

## Colorado Consortium for Prescription Drug Abuse Prevention

### Public Awareness Work Group Meeting Minutes

July 17, 2024 via Zoom

#### **Present:**

Kent MacLennan and Heather Link-Bergman, Co-chairs

Jack Devie, Milestone Community Wellness

Jerae Bustillos, Peer Assisted Services/SBIRT

Claire West, SW Opioid Response District

Becca Barnhart, CDC Foundation

Karen Chappelow, BHA

Patrick Fiore, Custer County Public Health

Amelie: Julianne Collins, Royer Lopez

Consortium: Jose Esquibel, Gina Olberding, Hilary Bryant, Jessica Eaddy, Michael Davidson,

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 May work group meeting minutes. Motion approved.

#### **Keep the Party Safe Presentation, Julianne Collins & Royer Lopez, Amelie Company:**

Amelie's presenters provided campaign updates and requested feedback from work group meeting participants. The campaign's primary goals are: 1) prevent fentanyl overdoses by increasing awareness, 2) educate the targeted audience (18 to 33 years of age) about the dangers of fentanyl, and 3) complement existing efforts by the Consortium and its partners by encouraging and increasing understanding of safe use and harm reduction behaviors. A copy of the presentation is attached to the minutes. Presentation overview:

- The campaign has had much success during the two previous fiscal years.
- When the campaign was launched, the conversation concerning fentanyl in the general public was focused on criminal justice rather than harm reduction.
- The campaign now focuses on harm reduction, and the results have been encouraging.
- Public awareness education has centered on paid media campaigns, social media, and outside events, including a partnership with AEG where collateral materials, naloxone, and emergency overdose kits have been distributed.
- Of the FY 2023/2024 funding of \$988,000, roughly half was used for paid media.
- Naloxone distribution contributed to a number of reported overdose reversals

Meeting participants were asked to respond in the chat to the following questions:

1. When considering the goals of a fentanyl overdose prevention campaign. which areas of success do you see as high priority (public relations activities, news coverage, earned media, website traffic bringing people to the keep the party safe website to learn more information, Instagram, Facebook, printed materials distributed throughout the state)?

2. Considering how the budget is allocated, which areas of focus might be larger?
3. When you think about how to describe the main measures of success for a fentanyl overdose prevention campaign as it relates to Keep the Party Safe, how would you describe those measures?

Discussion/comments/questions:

Kent MacLennan: What do the number of impressions translate to from an awareness perspective? How are people engaging with those impressions and what can be gleaned from them?

Julia Collins: We look at click through rates and time spent on the website to measure engagement.

Royer Lopez: The first impression serves as a “door opening” for further engagement.

Jose Esquibel: How do we get locals to participate and help build awareness within their communities?

Michael Davidson: The initial goal of the campaign was for an overall public health awareness campaign project and now could be geared towards moving from awareness messaging to actionable messages.

Julianne Collins: Actionable items are things such as testing drugs before use. We are exploring creative ideas that pertain to actionable steps.

Kent MacLennan: We can learn from people what they are responding to and what that tells us about engagement and where we might want to focus in the future.

Jose Esquibel: It’s pretty well known now that fentanyl is dangerous, which allows us to move forward into actionable items.

Julianne and Michael discussed the possibility of conducting a formal campaign evaluation with funding support.

Gina Olberding: How do we know if we have reached the targeted audience and motivated behavioral changes?

Julianne explained how targeted audiences are reached, i.e., restricted targeting with age parameters, college campuses and areas nearby, bars, restaurants, and similar venues.

Kent asked if there is existing research from adult surveys that would provide a measurement of change over time.

Jose Esquibel: The CDPHE 2023 data dashboard information may be available soon and might provide some statewide data.

Hilary Bryant: There are still some people unfamiliar with fentanyl where the same messaging would continue to be utilized. Discussions have been held about updating the website to include a harm reduction locator with information about the Good Samaritan Law and testing. In Denver, 911 calls are down, but overdose deaths are up, indicating that people are still afraid to

report an overdose. A graphic could be created with key messages, including naloxone not expiring.

Hilary and Julianne said Amelie is open to any other ideas work group members might suggest. Members are also welcome to share the presentation.

Jerae Bustillos asked how closely the campaign works with peer specialists and social workers as far as getting the messages out and helping with actionable items. Jerae is a peer and family specialist and said she felt there are a lot of misconceptions about peer specialists within the healthcare community and that many of them would be willing to help with the initiative.

Julia said the campaign has sent targeted emails throughout the year to partners to let them know about available resources such as posters, palm cards, and other materials they can help distribute without charge.

For additional comments, see chat responses below.

### **Partner Updates:**

Overdose awareness events can be emailed to Hilary Bryant for posting on the end overdose website: <https://endoverdoseco.com/>

Heather Link-Bergman provided a fentanyl research project update. A campaign advisory group was formed. Members are from the peer professions. The target audience and key messaging are in the process of development. Heather will provide a more in-depth update at the next work group meeting. Kent suggested providing a research update to the AG's office (Jamie Feld) in connection with the Colorado Opioid Abatement Conference scheduled in Loveland on September 30<sup>th</sup>. <https://coag.gov/opioids/conference/> Jose said the conference agenda has not yet been finalized. Jamie also has a monthly meeting with all the ROAC representatives, which might present another opportunity.

The July 24<sup>th</sup> Safe Disposal Work Group meeting will include emergency medical service representatives from around the state to discuss what they are doing in their communities about safe medication use, storage, and disposal.

The Affected Families & Friends Work Group is working on a "compassion cards" project. Cards will be distributed to coroner's offices and families who have lost a loved one to overdose or are supporting someone in active use.

Jose mentioned that the Opioid and Other Substance Use Disorders Interim Study Committee convenes again in the summer of 2025. There may be an opportunity to report on public awareness campaigns and the fentanyl education program.

Karen Chappelow said the fentanyl education program just released a video detailing online courses. <https://fentanyledcolorado.org/> Jose suggested that Michael include this information in the Consortium newsletter.

### **Partner Updates:**

The Rocky Mountain High Intensity Drug trafficking Areas (RMHIDTA) is hosting the

Colorado Drug Information Opportunity Symposium in Fort Collins on July 30<sup>th</sup> (in person and virtually.)

<https://www.rmhidta.org/event-details/colorado-drug-information-opportunity-symposium-3>

Larimer County is working on a local version of the Connect Effect campaign that will utilize local data and include additional school programming to complement the campaign messaging. El Paso County is working on a similar campaign.

Later this year, Kent MacLennan will be sharing some of the data collected in the Rise Above Colorado Youth Survey about attitudes and behavior related to substance use and mental health.

**Adjournment/Next Meeting:**

The meeting was adjourned at 2:30 p.m. The next work group meeting will be held on Wednesday, September 18, 2024 from 1 to 2:30 p.m.

Attachments: Work group roster, Presentation

**Chat Responses:**

Claire West:	Collateral orders 6
Gina Olberding:	PR activities and on-site activities
Heather Link-Bergman:	#2 and #5 stand out to me - PR and on-site
Patrick Fiore:	For my unique community... 5,2,1,
Jose Esquibel:	#5
Claire West:	2: community outreach
Kent MacLennan:	2, 4, 5- I would also add 7-other as what we might interpret about brand awareness amongst the target demos. I'd put engagements over impressions as a value for media
Jose Esquibel:	#2
Karen Chappelow, BHA:	2 and #4
Patrick Fiore:	2,3
Heather Link-Bergman:	Events +media mentions already seem to work quite well for this campaign. Community outreach is important too.
Gina Olberding:	#2 & #4
Karen Chappelow:	OD reversals
Kent MacLennan:	Engagements with social media
Patrick Fiore:	Use of resources provided
Michael Davidson:	An increase in the number of people who know about drug contamination, the value of naloxone, how to see an OD, etc. Ultimately, a reduction in deaths.
Kent MacLennan:	Is there any relevant BRFSS data we could pull?
Becca Barnhart:	It will be available soon. We have the preliminary data. They are waiting on death rates in order to publish. That is the last update I received. I think the biggest takeaway for me was the increase in deaths due to stimulants containing fentanyl.
Karen Chappelow:	Lived experience is so valuable!