

Opioid Misuse and Abuse Prevention: Public Education and Outreach Efforts

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Overview

- Statewide workgroups to address opioid use, unintentional poisoning and misuse and abuse prevention
- Governor Inslee's Executive Order 16-09
- Parent and influential adult social media campaign
- Other statewide medicine and opioid misuse and abuse prevention efforts
- Future efforts

Collaborative efforts

- WA has a large workgroup of state and local partners that meets regularly to implement the WA State Opioid Response Plan
 - Over 40 collaborative partners
 - stopoverdose.org/section/wa-state-interagency-opioid-working-plan/
- Active workgroups
 - **Prevention Workgroup** (Goal 1)
 - Julia Havens, DBHR julia.havens@dshs.wa.gov & Jaymie Mai, L&I maij235@lni.wa.gov
 - **Treatment Workgroup** (Goal 2)
 - Tom Fuchs, DBHR fuchstj@dshs.wa.gov
 - **Naloxone Workgroup** (Goal 3)
 - Allison Newman, UW Center for Opioid Safety Education alison26@uw.edu
 - **Data Workgroup** (Goal 4)
 - Dr. Kathy Lofy, DOH kathy.lofy@doh.wa.gov

Addressing Opioid Misuse and Abuse

- Governor Inslee released Executive Order 16-09 *Addressing the Opioid Use Public Health Crisis* in 2016:
 - **Goal 1:** Prevent inappropriate opioid prescribing and reduce opioid misuse and abuse.
 - **Goal 2:** Treat individuals with opioid use disorder and link them to support services, including housing.
 - **Goal 3:** Intervene in opioid overdoses to prevent death.
 - **Goal 4:** Use data and information to detect opioid misuse/abuse, monitor morbidity and mortality, and evaluate interventions.
- Prevention efforts included a directive to: “... develop a **communications strategy** geared toward preventing opioid misuse in communities, particularly among youth, to raise awareness about the risks of opioid use and focus on reducing the stigma of opioid use disorder. This communication strategy shall promote safe home storage and appropriate prescription pain medication disposal to prevent misuse...”
- www.governor.wa.gov/sites/default/files/exe_order/eo_16-09.pdf

Getting Started

- What do we want to achieve?
- Who should we reach?
- Who will do the work?
- What is the most effective, fastest and least expensive way to reach adults?

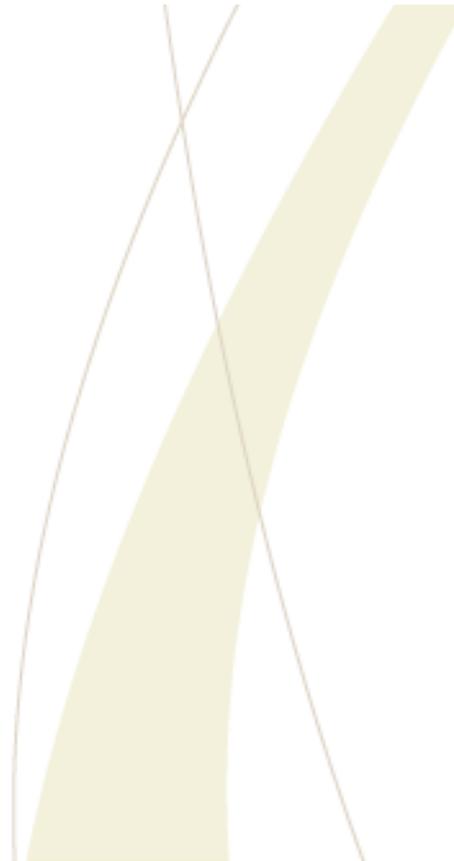


Workgroup Decisions

- What do we want to achieve?
 - Increased awareness of opioid related issues
 - Increased awareness of opioid risks involving youth
 - Increased awareness of how to take action
- Who should we reach?
 - Parents and influential adults
 - Youth
- Who will do the work?
 - OSPI, ESD 112, DSHS, DBHR, DOH, Workgroup
- What is the most effective, fastest and least expensive way to reach adults?
 - Social media campaign via toolkit

Opioid Abuse Px Messaging Report

Prepared by ESD 112
Communication and Public
Engagement Team with support
from ESD 112 Prevention and
Intervention—PREVENT!—
Team for the Rx & Opiate
Misuse and Abuse Prevention
Communication Task Force



Opioid Abuse Prevention Messaging

*Findings from Social Media
Campaigns Nationwide*

Report Findings

- Research commenced on 2/6/17
 - **Option A:** Find an existing campaign that WA can adopt as a social media toolkit
 - **Option B:** Conclude that no such acceptable campaign exists and therefore create a new (original) social media toolkit based on WA's key messages
- Conclusion
 - After researching approx. 100 websites and Facebook pages, ESD 112 determined that there is an effective campaign that would be adaptable for this project's purpose using an approach that combines options A and B.

Toolkit Development

- No. 1 Recommendation
 - Model after Community Anti-Drug Coalitions of America (CADCA), National Medicine Abuse Awareness Month (NMAAM) Campaign
- Dissemination Plan
 - Utilize existing list serves from various stakeholders
 - Weekly media “blitz”
- Message Feedback from Parents
 - Message engagement, likely to talk to children after seeing message

Opioid Prevention Social Media Toolkit

- **Target Audience:** Parents, families and primary caregivers of children ages 12–17
- **Toolkit “How To”**
 - Introductory letter sent to communicators introducing the campaign
 - Social media posts from each of the three key message categories
 - A sample distribution schedule
 - Messages should include a link to www.starttalkingnow.org/rx which will lead users to more information on the website of Start Talking Now, a project of the Washington Healthy Youth Coalition.
 - Included optional hashtags that can be used for the campaign. Facebook and Instagram posts have the capacity to include many hashtags
 - Twitter posts have limited space so priority should be given to including the link to Start Talking Now.

Toolkit Development: Successes and Challenges

- **Successes**
 - Workgroup with lots of feedback
 - ESD 112 research and graphic selection/design
 - Community support
- **Challenges**
 - Don't know who posted them on their sites; analytics from our accounts with DOH, OSPI, DSHS.
 - Time
 - Aggressive Messaging vs. Toned Down Messages
 - Changing societal attitudes on medications
 - Avoiding scare tactics
 - Lack of available data on Prescription Drug Abuse
 - National rates of use higher than WA, which would have been misleading to use



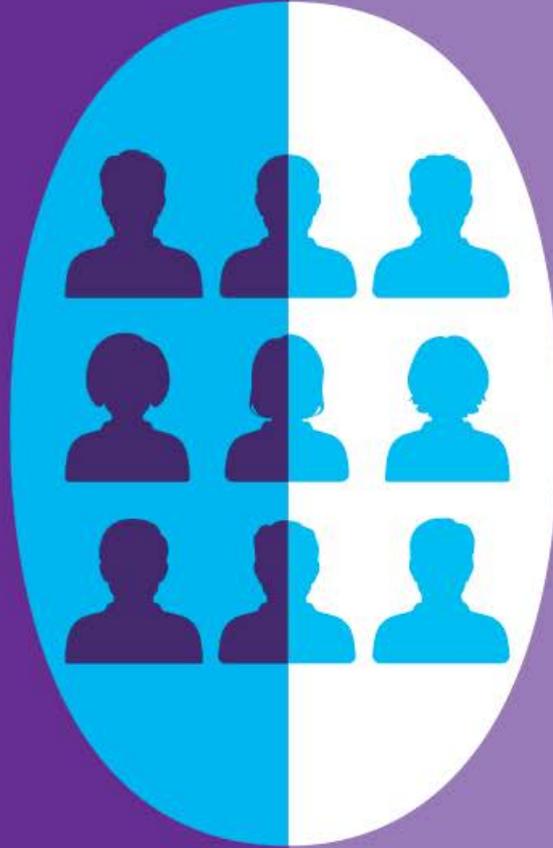
#StartTalkingNow



As early as age 11, some kids try their parents' pills.
Talk with your child about safe medicine use.

StartTalkingNow.org/rx

5



#StartTalkingNow

%

Teens who hear about the risk of drugs from their parents are 50% less likely to use them. Start Talking Now.

StartTalkingNow.org/rx



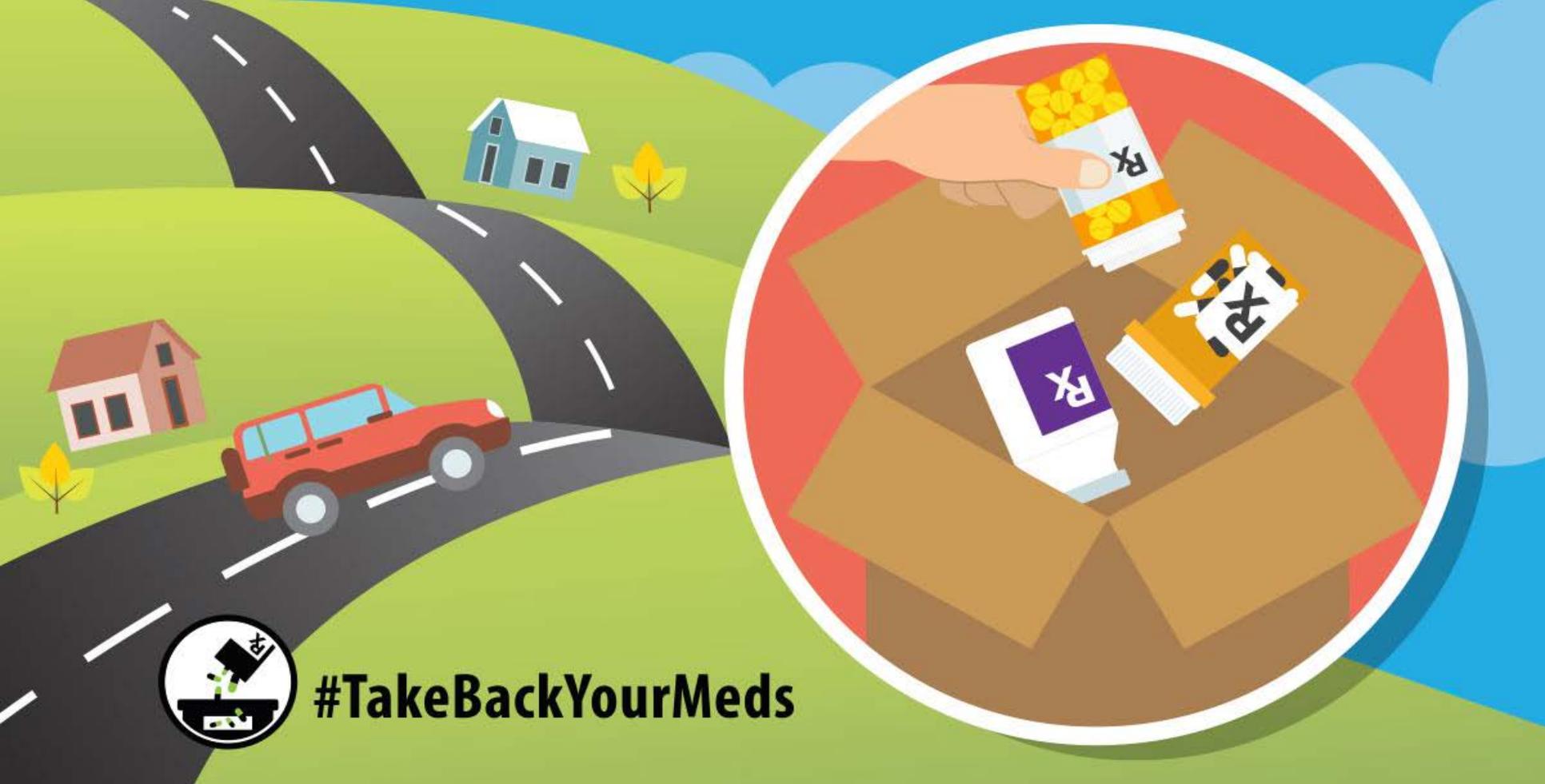
#LockUpYourMeds



#PreventOpioidAbuse

More than 3 out of 5 drug overdose deaths involve an opioid.

StartTalkingNow.org/rx



#TakeBackYourMeds

Need extra space? Visit your local drug take-back event.
#TakeBackYourMeds

StartTalkingNow.org/rx

Future Projects

- STR Grant
 - Larger scale parent / adult campaign
 - Youth message development and dissemination
 - Tribal message development and dissemination

Resources

- Toolkit: <https://www.starttalkingnowtoolkit.org/>
- <http://www.starttalkingnow.org/> - Project of the WA Healthy Youth Coalition. Resources for parents and communities.
- <http://stopoverdose.org/> - Information on Naloxone, Overdose Education, Getting Help, and technical resources for specific professionals
- <http://www.theathenaforum.org/> - a WA resource for prevention professionals

Any Questions?

Thank you!

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