

Recovery Within Reach

Ohio Housing Finance Agency

Special Achievement

HFA Staff Contact

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Ohio Housing Finance Agency – Recovery Within Reach (Category: Special Achievement: Special Achievement)

This subcategory recognizes HFA programs and practices that respond in an outstanding manner to an important state need; have a significant impact on a population, geographic area, or economy; and cut across traditional program lines.

Note: Individual developments are not eligible for an award.

Judging Criteria

Special Achievement entries will be judged on the degree to which they:

- Are innovative
- Respond to an important state need
- Achieve intended results
- Provide benefits that outweigh costs

500-character Description

In partnership with the Ohio Department of Commerce, the Ohio Housing Finance Agency (OHFA) worked on the [Recovery Within Reach campaign](#) to inform and educate the community about the negative financial impacts of opioid use disorder on Ohio families and the state. Through Recovery Within Reach, OHFA amplified campaign messaging to help Ohioans better understand the financial resources and accessible local treatment options available.

Program Innovation

Governor Mike DeWine is dedicated to fighting opioid addiction in Ohio and took the innovative step to ask the Ohio Department of Commerce to develop a campaign to educate financial professionals on the issue and how to help their customers navigate the cost. The Ohio Housing Finance Agency (OHFA) partnered with the Ohio Department of Commerce on this initiative to not only educate Ohioans on the impact of addiction but to also educate real estate agents and mortgage bankers on the resources available to help Ohioans and Ohio families trying to navigate treatment costs. This is a unique collaboration between the Ohio Department of Commerce and OHFA — two state entities not usually affiliated with substance use disorder prevention and treatment messaging.

State Need Response

Ohio is one of five states with the highest rates of opioid overdose deaths in the nation. In fact, one in 13 Ohioans has a substance use disorder, and opioids account for 84% of all drug overdose deaths in Ohio. The most recent Centers for Disease Control and Prevention data show opioid use disorder and overdose deaths cost Ohio more than \$72.58 billion — more than any other state in the country. Ohio had the second highest per capita cost of opioid use disorder and overdose death in the United States.

Financial professionals estimate that opioid abuse by a single family member can cost a client \$35,000 per year. Families experiencing opioid use disorder spend up to \$15,272 more in healthcare costs each year. In 2017 alone, the economic burden of opioid use disorder cost Ohio \$23.01 billion.

In the United States, 39% of people did not seek treatment because they either couldn't afford it or didn't have health insurance.

While the Ohio Department of Commerce focused on financial professionals, OHFA's campaign goals were as follows:

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- Inform Ohio families that opioid misuse is common and poses a massive financial risk for families affected by it.
- Educate the public that accessible, nearby treatment options are available.
- Engage key audiences to ensure Ohioans are aware of the various ways to pay for treatment.

To accomplish the aforementioned, OHFA took the following steps:

- OHFA tailored campaign materials for its audiences of real estate agents and mortgage bankers:
 - From March through June 2023, OHFA published two social media posts per month on its Facebook, Twitter, Instagram, and LinkedIn accounts to drive audiences to the Recovery Within Reach website at RecoveryWithinReach.Ohio.Gov. Hashtags used included #RecoveryWithinReach, #TreatmentHappensTogether, #AccessisAvailable, and #TreatmentWorks.
 - In a monthly edition of OHFA Notes, which is distributed to OHFA lenders via email, OHFA published an article on the Recovery Within Reach campaign.
 - OHFA produced a video interview with former Ohio Department of Commerce Outreach and Engagement Manager Dan Orzano that appears on our OHFA YouTube channel at <https://youtu.be/1005dJ8CJ2U>. The interview highlighted the goals of the initiative and the resources available. OHFA emailed the video to real estate agents and mortgage lenders.
 - At the beginning of continuing education and OHFA-produced training classes (for realtors and mortgage bankers), Single Family Relations Program Manager Jon Duy, who is accredited by the Division of Real Estate as a continuing education provider and has taught over 10,000 real estate agents in Ohio, shows a video public service announcement (PSA): <https://youtu.be/dx8xXGbNB6U>.

Achieves Results

- The April edition of OHFA Notes was distributed on April 20, 2023, to 1,066 OHFA lending partners with an open rate of 33%.
- The video interview with Dan Orzano was emailed to 5,604 realtors with a 37% open rate and 1,072 lenders with a 31% open rate.
- The campaign video PSA was shown at the beginning of 32 trainings thus far.
- Social media posts ran on OHFA's Facebook (15,991 followers), Twitter (2,746 followers), Instagram (1,976 followers), and LinkedIn (3,007 followers) accounts on the following dates:
 - February 3, 2023 – Facebook: 149 reach, 2 engagements; Twitter: 46 views; LinkedIn: 128 impressions
 - March 9, 2023 – Facebook: 163 reach, 4 engagements; Twitter: 1 retweet, 62 views; LinkedIn: 2 likes, 115 impressions
 - March 20, 2023 (during National Drug and Alcohol Facts Week #NDAFW) – Facebook: 127 reach, 3 engagements; Twitter: 80 views; Instagram: 2 likes; LinkedIn: 1 like, 238 impressions
 - April 14, 2023 – Facebook: 107 reach, 2 engagements; Twitter: 51 views; Instagram: 2 likes; LinkedIn: 1 like, 107 impressions
 - April 25, 2023 – Facebook: 124 reach, 5 engagements; Twitter: 64 views; Instagram: 1 like; LinkedIn: 100 impressions

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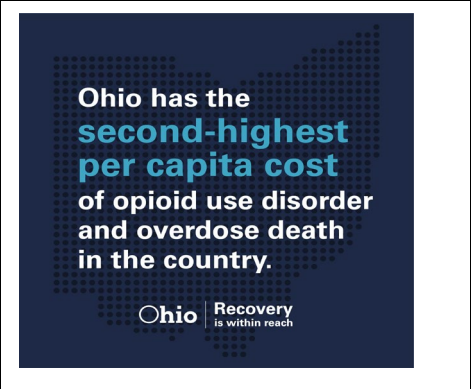
- May 2, 2023 – Facebook: 58 reach, 3 engagements; Twitter: 1 reply, 1 like, 70 views; Instagram: 2 likes; LinkedIn: 3 likes, 106 impressions
- Social media posts will continue to run through the end of June.

Most blast emails are considered very successful if they reach an open rate of 10% whereas OHFA's open rate for the Recovery Within Reach campaign has been over 30%.

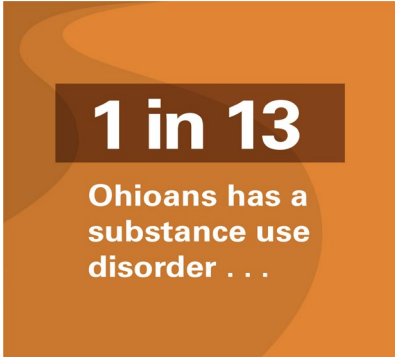
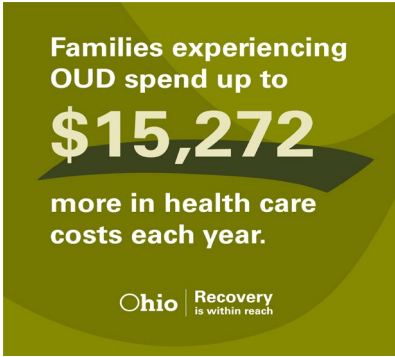

Benefits/ROI

Working with the Ohio Department of Commerce by supporting its Recovery Within Reach campaign, OHFA provided our customers and stakeholders with valuable resources and educational materials on the opioid crisis in Ohio. The relationships built with the Ohio Department of Commerce will allow for future coordination on key initiatives and campaigns. See Achieves Results section for email and social media analytics. Currently, OHFA is working with the Department of Commerce to plan a Homeownership Month campaign in June 2023.

OHFA Recovery Within Reach Social Media Summary

Day	Date	Time	Post Topic	Post Content	Image	Hashtag(s)
Friday	2/3/2023	11 a.m.	Recovery Within Reach	<p>#RecoveryWithinReach connects you with financial advisers and treatment experts, because access to and cost of treatment should never be barriers to recovery. Learn more at RecoveryWithinReach.Ohio.Gov.</p> <p>#TreatmentHappensTogether</p>		<p>#RecoveryWithinReach #TreatmentHappensTogether</p>
Thursday	3/9/2023	11:30 a.m.	Recovery Within Reach	<p>Addiction is never part of the plan, but recovery is within reach. Visit RecoveryWithinReach.Ohio.Gov to find accessible treatment options nearby.</p> <p>#TreatmentHappensTogether #AccessisAvailable</p>		<p>#TreatmentHappensTogether #AccessisAvailable</p>
Monday	3/20/2023	8:30 a.m.	Recovery Within Reach; National Drug and Alcohol Facts Week starts.	<p>DYK ... ? Let's turn this statistic around. For more info.: RecoveryWithinReach.Ohio.Gov.</p> <p>#TreatmentHappensTogether #NDAFW</p>		<p>#TreatmentHappensTogether #NDAFW</p>

OHFA Recovery Within Reach Social Media Summary

Day	Date	Time	Post Topic	Post Content	Image	Hashtag(s)
Friday	4/14/2023	12 p.m.	Recovery Within Reach	Treatment access and cost should never be barriers to recovery. Use Ohio's new treatment locator to find accessible opioid treatment near you at RecoveryWithinReach.Ohio.Gov . #RecoveryWithinReach #TreatmentWorks		#RecoveryWithinReach #TreatmentWorks
Tuesday	4/25/2023	8 a.m.	Recovery Within Reach	Cost should never be a barrier to recovery. Find accessible treatment options at RecoveryWithinReach.Ohio.Gov . #RecoveryWithinReach #AccessIsAvailable		#RecoveryWithinReach #AccessIsAvailable
Tuesday	5/2/2023	11:30 a.m.	Recovery Within Reach	Treatment access and cost should never be barriers to recovery. Use Ohio's new treatment locator to find accessible opioid treatment near you at RecoveryWithinReach.Ohio.Gov . #RecoveryWithinReach #TreatmentWorks		#RecoveryWithinReach #TreatmentWorks

OHFA Recovery Within Reach Social Media Summary

Day	Date	Time	Post Topic	Post Content	Image	Hashtag(s)
Wednesday	5/17/2023	TBD	Recovery Within Reach	<p>Access to addiction treatment should never be a barrier to recovery. Ohio's new treatment locator makes it easier to find treatment and navigate the costs. Visit RecoveryWithinReach.Ohio.Gov to learn more.</p> <p>#RecoveryWithinReach #AccessIsAvailable</p>		#RecoveryWithinReach #AccessIsAvailable
Friday	6/2/2023	TBD	Recovery Within Reach	<p>#RecoveryWithinReach connects you with financial advisers and treatment experts, because access to and cost of treatment should never be barriers to recovery. Learn more at RecoveryWithinReach.Ohio.Gov.</p> <p>#TreatmentHappensTogether</p>		#RecoveryWithinReach #TreatmentHappensTogether
Wednesday	6/21/2023	TBD	Recovery Within Reach	<p>#RecoveryWithinReach connects you with financial advisers and treatment experts, because access to and cost of treatment should never be barriers to recovery. Learn more at RecoveryWithinReach.Ohio.Gov.</p> <p>#TreatmentHappensTogether</p>		#RecoveryWithinReach #TreatmentHappensTogether