

Colorado Consortium for Prescription Drug Abuse Prevention

Public Awareness Work Group Meeting Minutes

May 17, 2023 via Zoom

Present:

Kent MacLennan and Maria Livingston, Co-chairs
Renie Dugwyler, Jefferson County Sheriff's Department
Sara Gallo, Clinician
Donna Goldstrom, Front Range Clinic
Dana Abbey, UC Health Sciences Library
Natalie Sandoval, Denver Department of Public Health & Environment
Sara Jean Cardona, CDPHE
Solace Kent, Behavioral Health Administration
Consortium: Jose Esquibel, Gina Olberding, Jessica Eaddy, Shayna Micucci, Hilary Bryant, Kristin Carpenter, Lindsey Simbeye, Michael Davidson, Eric Barker, 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 March 2023 work group meeting minutes. Motion approved.

Campaign Updates (Michael Davidson):

The first phase of the fentanyl overdose prevention campaign has been completed. Results have been very promising. The contract with Amelie for this phase of the campaign ends June 30th with the expiration of the fiscal year. Upcoming campaigns include music festivals and events. Events will be staffed by volunteers and giveaway items will be made available.

The overdose prevention campaign is targeted to recreational or occasional drug users ages 18 to 44. The objective of the campaign is to educate people about fentanyl drug contamination, and safe behavior. The campaign includes You Tube videos, material handouts, and social media (Reddit, Tik Tok, Snapchat, and Instagram). A recent "USA Today" article about fentanyl test strips and nonprofits at music festivals quoted Rob Valuck. Spotify ads are still being run through May 31st. Results from the ads are not yet available. AEG will be running ads in their digital promotion channels.

Michael suggested adding a research component to track how the public's knowledge of fentanyl and test strips has changed as a result of the campaigns. Work group members discussed how future budget items would be allocated.

For additional information regarding the campaigns: Michael.davidson@cuanschutz.edu

Xylazine Update (Jose Esquibel, Shayna Micucci, Jessica Eaddy):

It is expected that xylazine use on the east coast will spread to Colorado. Jose spoke about the importance of messaging to reach healthcare providers. There have been cases back east where limbs have had to be amputated because of wounds caused by xylazine use.

Resource information and guidance is being developed with harm reduction partners. A June 21st xylazine lunch and learn session will include wound care.

NEJM Xylazine Article: <https://www.nejm.org/doi/full/10.1056/NEJMp2303120>

CDPHE Fentanyl Campaign Update (Maria Livingston):

Legislation mandated CDPHE to create a statewide fentanyl awareness and education campaign. CDPHE recently hired a marketing and communications specialist to lead and develop the campaign.

What is Our Plan Campaign Update (Kent MacLennan):

Kent provided an update on other activities and campaigns in progress, including an initiative that Rise Above Colorado has been working on with the Consortium and other partners. The “What is Our Plan” Campaign is focused on raising fentanyl awareness. The campaign is targeting a variety of audiences in the Denver Metro and Colorado Springs areas and recently held a youth forum involving elected officials. Kent reviewed the following features of the website for meeting participants. Gina Olberding mentioned that the campaign provides a useful resource for the external relations staff in their work with school nurses.

Links: <https://www.whatisourplan.org/> and www.whatisourplanCS.org

The CDPHE fentanyl campaign is targeting a youth audience ages 10 to 14 and a secondary audience of ages 15 to 18. The campaign will focus more on social norming. Social norming uses data collected from a variety of sources that demonstrates most youth are not using substances and would attempt to stop a friend from experimenting with or taking a pill that could be contaminated with a substance like fentanyl. The campaign will also attempt to target the parents of this audience as well.

International Overdose Awareness Day Information Session (Hilary Bryant):

Hilary provided a recap of a recent IOAD planning session and the toolkit that will be available for planning events. She asked meeting participants to note their email addresses in the chat if they would like to participate in events.

Other Updates:

Donna Goldstrom, Front Range Clinic: They are working on marketing campaign.

Solace Kent, BHA: They have organized several events related to the Lift the Label Campaign and Fentanyl Awareness Day.

Sara Jean Cardona, CDPHE: The Overdose Prevention Unit Team will be attending more work group meetings in the future. They have been keeping up with work group activities via the meeting minutes. Grantees will be concluding their public awareness activities at the end of August. If additional funding becomes available, it will not be allocated until the spring of 2024.

The Benzodiazepine Action Work Group will be conducting training in June for peer recovery coaches seeking certification or CEUs. For information: Shayna.micucci@cuanschutz.edu

The Affected Families & Friends Work Group Co-chairs (Sarah Werner and Tracey Ritter) will be hosting a series of presentations on the Veterans Voice podcast, Mount Carmel Veterans Voice Service Center, in Colorado Springs. They will be speaking about substance use disorder from the family perspective and what family members can do to support one another and their loved ones with substance use disorder. Link: <https://www.veteransvoice.us/>

Adjournment/Next Meeting:

The meeting was adjourned at 2:24 p.m. The next work group meeting will be held on Wednesday, July 19, 2023 from 1 to 2:30 p.m.

Attachments: Work group roster, M. Davidson campaign presentation