

CASE STUDY

Partnership Building

Truth Initiative



truth initiative[®]
INSPIRING TOBACCO-FREE LIVES

After decades working on reducing tobacco use among youths, Truth Initiative expanded its mission to include opioid use prevention. Truth Initiative engaged Scarlet Oak Strategies to develop new strategic partnerships in key states to ensure that TI was well-positioned ahead of its campaign launch.

Strategy

Scarlet Oak Strategies utilized its field team network to engage relevant stakeholders; advocacy organizations; athletes, teams, and athletic organizations; community groups; business and professional organizations; student groups; prominent individuals; faith communities; and others in key states

- Developed a robust education and outreach plan in each state of engagement
 - Identified prominent opinion elites in the medical, business, academic, civic, and political communities for earned media opportunities
 - Planned community events to demonstrate local presence and generate new supporters
 - Secured opportunities for Truth Initiative representatives and prominent allies to be interviewed by on local and other media outlets.
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Outcome

Ahead of Truth Initiative's launch of a mass media campaign on opioid prevention, Scarlet Oak Strategies secured numerous new partners, from state government officials and treatment and recovery experts to local Chambers of Commerce and faith groups.

