

Colorado Consortium for Prescription Drug Abuse Prevention

Public Awareness Work Group Meeting Minutes

January 17, 2024 via Zoom

Present:

Kent MacLennan, Heather Link-Bergman, Co-chairs
Madison Zang, Rocky Mountain Crisis Partners
Patrick Fiore, Custer County Public Health
Cloe Wells, Community Medical Services
Renie Dugwyler, Jefferson County Sheriff's Office
Cathy Law, Volunteers of America
DEA: Aminta Bhutani, Ciara Gregovich
Amelie: Royer Lopez, Juliane Collins
Health District of Northern Larimer County: Rachel Larson, Brooke Cowden
Free Recovery Community: Lance Willoughbey, Karie McMullen
Consortium: Jose Esquibel, Gina Olberding, Hilary Bryant, Shayna Micucci, Jessica Eaddy, Jen Place, Michael Davidson, Lindsey Simbeye, Jennifer Mackender, Eric Barker, Rosemarie MacDowell

Absent: See attached list.

Kent MacLennan, Work Group Co-chair, called the meeting to order at 1:08 p.m.

Approval of Minutes:

A motion was made to approve the November 2023 work group meeting minutes. Motion approved.

Amelie Presentation: Keep the Party Safe Campaign FY2024 Budget (Royer Lopez, Juliane Collins):

Royer Lopez provided an overview of the campaign strategic objectives, social media management, and budget items. The overall campaign goal is to prevent fentanyl overdoses by increasing awareness and educating people about fentanyl. The campaign complements Consortium efforts by increasing understanding of safe use and harm reduction. The current contract ends on June 30, 2024.

Julianne Collins reviewed the social, earned, and paid media strategy, including messaging related to harm reduction, naloxone, and safe use. The campaign will continue to distribute collateral such as rack and palm cards, coasters, fact sheets, and posters. Public relations events will be planned in conjunction with Fentanyl Awareness Day and other community events. Amelie has developed a catalog of customized assets, which was shared with meeting participants. Amelie assets were used by Summit County for bus ads. The ads included the Summit County Public Health logo. The asset toolkit contains prewritten copy and images that can be used for social media and is available in English and Spanish.

Hilary Bryant said the Consortium can provide posters to partners at no charge and can manage coordination between partners and Amelie.

Kent MacLennan asked meeting participants to consider how the campaign might be of use in their respective communities.

Link to campaign: <https://keepthepartysafe.org/>

Comments:

Renie Dugwyler: The campaign may be more appropriate for public health than law enforcement, given the “party” message.

Hilary Bryant mentioned that the Keep the Party Safe message might not resonate with all partners, but other campaigns, such as Bring Naloxone Home or TakeMedsSeriously, might be more appropriate.

Ciara Gregovich said she would like to obtain Keep the Party Safe posters to use during her outreach efforts. She provided the following DEA link: <https://www.dea.gov/onepill/partner-toolbox>

Michael Davidson provided a link to the CDC Overdose Resource Exchange website: <https://www.cdc.gov/ore/>

Gina Olberding mentioned the importance of messaging that expired naloxone is safe to use.

Jose Esquibel pointed out that the Keep the Party Safe campaign may not work as well in more conservative counties. Other options might be more appropriate and could be leveraged by the Consortium’s external relations team. Jose Esquibel suggested that a menu of options could be made available to communities.

Patrick Fiore mentioned that some of the rural counties don’t even have bus routes or billboards and space for posters is limited. Custer County is currently running an anti-stigma campaign supported by opioid settlement funds.

Hilary Bryant said newspapers and radio ads still resonate in rural communities. Campaign material can be customized to accommodate this type of advertising.

2024 Work Group Goals:

Kent suggested that the topic of message leveraging should be added to the work group meeting agendas in addition to campaign updates.

Renie Dugwyler suggested emphasizing the safety messaging.

Connect Effect Update (Kent MacLennan):

The Connect Effect is a statewide fentanyl awareness initiative launched in 2023 for the Attorney General’s office by SE2 Communications and Rise Above Colorado. The target audience is primarily middle school age youth and their parents, with secondary focus on youth ages 15-18. The campaign is centered on positive social norming specific to avoiding the misuse of pills that could be laced with fentanyl and supporting positive bystander behavior in keeping friends safe. Reinforcing safety and the normalization of naloxone is also one of the campaign goals. The campaign strategy was based on surveys and discussion groups with

Colorado teens and consultations with national experts on positive social norms. The campaign also highlights the signs of an opioid overdose and how anyone can use naloxone to reverse an overdose. Campaign materials are available in English and Spanish.

For additional information: <https://www.connecteffectco.org/youth>

Partner Updates:

Lance Willoughbey: The Free Recovery Community is hosting a panel discussion on Saturday, January 20th. Information about the event will also be shared with the Affected Families & Friends Work Group.

Adjournment/Next Meeting:

The meeting was adjourned at 2:30 p.m. The next work group meeting will be held on Wednesday, March 20, 2024 from 1 to 2:30 p.m.

Attachments: Work group roster