

Opioid Abatement Prevention and Community Education



Outreach you can prove.

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Prevention and education are approved abatement uses. We build the campaigns and document what they produced.

Two ways to measure, because not every program has a referral.

WHO WE ARE

A Service-Disabled Veteran-Owned Small Business strategic communications firm, founded 2005, Reston, Virginia, GSA Schedule 47QRAA18D006M. We build prevention and community education campaigns for localities and regional partnerships spending abatement funds, and document the result for your expenditure report. Prime or subcontractor.

CORE COMPETENCIES

Reach assessment. Eligible population mapped against current awareness in every locality your spending plan obligates you to cover. The baseline every later result is measured against.

Stigma-informed messaging. Naming stigma in public messaging can reinforce it. We build around the specific barrier and the specific benefit instead.

Media planning and placement. Broadcast, streaming, digital, social, programmatic audio, out-of-home, print, and the partner channels that carry weight in a small market. No markup, no commission.

Prevention and awareness campaigns. Overdose awareness, naloxone access, safe storage and disposal, youth prevention, stigma reduction, treatment access.

Localized production. Remote Studio ships a kit to each locality. Your peer recovery specialists, first responders, and community members record on camera, cut into a campaign core built once.

Expenditure documentation. Formatted for your annual submission to the state authority or settlement administrator, traceable to approved abatement uses. Section 508 throughout.

DIFFERENTIATORS

Two measurement tracks, because not every abatement program has a referral endpoint. Engagement programs are measured in qualified referrals and enrollment. Prevention and awareness programs are measured in priority segment reach, resource uptake, and partner activation. We agree which applies before the work starts.

Published definitions we agree to be held to. Every term we report is defined publicly at strive3.com/how-we-measure before the engagement, not after the results.

Clinically credible behavioral health creative. Research-grade specification with clinical review at every stage. Twenty-plus years, senior tenure exceeding fifteen.

Safe-messaging review on every asset. Action Alliance Framework, SPRC, and SAMHSA person-first standards. The record can be attached to an expenditure report.

Build once, localize many. Every locality after the first inherits the campaign core, which is why a regional partnership costs a fraction of separate campaigns.

Mask Up

PUBLIC HEALTH ANIMATION

Spring 2020. Conflicting guidance, an anxious public, and no time. We built an animation that explained one thing clearly and gave it away. Public health communication under crisis conditions.

Michael E. DeBakey VAMC

BEHAVIORAL HEALTH, DIRECT-TO-CONSUMER

Produced the six video advertisements that served as the experimental intervention in a VA randomized study of treatment engagement, with VA's National Center for PTSD as research partner. The outcome measured was whether care actually began. Firm fixed price, designated COR.

VA Readjustment Counseling Service

MULTI-JURISDICTION ARCHITECTURE

Directed the national awareness and clinician recruitment campaign across 300 counseling centers, 80-plus mobile units, and a 24/7 call center, against a documented quality plan including Section 508 and plain-language standards.

What transfers. Behavioral health creative under clinical review. Campaign architecture that deploys across many jurisdictions from one core. Health literacy standards a county health department will recognize. And silent-screen content for waiting rooms.

THE STANDARD WE BUILD TO					
60	8th	90%	100%	100%	0%
Min. Flesch-Kincaid Reading Ease	Max. grade reading level	508 first-pass acceptance	508 acceptance on revision	Message review before release	Markup on media placement

THE OUTREACH OPERATING SYSTEM

01	REACH AUDIT	Service-area mapping across obligated localities, channel gap analysis, baseline, and a message risk register.	\$8,500 · 3 weeks
02	MESSAGE SYSTEM	Reviewed campaign core. Video, audio, digital, print, out-of-home, tracked landing page, partner toolkit.	\$18,000–\$34,000 6–8 weeks
03	LOCALIZATION	Remote Studio deployment with your own people on camera, plus placement built from the reach map.	\$16,000–\$28,000 per locality, per year
04	MEASUREMENT	Dashboard, monthly working session with a recommendation, and an annual evidence file for your expenditure report.	\$1,500–\$2,800 per month

Smaller awards start at \$24,000 to \$32,000 using an existing regional campaign core. Media placement is separate and paid directly by you.

COMPANY DATA

UEI R7YSXFFPH9B2 · CAGE 4J9Z8
GSA Schedule 47QRAA18D006M
Est. 2005 · Small · SDVOSB · Virginia SWaM

NAICS

541613 Marketing Consulting (primary)
541810 Advertising Agencies
541820 Public Relations
541430 · 541840 · 541860 · 541870
541890 · 541910 · 541922 · 541490

CONTACT

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