

# Centene – OpiEnd Youth Challenge

The OpiEnd Youth Challenge was developed for Centene Corporation to spread awareness about opioids and the dangers of their misuse. The contest helped students process the information they learned and pass it along to others to bring awareness and understanding to their peers, helping to end the crisis.

## PROGRAM FEATURES:

- A robust educational website with sections for parents, teachers and kids
- Downloadable teachers guide and activities
- Engaging student driven contest

## RESULTS:

- Over 12k visits to the website, 80% national penetration, and over 2.2k activity downloads
- Over 720,000 emails distributed reaching millions of students and their families
- Over 17% open rate and 9% CTR
- Over 115+ contest entries

