

State Agency	Oklahoma Department of Mental Health and Substance Abuse <ul style="list-style-type: none"> • SW0135
Scope of Work	Marketing Campaign Development and Execution for Youth Vape and Marijuana Prevention Campaign, including: <ul style="list-style-type: none"> • Research • Platform & creative development • Go-to-market plan development • Asset development & public affairs services • Paid media production and placement
Date Awarded	July 2022
Term of work	07/01/2022-07/31/2022
Fee Revenue*	\$187,500.01
Contract Amount**	\$187,500.01

***Fee Revenue** is the amount paid to Saxum for services rendered. Saxum pays a 1% fee on all state work to OMES quarterly.

****Contract Amount** includes pass-through costs such as media buys, sponsorships, etc.

MEANINGFUL & MEASURABLE IMPACT

- **Shifted community perceptions and promoted healthy behaviors:**
 - Raised awareness about the negative impact of substance usage on mental health among teenagers
 - Helped change the narrative by highlighting how usage exacerbates mental health issues rather than providing relief
 - Encouraged teens to reconsider their choices through positive reinforcement, leading to a decrease in both vaping and recreational marijuana usage
- **Increased awareness of community resources and supported engagement:**
 - Armed participating schools and districts across the state with information and resources they needed to successfully launch and facilitate the Own Your Power campaign on their school campuses
 - Promoted an environment of engagement and solutions by providing viable alternatives for improving mental health
 - Connected teens with resources and strategies that genuinely support mental well-being and overall health
 - Empowered young individuals to make informed decisions and prioritize their mental health, resulting in reduced instances of substance use
- **Leveraged community leaders and organizations to support the work:**
 - Activated influential figures in a teen's life, such as parents, teachers, coaches and

- school staff, to play a crucial role in guiding teens towards healthier choices*
- *Leveraged the support of influential individuals to enhance the effectiveness of anti-substance use messaging*
 - *Created a supportive network around teens, fostering an environment where healthy decisions are encouraged and reinforced*

Questions or Comments: Please reach out directly to contracts@saxum.com with any questions.