



## Safe Injection Practices Coalition: Summary of 2014 Achievements

A nearly 300 percent increase in Membership, record-breaking advertising impressions, and unprecedented numbers of material distributed: These are just a few of the Safe Injection Practices Coalition's (SIPC) top accomplishments in 2014.

Many milestones were achieved through the support of the CDC Foundation's partnership with Lilly USA, LLC, which was combined with the dedicated efforts of the more than 70 organizations involved with the *One & Only Campaign*. Selected accomplishments in 2014 include:

### ***Strategic Advertising Accomplishments***

- Over one million impressions (i.e., each time a Campaign advertisement was shown on a Web page) were generated from advertising across diverse and strategic outlets.

### ***Enhancing Collaborations and Outreach***

- Campaign Membership increased from 15 to 57 Members—a 280% increase.
- Partners reached nearly 20,000 conference attendees at 35 conferences.
- Partners trained about 5,000 people through 35 non-conference presentations, such as webinars, grand rounds, and in-person presentations at local hospitals.

### ***Expanding Resource Distribution and Development***

- More than 92,000 Campaign materials were distributed.
- A new resource for pain clinics was developed in response to an unsafe injection-related outbreak; in four months, 600 downloads were made.
- Two educational videos were created and in six months were watched 22,000 times.

### ***Increasing a Social Media Presence***

- When comparing to 2013, there were
  - 1,145 new Facebook "likes" in 2014 (244% increase),
  - Over 380 additional Twitter followers (61% increase), and
  - 62,760 views on the Campaign's YouTube Channel (26% increase).

### ***Capitalizing on Traditional and Electronic Media***

- CDC staff and SIPC Partners participated in at least 13 media interviews, including one that resulted in a front-page, feature story on *USA Today*.
- Nearly 690,000 page views were generated on both websites.
- Over 5,700 page views were achieved by the new Injection Safety RSS.
- Twelve GovDelivery emails were sent on behalf of the Campaign to more than 767,000 recipients.
- 40% increase in the number of Weekly Digest recipients.



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