

Research Problem Statement:

Every eleven minutes someone in America dies from an opioid overdose. An opioid is a term that is used in the medical world to describe a type of drug that binds to opioid receptors in your body. (opioids.thetruth.com) Opioids are found in medications like Vicodin, morphine, fentanyl, and heroin. These medications that are prescribed after a surgery or given to a patient in the hospital seem to be harmless, however they are highly addictive. Once the patient's prescription ran out, many people are already addicted and turn to heroin and fentanyl to get their high. There was a staggering statistic that I found during my research according to The National Institute of Drug Abuse, that nearly 80% of heroin users started with prescription opioids." (opioids.thetruth.com) Something that seems so innocent to ease the momentary pain is actually causing a lifetime of hurt and despair. "The statistics for this crisis are staggering as heroin overdoses have increased seven times and fentanyl related deaths twenty-one times from 1999-2016. (opioids.thetruth.com) This is a crisis that can only be stopped by taking preventative measures and educating the public about the risks of taking such medications prescribed by your physician.

Communication Objective:

The information that I found has guided my plans for my final deliverables by helping to gain a better idea of what I want to communicate and how I am going to accomplish it. What I discovered through my research is that Doctors are rated by their patient's experiences after a visit or post op. Patients rate their experience of their doctor by their pain tolerance. In turn doctors were overprescribing medication because they were trying to make sure that the patients had a pleasant, and pain free experience. However, this was not good because it was aiding patients in their journey of addiction. My project is new because I am focusing on the patient. Many of the addiction campaigns out there already are focusing on the addict and how to help them. My campaign is focusing on the patient to make sure that addiction is something that they never have to deal with. The patient benefits from this project because if they take the necessary precautions then they won't have to experience what it is like to be hooked on opioids.

Visual Solution:

After researching and coming up with a plan for my campaign I created a series of posters that are similar in aesthetic but each display a different message. I wanted each poster to share a separate message but have the whole series of posters communicate the larger message: that opioids are silent killers. The title of my campaign is inquire. The goal of the poster series was to get the patient asking their doctor about the risks of their medications and to educate them on the crisis. For my visual solution I was inspired by candy and all things sweet. This led me to be thinking about how addicts see medications like we view candy of junk food, that is often why they are called junkies. I wanted to show that addiction is something that a lot easier to fall into

than people think. I created my campaign around the phrase “this high isn’t so sweet.” This connected the dots between the pills that looked like candy and allowed the poster to communicate its message. I also included statistics and information about how to become more educated on the topic at the bottom of the poster. I wanted to stay away from placing fear into a viewer’s eyes about addiction while still showing them the harmfulness of it and educating them to ask the right questions.

How was it produced:

The campaign was produced around the central idea that “This High isn’t so Sweet.” I then created three separate posters likening addiction to a candy addiction. I made the pills look like candy by placing them in a gumball machine on the first poster. The second poster I made the pills look like rock candy and the third poster, the pills looked like a lollipop. I then placed the posters in mockups where I thought they would be appropriately placed in real life. Some of those locations included the hospital, the doctor’s office waiting room, elevator doors, and stairwells. I also created a social media page where I created additional graphics that were similar to the poster but stood alone on the social media pages. To top it off I created a video to explain the reasoning behind the project and how the deliverables would function in real life.