

Windsor-Essex Community Opioid and Substance Strategy (WECOSS) Continuous Communication Campaign

Summary Report

Project Overview

Goal: To increase the community's knowledge and awareness about substance use and the WECOSS. Secondly, to increase website traffic to www.wecoss.ca in turn, increasing access to harm reduction information, substance use resources, and information on local programming.

Objective: To promote WECOSS.ca as the hub for evidence-based substance use information. The WECOSS has developed various resources on substance use including naloxone and overdose prevention, needle exchange programs and safe disposal, stigma, harm reduction in the workplace, and updated the resource list of local programs and services.

Summary of Activities

To reach the community at large, the continuous communication campaign used social media and other paid advertising approaches to issue messaging to the community. The topics covered by the campaign included the WECOSS as a partnership, substance use, overdose prevention, where to access harm reduction supplies, treatment, recovery, and other service information, the Good Samaritan Drug Overdose Act, stigma, and other relevant messaging.

A communications calendar and toolkit for 2024 were developed as part of the WECOSS continuous communication campaign. Both were finalized and circulated to the WECOSS membership for shared messaging. A marketing proposal was also developed with WECHU's communications team, who created a communications plan, which included bus ads, google ads, and organic and boosted social media posts from the 2024 calendar that was created. WECHU's Communications staff posted messaging from the 2024 calendar on the WECHU's social media platforms, along with transit ads and one Google ad block that ran in the Fall.

This report includes further details on the communication methods, costs, timelines, and metrics gathered through the campaign.

Campaign Elements: June – December 2024

A summary of campaign elements can be found in **Table 1**. Social media messages were run over a 7-month period from June to December and included twenty organic and four boosted messages. Transit ads and Google Display ads were also run over the course of the Fall, both of which encouraged community members to subscribe to WECOSS alerts. Specific messages and creative advertisements issued through the campaign can be found in Appendix A.

Table 1. Campaign Elements

Type of Advertising	Timing	Details	Qty.	Total Cost
SOCIAL				
Organic/Non-Paid Social Media Messages	June – November	Organic/non-paid messages issued on WECHU social media accounts in June, July, August, September, and November. Messages were posted on Facebook, Instagram, and/or X.	20	\$0.00
Boosted/Paid Social Media Messages	August - November	Boosted/paid messages issued on the WECHU’s Facebook/Instagram accounts from August to December.	4	\$282.50
TRADITIONAL				
Windsor Transit Ads	September - December	Three-month block of in-transit ads on approximately 10 Windsor buses in the downtown core. Encouraged community members to subscribe to WECOSS alerts.	10	\$2,497.30
DIGITAL				
Google Display Ads	September - November	Six-week block of display ads on Google Display Network. Encouraged community members to subscribe to WECOSS alerts.	1	\$1,977.50
			Total	\$4,757.30

Campaign Metrics

Metrics gathered through the organic and boosted social media messages run through the campaign can be found in **Tables 2 and 3**.

Table 2. Organic/Non-Paid Social Media Messages (Facebook Reach)

Topic of Post	Date	Facebook Reach
What is the WECOSS?	June 4 th , 2024	542
Who is the WECOSS?	June 11 th , 2024	1,716
WECOSS as a Local Hub for Evidence-Based Information	June 17 th , 2024	361
Subscribe to WECOSS Alerts	June 27 th , 2024	292
WECOSS Pillars	July 4 th , 2024	869

WECOSS Prevention and Education Working Group	July 8 th , 2024	346
WECOSS Treatment and Recovery Working Group	July 16 th , 2024	605
WECOSS Harm Reduction Working Group	July 23 rd , 2024	810
WECOSS Enforcement and Justice Working Group	July 31 st , 2024	449
Returning Unused or Expired Medication to the Pharmacy	August 6 th , 2024	907
Tips to Reduce Risk of Opioid Overdose	August 19 th , 2024	987
Substance Use Stigma	August 28 th , 2024	619
International Overdose Awareness Day	August 31 st , 2024	1,212
National Recovery Month	September 11 th , 2024	1,404
Ontario Naloxone Program	September 18 th , 2024	474
WECOSS Resources for Service Providers	September 26 th , 2024	336
Medicine Cabinet Clean Out Event at Devonshire Mall	November 5 th , 2024	873
Medicine Cabinet Clean Out Event at Devonshire Mall	November 7 th , 2024	507
Recognizing the Signs of an Opioid Overdose	November 27 th , 2024	565
8-1-1 Services	November 29 th , 2024	524

Of all the social media platforms used for organic posts, Facebook had the greatest reach. Reaches on Facebook are reported above. In total, 20 organic messages were posted on Facebook over the course of June to November of 2024, which had a cumulative reach of 14,398 reaches.

Table 3. Paid Advertising Metrics (Facebook/Instagram)

Type	Run	Reach	Impressions	Link Clicks	Reactions	Comments	Shares
Boosted Social Media Message (Safe Disposal of Needles)	August 12 to 21, 2024	8,058	14,641	112	9	28	2

Boosted Social Media Message (National Overdose Response Service)	September 5 to 12, 2024	2,123	4,543	31	16	1	0
Boosted Social Media Message (Good Samaritan Drug Overdose Act)	September 12 to 19, 2024	6,408	11,845	303	36	2	37
Boosted Social Media Message (National Addictions Awareness Week)	November 25 to December 2, 2024	5,946	11,148	83	20	2	25
Google Display Advertisement (Subscribe to WECOSS Alerts)	September 30 to November 10, 2024	N/A	429,765	4,445	N/A	N/A	N/A
Transit Advertisements (Subscribe to WECOSS Alerts)	September to December	N/A	N/A	N/A	N/A	N/A	N/A

In total, four boosted messages were posted on the WECHU’s Facebook/Instagram accounts from August to December, which had a total cumulative reach of 22,535 reaches. The message on safe needle disposal had the greatest reach, followed by messages on the Good Samaritan Drug Overdose Act, National Addictions Awareness Week, and the National Overdose Response Service. The Google Display advertisement encouraging community members to subscribe to WECOSS alerts accumulated 429,765 impressions and 4,445 link clicks. While numerical metrics cannot be produced for transit advertisements, it can be inferred that these advertisements reached community members by making them available in high traffic areas in the downtown core (which is the area at highest risk of overdose in our community).

WECOSS Website Metrics

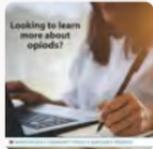
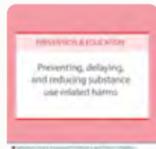
Visits to the WECOSS website remained steady during the campaign, with 19,046 views being recorded from August 12th to December 4th, 2024. The most commonly viewed pages were the home page (6,303 views), the WEC Connect online program and service inventory page launched in October (promoted separately from this campaign; 4,893 views), and the opioid poisoning response prevention page (642 views).

Future Directions

In 2025, the WECOSS Working Groups will continue to support the WECOSS' continuous communication campaign. Three Working Groups have social media campaigns planned for 2025 that will share information and resources developed through their respective projects. Messaging will focus on stigma reduction (Harm Reduction Working Group), youth substance use prevention (Prevention and Education Working Group), and community safety related to substance use (Enforcement and Justice Working Group). The findings from this report will be used to inform the methods and channels in which the information is promoted to maximize impact and reach.

Appendix A: Campaign Messages and Creatives

Organic Social Media Messages on Facebook

<p>June 4th, 2024</p>	 <p>What is the Windsor-Essex Community Opioid and Substance Strategy (WECOSS)? Local leaders and community agencies working together to address substance use in our community. Visit www.wecoss.ca to learn about what we...</p>
<p>June 11th, 2024</p>	 <p>Who is the WECOSS? Our partners represent many sectors including emergency services, treatment and mental health, education, municipalities, social services, and more. Check out our full partner list: https://ow.ly/xSmh50SaZP3</p>
<p>June 17th, 2024</p>	 <p>The WECOSS is a local hub for evidence-based substance use information. Check out our resources page at https://wecoss.ca/resources to learn about overdose prevention, substance use stigma, and more.</p>
<p>June 27th, 2024</p>	 <p>WECOSS Alerts are issued to the community when a high number of opioid overdoses are identified in the Windsor-Essex County area. Are you currently subscribed to WECOSS Alerts? Visit https://wecoss.ca/ to sign up today.</p>
<p>July 4th, 2024</p>	 <p>The WECOSS uses a four-pillar approach to substance use and includes Prevention and Education, Treatment and Recovery, Harm Reduction, and Enforcement and Justice. Learn more about each pillar here: https://wecoss.ca/</p>
<p>July 8th, 2024</p>	 <p>The WECOSS Prevention and Education Working Group works to prevent, delay, and reduce substance use-related risks. Check out https://wecoss.ca/resources to learn more about substance use and to help reduce stigma in our community.</p>
<p>July 16th, 2024</p>	 <p>The WECOSS Treatment and Recovery Working Group takes a holistic approach to substance use that includes both physical and mental well-being. We believe in meeting people “where they’re at” on their journey with substance...</p>

<p>July 23rd, 2024</p>	 <p>The WECOSS Harm Reduction Working Group works to increase education and access to safer use supplies like naloxone, drug test strips, and new injection/inhalation equipment. Visit https://ow.ly/Q1JT50SHzZi to find a...</p>
<p>July 31st, 2024</p>	 <p>The WECOSS Enforcement and Justice Working Group coordinates law enforcement with health and social services to support individuals at all points of justice-involvement. Learn more at https://wecoss.ca/</p>
<p>August 6th, 2024</p>	 <p>DYK: returning unused or expired medication to the pharmacy is important for your safety and health of the environment? For a list of products that can be returned to the pharmacy, visit: https://ow.ly/X0BW50SQccx</p>
<p>August 19th, 2024</p>	 <p>Overdoses can be prevented. Reduce your risk of an opioid overdose with these tips. To learn more about overdose prevention, visit https://ow.ly/p5Cf50SZKqj</p>
<p>August 28th, 2024</p>	 <p>Stigma around substance use can stop an individual from seeking help. Let's break the silence and create a judgment-free space! Check out https://ow.ly/4ho050T7At6 to learn how stigma impacts us all.</p>
<p>August 31st, 2024</p>	 <p>Today is International Overdose Awareness Day. If you or someone you know is struggling with substance use, know that there are local resources to help. To learn more about overdose prevention, including where to access harm...</p>
<p>September 11th, 2024</p>	 <p>September is National Recovery Month. If you're looking for free local services to support you on your substance-use journey, visit https://ow.ly/wpAl50Tk9vn #RecoveryMonth2024 #EndtheStigma</p>

<p>September 18th, 2024</p>	 <p>Since the start of 2024, Ontario Naloxone Program partners in Windsor and Essex County trained 659 individuals to administer naloxone and distributed 629 naloxone kits. To find a free kit near you, visit https://ow.ly/5Osu50ToAQ1</p>
<p>September 26th, 2024</p>	 <p>Did you know that WECOSS has resources specific to service providers? Visit https://ow.ly/XkQc50TutOL for tools, modules, and best practices on substance use.</p>
<p>November 5th, 2024</p>	 <p>On November 7th, we're joining Windsor Police Service at Devonshire Mall to collect unused and expired medication. We'll be on-site from 10 am to 2 pm. See you there!</p>
<p>November 7th, 2024</p>	 <p>Don't forget to bring your unused or expired medication to Devonshire Mall TODAY for safe disposal. Our team will be there from 10am to 2pm for collection. Windsor Police Service</p>
<p>November 27th, 2024</p>	 <p>Recognizing the signs of an opioid overdose could save a life. For information on naloxone, including where to get it, visit https://ow.ly/objR50Ufs4H</p>
<p>November 29th, 2024</p>	 <p>Need health advice or support? With Health811, you can find health care services near you, connect with a registered nurse, or check your symptoms at any time – day or night. Reach Health811 by: 📞 Dialing 811 🖥️ Visiting https://ow.ly/objR50Ufs4H</p>

WECOSS Boosted Posts

Aug. 12 - 21, 2024	Sept. 5 - 12, 2024	Sept. 12 - 19, 2024	Nov. 25 – Dec. 2, 2024
<p>WECOSS.ca Needle Exchange Programs and Safe... Learn more</p> <p>28 comments 2 shares</p>	<p>DIALS +1 (888) 688-6677 Windsor-Essex County HEALTH UNIT Call now</p> <p>13 comments 1 comment</p>	<p>wecoss.ca Opioid Poisoning Response & Prevention [...] Learn more</p> <p>36 likes 2 comments 37 shares</p>	<p>wechu.org Get Help with Substance Use The Windsor-Essex... Learn more</p> <p>20 likes 2 comments 25 shares</p>

Windsor Transit Advertisements

35"

11"

TRIM SIZE: (11" x 35")

LIVE AREA: (9" x 33")

SAFETY: (8" x 32")

Google Display Advertisement

Headline 1#: Get WECOSS Alerts



Long Headline: Stay updated on high numbers of opioid overdoses in Windsor-Essex County.

Description: Get Informed! Sign up today.

URL: <https://wecoss.ca/>