

Brad D. Schimel
Wisconsin Attorney General



P.O. Box 7857
Madison, WI 53707-7857

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**Dose of Reality Campaign to Prevent Prescription Painkiller Abuse
Honored with Prestigious Advertising Awards**

MADISON, Wis. – [Dose of Reality](#), a public awareness campaign launched by Attorney General Brad Schimel, was honored by the Business Marketing Association (BMA) with two awards: the 2017 Bell Award and “Best of Show.”

“Since Dose of Reality’s launch in September 2015, it has shattered the myths about prescription drug abuse and raised awareness about the dangers of drug overdose,” said Attorney General Schimel. “I am proud that Dose of Reality is being recognized by subject matter experts for the prevention tactics we have used to bring attention to one of our state’s most pressing public safety challenges.”

The Dose of Reality campaign won both the BMA Bell Award, which is the equivalent of first place, and, out of 150 total entries, “Best of Show.” The Bell Awards are given by the BMA’s Milwaukee Chapter, which is the first and oldest BMA chapter in the country. The awards entries are judged by national professionals from media markets outside Wisconsin.

Earlier this year, Dose of Reality was also awarded a Gold ADDY by the American Advertising Federation of Madison for the [“One and the Same: Drugged Driving”](#) television commercial produced in conjunction with the Wisconsin Department of Transportation. The commercial compares the dangers of driving under the influence of alcohol to the dangers of driving under the influence of prescription drugs.

[The American Advertising Awards](#) are the advertising industry’s largest and most representative competition, and recognizes and rewards creative excellence in the advertising field. There are tens of thousands of submissions to the competition each

year through local competitions across the country. Later this year, Dose of Reality will advance to the Regional American Advertising Awards competition in Minnesota.

For more information about Dose of Reality and to learn about the dangers of prescription painkiller abuse, please visit: www.doseofrealitywi.gov.