

KENTUCKY OPIOID RESPONSE EFFORT

KORE



COMMUNICATION AND OUTREACH GUIDE

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## 1 Introduction

This toolkit is intended to provide KORE partners with the resources to conduct effective communications and outreach that support a unified message on Kentucky’s response to opioid use disorder. Programs maximize their reach and impact by having a cohesive message and strategy to effectively communicate the work Kentucky is doing to address opioid and substance use disorder. Communicating Kentucky’s response to the opioid and substance use epidemic is key in raising community awareness and teaching Kentuckians how to talk about substance use. Most importantly, communicating our response is important because it connects people to the resources they need.

In this toolkit you will find:

- KORE messages
- Best practices for communications and outreach
- Tools to collaborate with other partners

### Intended Audiences and Objectives

This document is intended for all KORE partners and associated organizations that are involved in Kentucky’s response to the opioid and substance use epidemic.

#### Objectives

- Provide organizations with the materials needed for effective communication
- Prepare organizations to speak confidently about their mission and how it relates to the mission of KORE
- Encourage collaboration between partners



## 2 Messaging

This section contains guidelines for acknowledging KORE as a funding source, when and how to use KORE branding, suggested messages when describing KORE, and the use of destigmatizing language.

### 2.1 Acknowledging KORE as a funding source

As required by the Health and Human Services (HHS) appropriations act, acknowledge federal funding in all communications activities using the following tag line: “This project is supported by the Kentucky Opioid Response Effort (KORE) through a Substance Abuse and Mental Health Services Administration (SAMHSA) Grant 1H79TI081704”.

KORE partners should acknowledge the funding source when they are:

- Discussing a program **funded** by KORE or KORE partners
- Working on a program **with KORE partners**
- **Providing KORE-funded resources** to the public about opioid and substance use disorder

### 2.1.1 KORE Branding

KORE Funded Partners should incorporate Funded by KORE branding (i.e. KORE logo, on communications and outreach materials such as:

- Press Releases
- Flyers
- Websites/Website posts
- Events/Event Invitations
- Social Media posts

An example of how to include Funded by KORE branding on materials:



Before: Event material without Funded Partner KORE branding



After: Event material with Funded Partner KORE branding

Including “Funded by KORE” branding on communication and outreach materials meets the requirements of HHS, provides the public with a clear image of what Kentucky and SAMHSA are doing to fight the substance use crisis, and promotes a unified response across all KORE partners.

KORE branding does not need to be included on all the above materials, but should be included on the materials in the following instances:

- Materials refer to a program funded by KORE
- Multiple KORE partners are involved
- Material discusses broader State strategy to substance use crisis
- Material provides general resources to the public about opioid and substance use disorder
- Material refers to an event hosted by KORE or a KORE Funded Partner

For example:

- Your organization is issuing a press release about an update to a program your run that receives KORE funding. Your press release should include the KORE logo in addition to your organizations logo so readers can easily recognize that KORE is involved.
- Two KORE partners are hosting a joint event. The invitations and marketing materials for the event should include KORE branding to inform the public that the event is part of the States unified approach to combating substance use disorder.

### 2.1.1.1 Accessing KORE Branding Materials and KORE Logo

KORE Partners can access KORE branding materials for print and digital materials and displays to use for events and/or promotions.

If you would like to request KORE branding materials and/or the KORE logo for print materials, please contact Beth Fisher at [beth.fisher@ky.gov](mailto:beth.fisher@ky.gov) and include a brief description of the purpose of the branding materials and/or logo request.

## 2.2 KORE Messaging

KORE partners and organizations may be asked about KORE and Kentucky's response to opioid and substance use disorder. The following information can help you answer questions you may receive about KORE.

What does KORE stand for?

- KORE stands for the Kentucky Opioid Response Effort.

What is the purpose of KORE?

- The purpose of KORE is to support the implementation of a full continuum of high-quality, evidence-based opioid prevention, treatment, and recovery support services.

Where does KORE funding come from?

- The Kentucky Opioid Response Effort is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) State Targeted Response to the Opioid Crisis (5H79TI080264) and State Opioid Response (1H79TI081704) grants awarded to the Kentucky Cabinet for Health and Family Services.

Who operates KORE?

- KORE is run by Kentucky's Department of Behavioral Health, Developmental and Intellectual Disabilities (DBHDID) which falls under the Cabinet for Health and Family Services.

Who are KORE Partners?

- KORE partners directly with many state agencies, providers, and community organizations. Every Kentuckian is considered a partner in this fight against substance use.

### 2.2.1 General Messaging

As state agencies, funded partners, and community organizations respond to the opioid epidemic, utilizing consistent messaging is important as Kentucky’s response is a collective effort. For example, SAMHSA uses “Prevention works, treatment is effective, and people do recover” as a consistent general message. This message can be used by a variety of groups.

Other suggested messages include:

- Kentuckians are recovering from substance use disorders
- Together, we are stronger than opioids
- There's no one way to face substance use in KY, but here’s a place to start

## 2.3 Words Matter: Talking about Substance Use Disorder

### *Terminology for Discussing Opioid and Substance Use Disorder*

When discussing opioid and substance use disorder in communication and outreach materials, KORE partners should be cognizant of the language they use. In using a collective terminology around opioid and substance use disorder, we can maintain consistency and avoid contributing to the stigma around addiction.

The chart below provides guidelines on what words to avoid, and what words can be used as an alternative:

<i>Instead of...</i>	<i>Use...</i>
Addict, Abuser, Junkie, User	Person with a substance use disorder
Substance Abuse	Substance Use Disorder / Addiction / Substance Misuse
<b>Drug of Choice</b>	Drug of use
Clean or Dirty (when referring to drug test results)	Negative or positive drug test
Medication Assisted Treatment	Treatment, Medication for Opioid Use Disorder (MOUD), or medication.
Recovering addict, sober	Person in recovery
Offender	Person arrested for drug violation
Relapse	Return to use

Source: *The National Alliance of Advocates for Buprenorphine Treatment*, [https://www.naabt.org/documents/NAABT\\_Language.pdf](https://www.naabt.org/documents/NAABT_Language.pdf)

As you develop your communications and outreach strategy, it is important to keep in mind the relationship between language and stigma. Here are some more tips to help you avoid using stigmatizing language:

- ✓ Use “person first” language
  - Rather than call someone a “drug abuser,” refer to someone as “a person with substance use disorder.” Using person first language emphasizes that a person has a problem that can be addressed rather than implying that the person is the problem.
- ✓ Avoid conflating substance use and substance use disorder
  - Language about substance use disorders should be limited to situations where a clinical diagnosis has been made. Making this distinction avoids perpetuating stigmas associated with substance use.
- ✓ Use technical language rather than colloquialisms
  - Using technical language such as “negative drug screen” rather than the more colloquial term “clean” provides clear descriptions and avoids false implications and stigmatization of colloquial terms.
- ✓ Review your organization’s existing material for language that may perpetuate stigma and replace it with the terms above
- ✓ Share information about substance use disorder responsibly
  - This means sharing reputable sources and evidence-based information, as well as conveying information without editorializing or adding commentary.
- ✓ Get input from various stakeholders when developing messaging and materials
  - Ask stakeholders if your message is clear and helpful, and if the language is appropriate

*Source: Prevention Solutions @ Education Development Center*

[https://preventionsolutions.edc.org/sites/default/files/attachments/Words-Matter-How-Language-Choice-Can-Reduce-Stigma\\_0.pdf](https://preventionsolutions.edc.org/sites/default/files/attachments/Words-Matter-How-Language-Choice-Can-Reduce-Stigma_0.pdf)



## **3 Effective Outreach and Communications**

This section contains guidelines for effective outreach by combining messaging and KORE branding to partner organizations through press releases, website posts, social media use, and event outreach.

### **3.1 Drafting Press Releases**

Press releases are useful when an organization wants to share an important update, accomplishment, and or an upcoming event with the public. Writing a press release is the quickest and easiest way to get free publicity and widely distribute information. This form of

communication also acts as a marketing tool for the overall services offered by the organization.

For example, you might want to send a press release to:

- Promote an upcoming fundraising event
- Inform the public about the release of an annual report
- Announce an award your organization received
- Share an update about your organization

#### Tips for Writing the Press Release:

##### 1.) Write a catchy headline

Press release headline should grab the reader's attention, so try to keep the headline brief, intriguing, and clearly communicate the message. Generally, headlines should be between 65-80 characters long. To help boost online views, include buzz words and phrases that might pop up in google searches.

##### 2.) Include a strong sub-header

Sub-headers provide more information about your story and should entice the reader to continue reading. Sub-headers should keep the same tone as the headline while offering more information. In whole, the sub-header should describe the impact of the news shared in the press release.

##### 3.) Keep it brief

Press releases should be kept short, typically 1-2 pages.

#### Sending the Press Release:

The organization should email the final press release to regional media outlets with a personal note attached to the editor. Target newspapers, online newspapers and other media outlets in the geographical area where the organization's clients or intended audience resides. Make sure to send the release when it coincides with the date of the event or program update.

Find a press release template in the appendix of this guide.

### **3.2 News Media**

Working with the media is key to good communication and promotion of programs, initiatives, issues and events. Always keep in mind that the media – more than anything else – shapes the public image of your agency. Newspapers, radio, magazines, blogs, news Web sites and television stations provide powerful – and far reaching – tools to deliver information on the local, state, national and international levels.



### 3.2.1 Media Inquiries

Substance use trends, including types of substances, escalating rates of use, and overdose prevalence are topics frequently addressed by the news media. Moreover, the Commonwealth of Kentucky and national organizations regularly release reports on substance use disorders. As a subject matter expert and advocate for your community's health needs, you are likely frequently called upon to answer questions about these topics.

Framing these conversations is important. If not addressed in a constructive way, reporting around substance use and overdose can be perceived in ways that promote stigma, create fear, and confuse the issue. It is important to use appropriate language, identify areas of progress, clearly outline solutions, and solidify a message of hope.

#### Best practices for Media Interviews:

- **Have a plan** for the three key messages that you want to communicate.
- The reporter's list of questions might not cover everything you'd planned to discuss. When possible, **answer the reporter's question directly** and look for a segue way to one of the points you'd planned to discuss.
- Include a statement about how to **access treatment services**, even if you are not asked.
- **Keep it short** – and make sure you get your point across early on. When trying to make your key messages clear quickly in an interview, you start with the conclusions and end with the explanations. This is especially important for broadcast interviews.
- When you have a complicated message in a broadcast interview, you can carefully extend the sound bite by **enumerating your points**, making it difficult for the media outlet to separate them.
- Use **person-first language**, even if the reporter does not (see 3.2 Words Matter: Talking about Substance Use Disorder).
- Do not continue talking after you make your point.
- Use single, clear sentences to make your point.

**Example question:** How has COVID-19 affected overdoses in your community?

**Example response:** We closely monitor the impacts of substance use in our community and we share the concern about how persons with a substance use disorder are especially impacted by environmental factors, like COVID-19. Some in our community worry about reduced access to treatment and recovery support services during this time. We know that treatment access is vital because treatment works, and recovery is possible. It's important for people to know though that substance use treatment is still available in this community – and all across the

state. We encourage people to seek treatment and they can do so by going to the website [FindHelpNowKy.org](http://FindHelpNowKy.org).

## Media Events

Media events can be used to draw attention to an issue or story and highlight the cause of your organization. Media events are usually held to announce an important event, activity or campaign – the most common type being a news conference or press conference. However, they can also be held in response to an event or news story.

When planning a media event, it's important that you first ask yourself if the event you're promoting is newsworthy. Often, announcements can be made through a simple news release. This is particularly affective for things like Substance Misuse Prevention Awareness Day and other issues in which no real activity or program is planned. However, if your organization is launching a new program or initiative – or something else that might generate great interest from the press – an event is in order.

### **Best Practices for Planning a Media Event:**

- The event should last no longer than 30 minutes. Remember to open the floor to media questions following remarks.
- Pick a location big enough to hold a crowd of people, but with good acoustics.
- Share the event agenda with all relative parties. If other organizations or KORE Partners are participating, make sure materials are sent to them several days in advance.
- Reserve any necessary equipment, such as a podium, microphone, chairs/seating and backdrop for visual interest.
- Give media people at least a day's notice of the event. Send your press release to the media a few days before the event and call reporters the day before to confirm.
- Make sure you are prepared to answer questions, both during and after the event.
- Always remember to follow up with reporters.

## Getting your perspective in the news

Getting your message heard in the media is critical in integral in making Kentuckians aware of the work you do. Here are some ways you can make your voice, and the voices of your program, heard in the news:

1.) Approach your local media outlets and encourage them to:

- Cover the solutions partners are using to address the substance use disorder crisis. Media outlets respond to the needs of their audiences, so if enough people ask for

more and better coverage of these issues, sooner or later the editors and reporters will pay attention.

- Develop a list of reporters familiar with the work of your organization and make an effort to make your work a regular part of their beat. Contact the editor or news director of a media organization and suggest a reporter who's already familiar with substance use disorder treatment, services, or health policy - or you can even volunteer your own services. Media frequently run guest editorial pieces or contributed human interest stories.
- Publish stories, editorials or reviews written by members or your organization or a community stakeholder (some ideas – a local physician, treatment provider, public health director, or local advocate). Some newspapers have regular health sections featuring contributed articles.

#### 2.) When possible, offer yourself or applicable staff members as experts

Allow the media to contact you when they need a response to a news story related to substance use prevention, treatment, or recovery and use the opportunity to highlight your work.

#### 3.) Organize your own media events

Media events can highlight issues that concern you and your organization such as Recovery Month, Drug Takeback Events, or Mental Health Awareness. Other topics, such as the release of new data or a policy change or new law, are good opportunities to get the media's attention.

#### 4.) Organize a panel discussion on opioid use disorder in the media

Invite members of your local media and representatives from your organization and local stakeholders to participate.

#### 5.) Pitch your own ideas for articles to the media

#### 6.) Get involved with health publications and media on the internet

### **3.2 Websites**

Website can be used as a powerful tool to communicate and educate online audiences to further an organization's agenda. Website posts should be kept simple, inclusive, and connected to increase awareness and engagement for an organization.

To engage an online audience, posts generally have 10 seconds to capture the reader's attention, convey a message, and keep the audience interested. First-time visitors will want to learn the "who, what, when, where, and why," or at least be able to find this information through direct links and navigational cues on a home page. Website posts should be simple by using informal language and easy-to-use navigational cues.

Online audiences are now more connected than ever. An organization’s website has the unique ability to connect a diverse array of people, including those interested and associated with substance use disorder. Through the words and language used to talk about substance use, an organization can help reverse harmful stereotypes about addiction, improve access to care and support those affected by substance use disorder. For language guidelines, review the chart above in [2.1.2 Words Matter: Talking About Substance Use Disorder](#).

In Kentucky, substance use prevention, treatment, and recovery services and organizations can expand their connection with other KORE partners by including **findhelpnowky.org** and a link to the KORE website on each post.

#### Connecting KORE and FindHelpNow on a Website

*For more information about Kentucky’s Opioid Response Effort, please visit*

<https://chfs.ky.gov/agencies/dbhdid/Pages/kore.aspx>

*For real-time information about available substance use treatment programs visit **findhelpnowky.org**.*

### 3.3 Social Media

#### Social Media Best Practices

Social media has the unique ability to connect a diverse array of people, including those interested and associated with substance use disorder. Organizations can spread awareness and increase engagement by being intentional about posting on social media. It is encouraged to develop a social media plan to maintain consistent posting schedules across platforms, avoid last-minute content, and build substantial awareness.

#### Where to Share

Today, there are several social media platforms available, but an organization should ultimately decide where to promote based on audience location. Each platform has specific requirements and best practices, but a few general best practices to include for each platform are:

- Complete “about” sections and add attractive logos or photos for profile pictures or banner photos
- Include a call to action by asking you audience to share or like a post, attend an event or comment on the post
- Include a link where appropriate to give the audience a quick snapshot of the information included in the post
- Include an image
- Include relevant hashtags to send your content out to a wider audience

The top three social media platforms are:

- **Facebook.** Facebook is a social media platform where organizations can leverage strategic advertising and connections, professional relationships with other organizations and potential contacts. Interested in creating a Facebook Page for your organization? Visit [How do I create a Facebook Page?](#)
- **Twitter.** Twitter is a microblogging platform that allow users to send, receive, and re-post short messages. Twitter allows an organization to easily reach a large audience, build relationships with experts or other organizations, and promote content. Interested in creating a Twitter profile for your organization? Visit the [Twitter Help Center](#).
- **Instagram.** Instagram is a social media platform that allows users to share photos and videos, as well as view, comment, and like posts shared by their followers. Interested in learning more about Instagram? Visit the [Instagram Help Center](#).

### What to Share

Here is a list of items to share and promote through social media platforms:

- News announcements
- Events
- Blog Posts
- Website/Landing pages
- KORE website
- Videos
- Infographics
- Photos
- Testimonials

While this is not an exhaustive list, it's a start to developing a social media plan. A social media plan can include a mix of curated content. In the social media industry, this is known as the 5:3:2 rule. For every ten posts:

- Five should be content from other sources that are relevant to your organization, mission or audience (curation)
- Three should be content you have created to be organization-specific (creation)
- Two should be personal content to humanize your organization and the work that you do (humanization)

Half of the content shared through social media channels should be curated from other places. This is an opportunity to share information from KORE, KORE partners, and substance use experts.

**Hashtags.** Organizations can leverage social media to engage local and national communities by sharing hashtags at the end of their social media posts. You can use these popular hashtags to get started:

- #OpioidCrisis
- #breakthestigma
- #harmreduction
- #OpioidAwareness
- #SubstanceUse
- #treatment

You can also use hashtags about your organization and KORE:

- #KORE
- #KOREInYourCommunity
- #YourOrganizationHere

Regardless of the social media platform used, it is best to only include one or two hashtags per post, with each word appropriately capitalized.

### When to Share

An organization can optimize their visibility by being aware of their audience traffic. To increase engagement, it is important to know the best times to post on each social network.

**Facebook.** Wednesday from 8—9 a.m.; Thursday at 10 a.m.; Friday 8-10 a.m.; consistent across work week during normal working hours

**Twitter.** Wednesday at 2 p.m.; Monday 2—3 p.m.; Tuesday from 1 – 3 p.m.; Saturday from 1-2 p.m.; consistently Monday-Friday 10 a.m. – 4 p.m.

**Instagram.** Wednesday at 7 a.m.; Wednesday from 6 a.m. – 4 p.m.; consistently Tuesday – Friday from 8 a.m. – 3 p.m.

Social media times gathered via <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>.

### How to Share

If you are feeling overwhelmed by social media, using a social media management tool can help schedule, manage, and find content for an organization. A few of the top social media management tools are:

Tool	Description	Platforms	Cost
<b>Buffer Publish</b>	Scheduling tool to create, collaborate, schedule and publish content on social media accounts. Built-in analytics allow you to track post performance.	Facebook, Instagram, Twitter, LinkedIn, Pinterest	\$15-\$99/mo.  For more information, please visit <a href="https://buffer.com/pricing/publish">https://buffer.com/pricing/publish</a> .

<b>HootSuite</b>	Social media management platform for web and mobile that allows you to see multiple platforms at the same time, schedule posts, manage teams, and view analytics.	Facebook, Instagram, Twitter, Google+, LinkedIn, WordPress, YouTube	\$0-\$29/mo.  For more information, please visit <a href="https://hootsuite.com/plans/free-offerings">https://hootsuite.com/plans/free-offerings</a> .
<b>SproutSocial</b>	Social media management and optimization platform. Single hub for social media publishing, analytics, and engagement across all social media profiles.	Twitter, Instagram, Google+, Facebook, LinkedIn, Pinterest	\$99-\$249/mo.  For more information, please visit <a href="https://sproutsocial.com/pricing/">https://sproutsocial.com/pricing/</a> .

### 3.4 Events

When speaking, event tabling, or sharing your message at public or private events, remember to use appropriate language and messaging to de-stigmatize substance use and increase visibility for your audience. Include messages about your KORE funding source(s) and other KORE partners to increase awareness of substance use prevention, treatment, and recovery services across the state.

#### Example Messaging for Events

**Our organization has been able to** establish recovery housing **through KORE-**awarded grants. Recovery housing creates supportive communities where individuals have the opportunity to improve their physical, mental, emotional, spiritual and social well-being to sustain their recovery.

Through the support of several KORE partners, **we have** been able to support school-based prevention and harm-reduction initiatives.

#### KORE Website

If you are hosting or promoting an event and would like to publish information on the KORE website, please use the following email template and send to [beth.fisher@ky.gov](mailto:beth.fisher@ky.gov) with the following information:

Template	Example Information
<b>Event Title</b>	<i>National Drug Take-Back Day</i>
<b>Host Organization</b>	<i>Drug Enforcement Agency</i>

<b>Partner Organization (if needed)</b>	<i>Kentucky Office of Drug Control Policy</i>
<b>Date</b>	<i>10/26/2019</i>
<b>Time</b>	<i>10:00 a.m. – 2:00 p.m.</i>
<b>Location</b>	<i>Various Locations</i>
<b>Address</b>	Visit <a href="https://odcp.ky.gov/Pages/Prescription-Drug-Disposal-Locations.aspx">https://odcp.ky.gov/Pages/Prescription-Drug-Disposal-Locations.aspx</a> to search for locations by county.
<b>Brief Description</b>	<i>To make it easier for citizens of the Commonwealth to dispose of their expired or unwanted medications, both prescription and over-the-counter, prescription drop boxes are available across Kentucky in conjunction with law enforcement agencies and local governments. There are now 198 locations in 116 counties, with sites being added daily. We want to encourage every Kentuckian to learn how to take, store and dispose of prescription medicine properly. By doing so, we can help prevent drug abuse, diversion, accidental ingestions and loss of medical privacy. By working together, we can help keep our homes and communities healthy and secure. For more information, please visit <a href="https://odcp.ky.gov/Pages/Prescription-Drug-Disposal-Locations.aspx">https://odcp.ky.gov/Pages/Prescription-Drug-Disposal-Locations.aspx</a>.</i>

### **Sending Effective Invites**

When hosting or promoting a free event, it is important to create an invite and distribute the invitation to target audiences. Free and open solutions that allow organizers to create an event page or website, allows attendees to register for event and/or buy tickets, and email/promote information to attendees are:

<b>Event Platform</b>	<b>Description</b>
<b>Allevants.in</b>	Event discovery and online ticketing platform. In the free service, the tool offers event listing, ticketing, and 200 email credits to send promotional emails to attendees.
<b>Eventbrite</b>	Online event-planning site when you can create an event page, register attendees, track attendance, and sell tickets online or at the door.
<b>Eventleaf</b>	Tool that allows you to create and promote event pages, register attendees, and sell tickets. Free version allows registration up to 100 attendees per year, build event websites, and set up marketing campaigns for specific events.



**Odoo Events**

Open source software that offers features for all stages of event planning. Can be used to design and set up event pages, organize and schedule events on a calendar, and manage attendee registrations. Promote events through email marketing, integrate with social media, SEO tools, Google Analytics, and online and offline ticket sales.

Utilize the KORE-provided distribution lists to promote your event.

## 4 Networking and Partnerships

Together we are stronger than opioids. Numerous partners, many of which are also funded by KORE, can be linked to build a system of care. Collaboration between partners not only results in greater reach but can also provide more robust resources and services for those seeking help. KORE partners provide a multitude of services across the Commonwealth, all of which are beneficial to the community and to individuals with substance use disorders. Awareness of partners and the services they provide allows you to point those seeking help in the right direction. Likewise, getting to know partners who provide similar services can be extremely beneficial. Sharing best practices and knowledge improves our overall response to the substance use epidemic.

*Collaborating with other partners and organizations:*

Below are a few examples of what collaboration between partners might look like. This list is not exhaustive and relationships between all partners should be built to foster awareness of other services available to Kentuckians struggling with substance use disorder.

- Partner A is an advocacy group working with families who are seeking treatment for substance misuse disorder. Partner B is a treatment provider. The partner organizations work together to make sure the families know all of the treatment options available to them and have an advocate throughout the treatment process.
- Partners C and D are both treatment providers. These partners provide similar services and are trying to reach the same audience. Partner C and D work together to create a social media campaign in order to reach a larger audience.
- Treatment Inc is a treatment center and Employment Services Org. provides job placement and training. The two organizations should work together to host job fairs and job readiness sessions to support those re-entering the workforce.

## 5 Appendix

### 5.1 Press Release Template

For Release Time

Date

Contact

Phone Number

Email

Website

## [MAIN TITLE OF PRESS RELEASE IN ALL CAPS]

*[Subtitle of Press Release]*

**City— Date** — *The first paragraph of the body should include the most important information, including the who, what, when, where and why. If a someone was to read just this paragraph, they would gain a general understanding.*

*“Event-related quote,” said Employee Name, Job Title at Company Name. A quote from agency leadership provides legitimacy and greater agency insight about the update or event.*

*The rest of the press release body contains further supporting details, including hard numbers and statistics when it is appropriate. A press release can be apart of the agency’s overall content marketing strategy by pointing to the agency’s overall mission and available resources. If the agency is promoting a KORE sponsored program or event, please mention KORE as a partner and include the treatment locator below.*

###

If you would like more information about this event or topic, please contact Agency POC at Phone or Email. To find treatment, please visit [findhelpnow.ky.gov](http://findhelpnow.ky.gov) or call 1-833-8KY-HELP.

## 5.2 Media Advisory Template

### MEDIA ADVISORY

Contact: [List the names and phone numbers of people the media can contact about this event]

[STORY HEADLINE]

[SUPPORTING HEADLINE]

**WHO:** [Person or organization hosting the event]

**WHAT:** [Description of the event]

**WHERE:** [Location of the event]

**WHEN:** [Time the event is taking place, including specific times for any special events]

**WHY:** [Description of why the event is taking place or what the organizers hope to accomplish]