

VIDEO

2017 Winner: American Physical Therapy Association

Entry Title: #ChoosePT Public Service Announcement

Project Overview/Elevator Pitch:

The American Physical Therapy Association (APTA) launched a national campaign in June 2016 to raise awareness about America's opioid epidemic and the benefits of physical therapy as a safe alternative for pain management, consistent with guidelines released by the Centers for Disease Control and Prevention (CDC) in March 2016.

The #ChoosePT campaign was APTA's contribution to the collaborative efforts of the White House's opioid working group addressing the epidemic, and it supported APTA's vision of transforming society by optimizing movement to improve the human experience.

In order to deliver #ChoosePT campaign messaging to millions of Americans in a powerful and cost-effective way, APTA produced public service announcements (PSAs) for TV and online.

Project Goals/Objectives:

APTA's primary goals for the PSAs were to:

1. Educate the public about the dangers of opioids;
2. Articulate the key difference between opioids and physical therapy for pain management (opioids only mask the sensation of pain, whereas physical therapy treats pain through movement and exercise);
3. Visually demonstrate the devastating impact that opioid use can have on individuals and families;
4. Visually demonstrate the personal empowerment potential of managing pain actively through physical therapy rather than passively with opioids.
5. Develop the video in a format suitable for TV and online distribution.

To meet those goals, APTA set the following two objectives:

1. Reach 50 million Americans with the video PSA;
2. Drive record traffic to MoveForwardPT.com, APTA's official consumer information website, to find information and a physical therapist.

Strategy:

To meet the objectives, APTA devised a 60-second video PSA (and a cut-down 30-second version) showing a mother battling the negative effects of opioid use, which is symbolized by a mask. The mother is only "masking" the sensation of her pain, but the mask also suggests the distancing effects of opioid addiction. Midway through the ad, the mother takes off her mask, symbolizing the decision to take control of her pain and her life by working with a physical therapist. While a narrator provides information about the risks of opioids and the benefits of physical therapy, the mother's transformation is also represented visually.

APTA released the PSA online in September in recognition of Pain Awareness Month. In late-September, it was distributed to TV and radio stations nationwide.

Success Metrics:

On Facebook alone, the PSA generated more than 218,000 views, becoming the most popular video APTA has ever distributed via social media. The video PSA amassed more than 230,000 total views online and via social media.

Additionally, in just three 3 months, the #ChoosePT television PSA aired in 22 states to an audience of nearly 78 million Americans, resulting in \$738,752 of donated airtime, an approximate 21-to-1 return on investment.

The success of the PSA and the larger campaign helped MoveForwardPT.com set a 1-year record with 3 million unique users in 2016, an 87% increase from 1.6 million unique users in 2015.

Learn More:

[Watch the video](#)

Association website

www.apta.org