

Colorado Consortium for Prescription Drug Abuse Prevention
Affected Families & Friends Work Group Meeting Minutes

November 19, 2021 via Zoom

Present:

Sarah Werner, Co-chair

Tracey Ritter, Co-chair

Jessica Triplett, CDHS

Community Members: Jeremiah Lindemann, Angela Trujillo, Kallen Thornton

Consortium: Jen Place, Michael Davidson

Absent: See attached roster.

Work group Co-chair, Sarah Werner, called the meeting to order at 12:05 p.m.

Approval of Minutes:

A motion was made to approve the October 2021 meeting minutes. Motion passed.

Resource Guide:

Jen Place reviewed the resource guide for updates. A copy of the guide is available on the Consortium website: <https://corxconsortium.org/wp-content/uploads/Affected-Families-and-Friends-Resource-Guide.pdf>

Discussion of “Anonymous Sister” Film Screening:

Sarah summarized the topics addressed in the film produced by Jamie Boyle. Tracey Ritter provided the following recap:

The panel discussion included Attorney General Phil Weiser and Rob Valuck. Tracey also participated. Questions following the discussion pertained to the current and future state of treatment and recovery. A question and answer session was held after the film screening. Approximately 30 to 40 people attended the screening, which was also followed by a brief Narcan training and distribution of Narcan supplies as well as Deterra medication disposal bags.

Jen Place said that Troy Bowman, Signal Behavioral Health, was key to being able to have Narcan available at screening. Troy was able to supply 60 kits for the event.

TV Appearance:

Tracey was invited to appear on 9News to share her personal experience with the loss of a family member. Link to the interview:

<https://www.9news.com/video/news/local/next/colorado-mother-asks-for-attention-on-the-quiet-crisis-of-prescription-drug-abuse/73-e20cf7a2-bb76-4ea7-bc89-a0549f3d637b?jwsourc=em>

Beyond the Numbers:

Sarah reviewed the Beyond the Numbers videos for new meeting participants. Link to videos: <http://www.beyondthenumbersco.org/>

Michael Davidson had the following suggestions and comments regarding video promotion:

- There may be financial resources available for promotion via the Public Awareness Work Group.
- The videos would play well on social media.
- Collaborate with other groups such as young people in recovery, families and friends who have lost loved ones.
- Social media increasingly involves “pay to play.”
- The work group could work with firms that specialize in social media advertising; they can help refine the messaging.
- Different social media platforms have different approaches.
- 30-second videos would work well on Facebook and Instagram. Twitter videos would have to be shorter.
- A professional organization could create new videos by editing current ones.
- Collaborate with RiseAbove Colorado (Kent MacLennan).
- Movies and concerts are great ideas. These venues work with ad agencies. While not free, very often meaningful discounts are offered.
- Work with ad agencies that have experience with these venues as they can help with connections and buys.
- Identify individuals who could speak to media.
- Connect with the University of Colorado Health Center in Boulder, the National Association of Health Centers, health clinics, and school organizations.

Comments from other meeting participants:

- PSAs could work well for large crowds.
- Include school classes that address health issues (Denver public schools have a substance use program).
- Denver Health has a step program for Denver schools.
- Approach boards of education in the various Colorado regions (the Consortium external relations staff could assist).
- There is a parent information network in the Denver area that may provide a platform.
- Look into colleges and universities (counselor programs, Panhellenic campus contacts, campus Health Educators).
- Incorporate videos in the provider education sessions.
- Partner with complementary campaigns (Moms struggling with addiction).
- Create new videos to expand perspectives that would target specific groups such as youth, pregnant/parenting women, etc.).

Kallen Thornton Presentation:

Kallen spoke about the “Tough as a Mother” public awareness campaign. The focus of the campaign is to raise awareness of maternal substance use, decrease stigma, and connect individuals with treatment. There is also a “micro” campaign called “Recovering Out Loud.” Her organization has a Facebook page, a website with videos of personal stories, and also produces a newsletter.

Website: <https://www.toughasamother.org/moms-like-you/>

Facebook: <https://www.facebook.com/ToughasaMotherCO>

Jeremiah Lindemann Presentation:

Jeremiah created a website five years ago to raise awareness of lives lost to the opioid crisis and in memory of his brother. The website features personal stories by friends and family members. There are now approximately 4,000 individual stories on the site. Jeremiah also spoke about his past involvement with the Consortium and his work with Karen Hill. Sarah asked if it would be possible to post video links on the website. Jeremiah said it would be.

Website:

<https://nscsafety.maps.arcgis.com/apps/instant/attachmentviewer/index.html?appid=1709030e6f054a67b576857d844d2ed4>

Work Group Action Plan:

Sarah suggested putting together a formal action plan before the December 17th meeting.

Adjournment and Next Meeting:

The meeting adjourned at 1:20 p.m. The next work group meeting will be held on Friday, December 17th from noon to 1 p.m.

Attachments: Work group roster