



Media Campaign 101 & Substance Abuse Campaigns Overview

Date / Time

Fri, Jun 3, 2022

1:00 - 2:30pm

Location

Virtual

This training is designed for substance misuse prevention and problem gambling prevention staff and supervisors, coalition leaders and members, and others interested in prevention in Iowa.

CEUs have been applied for with the Iowa Board of Certification

Effective use of media supports and builds capacity for prevention strategies. Media can help you extend the reach of your message, engage community members in efforts and increase community readiness.

Media experts from ZLR Ignition will lead this webinar focused on media campaigns for prevention. ZLR Ignition specializes in branding and integrated marketing and they are the marketing agency for the Iowa Department of Public Health (IDPH). They are media experts whose campaigns are planned and scheduled so the tactics are reinforcing each other and creating stronger continuity of message at every touch point, while maximizing marketing and media dollars. They have created numerous campaigns for IDPH, from start to finish, including everything from strategic planning, research, creative development and production and media planning and purchasing.

As a result of this webinar participants will have an increased understanding of:

- Paid media including definitions, trends and measurements
- Low-cost media options that can be easily implemented
- How to measure media metrics

ZLR Ignition will also provide an overview of three different statewide prevention campaigns that worked to raise awareness of Your Life Iowa.

- Older Adults & Alcohol “Think Before You Drink”
- Older Women & Alcohol “Savor Every Moment”
- Underage Drinking “What Do You Throw Away”

[Register](#)

Presenter(s)

Kelly Konz

Kelly Konz is an Account Director with ZLR Ignition.

Chantelle Cadek

Chantelle Cadek is an Account Manager with ZLR Ignition.

Scott Krecl

Scott Krecl is a Media Director with ZLR Ignition.

For more information about this YLI Calendar Event, please email yli@hhs.iowa.gov