

Colorado Consortium for Prescription Drug Abuse Prevention

Public Awareness Work Group Meeting Minutes

March 16, 2022 via Zoom

Present:

Kent MacLennan, Liz Owens, Co-chairs

Sarah Werner, Co-chair, Affected Families & Friends Work Group

Charlotte Whitney, OBH

Aminta Bhutani, DEA

Attorney General's Office: Jamie Feld, Victoria Nava-Watson

Consortium: Jose Esquibel, Gina Olberding, Susanna Cooper, Jen Place, Jessica Eaddy, Lindsey

Simbeye, 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 January 2021 work group meeting minutes. Motion approved.

Budget Updates:

Jose Esquibel reviewed changes in the public awareness budget. \$3 million has been allocated to the MAT expansion program, with \$750,000 earmarked for public awareness activities.

Efforts are also being made to secure additional funding from foundations. Jose said that a portion of the budget will be for other work groups' public awareness needs. All sources of funding, including funding from legislation and the federal level, will need to be coordinated and managed effectively. The work group will also need to coordinate public awareness campaigns with other state departments. Victoria Nava-Watson said that avoiding a duplication of efforts was a key consideration for the AG's office as was the identification of any gaps.

Susanna reviewed the FY 2021-2022 budget. A copy is attached to the minutes. She asked work group members to let her know if they have other budget requests.

Comments:

Sarah Werner: A public awareness campaign could focus on the hospitality industry. Concerts, sporting events, bars, and restaurants could provide suitable venues for ads and posters. She spoke with the Denver Film Society regarding PSAs during their film events.

Kent McClellan: A hospitality campaign focus could be developed once RTI completes their research related to messaging and the target audience.

Jessica Eaddy: Some in the food and beverage industry worry that acknowledging substance use on premises or among employees can result in a liquor license revocation. Small independent restaurants might be open to all of this (she has conducted Narcan training in restaurants), but corporate/larger chains located in conservative areas might have concerns.

Liz Owens: The Lift the Label campaign assets might be appropriate for restaurants/bars.

Jen Place: There is a new agency in Colorado called Culinary Hospitality Outreach Wellness (CHOW) that might be able to partner in some way.

Lindsey Simbeye: CHOW has reached into hospitality areas in resort communities as well.

Gina Olberding: Susanna is the point person for the Public Awareness Work Group and can triage requests/ideas/needs: susanna.cooper@cuananschutz.edu

Fentanyl Public Awareness Campaign:

Susanna said RTI will be conducting a survey of adults to test various messages related to fentanyl in order to help determine the target audience and message that best resonates.

Aminta Bhutani mentioned there was a DEA presentation several years back. She will look for contacts related to that presentation to see if there is any current interest. The latest DEA media campaign can be viewed at www.dea.gov/onepill (with parent, media, and web resources.)

Sarah said there may be a fentanyl awareness day in Colorado on August 21st. Andrea Thomas, of Voices for Awareness, is promoting this.

Work group members discussed allocating funds to various events, but need more information regarding contacts and planned events. Funds could be used to purchase fentanyl test strips, for example.

Michael Davidson said that fentanyl campaign meetings have been held during the past month to discuss campaign strategy. A statement of work has been established with the Research Triangle Institute (RTI). Michael also discussed the work currently being done by RTI and their past assistance with both the TakeMedsSeriously and Bring Naloxone Home Campaigns.

Michael has contacted a number of marketing agencies. The deadline for their submissions is March 31st. He expects an agreement to be in place by April 15th. As research and development proceeds, stakeholders will have an opportunity to provide input and feedback. CDC assets can be adapted and are available for use by local organizations and on social media.

CDC materials: <https://www.cdc.gov/stopoverdose/>

Fentanyl component of the broader campaign:
<https://www.cdc.gov/stopoverdose/fentanyl/index.html>

Victoria Nava-Watson spoke about her role in the AG's office and the public awareness programs currently being developed for parents and youth. The AG's office is currently creating in-house resources that are Colorado specific. The resources will also be translated into Spanish (including high-level infographics and FAQ sheets). She and Jamie will be providing updates at future work group meetings.

Victoria.Nava-Watson@coag.gov

Jamie.Feld@coag.gov

<https://coag.gov/opioids/>

<https://youtu.be/lk7OFKdIVJ8>

AG Opioid Response Unit newsletter (infographic and additional resources):
<https://lp.constantcontactpages.com/su/YzawsyY>

Affected Families & Friends Work Group Update:

The 30-second Beyond the Numbers videos are now available and are on You Tube. The videos have been disseminated to speakers who have attended recent work group meetings. The speakers have then shared the videos with their respective organizations. Kent suggested

sharing the videos on social media. The work group discussed a video distribution plan and possibly adapting some of the videos, depending upon the distribution channel. Michael and Sarah will discuss this further offline.

Sarah said more individuals are needed for speaker training.

Other Updates:

Aminta Bhutani: The next Drug Take Back is on April 30th. Sites can be found at www.dea.gov/takebackday Jamie Feld said the attorney general might be interested in attending a Take Back event. She asked Aminta to her know if there is a site she would recommend. Jamie.feld@coag.gov

Michael said that CDPHE is working with an agency in Denver to review the TakeMedsBack campaign that focused on safe disposal.

Adjournment/Next Meeting:

The meeting adjourned at 2:30 p.m. The next work group meeting will be held on Wednesday, May 18, 2022 from 1–2:30 p.m.

Attachments: Work group roster, Preliminary Budget