

## Colorado Consortium for Prescription Drug Abuse Prevention

### Affected Families & Friends Work Group Meeting Minutes

May 20, 2022 via Zoom

#### **Present:**

Sarah Werner and Tracey Ritter, Co-chairs

Katelyn Aberle, Amelie Company

Priscilla Wells, Hard Beauty

Angie Neeley, Springs Recovery Connection

Andrea Thomas, Voices for Awareness

Sabine Dordick, Sober AF Entertainment

Laura Martinez, Rooted 303

Waltrina DeFrantz-Dufor, University of Denver

Consortium: Jen Place, Susanna Cooper, Jessica Eaddy, Lindsey Simbeye, Michael Davidson,

Rosemarie MacDowell

**Absent:** See attached roster.

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

#### **Approval of Minutes:**

A motion was made to approve the April 2022 meeting minutes. Motion approved.

#### **Review of Public Awareness Campaign:**

Michael Davidson reviewed the Public Awareness Work Group public awareness campaign. The campaign will focus on the risks associated with fentanyl. The Amelie Company has been hired to manage the creative part of the campaign. It is anticipated the campaign will be launched in the month of August in conjunction with Overdose Awareness Day on August 31<sup>st</sup>.

Katelyn Aberle spoke about the strategy Amelie plans to use to reach the target audience, which comprises Coloradans between the ages of 18 to 44 (the age group with the highest overdose rate). Campaign messaging efforts will include the following: social media, concerts, bars, restaurants, etc. She asked work group members to provide their opinions regarding the most important messaging points and venues.

#### **Comments:**

Andrea Thomas: Peer support is important. Youth need to know they can have open conversations and can share the information and knowledge they have about fentanyl. The music scene and the hospitality groups need information. Posters could be placed in restrooms, for example.

Sarah Werner: Retail stores serving recreational and medical marijuana drug users.

Tracey Ritter: School districts. Katelyn Aberle commented that schools are not the audience for this campaign; however, as more funding becomes available, they could be added in the future.

Michael Davidson: We can leverage strengths. One example of this is the Attorney General's office narrowing its scope to work with schools by trying to reach youth in the ages from 12 to 17. The Public Awareness Work Group campaign could take advantage of the things the AG's office offers, such as credibility with school districts.

Andrea Thomas: Age groups that represent parents (35 to 45) that have teenage children could be another focus. They need information because many of them do not know that fentanyl is even out there. Parent education is one of the most important things that we do for prevention. Tracey Ritter agreed.

Lindsey Simbeye: Educating parents is one of the things we include in our presentations in schools. We have a different presentation that we give to parents. The presentation includes resources parents can utilize to broach conversations with youth.

### **Presentation – Waltrina DeFrantz-Dufor:**

Sarah Werner introduced Dr. DeFrantz-Dufor, Director of the Collegiate Recovery Program at the University of Denver.

#### **Presentation Highlights:**

The Collegiate Recovery Program has been in existence nationally for 30 years. Some of the original groups were located at Texas Tech, Brown, and Rutgers University.

The University of Denver program focuses on recovery, how people get sober, stay sober, and live a fulfilling life in recovery. This is what collegiate recovery programs are all about.

In 2017, 160,000 people died as a result of substance use disorders. One in eight students live in a household where a parent or guardian has active use.

Greater than 4% of students will leave school or university because of their misuse of substances.

Full-time college students are the least likely to seek any kind of recovery support, usually because they are not ready to change, they do not think they have a problem, there is a social stigma, or they are afraid of not having enough support.

Selecting an institution with a collegiate recovery program is significant; if a student attends institution that does have a collegiate recovery program, the life course of addiction is reduced.

There are three student pathways to the University of Denver: they transfer from other universities because we have a Collegiate Recovery Program, they have been in recovery, or they have participated in a recovery high school (we have one recovery high school here in Denver).

The University of Denver has recovery housing (14 beds) and a student organization (Students for Recovery), which is funded by tuition dollars.

Parental training is provided.

The university Office of Disabilities, has a learning effectiveness program which helps with students who might have impacted their cognitive abilities. Students might also have learning disabilities and executive function disorder. Unfortunately, there is a fee for this program.

There is an SOS program (student outreach and support) for students needing financial assistance with housing and food.

Some student leaders are attending the Association of Recovery in Higher Education Conference where they meet other student leaders and bring back ideas to their community.

The Association for Recovery in Higher Education lists schools that have a Collegiate Recovery Program (CRP): <https://collegiaterecovery.org/>

#### Comments/Questions:

Laura Martinez asked if the university offered tours to see the facilities. Dr. DeFrantz-Dufour said she would work with Sarah Werner to coordinate a visit or Laura could visit on her own along with colleagues.

#### **Fentanyl Awareness and Prevention Day – August 21<sup>st</sup>:**

Andrea Thomas spoke about the Fentanyl Awareness and Prevent Day scheduled for August 21<sup>st</sup>. The Denver mayor and Colorado governor plan to proclaim the day.

#### **Attorney General's Task Force:**

Sarah Werner provided an update regarding the task force. A meeting was recently held with the AG's office to share information about the Affected Families & Friends Work Group. Jamie Feld, with the AG's office, will be attending future work group meetings.

#### **Adjournment and Next Meeting:**

The meeting adjourned at 1:05 p.m. The next work group meeting will be held on Friday, June 17, 2022 from noon to 1 p.m.

Attachments: Work group roster