

Colorado Consortium for Prescription Drug Abuse Prevention

Affected Families & Friends Work Group Meeting Minutes

February 16, 2024 via Zoom

Present:

Sarah Werner and Tracey Ritter, Co-chairs
Waltrina DeFrantz-Dufour, Denver University
Becca Barnhart, CDC Foundation
Amy Walker, Hard Beauty
Lorraine Hoover, Raymond Rountree, Jr. Foundation
Kourtney O'Connor, Travelport
Julie Wright, Maddie Wright Foundation
Prescillia Wells, Hard Beauty
Angie Neeley, SRC
Heather Hopkins Miller
Liz Sielatycki, Rise Above Colorado
Consortium: Jose Esquibel, Hilary Bryant, Jen Place, Shayna Micucci, Kristin Carpenter, Teresa Cantwell

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 January meeting minutes. Motion approved.

Presentation: Prevention Programs in Schools and Communities: Liz Sielatycki, Manager of Communications and Community Partnerships, Rise Above Colorado:

In collaboration with the Colorado Attorney General's office and SE2 Communications, Rise Above launched the campaign "The Connect Effect" to help youth, parents and communities address the increasing danger of youth pill misuse and potential exposure to fentanyl and other opioids. A copy of the presentation is attached to the minutes. Presentation highlights:

- Rise Above's audience has been mostly youth focused.
- Rise Above Colorado connects with teens through traditional and social media campaigns focused on prevention and positive social norming messages. The social norms approach focuses on positive messages about healthy behaviors and attitudes.
- Most teens are not using drugs and alcohol.
- 9 out of 10 Colorado youth are not misusing pills.
- Accidental poisoning is a very common scenario associated with teen overdoses.
- The campaign includes message testing with youth and parents across the state.
- Campaign information includes instructions on the use of Narcan and the Opie Rescue app.
- The campaign encourages conversations with adults and caregivers.
- The campaign for teens ages 13 to 18 has focused on TikTok.
- The platforms used for parents includes Facebook and Instagram.
- The campaign was also launched on Entrevision (the Spanish speaking news outlet).

- Campaign materials and a toolkit are available for download.
- The campaign is working with communities that have applied for opioid abatement funds, Colorado schools, boys and girls clubs, and plans to establish a collaboration with Communities that Care.
- Rise Above will be working with CSU's prevention program with the assistance of grant funding and with the El Paso County Public Health Department and Teller County. They are open to working with other community partners.

For additional information: liz@riseaboveco.org

Hilary Bryant asked about how social norming questions have been received by parents. Liz said she could provide more information in a follow-up meeting, but that initially the reception was mixed.

Jose Esquibel mentioned that the Consortium external relations staff has been working with youth to train them in the use of Narcan, which might provide an opportunity for the current Connect Effect campaign. A pending bill in the legislature is also considering allowing students to carry naloxone on school grounds.

Liz reviewed other resources available on the Rise Above website, including Not Prescribed. A fentanyl and counterfeit pills section was recently added. For additional information/resources: <https://riseaboveco.org/resources.html>

Member Updates:

Waltrina DeFrantz-Dufor, University of Denver: The collegiate recovery program just completed their accreditation with a score of 94 out of 100.

Sarah Werner said there are approximately 20 institutions of higher learning in the State of Colorado that have participated in recovery support training sessions

March – December 2024 Calendar

- March: Family and Peer Specialists and their Role in Recovery
- April: Clinical Treatment and Therapy Models (what's out there, how to find it)
- May: Mental Health Awareness - how to access mental health resources
- June: Medication Assisted Treatment for Substance Use Disorder (what it is; how it works)
- July: How to Navigate the Legal System and Drug Court
- August: Naloxone/Fentanyl Awareness
- September: Family Support in Recovery
- October: Prevention Tactics
- November: Benzodiazepines - what are they and why are they a problem

Adjournment/next meeting:

The next work group meeting will be held on Friday March 15, 2024 from 12-1 p.m.
Presentation: "Family and Peer Specialists and their Role in Recovery"

Attachments: Work group roster, Presentation slides