

Born Drug-Free Florida

www.BornDrugFreeFL.com
1-877-233-5656

On May 10, 2013, Attorney General Pam Bondi, Department of Children and Families, Department of Health and members of the Statewide Task Force on Prescription Drug Abuse and Newborns launched "Born Drug-Free Florida."

The statewide educational campaign educates expectant mothers about the importance of discussing prescription drug use with their doctors, and it provides ways to assist women. The campaign includes a helpline at 1-877-233-5656, a website at BornDrugFreeFL.com, video and radio spots, and billboards.

Born Drug-Free Florida Hotline

- As of August 2013, 159 calls had come into the Born Drug-Free Florida hotline. The hotline screens callers, refers them to appropriate facilities in their area and provides informational resources.
- There has been at least a 300 percent increase per month in calls compared to before the campaign started.

BornDrugFreeFL.com

- As of Sept. 30, 2013, BornDrugFreeFL.com had received 1,551 page views.
- The average duration of each visit was four and a half minutes, which shows visitors spent a good deal of time looking at information on the site.
- The top 5 locations with the most visitors were Tallahassee, Hialeah, Tampa, Jacksonville, and Miami.

Billboards and Radio

- The initiative's ad campaign ran April - August 2013, including free spots and placement provided by media partners statewide.
- 22 billboards were posted in Pensacola, Tallahassee, Orlando, Tampa, Jacksonville and Gainesville.
- More than 22,000 local, network affiliate radio and iHeart radio spots ran statewide.
- More than 80 sites ran website ads.

Printed Materials

- Printed materials were distributed by regional DCF offices, Healthy Start Coalition, County Health Departments, Healthy Families and other local organizations.
- The materials included 74,400 postcard-size fliers and 2,720 posters.



Your baby's life
shouldn't begin with detox.

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A pregnant woman
never takes pills alone.

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