

## **Colorado Consortium for Prescription Drug Abuse Prevention**

### **Public Awareness Work Group Meeting Minutes**

August 20, 2025 via Zoom

#### **Present:**

Kent MacLennan, Co-chair

Aminta Bhutani, DEA

Kelsey Warren, Broomfield Public Health

Melissa McConnell, Denver Recovery Group

Becca Barnhart, CDC Foundation

Erin Cowett, Alamosa Public Health

Julie Wright, Maddie Wright Foundation

Bridget Lattimer, CU Anschutz

Lindsey Simbeye, Consultant

Inline Media: Ilene Nathanson, Colleen Madden

Consortium: Jose Esquibel, Jen Place, Hilary Bryant, Jessica Eaddy, Shayna Micucci, Michael Davidson, Eric Barker, Kristin Carpenter, Rosemarie MacDowell

**Absent:** See attached list.

Kent MacLennan, work group co-chair, called the meeting to order at 12:05 p.m.

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

A motion was made to approve the February 2025 work group meeting minutes. Motion approved.

#### **Presentation: Public Health Campaign Collaboration – Challenges & Solutions (Irene Nathanson and Colleen Madden):**

Inline Media has been involved in working with the public health sector for the past 30 years. The presentation addressed best practices related to coordination of paid public awareness campaigns. A copy of the presentation is attached to the minutes. Presentation summary:

- It is imperative to clarify state and local roles and responsibilities in order to avoid duplication of efforts and to keep campaigns organized and as efficient as possible.
- One of the best tools to employ is the creation of a joint planning calendar (usually managed by the state).
- Some agencies may be disseminating partial or outdated information, which can result in misinformation. A central hub should be established for communication updates.
- Be cognizant of inconsistent messaging or conflicting calls to action in regular and digital advertising as well as on social media and posters.
- State-led messaging frameworks can be consistent.
- Many clients develop toolkits.
- Coordinate ads that are targeting the same population to avoid audience fatigue and negativity.
- Segment campaigns by region and audience type.
- Complement rather than compete with existing efforts.
- Develop and share media guidelines so that everyone is aware of best practices.

- Share vendor lists to ensure consistency throughout different vendors.
- Share keywords, keyword strategy and geofencing strategy to help avoid duplication of efforts.

The following case studies were discussed:

- Colorado Quitline/CDPHE. The Quitline is a tobacco cessation program and secondhand smoke and vape awareness campaigns that began in 2013.
- Lift the Label Campaign/BHA.

Irene and Colleen discussed how they collaborate with clients and acknowledged the complexity involved in coordinating campaigns with other ongoing campaigns.

Michael Davidson added comments about coordinating the Keep the Party Safe Campaign with other AG office campaigns and provided detail regarding the Consortium's work with ad agencies.

### **Discussion:**

Work group members generally agreed that the Consortium is well placed to coordinate and track campaigns. Kelsey Warren suggested the Consortium website might include a "landing page" listing the various public health campaigns in progress. Michael Davidson mentioned an OD2A resource page featuring a technical assistance program that includes webinars and resources. Kent suggested possible key people who could be involved in a coordination effort (Heather Link-Bergman, Peter Manetta, ROAC and other public health agency representatives).

Jose Esquibel suggested that local communities could potentially utilize opioid settlement funds. Kelsey Warren commented that it would be helpful to have points of contact with state employees regarding prevention campaigns. Lindsey Simbeye spoke about her current work with Jackson County and the difficulty of finding out about other existing youth campaigns. She said it would be helpful to have a centralized hub of information listing existing state campaigns and contacts. The Metro Denver Partnership for Health collaboration with Colorado Health Institute has a communication work group that might be worth looking into.

### **Free Mind Campaign Discussion (Kelsey Warren, Broomfield Health):**

The CDC has a new youth substance and overdose prevention campaign called Free Mind: <https://www.cdc.gov/free-mind/index.html> The campaign highlights the co-occurrence of substance abuse and mental health. The campaign website includes a partner toolkit. Kelsey said she planned to reach out to Heather Link-Bergman for comments regarding the campaign and materials. Hilary mentioned that Maria Livingston might also be the appropriate person to contact at the state since she is Heather's supervisor.

Kent asked Becca Barnhart if she might be able to obtain information about other CDC campaigns.

### **Other Campaign Updates**

The Connect Effect Campaign: No funding is available for additional media buys for the remainder of 2025. Localized messaging is continuing in El Paso, Teller, Broomfield, and

Larimer counties through the end of the year. Arapahoe County ran campaign messaging in the spring and may continue again in November.

The Keep the Party Safe campaign is currently conducting a summer media buy in collaboration with CDPHE. The age range is being expanded to include ages 24 to 34. There has been a recent increase in drug related crimes in the early 30s age range. Hilary asked work group members to let her know if they have ideas about what is or is not working well.

[Hilary.bryant@cuanschutz.edu](mailto:Hilary.bryant@cuanschutz.edu)

The state-run fentanyl campaign launched at the end of June and will run through the end of August.

The Maddie Wright Foundation has conducted “The You Should Be Here” campaign focusing on fentanyl awareness and harm reduction. <https://maddiewrightfoundation.org/>

### **Other Business:**

Meeting participants discussed reports of other illicit drugs circulating in the United States, including a combination of fentanyl mixed with lidocaine (may be Narcan resistant), xylazine (an animal sedative), and heroin laced with medetomidine, another powerful veterinary tranquilizer not approved for human use.

### **Adjournment/Next Meeting:**

The meeting was adjourned at 1:30 p.m. The next work group meeting will be held on Wednesday, November 19, 2025 from 12 to 1:30 p.m.

Attachments: Work group roster, Presentation