

State Agency	Oklahoma State Department of Health <ul style="list-style-type: none"> SW0135
Scope of Work	Prevention of Youth Access to Tobacco Retailer Website, strategic communications, Reopening Schools communications, Big Spring Events paid media campaign
Date Awarded	July 2022
Term of work	07/01/2022-07/31/2022
Fee Revenue*	\$209,282.00
Contract Amount**	\$721,831.30

***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

- Developed and launched a Prevention of Youth Access to Tobacco Retailer Website**
 - Created website to house educational and training information for tobacco retailers on preventing underage access to tobacco products
 - Developed, recorded and produced training videos
 - Ran a mini-paid media campaign to launch the website, targeting tobacco retailers across Oklahoma that are required to train employees
- Provided the OSDH team with strategic communications support**
 - Provided communications strategy and counsel to OSDH for all COVID-related public health communications, ensuring Oklahomans were aware of vaccines, treatments and the latest public health guidance
 - Offered integrated services across earned, owned and paid media channels
 - Served as an extension of OSDH comms team to provide transparent and timely information to Oklahomans during public health crisis
- Supported the Reopening Schools Grant campaign**
 - Saxum partnered with OSDH on the Oklahoma Schools COVID-19 prevention program. This program brought in-school COVID-19 testing to public K-12 schools across the state. Saxum also led communications efforts to encourage Oklahomans to practice healthy habits during critical milestones.
 - This campaign, along with other statewide efforts, resulted in an increased number of students opting in to the in-school testing program, as well as an increased number of schools participating in the program
 - As a part of the Reopening Schools campaign, Saxum successfully developed brand strategy and creative concepts, created a program landing page with content and

resources, drafted resource materials for parents, schools and public information officers about the launch of the testing program, created an online social media toolkit for local health departments and public health officials and produced an informational video with Commissioner Keith Reed and a school superintendent about the testing program.

- **Developed and executed a paid media campaign promoting the Big Sprint Events**
 - Produced and executed a public health campaign concept geared toward parents and students. Creative assets and messaging focused on a general public health message tailored around school-based milestones (sports, prom, graduation and summer break)
 - 751 individual assets created, 11 supported platforms and media types employed and two languages incorporated throughout the campaign (English and Spanish)
 - The five-week campaign reached more than 10 million individuals in Oklahoma, delivering more than 162 million total impressions and 70 million total engagements
 - The campaign encouraged students and parents to take preventative health measures at the peak of their Spring Break activities and as they returned back to school through a digitally-focused media campaign, focused on the key channels of influence: social and streaming audio. These channels were complemented by display, a modest out-of-home buy and a small overlay campaign to reach the Hispanic community.

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