CURBING DEMAND THROUGH PUBLIC EDUCATION & OUTREACH

A COMMUNITY-BASED PUBLIC HEALTH NONPROFIT PERSPECTIVE

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ORGANIZATIONAL BACKGROUND

• TOGETHER! founded in 1989
  • Started as a community coalition
  • Based on Hawkins & Catalano’s Communities That Care and risk & protective factor frameworks

• Drug Action Team, Rainier Community Cares and Bucoda-Tenino Healthy Action Team are programs/initiatives of TOGETHER!

• TOGETHER! has diverse funding including grants directly from federal, state and local governments (incl. tribes), foundations
PRESCRIPTION DRUG TASK FORCE

• Safe medicine return initiative
  • Institute sites, purchase/install drop boxes
  • PR – video PSAs, bus ads, newspaper articles, TV
TOGETHER! RX360 INITIATIVE – MOBILIZING CONSUMERS TO PREVENT RX DRUG ABUSE

• All Rx (not just opioids)

• Goals: train at least 50 presenters in 9 counties; increase use of secure medicine return drop boxes

• Message: secure, monitor, dispose.
| Aberdeen * | Fircrest | Olympia * | Steilacoom * |
| Ariel | Forks | Onalaska * | Tacoma * |
| Battle Ground | Gig Harbor | Orting * | Taholah * |
| Bellevue * | Granite Falls | Port Orchard * | Tenino * |
| Bothell * | Hoquiam | Poulsbo | Tulalip * |
| Bremerton * | Issaquah | Pullman | Union Gap |
| Camas | Kelso | Puyallup | University Place |
| Cathlamet * | Kennewick | Queets | Vancouver * |
| Chehalis * | Kent | Rainier | Walla Walla |
| Cheney | Lacey * | Renton | Winlock * |
| Cle Elum | Longview * | Rochester | Woodland |
| Dayton * | McCleary * | Roy | Yakima |
| Duval | Medical Lake | Sammamish | Yelm |
| Eatonville | Mill Creek | Seattle * |
| Edmonds | Monroe | Sedro-Wooley * |
| Enumclaw | Montesano | Shelton |
| Everett * | Mount Vernon * | Silverdale |
| Federal Way | Newport | Spokane |
| Fife | Oakville * | Stanwood |
The Rx360 presentation is generating conversations between parents and their children on this issue.

Initially, 40% had conversations with their children. This presentation increases that number to 65%.

In total, 77% of participant households are likely to have a conversation with their children about prescription drug abuse—either immediately or within 4 weeks.

Source: Wakefield Research/The Partnership at Drugfree.org evaluation of RX360 pilot
• 12 schools, 8 years
• Based on the Science of the Positive – Montana State, Dr. Linkenbach
• Covered topics: rx drug abuse, alcohol, marijuana, tobacco, traffic safety, etc.
• Messaging and results vary by school; not every school includes rx messages every year
OUTCOME DATA

• 2 of 5 schools reported massive, statistically significant reductions (70%, both schools) in current rx drug abuse

• 2 others reported encouraging downward trends (39% and 20% reductions)

• OVERALL, current prescription drug misuse was reduced by 56% across the 5 schools with relevant data.
MEDIA ENGAGEMENT

• Rx-specific video PSAs
• Rx-specific audio PSAs
  • Also forthcoming Social Host ordinance PSA concerning alcohol and marijuana
• Social media (TOGETHER! Facebook as well as coalition pages/accounts)
• Promo of DEA takeback days
TOGETHER!’S SUBSTANCE ABUSE: A COMMUNITY RESPONSE ANNUAL CONFERENCE

- Statewide conference
- 8 years running
- Reaches 200+ attendees from WA (and a few from OR, ID, CO, etc.)
- Funded in part through NW HIDTA
- Covers trafficking, data and emerging trends, treatment, prevention, mental health and innovative approaches, as well as general public health topics
- Will be held again in April 2018 at Great Wolf Lodge after a one-year pilot partnership at another site
ON THE HORIZON & WHAT’S NEXT

On the horizon for TOGETHER!/Thurston Drug Action Team
• Naloxone partnership project with local law enforcement

Gaps and Needs/Ideas for What’s Next
• Law and justice communities as advocates for additional targeted resources for prevention*
• Continued conversation about the paradigm of addiction as a connection disorder
FOR MORE INFORMATION

Call for questions/to discuss how these approaches might fit your community...

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