



Department of Health
and Human Services
SafeScript





Victorian Government Department of Health and Human Services

Demonstrates.

- Working with government
- Use of research to ensure optimum creative impact and effectiveness
- Ability to provide appropriately skilled resources for the duration of the project
- Use of research to ensure optimum creative impact and effectiveness

The challenge.

Prescription drugs were killing more Victorians each year than road accidents. In order to address this issue, the Victorian Government introduced SafeScript, a clinical tool that provides information about a patient's prescription history for certain high-risk medicines. It facilitates the early identification, treatment and support for patients who are developing signs of dependence.

DPR&Co was briefed to develop a campaign to give the initiative visibility and support healthcare professionals through the program roll-out.





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Our response.

Six months of intensive research into public and user attitudes revealed that there was little understanding of the scale of the problem, that stigma, fear and secrecy surrounded the issue and that there was a lack of understanding of how easily a patient could graduate from responsible use of a prescribed drug into a state of dependency.

In addition, the lexicon surrounding the subject was unclear and the subject of great sensitivity (eg. The distinction between drug abuse and misuse or dependency versus an addiction).

A deep engagement with a reference group of health professionals completed the picture as DPR&Co developed a strategic and creative response to this challenge.

Our New Truth methodology supported us as we developed formative creative directions, in collaboration with the project team and reference group and qualitatively tested and validated them.

Our work on the SafeScript campaign encompassed:

- Benchmarking studies of international data

- Qualitative research to develop hypotheses
- Qualitative and quantitative analysis to validate hypotheses
- Qualitative and quantitative testing of formative creative directions ('New Truths')
- Creative development in line with endorsed themes
- Final concept validation
- A multi-stakeholder approval process
- Campaign production





Online video
<https://vimeo.com/284302358>



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The result.

The SafeScript campaign resulted in voluntary prescriber opt-ins of over 50% within 6-months. When mandated, the program saw the seamless introduction of the program.

The campaign runs from time to time to ensure new users of prescription medications are aware of the risks of dependency.

Client	Department of Health and Human Services
Product	SafeScript
Audience	Primary: At-risk consumers of high-risk prescription medicines Secondary: Health care professionals (doctors and pharmacists)
Channels	FTA TV/BVOD, digital, social, collateral
Deliverables	Integrated qualitative and quantitative research, 45 sec, 30sec and 15 sec TVC/OLV, digital/social concepts, posters, fliers
From brief to live	9 months
Performance	The Safe Script program reported a 25% reduction in patients taking a high-risk opioid between April to October in its first year of operation. In September 2022, pulseit.news reported a continuing decline in deaths from prescription medication overdose.