



RESCUE
The Behavior Change Agency®

READY-MADE CAMPAIGNS

- ▲ Evidence-based
- ▲ Multi-Channel
- ▲ Quick to Launch
- ▲ Reduce Costs

Developing a public health campaign from scratch can take up to a year and cost hundreds of thousands of dollars—only to risk uncertain outcomes. Rescue's Ready-Made Campaigns offer a faster, lower-risk alternative.



WHAT IS IT?

- A Ready-Made Campaign is a ready-to-implement public health campaign that organizations can license, customize, and implement quickly.

Each campaign is rooted in:

- Public health theory
- Campaign learnings
- Audience testing result

To deliver proven behavior change results

- When licensing a Ready-Made Campaign, organizations typically:



Reduce development time by **80%**



Save over **75%** in development costs

EACH LICENSE INCLUDES:



0:15- and 0:30-
second TV and
web commercials



WEBSITE
educational content



20+
digital ads, social
media ads, and/or
social posts



SUPPORTING CONTENT
for school-based
resources, flyers,
handouts, and more

QUIT THE HIT LICENSES INCLUDE:

- Live group facilitator support
- Group challenges
- Quit tools
- Daily educational content
- Behavioral & cognitive coping strategies

HOW DOES IT WORK?

- Choose from our library of campaigns and messages tailored to specific audiences and health topics.
- Customize based on your local needs, or use as is.
- Implement in as little as four weeks. Let Rescue handle media placement, community engagement, and reporting. Or implement on your own.

FULL RANGE OF CAMPAIGN SUPPORT

You choose your implementation approach:



FULL PARTNER

Work with Rescue to implement media planning and placement, social media reporting, and analysis.



BLEND

Leverage some support services from Rescue.



INDEPENDENT

Utilize your own internal resources for implementation.

CAMPAIGNS AVAILABLE FOR LICENSING

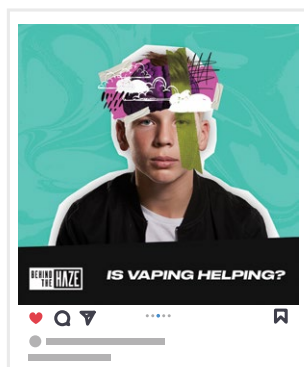


VAPING PREVENTION

Youth



Discouraged **85% of campaign-aware** teens from using tobacco*



TOBACCO PREVENTION

Youth | Rural

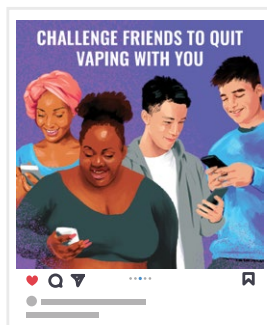
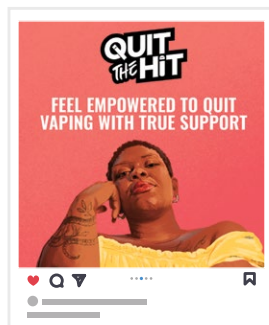
Prompted **86% of campaign-aware teens** to be concerned about the health effects of tobacco*



VAPING CESSATION

Youth | Young Adult | LGBTQ+

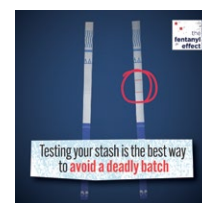
This 5-week Instagram-based cessation program **reduced past 30-day vape use by 55%***



MENTAL HEALTH SUPPORT SEEKING

Young Adults | Adults

Designed to circumvent mental health stigma to increase support-seeking



FENTANYL OVERDOSE PREVENTION

Youth | Young Adults

Informed by formative research across 6 states.



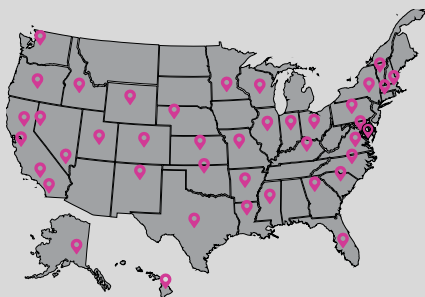
*Based on pre-and post-campaign evaluations across multiple states.

WHY CHOOSE READY-MADE?

A Ready-Made Campaign is a ready-to-implement public health campaign that organizations can license, customize, and implement quickly.

SAVE RESOURCES

- Save time and available funding by jumping to campaign implementation.
- Skip the cost of custom research, creative development, and production.
- Skip multiple approval processes and revision rounds.
- Learn from communities similar to yours across the country.



MINIMIZE RISK

- Ready-Made Campaigns minimize risk by:
- Applying learnings from 31 states who have already run media campaigns.
- Allowing full internal approval before investing any dollars.
- Using robust research to inform the strategic approach and each creative element.



Female teen participant

It motivates me to stay away from [vaping] more... It didn't do what they said it would do, and it caused a lot more pain.

CUSTOMIZE TO YOUR NEEDS



We can partner with you to customize content and materials to best meet your community's unique needs.

INCREASE CAMPAIGN REACH



By saving on research and creative development costs, your organization can reallocate funding to a larger media buy.

More media dollars help you reach more of your audience with a higher dosage to achieve greater impact.



LET'S CHAT

For more information about bringing a ready-made campaign to your community, contact:

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