

Colorado Consortium for Prescription Drug Abuse Prevention

Public Awareness Work Group Meeting Minutes

May 15, 2024 via Zoom

Present:

Kent MacLennan and Heather Link-Bergman, Co-chairs

Maria Livingston, CDPHE

Cloe Wells, Community Medical Services

Consortium: Jose Esquibel, Gina Olberding, Hilary Bryant, Jessica Eaddy, Jen Place, Michael Davidson, Jennifer Mackender, Eric Barker, Teresa Cantwell

Absent: See attached list.

Heather Link-Bergman, 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 work group meeting minutes. Motion approved.

Presentation: CDPHE Overdose Prevention and Fentanyl Awareness Campaign (Heather Link-Bergman):

HB 22-1326 directed CDPHE to develop, implement, and maintain an ongoing statewide prevention and education campaign to address fentanyl education needs in the state and to reduce fatal and non-fatal fentanyl overdoses by influencing behaviors. The campaign has \$3.7 million in funding effective March 2024 – June 2025). Heather provided a presentation and overview of the campaign. A copy of the presentation is attached to the minutes.

~~C~~The campaign research was ~~supported by developed with assistance from~~ Consortium staff, ~~and CDPHE has collaborated with members of the in particular~~ the Harm Reduction Work Group to form an advisory group that centers the perspectives of PWLE. During campaign researchdevelopment, other in-state and out of state campaigns were reviewed. The campaign will include a statewide survey open to individuals with lived experience and those involved in public health, harm reduction, ~~and~~ the hospitality industry, and others that broadly intersect with the issue of overdose prevention. Focus groups will include people with lived experience, affected friends and family, and frontline professionals involved in the substance use field. The campaign's advisory group includes community members across the state.

Heather asked meeting participants to consider the following:

- What do you believe are the three most important messages the general public in Colorado needs to hear and learn from the campaign, e.g., personal, environmental, behavioral messages?
- What are some of the things the campaign might be overlooking?
- What other information should be included in the campaign?

Comments/Questions:

Jose Esquibel: What can be done to prepare people at the local level for the campaign launch?
Heather suggested outreach to communities, including presentations and resource information.

Jose suggested including the campaign on the Substance Trend & Response Task Force agenda as well as the regional council fora.

Jen Place: Will the campaign be specific to fentanyl? Heather said the campaign focus is one of the “trickiest” parts of campaign research. Maria Livingston commented that people are inundated with information in their social media feeds, and there has already been a plethora of campaigns related to fentanyl. She said it would be important to create a campaign that speaks to all Coloradans.

Gina Olberding: A previous meeting mentioned CDPHE’s desire to assess the subject of stigma with first responders. Is there an opportunity to leverage this work with first responders since the target audience is the same? Gina offered to facilitate a conversation regarding this subject. Heather welcomed the sharing of information.

Kent MacLennan spoke about the AG’s work and how that network could help leverage the campaign, particularly since the AG’s work is funded by the opioid settlement funds and CDPHE funding has a limited time span. Jose suggested addressing this in a meeting with the attorney general. Heather said the campaign could develop a variety of tools and resources that could continue to be used by local communities.

Michael Davidson asked if the focus on behavioral changes occurs at the outset of the campaign or gradually through outreach and awareness efforts. Heather indicated that the campaign could encourage people to take action, since most people are generally aware of fentanyl. Michael also mentioned complimentary messages in the “Keep the Party Safe” and “Bring Naloxone Home” campaigns that might be incorporated in the CDPHE campaign.

Maria Livingston referred to existing naloxone messaging and why every Coloradoan might not be able to obtain naloxone because of barriers. She asked what would be required to compel someone to take action.

Cloe Wells provided information on feedback she receives from patients. Patients fear law enforcement involvement and the stigma associated with it. She suggested that law enforcement should be aligned with messaging.

Gina mentioned coordinating and aligning messaging with the CDPHE Overdose Prevention Unit (the unit managing the naloxone bulk fund). Heather indicated this unit serves as CDPHE primary subject matter experts and are an important partner.

Heather said the work group could be of help by:

- Getting community input for discussion during future meetings
- Providing a sounding board for different campaign ideas and concepts
- Sharing the campaign with their respective networks.

She asked members to complete a survey and share the survey with their networks.

Survey link: https://survey.sjc1.qualtrics.com/jfe/form/SV_6DXoCYSKyAAIpcW

Link to Region 15 campaign: <https://www.endstigmastartrecovery.org/>

Partner Updates:

Kent updated work groups members on the Connect Effect youth fentanyl campaign. <https://www.connecteffectco.org/youth> New campaign ads will include Rise Above's Colorado Teen Action Council. Several Colorado regions have allocated funding for local Connect Effect efforts. In collaboration with Amelie, the work group plans to renew the AEG contract to continue to provide information on fentanyl and overdose prevention at concert venues. The work group will be participating in the JP Opioid Interaction Awareness Alliance golf tournament. The AG's statewide opioid summit will be held in Loveland on September 30th.

Cloe Wells said Community Medical Services has one clinic open in central Aurora with plans to open another in Westminster. She asked work groups members to let her know if they have any suggestions regarding community outreach.

Michael Davidson: The Consortium is circulating a survey to members in order to obtain feedback on Consortium communications efforts. Link: <https://corxconsortium.org/2024-communications-survey/>

Adjournment/Next Meeting:

The meeting was adjourned at 2:30 p.m. The next work group meeting will be held on Wednesday, July 17, 2024 from 1 to 2:30 p.m.

Attachments: Work group roster, Presentation