



Public Service

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Introduction

Drug and alcohol addiction affect people from all walks of life. Each year communities work to address issues attributed to addiction. In Nueces County, where Corpus Christi, Texas is located, the overdose death rate is 10.4 for every 10,000 people, which makes it one of the highest in Texas. Heroin and other opioids are becoming the primary drug treated in rehab centers. Experts at the Council on Alcohol and Drug Abuse Coastal Bend (COADA) say information, prevention, and treatment are the keys to fighting alcohol and drug addiction. This year American Advertising Federation-Corpus Christi (AAF-CC) joined forces with COADA to create a marketing campaign that helps inform our community that there is Hope and Healing. COADA's mission is to provide a continuum of care in prevention, intervention, and treatment of the disease of alcoholism and other drug abuse for individuals, families, and communities. By choosing COADA as the beneficiary for our ONE DAY public service event, our AAF-CC chapter addressed a major issue in Corpus Christi.

GOALS OF THE PROJECT

ONE DAY's original goal has always been to unite local professional creative directors, designers, copywriters, media experts, videographers, and video editors with university students in a day-long event to develop and implement a marketing strategy and advertising plan for a selected non-profit. The event creates a network between professionals and students, and it helps foster future AAF-CC professional members. The 501c3 non-profit is selected through an application process and is typically awarded to an organization with a limited marketing budget and resources. We want the organization to be able to use the marketing materials and have a project manager or person in place that would allow for the media to be used and not just collect dust on a bookshelf. ONE DAY is becoming a staple project in our community and we have noticed that organization interest has grown over the years.

This year's ONE DAY event was held October 12. Local advertising professionals and design students gathered in a graphic design lab at Texas A&M University-Corpus Christi where an AAF-CC member is a professor. The goal for the work designed and created that day is to be "print ready" and be used for all mediums including bus benches, billboards, website, print, social media, graphics, TV PSAs, radio PSAs, and more. AAF-CC has continuously received support from our local

media partners to provide advertising for these non-profits at no cost, but this becomes more and more challenging each year as media outlets downsize and have shrinking budgets. This year, one of our former student volunteers, who is now a working professional, decided to continue to participate in ONE DAY. This is a public service project with many wins because it helps AAF-CC recruit new members, it helps the non-profit gain awareness, it serves the college students in getting hands on experience with advertising professionals, and allows AAF-Corpus Christi members an opportunity to learn about a local organization that is working to address issues in our community. The quality marketing collateral produced at the end of the day is the end result of collaboration from media partners who provide the free advertising, the local non-profit who provides the scope of the project, the students and professionals who create the campaign, and finally the community who will benefit from the public service informational material that the campaign will address.

TARGET AUDIENCE

There are several target audiences with ONE DAY. From an AAF-CC standpoint, we are looking for future professional members, we are networking with other professionals, and connecting with other organizations in the community to build brand awareness. For COADA, the primary target audience of this year's "ONE DAY" consisted of the potential clients or those folks who are in most need of

addiction resources. The Texas A&M University-Corpus Christi students who serve as the manpower for the day get hands on experience of a real-life advertising agency for a day.

STRATEGY

AAF-CC called for applications from non-profits in the September time frame. We encouraged AAF-CC board members to reach out to their contacts to secure media but also to lend their talents to the day in order to create an advertising agency of sorts with a variety of community experts and university graphic design students.

A Texas A&M University-Corpus Christi graphic design professor, who also is an AAF-CC member secured the graphic design lab at the university. The day-long event started at 7:30 a.m. and ended after 6:30 p.m. This has been a proven successful event for a variety of years so the strategy is to gain new non-profit agency applications and to grow the number of professionals who give of their time and talents. It has become a favorite event of AAF-CC board members who serve on the committee. Perhaps the most difficult role in recent years has been securing the over \$65K in media and then building out a plan of when the media rolls out whether it be PSAs, bus benches etc. We have been fortunate to have long-standing AAF-CC board members help in this role as well as train incoming board members on how to get the job done.

EXECUTION/TACTICS

In order to truly capture the needs of the organization, the application process is key. As mentioned above, we don't want to award an organization if they don't have the resources to carry out the plan and make use of the collateral created. We also don't have the ability to provide edits to the materials year-round so making sure the organization's needs can realistically be met is key. The day started off at 7:30 a.m. with a Q&A with the organization's community relations specialist. The students and professionals then went through a goal-setting exercise and then a concept and strategy process to narrow the messaging. An overall theme and message was selected. Then the students and professionals broke into groups and started working on gathering images, copywriting, and design. At the lunch hour, an AAF-CC member donated lunch from Weinerschnitzel. The work continued after lunch with multiple edits and collaboration between groups. By 6:30 p.m. a presentation of the created materials were presented to the community relations specialist.

MEDIA/MATERIALS USED

ONE DAY received almost \$65,000 in donated media that is secured by AAF board members working with their contacts in the community. The non-profits in our community applied for the event through a press release and application information that were sent out through e-blasts and through social media as well as AAF-CC board member encouragement. The AAF-CC board used a scoring matrix to pick

their favorite organizations and then decided on the winning non-profit at a Board of Directors meeting. Once the non-profit was selected, ONE DAY offered designs for billboards, bus benches, social media and print as well as radio and TV PSAs.

RESULTS ATTAINED

The day was a great success not just for COADA but for the professionals and students who participated in ONE DAY. Students and professionals were able to help clean up COADA's logo and provided letterhead, invitations, social media designs, and more. We at AAF-CC firmly believe in ONE DAY's success and we will continue to work with area non-profits to ensure that the unifying voice of advertising makes a difference in our community.

Exhibits



Video of ONE DAY

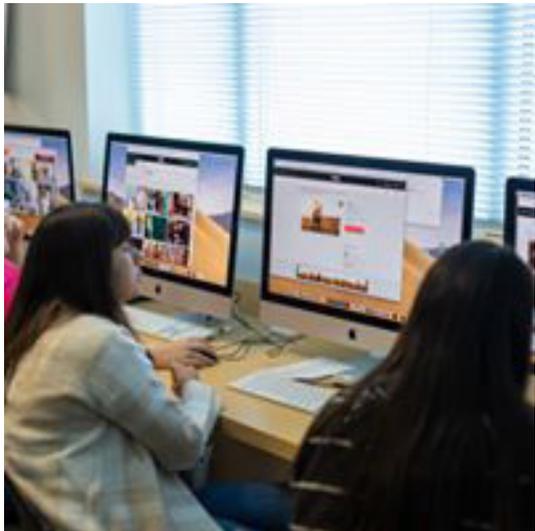
ONE DAY



Brand Identity + Multi-media Advertising Campaign Creation for a Local, Nonprofit Organization.

APPLY BY SEPT. 20

Presented by **AAF** TEXAS A&M UNIVERSITY CORPUS CHRISTI



PRESENTED BY



TEXAS A&M UNIVERSITY
CORPUS CHRISTI



CORPUS CHRISTI
CHAPTER

ONE
DAY





the
council
on Alcohol + Drug Abuse
Coastal Bend



the
council
on Alcohol + Drug Abuse
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Revised Logo

Our Mission
The Council on Alcohol and Drug Abuse- Coastal Bend is a private nonprofit organization that serves a multi-county region with a continuum of care in prevention, intervention, and treatment of the disease of alcoholism and other drug abuse for individuals, families, and communities.

About Us
The Council has been serving the coastal bend area since 1971 when we first opened our doors in Corpus Christi, Texas. With the help and inspiration from community partners, state and federal funding, and our employees, we have expanded our reach and our services to 12 counties that include Aransas, Bee, Brooks, Duval, Jim Wells, Kennedy, Kleberg, Live Oak, McMullen, Nueces, Refugio, and San Patricio.

Most of our services are free to those in need and we accept insurance.

the council
on Alcohol + Drug Abuse
Coastal Bend

Contact us
Phone: 361-854-9199
Fax: 361-854-9147
Web: <http://www.coada-cb.org/>

Main Office
1801 S. Alameda, Suite 150
Corpus Christi, TX 78404

Call to schedule an appointment today.

SUPPORTED SOBER



the council
on Alcohol + Drug Abuse
Coastal Bend
361-854-9199

REUNITED SOBER



Recovery + Resources + Healing + Hope

You don't have to do this alone.
We can bring you ashore.
Call Us at 361.854.9199.

the council
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Coastal Bend

Brochure

18 x 24" Poster

TREATMENT SERVICES

Adult
(Adults 18 & up)

- Individual & group counseling
- Family component
- Case Management
- Most insurance plans accepted/sliding scales fees/ state funds available
- Treatment plans vary by client
- 30 to 60 sessions recommended by counselor
- Group sessions for clients:
 - Monday-Thursday 6:30-9:30 am
 - Wednesday and Friday 9-11:00 am
 - Family Night for clients every Tuesday 6-8:30 pm

Call 361-854-9199 today to schedule an appointment.

Youth
(Ages 13-17)

- Individual & group counseling
- Family component
- Case Management
- Most insurance plans accepted/sliding fees/ state funds available
- Treatment plans vary by client
- 30 to 60 sessions recommended by counselor
- Group sessions for clients:
 - Mon, Tue, Thur 5-7 pm
 - Parent Education Classes for clients FAMILIES Mon, Tue, Thur 9-7pm

Call 361-854-9199 today to schedule an appointment.

RECOVERY SERVICES

Adult
(Adults 18 & up)

- Afterscare Treatment
 - For adults in recovery ages 18 & Up
- Individual & group counseling, includes family component
- Supportive outpatient program
- Case management & peer coaching
- PLH group activities
- FREE

Youth
(Ages 13-17)

- Afterscare Treatment
- For youth in or seeking recovery ages 12-21
- For those with a history of substance use disorders, including co-occurring mental health disorders
- Individual & group counseling, includes family component
- Drop in to the YREC for games and movie nights
- FREE

Call 361-461-3175 to speak with a recovery coach.



OTHER SERVICES

Prevention

The Council's prevention programs can provide underage drinking, tobacco, and other drug presentations and information at community events, camps, schools, and businesses. It's never too early or too late to learn about the dangers of substance use. Call 361-854-9199 for more information.

Life Skills Training + Youth Prevention Universal (YPU)

The goal is to preclude the onset of the use of alcohol, tobacco, and other drugs (ATOD) by youth and to foster the development of social and physical environments that promote healthy and drug-free lifestyles.

- Curriculum focuses on making healthy choices
- For Elementary & Middle School students
- Provides Life Skills Training to youth
- Education focuses on prevention activities to promote a drug-free world

Pregnant + Postpartum Intervention Services (PPIS)

Project Link Offers:

- Prenatal Health classes
- Infant parenting classes
- Postpartum support services
- Postpartum/Infant parenting classes
- Case management services
- Toddler/preschool parenting classes
- Anger management classes
- Car seat safety classes

the council
on Alcohol + Drug Abuse
Coastal Bend

SAFE SOBER Luncheon
Friday December 6th



the council
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Save the Date

SAFE SOBER Luncheon
Friday December 6th



Invitations

REUNITED SOBER

Recovery + Resources + Healing + Hope

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SUCCESSFUL SOBER

Recovery + Resources + Healing + Hope

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Billboards

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www.coada-ch.org
361.854.9199

PREPARED SOBER

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Outdoor Signs

PREPARED SOBER

Addiction sends you adrift.

The Council on Alcohol and Drug Abuse - Coastal Bend (COADA) is your first step to recovery. We provide outpatient treatment, adult + youth recovery support, pregnancy + post-partum intervention and prevention education for all ages in one place.

You don't have to do this alone. We can bring you ashore.

Call Us at 361.854.9199

the council
on Alcohol + Drug Abuse
Coastal Bend

Backlit Signs

REUNITED SOBER

TODAY doesn't have to be your TOMORROW.

Since 1971, the Council on Alcohol and Drug Abuse - Coastal Bend (COADA) has provided outpatient treatment, adult + youth recovery support, pregnancy + post-partum intervention and prevention education for all ages in one place.

Addiction does not have to control your future. Start your tomorrow, today.

Call Us at 361.854.9199

the council
on Alcohol + Drug Abuse
Coastal Bend

**EMPOWERED
SOBER**

LIVE YOUR BEST LIFE SOBER

the council
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ADDICTION CASTS YOU ADRIFT

We BRING you Ashore

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**PREPARED
SOBER**

TODAY DOESN'T HAVE TO BE TOMORROW

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Outdoor Bus Shelter Signs

**REUNITED
SOBER**

Recovery + Resources + Healing + Hope

Addiction sends you adrift. The Council on Alcohol and Drug Abuse - Coastal Bend (COADA) is your first step to recovery. We provide outpatient treatment, adult + youth recovery support, pregnancy + post-partum intervention and prevention education for all ages in one place.

You don't have to do this alone. We can bring you ashore. Call Us at 361.854.9199.

the council
Coastal Bend

**REUNITED
SOBER**

Recovery + Resources + Healing + Hope

Addiction Sends You Adrift

The Council on Alcohol and Drug Abuse - Coastal Bend (COADA) is your first step to recovery.

We provide outpatient treatment, adult + youth recovery support, pregnancy + post-partum intervention and prevention education for all ages in one place.

You don't have to do this alone. We can bring you ashore. Call Us at 361.854.9199.

the council
Coastal Bend

LIVE YOUR BEST LIFE, SOBER

Call Us at 361.854.9199

Recovery + Resources + Healing + Hope

Live your Best Life

SOBER

ADDICTION SENDS YOU ADRIFT. STAY AFLOAT WITH COADA.

Recovery + Resources + Healing + Hope

LIVE YOUR BEST LIFE, SOBER.

Recovery + Resources + Healing + Hope

**REUNITED
SOBER**

Start here to start over.
call us at 361.854.9199

**BE SAFE.
BE SOBER.**

BE MERRY

Print Ads, Digital Ads, and Social Media