products.

By continuing to the survey, you are indicating your consent for us to collect the information you provide in your responses.

[Next](#) 

CDC estimates the average public reporting burden for this collection of information as 25 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-0879).



The fentanyl campaign raises awareness about the dangers of fentanyl and how it has taken over the drug supply



The naloxone campaign raises awareness about where to get naloxone and how to use it



The polysubstance use campaign raises awareness about the risks and consequences of mixing different types of drugs

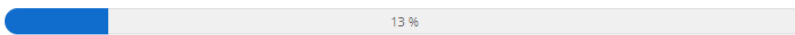


The stigma campaign raises awareness about what options are available and how to support loved ones on their recovery journey

Which of the following campaigns is your organization familiar with?
(Select all that apply.)

- Fentanyl
- Naloxone
- Polysubstance use
- Stigma
- None of the above

Next →



Please note: "Products and materials" is a general term used to describe outputs from a campaign, including videos, digital display ads, billboards, and fact sheets.

Our organization...

	...used or adapted individual products or materials from this Stop Overdose campaign.	...implemented this Stop Overdose campaign at a state or local level.	Neither of these
Fentanyl	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Naloxone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Polysubstance Use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stigma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next →

Which materials, if any, from the Stop Overdose campaigns has your organization distributed? (Select all that apply.) Please click [here](#) for a summary about the campaigns and materials (this page will open in a new window).

Website

Video PSAs

Billboards

Bus shelter ads

Posters

Paid search ads

Digital display ads

Static and animated social media ads

Through which channels did you use these materials or products? (Select all that apply.)



- Organization's social media
- Organization's website
- Email distribution lists
- Text message
- Television
- Radio
- Newspaper/magazine
- In-person events (e.g., meetings, conferences)
- At physical locations, such as community centers
- Mail
- Other (please specify)

How, if at all, did your organization adapt the Stop Overdose campaign materials? (Select all that apply.)

- Incorporated Stop Overdose messages or content into products our organization designed
- Added our organization's logo to existing Stop Overdose products
- Created our own drug overdose prevention campaign inspired by Stop Overdose campaign(s)
- Other (specify)
- None of the above

- None of the above

Next →

Next →

48 %

Has your organization **planned** any of the following evaluations for any efforts containing Stop Overdose campaigns? (Select all that apply.)

Process evaluation (e.g., social media metrics, number of posts, number of impressions)

Outcome evaluation (e.g., data such as knowledge, attitudes, and behaviors)

Impact evaluation (e.g., assess campaign effects on specified drug overdose indicators)

Other (specify)

Please specify by typing here

My organization has not planned any evaluation efforts

Next →

Has your organization already **conducted** any of the following evaluations for any efforts containing Stop Overdose campaigns? (Select all that apply.)

Process evaluation (e.g., social media metrics, number of posts, number of impressions)

Outcome evaluation (e.g., data such as knowledge, attitudes, and behaviors)

Impact evaluation (e.g., assessed campaign effects on specified drug overdose indicators)

Other (specify)

Please specify by typing here

My organization has not conducted any evaluation efforts.

Next →

54 %

Did your organization use the Evaluation Profile for Implementing an Overdose Communication Campaign document? Please click [here](#) to see the Evaluation Profile (in a new window).

Yes

No, we were aware of the Evaluation Profile but we did not use it.

No, we were unaware of the Evaluation Profile.

I don't know

Next →

59 %

What is your overall level of satisfaction with the Stop Overdose campaigns materials?

Not at all satisfied

Slightly satisfied

Moderately satisfied

Very satisfied

Extremely satisfied

Next →

62 %

Overall, to what extent do you feel the Stop Overdose campaign materials are...?

	Not at all	Slightly	Somewhat	Moderately	Extremely
Easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Useful to your work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visually engaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Memorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next →

Fact sheets

PowerPoint
decks

Postcards

Pharmacy
bags/delivery
bag inserts

Infographics

Next →

67 %

Please describe specific aspects of the Stop Overdose campaign materials and products that suited your work the most and why?

Please specify by typing here

Next →

Please rate the extent to which you agree with the following statements.

	Do not at all agree	Slightly agree	Somewhat agree	Moderately agree	Completely agree	N/A
Stop Overdose campaign materials are readily accessible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our organizational leaders support us using Stop Overdose campaign materials.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is sufficient ongoing communication about the Stop Overdose campaigns.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support or training to implement Stop Overdose campaign materials are readily accessible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to request technical assistance for using the Stop Overdose campaign materials.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next →

72 %

To what extent did the following factors make implementing the Stop Overdose campaign materials or products challenging?

	Not at all	Slightly	Somewhat	Moderately	Extremely	N/A
Time constraints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inadequate staffing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost/Funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of communication expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low staffing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product types	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
External policies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internal policies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next →

Please share any additional comments about other factors that influenced how easy or difficult it was to implement Stop Overdose campaign materials or products.

Please specify by typing here

Next →

78 %

What lessons learned would you share with another OD2A grantee about implementing Stop Overdose campaign products or materials?

Please specify by typing here

Next →

In which areas listed below do you feel the Stop Overdose campaign materials and products could be improved?

Visual design

Message content

Message wording

More variety of digital products

Ease of use

Training on use

Other (specify)

Please specify by typing here

None of the above

Next →

83 %

What support from CDC would be most helpful to your organization's implementation of drug overdose prevention communications (e.g., training, consultation, partnerships, materials)?

Please specify by typing here

Next →

86 %

Please provide any other comments or feedback that you would like to share.

Please specify by typing here

Next →

89 %

What is your role in your organization as it relates to OD2A?

Please specify by typing here

Next →

Are you...

A state government employee

A local government employee

A vendor or contractor

Other (please specify)

Please specify by typing here

Next →

91 %

What is your OD2A funding mechanism?

OD2A in States

OD2A: LOCAL

Next →

94 %

How long have you worked at this organization?

Less than 6 months

6 months to less than 1 year

1-2 years

3-5 years

6+ years

Next →

97 %

How many years has your organization received OD2A funding?

Less than 1 year

1 year

2 years

3 years

4+ years

Don't know

Next →

100 %

Please click SUBMIT  to continue.

Submit

The information you submit in this form will be completely separate from your answers to the survey.

What is the name of **your organization**?

Please specify by typing here

In some instances, we may be interested in further details about your experience. Do you wish to be contacted for follow-up?

Yes

No

Next →

Name: (optional)

Please specify by typing here

Email address: (optional)

Enter your email

Submit

