

Five Days Till Wednesday

Five Day's Till Wednesday

Matt Mattingly

Five Days Till Wednesday

Today

Today, somewhere in Maine, paramedics are responding to an overdose from an opioid.

Today, somewhere in Maine, three babies are born addicted to an opioid. (MEDHHS, 2016)

Today, somewhere in Maine a family is faced with a traumatic life and death decision due to an opioid.

The Challenge

If opioid's were a communicable virus, the CDC would have issued a worldwide alert banning travel to Maine and the nightly press would be reporting on the cases of infections and culminating death tally reports. But these deaths and births are due to choices and not chance and there is an awareness of the self inflicted causality of the results. These problems are not only criminal justice issues but social health issues. We don't visit the police department for a mumps, measles and rubella vaccination nor do we call our doctor because we have been burglarized.

We have misinterpreted the destructive behavior and believe the justice system is most capable to handle this manner of illegal activity but in reality, the social epidemic of opioid use is just that, a societal problem and clearly needs a combined approach. Using a new approach, definitive techniques and a proven methodology, we can stop and reverse the growth rate trend of opioid use and in doing so remove the blight in our communities.

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History

The public battle against drugs dates has raging for generations. No one really knows how long but to provide some perspective of time, while the US Congress was passing the *American Indian Removal Act* and wagons were crossing the continental divide, China was banning Opium imports. The methodology used by China 180 years ago is still being employed today yet we continue to expect changes in behavior. The research up to this point has indentified groups of factors that cause or impact substance abuse and around which we have built societies response. Those contributing factors are access and availability, promotion, norms, perceptions and perceived risk. Prevention methods have been developed assuming that a change in these contributing groups will result in a change in behavior. (MEDHHS, 2015)

This more traditional philosophical approach has a fundamental flaw. It ties behavior to opportunity which is a matter of chance. But behavior is the result of choice and not chance. The oxymoron is that society is anticipating a change in behavior but we continue to employ the same methods and each time expect something different. The NDIC estimates the economic cost to society through lost production, health care costs and criminal justice expense is estimated to be \$6,120 every second. (ONDCP, 2016) Perhaps we should try something different, after all what do we have to lose.

The Solution

Five Days Till Wednesday is a Education-Entertainment Transmedia project. We combine proven behavior modification theory with a multi channel dispersed entertainment production as the vehicle stimulating behavior modification. *Five Days Till Wednesday* begins as

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a four part web cast establishing the story line and developing the relationship with the targeted audience. Once engaged, the audience is drawn deeper into an immersive, live stage performance elevating the prior established relationship to an intense personal level. The audience will be stunned and shocked at the conclusion of the live performance but the story continues through an additional transmedia webcast production with 16 additional 30 second episodes broadcast throughout the year. The production systematically disbursing across several delivery channels creating a unified coordinated experience. The experience will modify the behavior and consequently curb the future use and abuse of illicit drugs.

The following headlines were literally torn from the pages of local newspapers over the past year. Each headline casting an alarming shadow over what appeared to be a peaceful community. For the first time in memory, the Maine State Police issues a health alert. The target was not your average citizen but drug users. Clearly local enforcement and prevention efforts had failed to change behavior and the only communication method available was to enter the main stream media with an alert specifically targeting drug users. A new and highly potent drug had hit the market driving many to within steps of deaths door and the only way to reach them was through local media.

Opiate danger spikes in Portland with 14 overdoses in 24 hours

www.pressherald.com/2016/08/04/portland-sees-14-overdoses-in-24-hour-period-as-heroin-takes-toll/

By Kevin Miller Staff Writer | @KevinMillerPPH | 207-791-6312

Two people die of opiate-re

www.pressherald.com/2016/04/07/two-over

By Matt Byrne

Two people in Biddeford died this week of suspect police found circulating in town last week, accordir

The first overdose was reported Tuesday at a resi unresponsive and later declared dead at the scene.

At least about t

Five of between

typically respond to five or six overdoses of all types – including non-opiates – during a 24-hour period. The spike in overdoses and problems with discarded needles at some Portland parks have prompted city officials to launch a public awareness and education initiative, as well as stepped up police patrols in problem areas.

At least 14 people overdosed on heroin a
about the region's drug epidemic and wh

heightening concerns
s.
of the overdoses
al services and police

'We can't arrest our way out of it': Chesterfield police explore new ways to combat heroin epidemic

By Mark Tenia
Published: March 16, 2016, 6:11 pm | Updated: March 17, 2016, 4:44 am



Playing Politics with the Heroin Epidemic

8:18 AM, FEB 01, 2016 | By DAVID MURRAY



The Senate held a [hearing](#) last week on the addiction and overdose crisis caused by heroin, illicit trafficking of the extremely potent drug fentanyl, and prescription opiate diversion and misuse. The

"you can't arrest your way out of the overdose problem." Manchester,

Obama administration drug czar, Michael Botticelli, repeated what he clearly thought was an unchallengeable refrain that "you can't arrest your way out of the overdose problem." Manchester, New Hampshire's, police chief, Nick Willard, meanwhile, speaking from the grim frontlines of the problem, made a persuasive case for doing just that.

Maine's Heroin Epidemic: 'We just want to get them into ...

www.dailybulldog.com > Home > Features

Feb 4, 2016 - More than 50 people attended a forum on Maine's heroin epidemic

Robinson noted that we can't arrest our way out of this problem.

ep," he said, you can DA
blem.

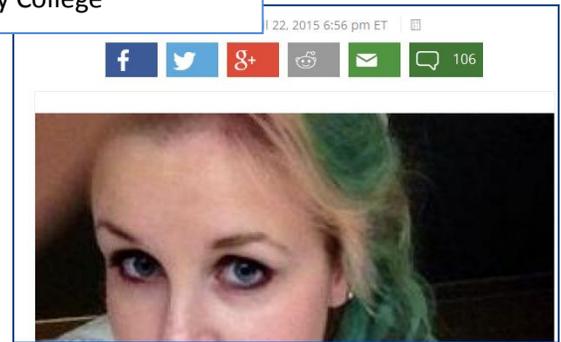
'She Made a Lot of Bad Decisions': Family's Heartbreaking Obituary Woman Who Died of Heroin Overdose

Molly Parks, 24, of Manchester, died April 16. Her devastated family wrote a remarkably honest obituary.

Nashua, NH

Molly was a student at Southern Maine Community College

Like Share 4.7K

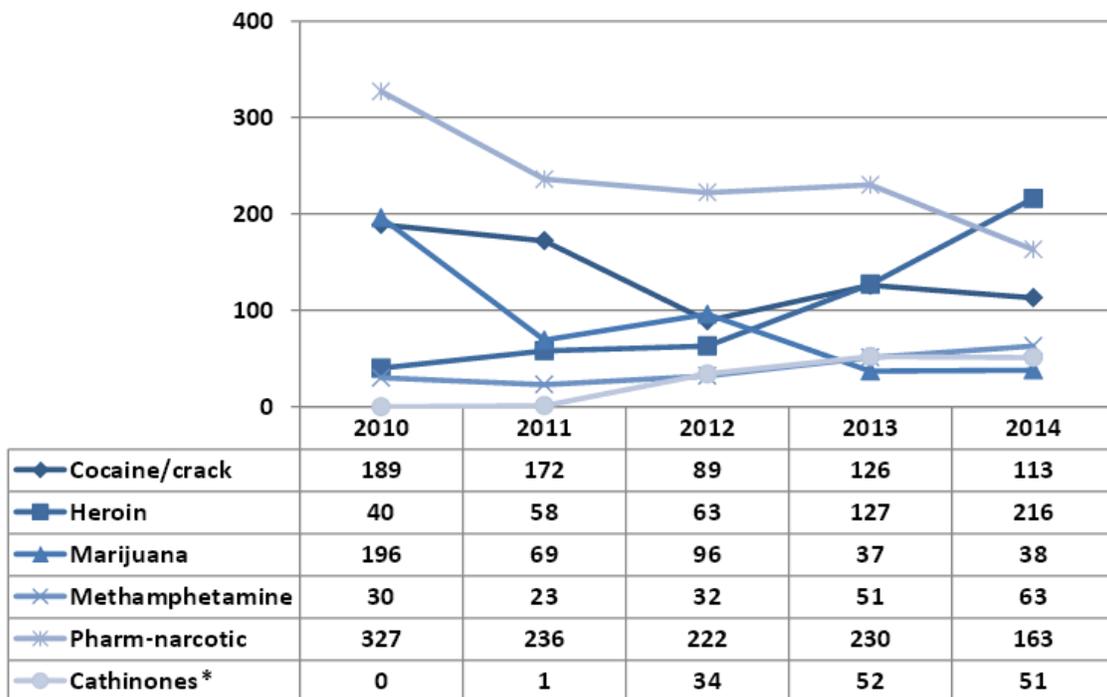


The realization is more than apparent, something has to change. The culture isn't going to change, nor should we expect it to. The alternative is that we change.

The Situation

A community ravished by drugs both figuratively and literally destroys life. The problem has grown exponentially and this year more lives will be lost due to overdose than the past several combined. Today anyone with a high school chemistry book and a kitchen chemistry set can produce enough synthetic heroin to rival a South American Drug Lord. Quick set up drug shops are popping into remote hotels and summer rental homes and no one discovers the truth until the first signal appears and it's a body bag in the morgue. The total cost in destruction of life can easily be tallied into the millions. The ONDCP estimates nationwide the cost to our society in economic terms is \$6,120 per SECOND. In Maine, the total cost in terms of taxpayer dollars is also in the millions. With thousands of arrests each year and in all likelihood a trend that is continuing to escalate with the emergence of new synthetic drugs.

Figure 29. MDEA drug offense arrests in Maine, by drug type: 2010–2014



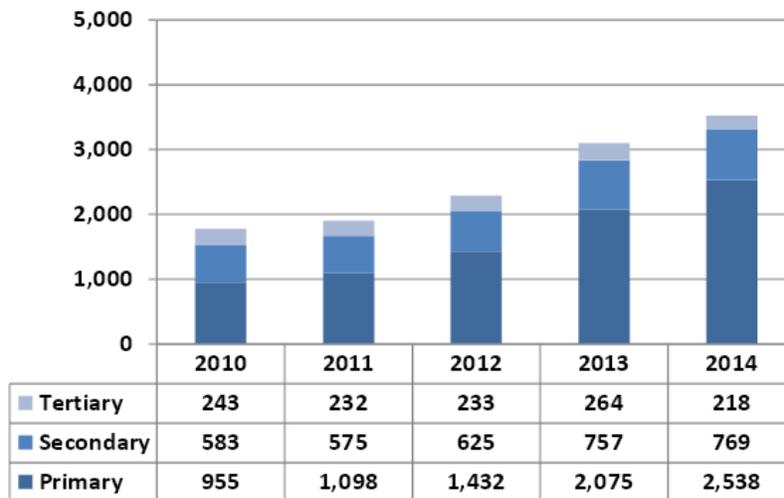
Source: MDEA, 2010-2014

*Cathinones are synthetic derivatives of an alkaloid that are used as drugs for their stimulating properties.

Overdosing is a very real danger for heroin users. It is far more common than one might expect; a 2001 study in Australia concluded that 54% of regular injecting drug users reported experiencing at least one non-fatal overdose in their lifetime. (Dietze P., 2001).

Summary: Total treatment admissions for heroin or morphine have been steadily increasing since 2010. About one in four primary admissions and one in ten secondary admissions were due to heroin or morphine in 2014.

Figure 89. Number of treatment admissions where heroin or morphine were the primary, secondary, or tertiary substance: 2010–2014*



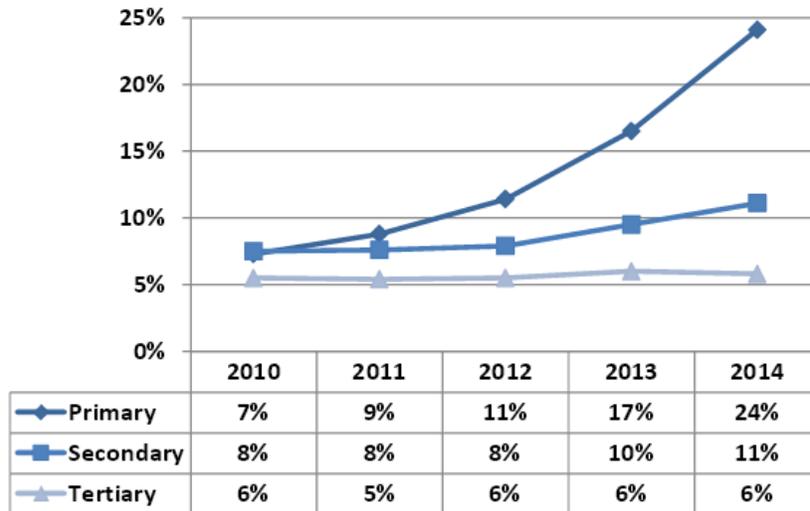
Source: TDS, 2010-2014

*TDS system is not static; therefore 2014 numbers may be artificially low. Data were retrieved 1/28/2015

- In 2014, there were 2,538 admissions in which heroin or morphine were the primary substance for which treatment was sought; they were listed as a secondary substance in 769 cases. The total number of admissions related to heroin/morphine has been steadily increasing since 2010; representing a 90 percent increase.

If you correlate the statistic from Australia with Maine’s current epidemic, there are currently over 1,500 people at risk for an overdose. But the reality is this could be twice as high. The emergence of synthetic heroin and other kitchen table creations, the potency is upwards of 40 times higher than prior marketed drugs, thus increasing the probability of an overdose by equal measures. This translates in an extremely high probability that every user might eventually overdose and because of the potency of the new drugs and it could be fatal.

Figure 90. Percent of total treatment admissions where heroin/morphine was the primary, secondary, or tertiary substance: 2010-2014

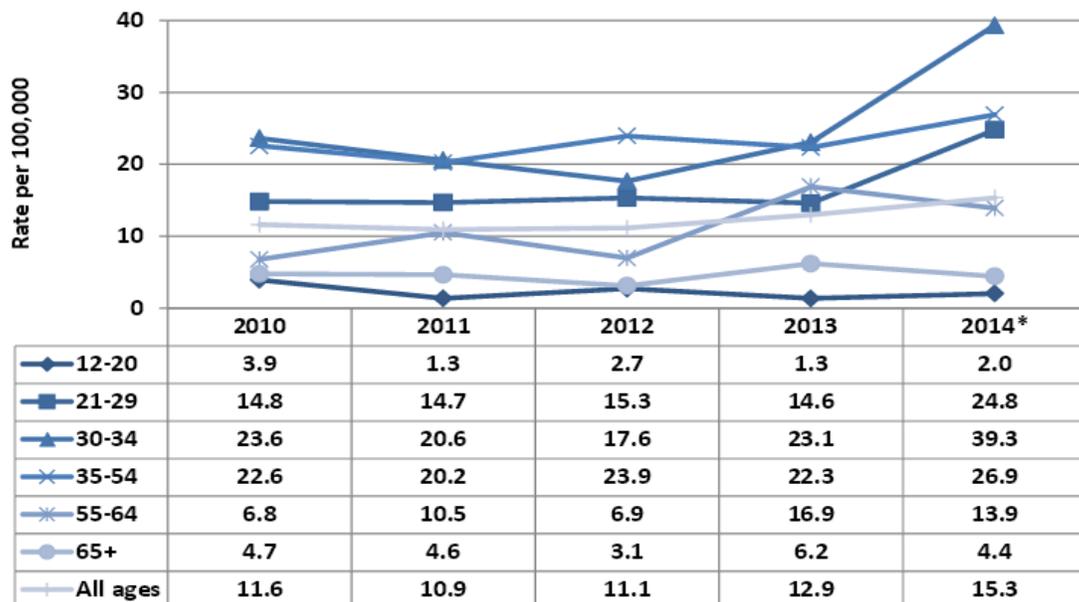


Source: TDS, 2010-2014

As the primary rate of usage increases, so does the corresponding death rate.

Summary: Adults between the ages of 30 to 34 had the highest rate of death due to substance abuse or overdose during 2014. Overdose deaths due to substance abuse have increased 39 percent from 2012 to 2014.

Figure 44. Substance abuse and overdose deaths, per 100,000, by age group: 2010–2014*



Source: ODRVS, 2010-2014*

*2014 results are preliminary

The Theory

This project began with a strong degree of skepticism. The summative research from other parts of the world following Education-Entertainment projects involving Social Modification Theory proved that a carefully designed production could have short and long term social effects. Those effects clearly had a definitive and meaning full impact in society. The theory behind this mass communication strategy or Education-Entertainment as it's referred to today, is simply using media or entertainment to stimulate social change. This was defined in great detail by Arvind Singhal and his research in Mexico and India. Those projects motivated social behavioral change in very significant and measurable ways.

Although the E-E projects in Mexico and India showed promise and results in effecting social change, those alone would not be enough to properly illustrate whether or not the theory could be used effectively in a modern day western society. In 2013, Desens and Hughes explored the Sesame Street program "Talk, Listen, Connect", a program designed to support the challenges military families encounter when one parent deploys. The EE initiative (TLC) helped families communicate on those challenging subjects. The study compares this example of EE to strategic communications to determine if the directed design of EE actually translates to strategic communication in specific relationship to the program TLC created by Sesame Street. The investigators use a case study approach with interviews, textual analysis of the products used, research studies and articles specific to the Sesame Street program intention. The major findings were that the TLC Sesame Street program using E-E methodology also included all four steps to the strategic communications process.

Although the study was isolated to only one E-E program created by Sesame Street, it would provide additional support for the authors conclusions in they chose another S.S. program and conducted the same analysis to determine if their conclusion was true in both aspects. One can always find a single truth to prove a conjecture but finding multiple truths that each prove and support a conclusion would be valuable and specifically since the authors determined this study was the first of its kind.

In 2008, a study was published called *The Paradox of Realism and 'authenticity' in entertainment-education: A study of adolescents views about anti-drug abuse dramas*. The study was a fascinating variation of standard E-E. Similar to our project, this study involved live performance and whether or not the production achieved a degree of effectiveness conclusively creating positive results. The productions were performed throughout Israel and involved sensitive issues such as HIV, alcohol, drugs, sex, eating disorders and even violence. This is a solid comparison for what we might expect to achieve with our E-E Transmedia production in our western society.

This particular study was a portion of a larger research study involving live professionally produced dramas. Their overall method included analyzing the actual narrative, watching the drama and observing the performance in a live setting, interviews with all who were involved including the audience. 25 schools were involved in the study, 64 focus groups were conducted with students, each recorded and transcribed. The investigators recorded a high level of catharsis from the viewers who felt the drama reached them in a very "strong" manner.

A significant piece of our program comes from Moyer-Gus and his 2008 study in Communication Theory. Moyer-Guse explores a large body of research in which the speculation exists that E-E may be more impactful than overtly persuasive messages in specific circumstances. The author suggests a question of why different forms of character involvement result in a variations of the effectiveness of E-E. He describes why one form increases the measure of the suspension of disbelief hence creating a more intensive involvement in a character and leading to a higher level of influence. Replacing an observed character with one's own character creating a roll playing situation intensifies the degree of self identity. The author discusses an interesting element of overcoming resistance. This is an important design element in *Five Days Till Wednesday*. The production focuses on a heightened level of personal engagement and involvement specifically to foster that higher level of influence.

Chance, Choice and Consequence

Current methodology fails to achieve a meaningful set of outcomes not because of a lack of intention or effort but rather due to a misplaced theory. The current theory would be similar to an attempt to curb drunk driving by making it harder to buy a car. There are three elements in this process, *Chance, Choice and Consequence*. *Chance* encompasses all the elements beyond the control of the individual. These are the actions of others around them and the behavior not in their control. The *consequence* is the 'post event' element, what happens afterwards, everything from the morning after a drug event to an arrest, incarceration or even hospitalization and death. When focusing on modifying the behavior on an individual, the only degree in each person's control are the decisions they are making at that moment, their

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choices. All else is out of their hands and that is where our program will focus. The current efforts focuses on *chance* and *consequence* but the behavior aspect needing modification is the *choice*.

The Production

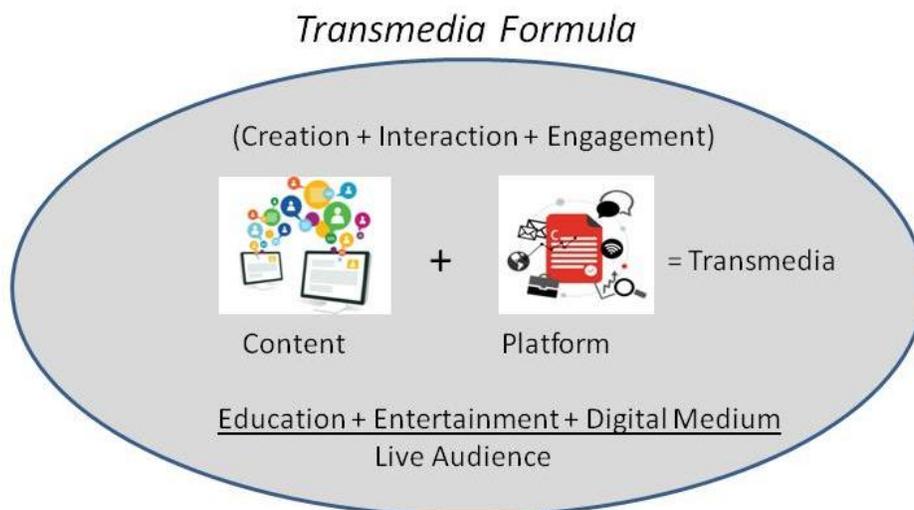
Five Days Till Wednesday is the story about two teenagers, both enjoy music, friends, time having fun and enjoying life around them. The young women are attractive and engaging are neither what one would consider as your street drug character but rather every day young people with a bright future and a family who loves them. The webcast introduces the characters and their normal life and takes the audience up to a specific five day period. While house sitting one weekend an online post goes viral and dozens of teenagers arrive for an impromptu party. As unfortunate circumstances arise they experience heroin during the party. This is the point the opening series webcast ends.

The live production continues the story as the crowd of teenagers flees the scene when it has become apparent that one of the young women is in trouble. One of girls has sampled only a minute amount of heroin but the second has unknowingly consumed a new liquefied synthetic heroin in a beverage. Within a short while she is suffering the obvious effects of an un-intentional overdose. Within a short time, as paramedics attend, she passes away. The live production takes place between the point of her death and her funeral. She appears to each of her friends as a ghost like figure, unnoticed and unheard, as they grieve her loss and try to understand what happened she attempts to communicate from beyond her pain and grief. The

live production ends with a funeral in which the entire audience become part of the procession out, complete with a casket and eulogy.

Following the live performance, the webcast picks up story line in the cemetery and continues as those around her tries to come to grips with the loss of their best friend. The story continues through significant life events and during each their grief returns as they try understand her unrealized life would have had great meaning. The deceased character continues to observe her life that might have been but is unable to participate. Her best friend encounters additional challenges as she is again confronted with the opportunity to use illicit drugs. As she deals with low self esteem and depression her conflict is real and tangible. She struggles with her guilt and the idea that perhaps it was she that was supposed to die that night. In the end, she makes the right choices and provides the solid life decisions that the audience can emulate and model their personal behavior after.

Transmedia (Figure 1.14)



The Time Line and Budget (Figure 1.16 – 2.16)

A	B	C	D	E	F	G
	5 Days Till Wednesday				Webcast Production	
	Preproduction Budget	Live Production			Preproduction Budget	
	Script	\$ 5,000.00			Location Scouting	\$450
	Scenic design	\$ 1,500.00			Storyboarding	\$1,475
	Technical Design	\$ 1,500.00			Director	\$1,750
	Audio Design	\$ 1,000.00			Assistant Director	\$1,100
	Casting	\$ 3,600.00				
		<u>\$ 12,600.00</u>				<u>\$4,775</u>
	Live Production Budget				Web Production (40 day shoot)	
	Director	\$ 5,500.00			Camera Op	3750
	SM	\$ 3,500.00			Sound Op	3250
	Talent	\$ 36,000.00			Grip	2850
	Lighting Op	\$ 2,400.00			Director	4650
	Sound Op	\$ 2,400.00			Lighting Op	3250
	Crew	\$ 4,800.00			Facilities	3500
	Costuming	\$ 1,500.00			Transportation	1850
	Scenic Construction	\$ 7,000.00			Craft Services	7500
	Technical Construction	\$ 8,500.00			Costuming	2250
	Lighting	\$ 2,500.00			Location	4300
	Lighting rentals	\$ 3,500.00			Rentals	7500
	Tech Rentals	\$ 6,500.00			Lodging	7500
	Meals	\$ 1,350.00				
	Transportation	\$ 4,500.00			Post	41200
	Print	\$ 2,200.00				
		<u>\$ 92,150.00</u>				<u>\$98,125</u>
	Pre production	\$ 12,600.00				
	Production	\$ 92,150.00				
	Contingency	\$ 15,712.50				
	Webcast Production	\$ 98,125.00				
	Total	<u>\$218,587.50</u>				

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The social impact within the communities of Maine make the investment in a production like *Five Days Till Wednesday* insignificant compared to the negative economic impact of abuse. The equivalent of the production cost of both the live show and webcast is lost from our economy due to lost personal production, health care and criminal justice system expense in 37 seconds.

(NDIC)

Formative and Summative Research

Five Day's Till Wednesday will provide unique opportunities for both formative and summative research. Utilizing current smart phone and technology trends we will be able to see a highly descriptive snap shot into the lives of our young. Since minors are involved, parental or guardian permission to participate in our study will be required. With permission we will collect data through texting poll format prior to both the online and live production entering a community. Maine has approximately 190,000 students in the public school system. We expect to gather responses from 25,000 students prior to exposure to the production. Following the production we expect to retain contact annually with 10,000 students and continue to involve them in our follow up data collection and tracking.

Because technology exists to precisely monitor all communications, we will have the opportunity to track changes exactly when they happen and to identify changes in any at risk population or individual. It is preferable to continue contact and ongoing communications with the subjects for a ten year period. This will provide access to data never before collected in such a broad purposeful intent and will allow a market penetration never achieved. The story line can continue for as long as there are funds available to produce the elements within the

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production. Over time, the live production could be replaced with a 'live' streamed production to achieve a greater audience. By rolling out the production within a small targeted audience group we allow ourselves the opportunity to refocus the message or make changes needed to drive a stronger message or impact. Since feedback is spontaneous, we can monitor potential issues as they arrive and make substantive changes as needed.

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