



The Dose of Reality (DOR) Campaign is a multi-faceted communication effort that involves television, radio, online, print, outdoor messaging, including specialized materials designed to reach the specific groups shown above.

DOSE OF REALITY MATERIALS AT A GLANCE

GENERAL: Videos, radio ads, banners, various DOR logos & messaging

MEDICAL: Hospital posters & factsheets, patient brochures

STUDENTS: “Dangers of Prescription Painkiller Abuse” videos and factsheets

PARENTS: Community outreach kit, adolescent treatment principles, treatment locators

BUSINESS: Employer brochure, employee posters, outlined “steps to take” for employees

EDUCATORS: Community outreach kit, lessons & activities, college programming

COACHES: Fact sheets, resources to work with parents & athletes

SENIORS: “Senior Materials” kit, drug takeback location map, caretaker information

Search, customize and download these materials at:
DOSEOFREALITYWI.GOV



For questions related to incorporating these ideas into your community, contact Marshfield Clinic Health System:

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