

## PRISM AWARDS ENTRY SUMMARY

**CATEGORY:** PUBLIC SECTOR  
**CONSULTANCY:** ATMOSPHERE COMMUNICATIONS, SOCIETY, KING JAMES GROUP  
**CLIENT:** CITY OF CAPE TOWN  
**PROJECT:** SOMEONE IN CAPE TOWN  
**CONTACT:** LAUREN VOLMINK – 021 469 1577 / 072 650 2110  
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### OVERVIEW

Drug addiction impacts an entire city – from increasing crime and health problems to ruining lives and devastating families. But for young people in Cape Town there is hope: the The City of Cape Town's (CoCT's) highly successful free rehabilitation programme.

The CoCT had one great challenge, however: its programme severely lacked awareness. So it called on Atmosphere, Society and King James to help.

The team set to work. Within six weeks it mounted an integrated, digitally-focussed and influencer-driven campaign, documenting the inspiring personal journey of an anonymous young man – dubbed *Someone in Cape Town* – who successfully recovered from drug addiction through the CoCT's rehabilitation programme.



The results were outstanding. The deeply personal story ignited an emotionally impactful citywide conversation that generated 9.7-million impressions, over 600 000 online engagements and achieved R500 000 worth of editorial support.

But most importantly, it led to a 269% increase in calls to the City's free addiction helpline over six weeks. City management believed this to be one of the most impactful anti-drugs campaigns ever run by the City.

*"The Someone in Cape Town campaign was a great success because it humanised the recovery process of drug rehabilitation. It detailed a real-life account of the journey on a road which often seems impossible, but is within reach,"* Cape Town Mayor Patricia de Lille.

 **Boltney Nathan** I'm a young man turning 22 I have a problem with smoking weed and cigarettes I really want to get rid of it but its hard to do so I have friends that's younger than me than also use these things but I want to set a good example for them I also want the to stop but for them to stop I have to work on it I really need your help even if I could just get away for a month or 2 it will help plz

Like · Reply · May 20, 2015 at 8:49pm

 **Someone In Cape Town** Hi Boltney. Thank you for reaching out to us. Please give the City of Cape Town's 24-hour drug helpline a call on 0800 4357 48. One of the operators on the other line will be able to advise you further.

Like · Reply · May 22, 2015 at 9:24am

 **Irene Porche Gallant** hey my brother and sister are both dagga smokers but just dont wnt to stop they already getting mad what do we do

Like · Reply · 1 · May 19, 2015 at 7:03pm

 **Someone In Cape Town** Hi Irene. Thank you for reaching out to us. Give the City of Cape Town's 24-hour drug helpline a call on 0800 4357 48. There is always someone on the other line available to help.

Like · Reply · May 20, 2015 at 8:57am

View more replies

 **Zabron Iniesta** Buddy...Your story is an inspiration to me everyday I log onlinr boet..Keep Strong!!!

Like · Reply · June 5, 2015 at 1:07pm

 **Someone In Cape Town** Thank you for the support.

Like · Reply · June 12, 2015 at 1:15pm

 **Sherwin DJSherwie Petersen** Do not be scared to call these people let they help yoi only if you need serious help & you can get off drug they here for you all drug users

Like · Reply · 1 · May 12, 2015 at 11:23pm

 **Someone In Cape Town** Thank you for this comment, Sherwin.

Like · Reply · May 13, 2015 at 9:13am

 **Estelle Macdonald** SO well done "Someone in Cape Town" for step-by-step working thru' your 6-week journey in the rehabilitation programme. Continue on now, step-by-step through the next phase of your recovery, as you create this new, clean, "proud-to-be-you" life you've embarked on!!! You're a hero, and an inspiration, and proof that IT IS possible, with determination and FAITH!!

Like · Reply · 1 · June 25, 2015 at 10:04pm

 **Someone In Cape Town** Thank you for your message, Estelle. Have a lovely day!

Like · Reply · June 26, 2015 at 7:51am

 **Dorianne Sylvester** Did "someone in cape town" get to read all these comments to see how many people care and support him and is not against him? Someone even offered him employment.

Like · Reply · June 25, 2015 at 10:18am

 **Someone In Cape Town** Hi Dorianne. He is aware of all the support and care shown by those who viewed this page. Thank you for your message.

Like · Reply · June 25, 2015 at 10:36am

 **Carly Michelene Van Wyk** I dont know you but i just have to convey this to you. If no one told you this, then let me be the first. I'm proud of you. Making that effort to go to rehab is a big step and you did it. You beat the odds. Good luck on your recovery.

Like · Reply · 5 · May 12, 2015 at 1:27pm

 **Someone In Cape Town** Thank you very much, Carly. Have a great day further.

Like · Reply · 1 · May 12, 2015 at 1:43pm

 **Madinieyah Raciety Ederies** Someone In Cape Town...is this rehab free?

Like · Reply · May 9, 2015 at 9:10pm · Edited

 **Someone In Cape Town** Hi Madinieyah. The City offers a free 16 week drug and alcohol outpatient treatment programme at 6 primary healthcare facilities. Please visit <http://bit.ly/1x4nZSj> for the contact details of the facility nearest to you.

Like · Reply · May 12, 2015 at 10:43am

## CHALLENGES AND OPPORTUNITIES

### Challenges:

- Young people struggling with drug addiction are often too scared to ask for help, because of fear of separation from family and friends or even criminalisation.
- Recovery often seems impossible so making the process seem achievable (without pretending it was easy) was critical to the campaign's success.
- Most anti-drug campaigns are generic and do not resonate with a young audience. Our approach had to be personal to humanise the recovery process.
- To create authenticity, we needed a real person to bring to life the character of *Someone in Cape Town* whose journey could inspire others.

### Opportunities:

- Accessibility of the free City-run programme.
- The solid track record of the City's programme and counselors enabled a campaign with credibility, insight and authenticity.
- Using social media channels ensured our efforts were highly targeted.

## RESEARCH

Extensive research ensured deep insights into the struggle with drug addiction and recovery, enabling us to design a campaign that deeply resonated with Capetonians. This included:

- numerous face-to-face interviews with young people who had successfully recovered on the City programme,
- meetings with counsellors from the City-run programme to understand the recovery process including why some successfully recovered while others relapsed,
- completing the programme ourselves to fully understand the steps,
- attending AA and NA meetings to gain further insights ,
- desktop research,
- viewing drug addiction documentaries.

Our key insight was that recovery often seems impossible therefore it was critical to sketch the process as achievable, without pretending it was easy.

## PLANNING OF THE STRATEGY

### Campaign communications objectives:

- Drive broad regional awareness around the City's drug rehabilitation programme.
- Educate 16 to 25-year-olds on the recovery process.
- Drive engagement with content hosted across dedicated online campaign channels.

### **Key messages:**

- The City offers a free and confidential helpline to all those struggling with substance abuse.
- The City is committed to:
  - making recovery a real possibility,
  - demystifying the substance abuse rehabilitation process.

### **Target audiences:**

- **Primary:** Cape Town-based youth aged 16-25 struggling with drug addiction.
- **Secondary:** Their families and friends.

### **Media channels:**

1. **Earned:** Editorial content to consumer, news, lifestyle, marketing and community media and their online offerings; consumer bloggers.
2. **Paid:** Partnerships with three on-target media channels, YouTube and Facebook.
3. **Owned:** Facebook, YouTube and Tumblr.
4. **Shared:** Comments shared by influencers and the public on social media.

### **Tools:**

- Daily Facebook posts sharing real-time updates,
- Six YouTube video diaries to document *Someone's* journey to recovery,
- 11 blog posts to expand on shorter Facebook posts.

## **EXECUTION OF THE STRATEGY**

*Someone's* story was told through an integrated, multi-channel approach to ensure maximum reach, engagement and impact:

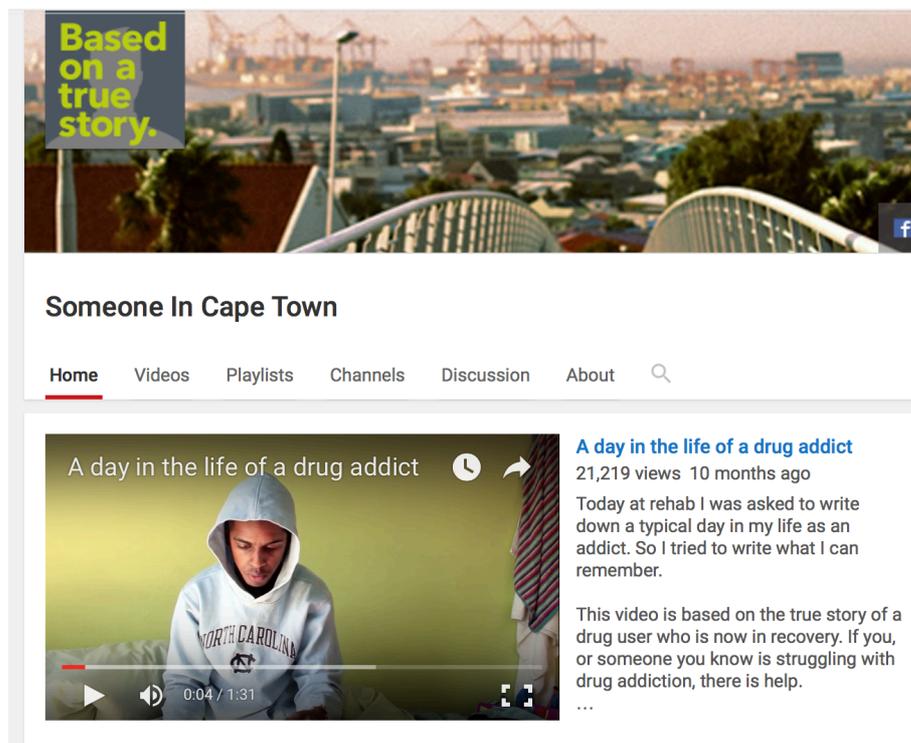
### **Facebook:**

- A dedicated Facebook page to share *Someone's* personal recovery process.
- The true story of a successfully recovered addict was recreated using actors to protect the identities of everyone involved.
- The back-story was told by pre-populating his timeline with five years worth of posts from his 15<sup>th</sup> birthday to finishing high school and moving into digs with a drug dealer – where he became an addict.
- The live portion started on his first day of rehab and told the story of the day-by-day reality of the recovery process, starting with a phone call to the helpline, to the first hard days, to the first faint glimmers of hope and finally leaving the first stage of the programme clean and hopeful for the future.
- The story unfolded through a series of, at times, painfully honest posts, as though to follow a close friend sharing their personal journey.
- Media spend ensured maximum reach for key pieces of content.



**YouTube:**

- Six video diaries.
- Raw, face-to-camera approach added deeply personal grit.
- Media spend behind the videos ensured target audience exposure to the content while searching and watching other videos.



**Tumblr:**

- 11 longer blog-style posts.

Sober day 52

[Follow someoneincape town](#)
[tumblr.](#)



I never thought I'd make it here. But here I am. Day 52.

Dunno where I'll be on day 64 or 97 or 1043, but I'm just taking it one day at a time. It hasn't been easy, but it's been the most important 52 days of my life.

If you feel like you need help, this is the helpline number I called. It changed my life, and it could

**Earned media relations:**

- Proactive and highly targeted earned media and blogger relations further amplified the campaign and highlighted critical education messages while directing audiences to online campaign channels.
- Interviews across key broadcast, print and online media channels with Cape Town Mayor, Patricia de Lille, a counsellor and brave young female teen who had successfully recovered through the City-run programme.

**'Drug addict drama' runs on social media**

NADINE FORD-KRITZINGER

THE latest chapter in the city of Cape Town's ongoing substance abuse strategy is playing out on social media, resulting in a spike in the number of people reaching out for help.

Cape Town's ongoing drive to promote its substance abuse treatment programme continues to yield results. In March mayor Patricia de Lille launched the next phase of the "I have a drug problem" campaign.

A few weeks later, in April, the city started its Someone in Cape Town campaign hosted on Facebook and aimed specifically at young people.

Someone in Cape Town uses the social media platform to tell the story of a recovering drug addict who has successfully completed the city's 16-week alcohol and drug treatment programme, based on the US Matrix model of treatment and operating from within city health clinics. Six such treatment sites are operating in Table Mountain, 2, Khayelitsha, Delft, South Millerton, Parkwood and Manenberg.

"We wanted to present a raw and honest view of the day-to-day struggles of a recovering drug addict, but also to demystify perceptions around rehabili-



**VITAL SUPPORT:** Cape Town's substance abuse treatment programme helps drugs abusers to kick the habit.

tion by telling an individual's story.

"Social media was an obvious choice because it enables us to not only reach the youth, but also to relay the story in a way that they can relate to and then be able to share directly via Facebook, YouTube and Tumblr," the city's mayor committee member for health, councillor Sivabulala Mankeli said.

helpline also reflect the increase in calls for assistance.

In the 10 weeks prior to the March launch, the helpline was fielding on average 17 calls a week from people seeking assistance for rehabilitation services and other substance abuse advice.

In the 10 weeks since the city launched the Mayor's campaign, calls to the helpline have increased to, on average, 68 per week.

The aim of the two-and-a-half month long campaign which draws to a close on June 12 is to increase the number of young people that reach out for help from the city.

"Extensive research was carried out with recovered addicts and people running recovery programmes in Cape Town to identify common trends and insights that we could tap into.

"We are encouraged by the response to the campaign, but we also realise that there is a long road ahead.

"The idea of admitting to substance abuse and seeking help remains taboo in many homes and communities and we are trying to break through that mind-set by reaching out to younger people who tend to be more receptive to new or different ideas," Mankeli added.

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**NEWS: CITY OF CAPE TOWN GOES ONLINE TO BUST DRUG RECOVERY MYTHS**

KOOLLOUTC / ARTICLE, CULTURE / NO RESPONSES / JUNE 11, 2015

*The latest chapter in the City of Cape Town's ongoing substance abuse strategy is playing out on social media, resulting in a spike in the number of people reaching out for help.*

**Read more below:**

The City of Cape Town's ongoing drive to promote its substance abuse treatment programme continues to yield results. In March, the City's Executive Mayor, Patricia de Lille, launched the next phase of the 'I have a drug problem' campaign. A few weeks later, in April, the City started its 'Someone in Cape Town' campaign.

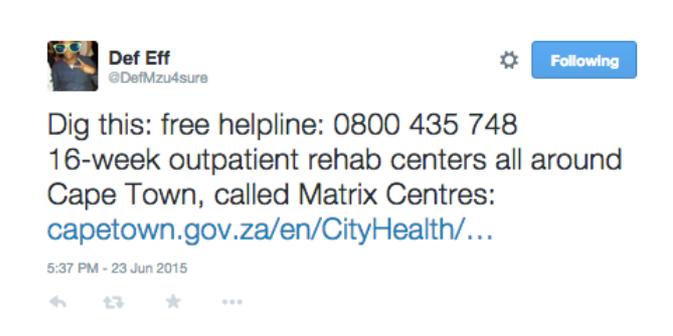
**Paid media relations:**

- Live Magazine, MiCampus and 2OceansVibe.



**Influencer engagement (earned):**

- 13 influencers.



## EVALUATION

BUSINESS GOAL	RESULT
Encourage more young Capetonians struggling with drug addiction to <b>reach out for help</b> through the City run rehabilitation programme.	✓ 269% increase in calls to the substance abuse helpline during the six-week campaign period

CAMPAIGN COMMUNICATION OBJECTIVES	RESULTS HIGHLIGHTS
Drive broad regional <b>awareness</b> for the City's drug rehabilitation programme.	<ul style="list-style-type: none"> <li>✓ 9.7-million impressions across traditional and social media</li> <li>✓ 90% of editorial coverage appeared in high-reach, on-target media channels</li> <li>✓ R500 000 worth in editorial exposure (AVE1:1)</li> <li>✓ 13 x positive earned influencer shares on social media</li> </ul>
<b>Educate</b> 16-25-year-olds about the recovery process.	<ul style="list-style-type: none"> <li>✓ 76% of editorial coverage carried pre-agreed key messages in media targeting a younger audience</li> <li>✓ 60% of editorial coverage included campaign spokespeople (quote/ interview), commenting on assistance available</li> <li>✓ 8 x in-depth content pieces created and published by paid media partners: LiveMag, MiCampus, 2OceansVibe</li> <li>✓ 1 x round table discussion hosted by paid media partner, LiveMag</li> <li>✓ 204 988 video views</li> </ul>
Drive content <b>engagement</b> across dedicated online campaign channels.	<ul style="list-style-type: none"> <li>✓ 605 596 engagements on social media channels</li> <li>✓ 100% positive sentiment across all editorial coverage and earned influencer engagement</li> <li>✓ 99% positive sentiment across all social media conversation</li> </ul>

## Conclusion:

The emotional impact and authenticity of *Someone in Cape Town's* story – told across online channels that reached vulnerable youth – led to a remarkable outcome: a tripling of public enquiries about the CoCT's free drug rehabilitation programme. Cape Town Mayor Patricia de Lille praised the outcome, but more importantly, real lives were impacted and changed. All through the power of well-integrated social media and PR.

 **Kellykeishia Booysen** I have a friend tht is using or was using tik so he says...its jst sumtyms I just dnt believe him coz the things he do is like he is still using but he keeps on saying he's done...I jst wat him 2 admit n tht he gets help coz this is destroying him its already driving their family apart n thts not wat I want..What do I tell him? How do I encourage him n make him see things differently ?  
Like · Reply · May 15, 2015 at 10:03pm

 **Someone In Cape Town** Hi Kellykeishia. Your willingness to share this with us is admirable. Thank you for opening up. We hope the City of Cape Town's 24-hour drug helpline can be of use to your friend; please call 0800 4357 48 for advice regarding your friends next steps. All the best; your courage to reach out is the first step to making progress possible.  
Like · Reply · May 18, 2015 at 8:44am

 **Charmaine Belcher** Break it and continue on the positive route you've decided to take. Join a local support group or one close to your neighbourhood. Remember you are doing this for yourself and you have to be able to motivate yourself and start channeling your life and ... [See More](#)  
Like · Reply · May 14, 2015 at 6:33pm

 **Someone In Cape Town** Thank you for these supportive words, Charmaine.  
Like · Reply · May 17, 2015 at 9:06am

[View more replies](#)

 **Zaida Anderson** Hi i hve a friend that wants to cm off frm the drugs bt needs help she wants to do it f her children  
Like · Reply · May 18, 2015 at 9:21pm

 **Someone In Cape Town** Thank you for your message, Zaida. Please pass on the number of the City of Cape Town's 24-hour drug helpline to your friend: 0800 4357 48. We are sure they will appreciate your help and concern.  
Like · Reply · May 19, 2015 at 8:53am

 **Tanweer Anthony Summers** Hi.i know some1 on tik and i dont know how to help and its sad coz he has a family he dont do it everyday but its bad dat hes doin it he mite even lose he family wat can i do 2 help??  
Like · Reply · May 12, 2015 at 7:44am

 **Someone In Cape Town** Hi Tanweer. Thank you for reaching out to us. Give the City of Cape Town's 24-hour drug helpline a call on 0800 4357 48. There is always someone on the other line available to help.  
Like · Reply · May 12, 2015 at 8:58am

[View more replies](#)

Ends.