



KDH RESEARCH &
COMMUNICATION

Case study: National-, state-, and local-level drug abuse prevention efforts

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KDH Research & Communication (KDHRC) is an Atlanta-based firm with over a decade of experience developing and evaluating rigorous health communication projects and programs. We have partnered on national, state, and local drug prevention campaigns to develop high-impact messaging and assess real-world effects.

National-level drug abuse prevention efforts

Since 2014, KDHRC, under subcontract to FCB, has contributed to the development and evaluation of the Food and Drug Administration's (FDA) The Real Cost, a national mass media campaign designed for youth ages 12-17. In 2017, The Real Cost began work to expand from combustible and smokeless tobacco to include vapes. KDHRC ensures scientific accuracy and best practices in science throughout the content development and approval processes by remaining immersed in the latest tobacco research and "translating" this highly scientific content into resonant messages for teen audiences. We vet all campaign content from a scientific perspective, and lead internal research projects, such as focus groups and copytesting, to ensure campaign impact and effectiveness. An external evaluation of campaign effectiveness conducted by RTI found that nearly 350,000 youth were prevented from initiating smoking in the first two years of The Real Cost's life.



State-level drug abuse prevention efforts

On the state level, KDHRC was proud to support the Maryland Department of Health's Center for Tobacco Prevention and Control during recent qualitative research to understand the scope and impact of vaping in the state of Maryland. We conducted focus groups with youth and young adults on vaping, perceptions of risk, and receptivity to different prevention messaging approaches. Executing the groups required a deft hand to tease out differences between age groups, regions, use status, and other demographic variables. In addition, we conducted the groups while vaping deaths were prominent in

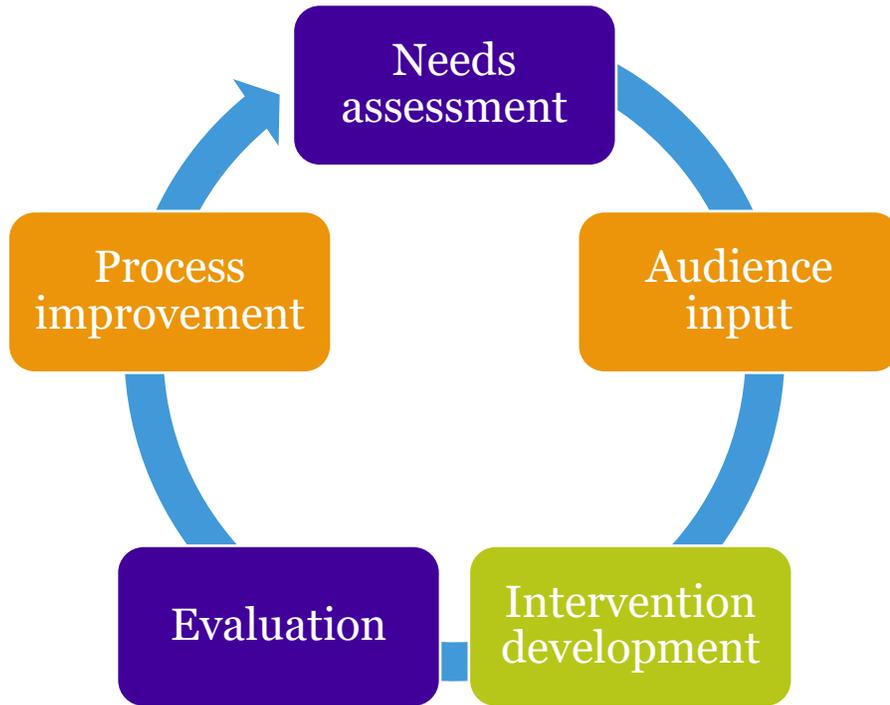


the news. Adjusting to real world events required multiple discussion guide rewrites, often in real time. Results from the focus groups were combined with interviews from drug prevention leaders across the

state to obtain a comprehensive view of the needs for vape prevention programming in Maryland. Maryland will use the results of this qualitative research to improve and expand state-wide prevention programming, particularly through their brand "The Vape Experiment."

Local-level drug abuse prevention efforts

On a local level, KDHRC is supporting the Ossining (NY) Communities that Care Coalition’s effort on a Substance Abuse and Mental Health Services Administration (SAMHSA) grant to expand their community-wide prevention services to youth ages 4-12. The coalition includes medical providers, law enforcement, non-profit partners, and schools who deliver services to this diverse community. KDHRC will help the coalition understand the prevention priorities, establish interventions, and assess community impact using our proven research cycle.



Regardless of the size, scope, or focus of the project, KDHRC provides our clients with a deep understanding of the principles and best practices of drug abuse prevention and diversion; our scientific rigor balanced with pragmatic real-world experience; and our conviction that healthy youth and young adults are the cornerstones of healthy families and communities throughout our nation.