

CASE STUDY

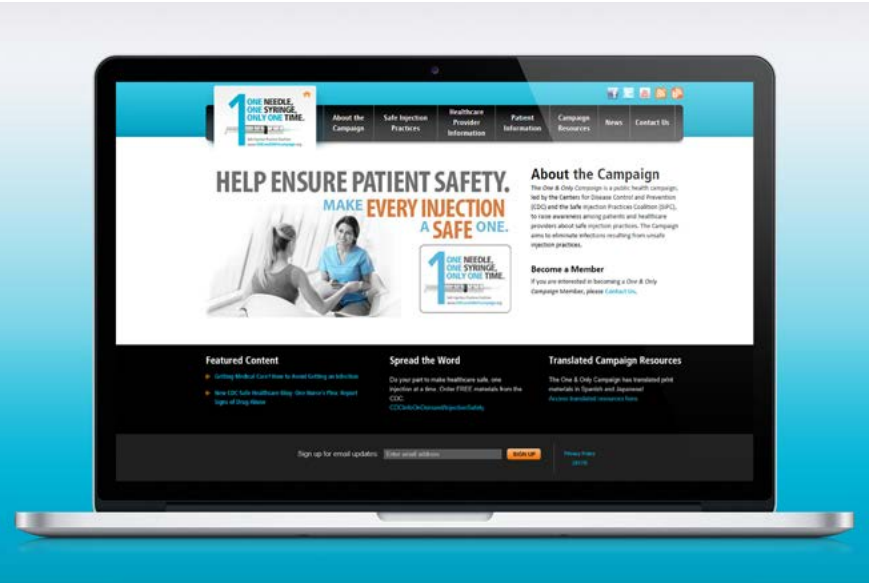
# Safe Injection Practice Coalition

Safe Injection Practice Coalition | One & Only Campaign

One needle, one time. That was the goal of the One & Only campaign, a public health effort to eliminate unsafe medical injections.

Led by the Safe Injection Practice Coalition, with funding support and oversight by the Center for Disease Control in Atlanta, Georgia, the campaign sought to raise awareness among patients and healthcare providers about safe injection practices.

Our team was responsible for developing a comprehensive four-part research study.



# 1 ONE NEEDLE, ONE SYRINGE, ONLY ONE TIME.



Safe Injection Practices Coalition

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**Some things should not be reused**

**About the One & Only Campaign**  
The goal of the One & Only Campaign is to ensure only needles, syringes, and syringe sharps are reused. The problem with an injection is not the needle or syringe, but the reuse of them. The One & Only Campaign will work to ensure that needles, syringes, and syringe sharps are not reused. The One & Only Campaign will work to ensure that needles, syringes, and syringe sharps are not reused. The One & Only Campaign will work to ensure that needles, syringes, and syringe sharps are not reused.

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**1 Needle  
1 Syringe  
+ 1 Time  
0 Infections**

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**www.ONEandONLYcampaign.org**



**Can I use that when you're done?**

**You wouldn't share this with anyone. Your provider shouldn't share your syringe.**

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## The Research

Our study helped to establish baseline attitude and perceptions of safe injection practices among patients and healthcare providers. Following the baseline report, our team worked on a two-part segment of this study to identify communication tactics that would have the most cost-efficient impact on the primary target audience, healthcare providers.

Lastly, the study was completed with a testing phase to confirm that the communication messages and tactics were resonating with the target audiences.

The study methodology included focus groups and IDI (in-depth interviews) in formal focus group facilities, as well as in-office interviews, for efficiency and the ability to garner on site feedback and references. Deliverables included several comprehensive written reports and oral presentations including verbatims and video clips.