

# Colorado Consortium for Prescription Drug Abuse Prevention

## Public Awareness Work Group Meeting Minutes

July 19, 2023 via Zoom

### **Present:**

Kent MacLennan and Maria Livingston, Co-chairs  
Sara Gallo, Clinical Insighters  
Nicole Cavalino, SafeRx  
Marlo Alston, Ready to Work Aurora  
Sara Jean Cardona, CDPHE  
Donna Goldstrom, Front Range Clinic  
Raisa Katanova, Mile High Treatment & Recovery  
Jennifer Marnowski, Safe Approaches to Marijuana  
Grace Kane, Serenity Recovery Connection  
Elizabeth Pike, Colorado Health Network  
Crystal Goodiel, Rocky Mountain Poison & Drug Safety  
Solace Kent, Behavioral Health Administration  
Consortium: Hilary Bryant, Jessica Eaddy, Kristin Carpenter, Lindsey Simbeye, Jennifer Mackender, Michael Davidson, Eric Barker, Rosemarie MacDowell

**Absent:** See attached list.

Maria Livingston, Work Group Co-chair, called the meeting to order at 1:03 p.m.

### **Approval of Minutes:**

A motion was made to approve the May 2023 work group meeting minutes. Motion approved.

### **CDPHE Funding for “Keep the Party Safe (KTPS) Campaign”:**

CDPHE provided additional funding for the campaign, which has supported ongoing media ads through the end of August.

### **KTPS Summer Concert Series Update (Michael Davidson and Hilary Bryant):**

The KTPS campaign will continue through the summer at Red Rocks and the downtown Civic Center music events. Other events include the Global Dance Festival and the Underground Music Showcase. A copy of the presentation is available upon request.

Presentation highlights:

- Narcan and Kloxxado are distributed at events.
- Fentanyl test strips will be distributed at future events.
- Giveaways include fanny packs, can coolers, buttons, pins, wallet cards, and stickers.
- Consortium members and other volunteers staff events.
- KTPS is included in the Anschutz Entertainment Group (AEG) online promotions.
- The Consortium cross promotes events by giving away event tickets on Instagram.
- Denver University is hosting an on-campus Narcan distribution event using KTPS material; they plan to place KTPS posters throughout their buildings and dorms.

Anyone interested in volunteering at future events was asked to contact either Hilary Bryant or Michael Davidson: [hilary.bryant@cuanschultz.edu](mailto:hilary.bryant@cuanschultz.edu) [Michael.davidson@cuanchutz.edu](mailto:Michael.davidson@cuanchutz.edu)

Comments:

Grace Kane suggested contacting artists individually to ask them to support and promote overdose prevention.

Solace Kent suggested providing a toolkit to local artists.

Sara Gallo suggested leveraging promotions via the governor's office for conferences held in Colorado and also contracting with other organizations.

Work group members discussed which venues might not be appropriate, such as conferences related to psychedelics.

Michael spoke about other community engagement efforts that would include collaboration with the Harm Reduction Work Group and other organizations such as local public health departments

Hilary suggested further idea discussions at a future meeting after the summer concert events conclude. Discussions will also include the fentanyl campaign.

**International Overdose Awareness Day (Kent MacLennan):**

The KTPS campaign was launched on Overdose Awareness Day in 2022. Kent asked for work group member comments regarding the campaign's harm reduction intent and the fact that Overdose Awareness Day is actually a day of remembrance for those who have been lost to substance use:

"The goals of International Overdose Awareness Day are to:

- provide an opportunity for people to publicly mourn loved ones in a safe environment, some for the first time without feeling guilt or shame
- include the greatest number of people in International Overdose Awareness Day events, and encourage non-denominational involvement
- provide information about the issue of fatal and non-fatal overdose
- send a strong message to current and former people who use drugs that they are valued
- stimulate discussion about overdose prevention and drug policy
- provide basic information on the range of support services that are available
- prevent and reduce drug-related harm by supporting evidence-based policy and practice
- inform people around the world about the risk of overdose."

Comments:

Grace Kane suggested events of the day could be less celebratory, given the somber nature of lives lost.

Michael agreed that it could present a “tone mismatch” and that the KTPS message isn’t going to be right for all situations and contexts. He and Jessica Eaddy reviewed the endoverdose website developed by Tri-County Health Department and later hosted by the Consortium.

Sara Gallo suggested developing a webpage that lists all of the advocacy programs and promotions and information about how people can become involved.

Jennifer Marnowski mentioned a number of events being planned in the Fort Collins and Greeley areas. She suggested setting up booths. She will provide additional information on the scheduled events.

Michael said some Consortium materials might be available for events. OpiRescue cards have been distributed in the past. KTPS materials are also available.

Hilary provided a link to Consortium resources specific to overdose.  
<https://www.overdoseday.com/campaign-resources/>

Overdose Awareness Day events in prior years included recovery friendly movie nights. Summit County is previewing “Anonymous Sister.”

Bulk fund Narcan is available for some events as are in-home medication disposal products.

The CDPHE Overdose Unit newsletter has links to awareness events.  
<https://lp.constantcontactpages.com/su/o89qKf7/ODPrevention>

Information on events can be sent directly to Hilary Bryant for posting on an events calendar.

Link to download campaign material:  
<https://docs.google.com/forms/d/e/1FAIpQLSe1poSLmezd-hKBnhcZd3H1Xm4sXBe4LAAyljrAGHtgYIEFgg/viewform>

### **Attorney General Fentanyl Awareness Campaign Update (Kent MacLennan):**

The campaign will be launched in mid-August in time for the back-to-school period. The campaign debut is part of the statewide opioid summit hosted by the AG’s office, which will take place in Montrose from August 16 to 18. Toolkits will be available for both youth and parents. Social media messaging will be targeted to both parents and youth.

### **Partner Updates:**

Solace Kent, BHA: Solace asked work group members for feedback regarding the next round of recovery cards. Information on the cards has been emailed to Consortium members. The survey will close on July 26 at 5 p.m. <https://forms.gle/wm66ZnJmk9Aw8R5M8>

Grace Kane said SRC has received many favorable responses regarding the recovery cards.

Serenity Recovery Connection participated in a recent Pride Parade in Colorado Springs and distributed free Narcan.

Crystal Goodiel, Rocky Mountain Poison & Drug Safety: Crystal is now a corporate strategist with RMPDS.

Donna Goldstrom, Front Range Clinic. The clinic just hired a new CEO.

**Adjournment/Next Meeting:**

The meeting was adjourned at 2:21 p.m. The next work group meeting will be held on Wednesday, September 20, 2023 from 1 to 2:30 p.m.

Attachments: Work group roster