

Colorado Consortium for Prescription Drug Abuse Prevention

Public Awareness Work Group Meeting Minutes

July 21, 2021 via Zoom

Present:

Kent MacLennan, Co-chair, Rise Above Colorado

Liz Owens, Co-chair, OBH

Haley Foster, Tri-County Health Department

Patricia Stroud, Rocky Mountain Crisis Partners

Aminta Bhutani, DEA

Kailey Meardon, Southeast Health Group

Sara Jean Cardona, CDPHE

Hattie Landry, Illuminate Colorado

RTI: Claudia Squire, Hailey Hedrick

AmeriCorps: Binjil Mupo, Cathy Long, Ryan Etwiler

Consortium: Jose Esquibel, Gina Olberding, Susanna Cooper, Jen Place, Tyler Payne, Jessica Eaddy, Jamie Feld, Lindsey Simbeye, Michael Davidson, Rosemarie MacDowell

Absent: See attached list.

Liz Owens, 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 2021 work group meeting minutes. Motion approved.

RTI Focus Group Presentation (Claudia Squires):

Michael Davidson provided a brief history of RTI's research project related to past Consortium campaigns.

Claudia's presentation covered Phase 2 of the focus group findings. A copy of the presentation is attached to the minutes.

Presentation highlights:

- Focus groups were divided into four opioid misuser groups of 17 participants total.
- The group guide covered issues related to opioids in Colorado, naloxone awareness, misperceptions, and future campaigns.
- Participant responses related to opioid issues in Colorado mentioned safe supplies (fentanyl issues) and overprescribing (lack of information regarding risks).
- Suggestions for future campaigns included targeting people who misuse opioids and chronic pain patients.
- Future messaging could include more information about what naloxone is, where it can be found, and stigma reduction related to its use.
- Participants indicated it was generally easier to obtain information and treatment in Colorado than it was in other states where they had lived.

Comments/Questions:

- Michael Davidson: The campaign from two years prior did not target individuals with opioid use disorders. If this is now the objective, the current campaign may be “off the mark.” He recommended retooling the creative messaging and advertising for the Bring Naloxone Home Campaign in the future.
- Gina Olberding: Fentanyl should be addressed in future campaigns.
- Jamie Feld: Include targeted online ads, Instagram, focus on educating providers.
- Indicate where naloxone can be obtained, i.e., harm reduction associations, syringe access programs, methadone clinics, pharmacies.
- Haley Hedrick: Ads on the screens at gas stations have also seemed to effectively reach these populations in other states on a project she is working on.
- Susanna Cooper: Tips from former smokers campaigns indicate that You Tube ads are really successful.
- Duke Rumely: Sober AF Entertainment reaches a unique group of people in the younger age group.
- Michael Davidson: How can individuals with substance use disorders or those at risk for overdose be reached via digital advertising?
- Reaching the above population could be via partnerships with harm reduction associations, online groups on Facebook, local coalitions, peer educators, Shatterproof.

It was agreed that further discussions would be held regarding the campaign objectives and the budget available for any modifications based on the targeted audience.

Overdose Awareness Day (Haley Foster, Ryan Etwiler, Lindsey Simbeye):

A statewide initiative is in process to organize Overdose Awareness Day activities, which includes the following website: <https://www.endoverdoseco.com/> Haley pointed out the resources available on the site. There is also a Narcan page with a map showing where naloxone supplies and training are available. A request for materials (such as the Lift the Label Campaign materials) could be added to the registration page.

There is interest in the governor’s office for a press conference on Overdose Awareness Day. The governor’s office has issued a proclamation for the month of August to be “Naloxone Awareness Month.”

Project Updates:

Affected Families & Friends Work Group Video Project (Jen Place): Ten additional Beyond the Numbers videos are now featured on the Consortium website, for a total of 20 videos. Eight 20-second “teaser” videos are being created for use on social media and at other events to raise awareness.

Illuminate Colorado Storytelling Project (Hattie Landry): They have finalized their story sharing action plan. Meetings were held including individuals with substance use lived experience and pregnancy as well as the Family Advisory Board of the Substance Exposed Newborns Advisory Committee. The stories will be shared via newsletters and podcasts. For additional information: Hattie Landry, hlandry@illuminatecolorado.org

Budget Discussion (Gina Olberding):

There is ongoing funding available for public awareness. Gina suggested the work group consider programs over the next several years and how the funds could be utilized. The September work group meeting will address projects and budgeting in greater detail.

Adjournment and Next Meeting:

The meeting adjourned at 2:07 p.m. The next work group meeting will be held on Wednesday, September 15, 2021 from 1–2:30 p.m.

Attachment:
Work group roster
RTI Presentation