

Colorado Consortium for Prescription Drug Abuse Prevention

Affected Families & Friends Work Group Meeting Minutes

May 19, 2023 via Zoom

Present:

Sarah Werner and Tracey Ritter, Co-chairs

Prescillia Wells, Hard Beauty Foundation

Laura Martinez, Rooted 303

Julie Wright, Maddie Wright Foundation

Jessica Triplett, CDHS

Lauren Schott, Change for Good

Consortium: Jose Esquibel, Hilary Bryant, Jennifer Mackender, Lindsey Simbeye, Rosemarie MacDowell

Absent: See attached roster.

Work group Co-chair, Tracey Ritter, called the meeting to order at 12:05 p.m. She reviewed the work group mission statement.

Approval of Minutes:

A motion was made to approve the April meeting minutes. Motion approved.

Presentation: Lauren Shott, Senior Associate at SE2 Communications, Results of a study for the Attorney General's office on social media and opioid use:

Lauren is the liaison between the Colorado Attorney General's office and the SE2 Communications project team. She has worked with Rise Above Colorado, CDPHE, Denver Health, and Children's Hospital to develop youth and adult campaigns. Her work with the Colorado AG's office is related to the youth opioid and fentanyl awareness campaign in partnership with Rise Above Colorado.

A copy of her presentation is attached to the minutes. Presentation highlights:

The campaign goals are to 1) increase accurate knowledge of fact-based information about fentanyl and naloxone, 2) increase the understanding of the health risks related to using medications not as prescribed; 3) decrease youth misuse of counterfeit pills, prescription opioids, and fentanyl; 4) foster conversations between youth and trusted adults concerning opioid misuse; 5) reduce the stigma associated with asking for help for substance use disorder and co-occurring mental health issues.

SE2 Communications has been working with Colorado campaigns (including the Consortium and Lift the Label) in order to complement messaging and avoid duplication. The current project began with a meta-analysis of other campaigns and interviews with state and national partners such as the Behavioral Health Administration, CDPHE, the Consortium, The Montana Institute, and others.

Discussion groups were held with youth to obtain their perspective and to test messaging.

A survey found there is a high level awareness of opioids and fentanyl among youth, suggesting there isn't a need for a lot of education about basic terminology.

Parents associate the dangers of pills and opioids with hard drugs like cocaine and methamphetamine.

Parents across all demographics are more likely to believe it is important to keep naloxone on hand.

Parents represent a trusted source of information for youth and need to be equipped with skills to be able to initiate conversations with their children.

Lauren explained the theory of social norming (behavior influenced by perceptions of behavioral norms) and the campaign's key strategies, including a culturally responsive campaign representative of Colorado's diverse communities.

Ads are planned for Tik Tok, Instagram, Google Display, and i Heart Radio. Toolkits will likely contain posters and other event swag and materials. The materials will also be available online. The website will have parent and youth landing pages. There will be some earned media.

The campaign launch date is scheduled for late August.

Lindsey Simbeye suggested it might be helpful for Lauren to contact Michael Davidson about access to smaller communities. Michael.davidson@cuanschutz.edu

Jennifer Mackender mentioned the excellent work being done by The Montana Institute <https://www.montanainstitute.com/>

Lauren will provide campaign updates at a future work group meeting.

Announcements:

- The Colorado "Into Light" exhibition will highlight original portraits and personal stories of people in Colorado who have lost their lives to substance use. The exhibition is open to the public and will be held on the DU campus. Submissions are now being accepted. We encourage you to consider applying and share as appropriate. The Consortium recently circulated the submission application. Please let us know if you have not received an application.
- A new film is slated to be released in theaters on July 19th, called STAY AWAKE. The film's focus is to shine a light on caregivers helping those with addiction. It's an amazing film, and we are working with the media company to help publicize it (more details later on venues).
- Tracey, Sarah, and Hilary are working with "Veterans Voice," a radio program/podcast produced by the Mt. Carmel Veterans Service Center. <https://www.veteransvoice.us/>
- The Sanctuary Recovery & Wellness Center will be opening in Greenwood Village on June 1st. www.recoveratsanctuary.com
- Rooted 303 is beginning a youth program in partnership with Littleton Public Schools.

Adjournment/Next Meeting Date:

The meeting was adjourned at 12:56 p.m. ***The work group will not hold a meeting in June.*** The next meeting will be held on Friday, July 21, 2023 from Noon to 1:00 p.m. The Hard Beauty Foundation is scheduled to provide a presentation.

Attachment: Work group roster, Presentation