

Colorado Consortium for Prescription Drug Abuse Prevention

Public Awareness Work Group Meeting Minutes

November 16, 2022 via Zoom

Present:

Kent MacLennan, Maria Livingston, Co-chairs
Dayna DeHerrera-Smith, Front Range Clinic
Zack Jenio, Mile High Behavioral Healthcare
Deanna Uhler, University of Colorado
Marion Rorke, Denver Environmental Health
Renie Dugwyler, Jefferson County Sheriff's Office
Miranda Bell, MPH Student
Crystal Goodiel, Safe Rx
Angela Govea, New Pathways to Wellness & Recovery Counseling
Amelie Company: Katelyn Aberle, Annie Coghill
Affected Families & Friends Co-chairs: Sarah Werner, Tracey Ritter
Consortium: Gina Olberding, Jen Place, Jessica Eaddy, Lindsey Simbeye, Jennifer Mackender, Kristin Carpenter, Michael Davidson, Rosemarie MacDowell

Absent: See attached list.

Kent MacLennan, Work Group Co-chair, called the meeting to order at 1:05 p.m.

Approval of Minutes:

A motion was made to approve the September 2022 work group meeting minutes. Motion approved.

Kent welcomed new work group co-chair Maria Livingston, Communications Director for the Prevention Services Division at CDPHE. Prior to her current position, Maria worked in the Office of Behavioral Health Department of Human Services.

Overview of Consortium Campaigns (Michael Davidson):

Michael provided an overview of the Consortium public awareness work group's efforts over the past ten years, including funding sources. A copy of the presentation is attached to the minutes. Presentation highlights:

The first large campaign, "TakeMedsSeriously," was funded by the Attorney General at that time, John Suthers. The campaign, which included pre- and post-surveys, was supported over the years by additional legislative allocations. There was a heavy emphasis on safe storage and disposal and interface with community groups, including Volunteers of America and Meals on Wheels.

With the onset of COVID-19, most campaign funding was shifted to digital advertising. Webb Strategic (and later Andy Cohen's organization Clermont Eliot) was involved in the first few campaigns, including "TakeMedsBack." The TakeMedsBack branding continues to the present day. More recent campaigns include "Bring Naloxone Home" and "Keep the Party Safe."

The Consortium has supported the annual Overdose Awareness Day on August 31st with online promotional and social media efforts. This effort eventually led to the www.endOverdose.com website originally launched by Tri-County Health Department. The website is now managed and funded by the Consortium.

Public awareness efforts included research and evaluation conducted by the Research Triangle Institute. Research into fentanyl resulted in the “Keep the Party Safe” campaign. The Public Awareness Work Group has also supported the Affected Families & Friends “Beyond the Numbers” video project.

Keep the Party Safe Progress Report/Next Steps (Katelyn Aberle & Annie Coghill, Amelie Company):

Katelyn presented an overview of Amelie’s work on the “Keep the Party Safe” campaign. The purpose of the campaign is to educate and increase awareness of fentanyl dangers and to encourage a greater understanding of safe use and harm reduction behavior among those using drugs recreationally. Katelyn reviewed the campaign materials and methods. A copy of her presentation is attached to the minutes.

- Campaign website – www.KeepThePartySafe.org
- Digital toolkit: bit.ly/KeepThePartySafe
- Order materials: bit.ly/KTPS-MaterialsRequest

For additional information: katelyn@ameliecompany.com

Comments/Questions:

Lindsey Simbeye asked where ads are being shown. She said advance notice could help the external relations team with community outreach. Katelyn will provide this information.

Amelie has a social media toolkit, web banners, campaign videos, and sample newsletter copy and graphics and other collateral that can be used for community outreach efforts. Some information is also available in Spanish. Outreach could include ski resorts, colleges, and music festivals. Lindsey Simbeye said she has ski area contacts and can share that information with Amelie.

The campaign was launched in conjunction with Naloxone Awareness Month and Overdose Awareness Day. Annie Coghill said Amelie is focusing on reaching a more mainstream audience with harm reduction messages. She reviewed the various regional efforts, including those in Grand Junction (TV coverage) and various college campuses. An interview aired on Colorado Public Radio and 9News has requested an interview.

Michael Davidson said local community members are being sought to tell their stories to the communities in which they live. He asked work group members to let him know if they have any individuals they can suggest who might be willing to participate.

Michael.davidson@cuanschutz.edu

Tracey Ritter and Sarah Werner said the Affected Families & Friends Work Group has been conducting speaker training for those who wish to speak about their personal experiences. They can recommend speakers. Michael suggested a strategy meeting to discuss this further.

If funding is available, Katelyn and Michael spoke about the potential of expanding and extending the campaign for maximum exposure and post-campaign research.

Work group members discussed the current campaign being conducted by the attorney general's office, target ages, and various methods used to reach different ages groups, including high school students. They also discussed potential age-related barriers.

Sarah Werner mentioned recent Denver Film Festival productions related to addiction and the opioid crisis. She suggested pursuing a collaboration and said she would obtain contact information. She mentioned the "Into Light" exhibition featuring portraits of individuals who have lost their lives to substance use. Exhibitions are planned for Colorado in 2023.

Renie Dugwyler volunteered to disseminate educational information in Jefferson County via the Sheriff's Office social media and patrol officer network. Lindsey Simbeye said she had information and resources that she could provide to Renie from work that she did in the past with law enforcement agencies in her region.

Budget Notes:

This topic was tabled for a future meeting.

Adjournment/Next Meeting:

The meeting was adjourned at 2:30 p.m. The next work group meeting will be held on Wednesday, January 18, 2023 from 1–2:30 p.m.

Attachments: Work group roster, Presentations

Relevant chat comments and links:

- Jessica Eaddy: DanceSafe contact: Jessica@dancesafe.org
- Jen Place: Other campaigns like 'Fake & Fatal' or "Laced & Lethal" were designed for younger audiences.
- Lindsey Simbeye: Two school districts in my region are taking a more progressive approach with naloxone on campus by allowing students to carry and administer. I also have districts who won't even talk about fentanyl or naloxone. Each district/school will make their decisions based on community norms and acceptance.
- Jennifer Mackender: <https://coloradocrisiservices.org/below-the-surface/>