

## Colorado Consortium for Prescription Drug Abuse Prevention

### Public Awareness Work Group Meeting Minutes

May 20, 2020 via Zoom

#### **Present:**

Kent MacLennan, Co-chair, Rise Above Colorado

Liz Owens, Co-chair, OBH

Cathy Law, Retired Senior Volunteer Program

Charlotte Whitney, OBH

Marta Brooks, Rueckert-Hartman College for Health Professions

Webb Strategic: Ginny Williams, Andy Cohen

AmeriCorps: Sarah Green, Nathan Rodriguez, Yarrow Linden, Veronica Hanna, Grace Chacon, Matthew Martinez

Consortium Staff: Jose Esquibel, Gina Olberding, Susanna Cooper, Jen Place, Tyler Payne, Jessica Eaddy, Jamie Feld, Lindsey Simbeye, Michael Davidson, Rosemarie MacDowell

#### **Absent:**

Kevin Hughes, Peer Assistance Services; Jodi Lockhart, OBH; Renie Dugwyler, Jefferson County Sheriff's Office Public Affairs; Suzi Stolte, JP Opioid Interaction Awareness Alliance, Co-chair Affected Families & Friends Work Group; Karla Colonnieves, Health District of Northern Larimer County; Bethany Pace-Danley, Peer Assistance Services; Adam Musielewicz, Peer Assistance Services; Kavitha Kailasam, Rise Above Colorado; Petra Wolford, Colorado School of Public Health; Tiffany Tuetken, Cordant Health Solutions; Amy Whited, Kaiser Permanente; Don Hill, JP Opioid Interaction Awareness Alliance; Ali Maffey, CDPHE; Shelley Ferneau, Griffin Surgical & Spine; Beverly Gmerek, Colorado Department of Human Services; Sherry Mincic, King Soopers; Steve Schroeder, King Soopers; Jerry Peters, North Metro Task Force; Stephanie Menke, CU ARTS Program; Jade Woodard, Illuminate Colorado; Judy Margolis, MD; Sarah Swan, BMS; Jonathan Judge, Rise Above Colorado; Jeremiah Lindemann, ESRI; Randy Knutsen, UC School of Pharmacy; Karen Hill, JP Opioid Interaction Awareness Alliance; Jenny Wood, OBH; Alyssa Moore, RN; Bridget McFarthing, Summit County Public Health; Lin Browning, Central Colorado AHEC; Zach Urban, Wheat Ridge City Council; Matthew Hess, Colorado AHEC Program Office; Doug Fish, UC School of Pharmacy; Jillian Adams, Illuminate Colorado; Erin Ferries, Humana; Cindy Armstrong, Colorado AHEC; Samantha Rutishauser, CBS 360; Heather O'Hayre, Larimer County Human Services; Jess Fear, Larimer County Health District; Qing Li, Epidemiologist Services; Linda Hughes, Exit the Highway; David Loffert, PhD; Pete Webb, Webb Strategic; Andres Guerrero, CDPHE; Shayna Micucci, CDPHE; Alice Casey, Pickens Technical College; Annie Klein, Peer Assistance Services; Taylor Hillhouse, Attorney General's Office; Terri Schreiber, Consultant; Greg Fabisiak, CDPHE; Natalie Peppercorn, Peer Assistance Services; Heather Dolan, Signal Behavioral Health; Erin Hackett, The Kenney Group; Krystle Hart, RN; Troy Larson, Colorado State Unit on Aging; Joletta Belton, Endless Possibilities Initiative; Steve Martinez, Tri-County Health; Sara Froelich, The Kenney Group; Ailaila Kay, OMNI Institute; Amy McCord, Homeward Pikes Peak; Mandi Kennedy, Peer Assistance Services; Danielle Felder, Boys & Girls Club; Cori Howard, AmeriCorps; Sherry Gillespie, OBH; Carly Larson, Rocky Mountain Crisis Partners; Consortium: Rob Valuck, Judy Solano,

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 March 2020 work group meeting minutes. Motion approved.

### **Project Updates:**

TakeMedsSeriously (Michael Davidson): The website updates are near completion. The updated website will include custom posting. Michael will provide additional information by email.

You're the Solution, Other Programs (Andy Cohen): The campaign is focusing on 55 plus seniors in the Denver Metro area. Some of the work related to the project has been delayed due to COVID-19 issues. Many of the Volunteers of America (VOA) dining rooms are not operating; however, 600 pieces of material were delivered earlier by the VOA Meals on Wheels. Program. 1,900 pieces were distributed in the Denver, Jefferson, and Arapahoe county areas in April. Distribution is also planned for Douglas and Adams counties. An article appeared in the April VOA newsletter concerning medication safe use, storage, and disposal. Digital messaging will continue.

While the Denver area libraries still remain closed, conversations are continuing with the department for older adult services. Contact was also made with the Anschutz campus Center on Aging. The Safe Disposal Work Group is on their board. The Center works with AARP to present live webinars. The Safe Disposal Work Group will be providing a presentation during a webinar planned for June 2<sup>nd</sup>. The focus will be on medication management.

Other programs with hospice are on hold, but will be reviewed for possible digital messaging, including a 9News digital broadcast sponsorship. This type of digital messaging allows for targeted marketing. Ads will begin in early June and continue through the end of July.

A final report summarizing the programs will be available the end of July and will include metrics.

Gina mentioned there would be some flexibility in the funding received from the SOR grant, which runs from September to September each year. Michael said that some of the funding for digital advertising is coming from the CDPHE Take-Back Program.

Cathy Law reported that they have received excellent feedback from seniors and VOA volunteers regarding the programs.

RTI – Research and evaluation: A quantitative survey will be completed in a few months. Research included focus groups. The information obtained from focus groups will inform a qualitative report and future priorities. Additional focus groups are planned. An audit of campaigns will also be performed. Metrics from this audit will be used to evaluate behavioral changes. RTI plans to develop an interview process in order to determine value obtained by organizations. A list of stakeholders is currently in development. Stakeholder interviews are planned for early summer.

Bring Naloxone Home (Michael Davidson): The second part of the statewide campaign is nearly completed. Cactus will be presenting their final report. Future work will depend on funding. Kent said that RTI research has shown that the value of naloxone is still not understood; more work needs to be done.

AmeriCorps (Gina Olberding): Eleven of twelve Vista openings have been filled. Due to stay-at-home orders, work has been challenging. Cory Howard is working on an application for continuing the CORP program for Year 4. New locations may be added. Lindsey Simbeye added that the Vista members provide more “bandwidth” for local organizations, which has been very beneficial for Routt County.

Public Awareness Work Group Support of Provider Education (Gina Olberding): The Consortium worked with the Colorado Hospital Association and the Colorado Medical Society to establish opioid prescribing guidelines. Dr. Stader wrote opioid treatment guidelines for ER physicians. There is a collaboration called CURE (Clinicians United to Reduce the Epidemic). Under the CURE project, guidelines are being expanded to include seven different medical specialties. The guidelines aim to achieve treatment consistency among the medical professions. It is expected that the guidelines will be finalized in the next two months. There will also be a guidelines podcast. Information regarding the guidelines and podcast will be featured in an upcoming Colorado Medical Society newsletter. Assistance from the Public Awareness Work Group would be appreciated.

Colorado Crises Services (Liz Owens and Michael Davidson): Thirty-six individuals participated in an online forum to provide information that will be used to create of messaging for Colorado Crisis Services. Message development will be completed by the end of June. Michael Davidson and Tyler Payne are also working on this project in collaboration with OBH and Cactus Communications.

Youth Prevention (Kent MacLennan): Funding has been used to support two initiatives, including the bi-annual Colorado Youth Survey (a survey of 650 youth statewide from 12-17 years of age), which is part of Healthy Kids Colorado. Data collection has been completed and the final reports are in process. A number of questions in the survey addressed prescription drug misuse. Funding also supported an online social norms campaign “Fill Your World with Good,” which includes messaging related to prescription drug misuse. According to the 2018 survey, the vast majority of Colorado middle and high school youth are not using prescription drugs.

### **Legislative Updates:**

Jose Esquibel said budget cuts have impacted funding for future projects. None of the bills containing fiscal notes will be accepted; however, policy issues will remain and could potentially pass. Recommended budget cuts may also effect previously funded programs, including the \$750,000 allocated for public awareness for five years. Despite potential funding cuts, it appears the public awareness statute will remain in place. This could allow for future funding once the economy revives.

Liz Owens indicated that the Colorado Crisis Services marketing campaign received additional funding this past year from federal and block grants, which will serve to offset the lack of state funding. The money will also be used for media buys related to substance use, mental health, marketing for walk-in centers, and website revamping.

The Interim Study Committee is currently scheduled to reconvene in the fall of 2021; however, stakeholder convening could still take place to review bills and make recommendations through the Substance Abuse Task Force and the Consortium. Jamie mentioned that funding may become available through the CARES Act and could offset losses and costs directly related to COVID-19, such as crisis services and the effects on the senior population.

A discussion was held regarding other grants that could be pursued. Any funds remaining from the SOR grant might also be available for campaigns. Work group members also discussed the cost of past media buys for Bring Naloxone Home and TakeMedsSeriously and the possibility of finding partners to assist with future outreach (similar to the partnership developed with Volunteers of America). Vista members could also assist.

Jessica mentioned a presentation by Shatterproof's CEO at the Rx Drug Abuse & Heroin Summit. The presentation addressed a strategy to address stigma related to opioid misuse. <https://www.eventscribe.com/2020/rxsummit2020/fsPopup.asp?efp=UFVFSkxHWFk5Nzc1&PresentationID=656050&rnd=0.598704&mode=presinfo>

**Adjournment and Next Meeting:**

The meeting adjourned at 2:15 p.m. The next work group meeting will be held on Wednesday, July 15, 2020 from 1–2:30 p.m.