

Colorado Consortium for Prescription Drug Abuse Prevention

Harm Reduction Work Group Meeting Minutes

September 13, 2022 via Zoom

Participants:

Mike Nerenberg, MD, and Sam Bourdon, Co-chairs
Sarah Money, Southern Colorado Health Network
Zack Jenio, Mile High Behavioral Healthcare Center
Jane McCulloch, Colorado Health Network
Wendy White, Face It Together
Laura Goldberg, Emergent Biosolutions
Coreen Braden, Young People in Recovery
Lindsey Wyatt, The Steadman Group
Erika Greenberg, Centennial AHEC
Kimberly Santos Avilés, Salud Family Health
Georgia Babatsikos, Boulder County Health
Sophie Feffer, CDPHE
Kory Scheideman, UC Health
Telligen: Meredith Koob, Risa Hayes
Rosalind Penney
Consortium Staff: Jose Esquibel, Gina Olberding, Jessica Eaddy, Shayna Micucci, Hilary Bryant, Lindsey Simbeye, Kristin Carpenter, Michael Davidson
Absent: See attached work group roster.

Co-chair Sam Bourdon called the meeting to order at 1:05 p.m.

Approval of Minutes:

A motion was made to approve the July 2022 work group meeting minutes. Motion approved.

Public Awareness Campaign (Michael Davidson):

The Consortium began working with the Amelie Company in April to develop a harm reduction and prevention campaign, which included formative research with the Harm Reduction Work Group as well as other community coalitions. Michael previewed slides and the website under development (see link below). The campaign is targeting the 18 to 44 age group, including casual users who may not have a substance use disorder, and those at risk of a fentanyl overdose. The messaging focuses on safety, i.e., naloxone, fentanyl test strips, and a designated non-user. Digital platforms include Facebook, Instagram, and paid placements. Handouts (rack cards and posters) will be displayed in cafes, coffee shops, restaurants, high schools, universities, and nightclubs. A community toolkit is also being developed.

https://www.dropbox.com/sh/ox3mm3i81lnthb7/AAB8uobayvt6njW4_nkN7iCKa/Social%20Toolkit?dl=0&preview=KTPS_SocialSharingToolkit.pdf&subfolder_nav_tracking=1

Work group members discussed the following:

The feasibility of utilizing the Tik Tok platform to target youth and involve “ambassadors.” Michael will check into this; however, it may not be appropriate for this type of campaign.

Sophie Feller said she could refer Michael to people who use Tik Tok for harm reduction messages. She suggested further discussion regarding Tik Tok and other platforms. The Reddit platform was also mentioned.

Lindsey Simbeye asked about print ads and radio, as she has received inquiries from her local coalitions. Michael indicated that all print assets can be downloaded. Michael and Lindsey will discuss this further.

Coreen Braden said she is the Arapaho County Chapter lead for Young People in Recovery and can assist with obtaining naloxone at no charge.

Kory Scheideman, who is on the Colorado Emergency Nurses Association Board, spoke about his efforts to have all emergency personnel carry naloxone. He mentioned the stigma that still exists.

Sam Bourdon commented that the work group’s feedback was taken into consideration when developing the campaign language, particularly the important distinction between fentanyl poisoning and fentanyl overdose.

Member Updates:

Mike Nerenberg updated work group members regarding the International Overdose Awareness Day event held by the Southern Colorado Harm Reduction Association. This event has been held annually for the past three years. Attendance has increased every year.

Sarah Money said Sober AF Entertainment organized an event at the state fair, as did several other organizations. Her organization distributed fentanyl test strips. She said having an event at the fair reaches many people who would not otherwise be well informed about SUD, naloxone, or test strips.

Gina Olberding said the Consortium staff supported several events held throughout the state, such as a Hard Beauty event in Castle Rock where naloxone training was held. Other events were held on National Fentanyl Awareness Day. The Consortium has taken over management of the Endoverdose.com website started by Tri-County Health Department. Kristin Carpenter, External Relations Strategist for the southeast region, also plans to host an upcoming event.

Sophie Feffer said CDPHE supported several statewide events, including events with tribal nations. Jessica Eaddy provided fentanyl test strips.

Coreen Braden assisted Tri-County Health with several events in August, which included naloxone and fentanyl test strip distribution. Maggie Seldeen and Coreen provide Narcan education virtually every first Friday of the month.

Wendy White said Face It Together provides peer coaching in Colorado Springs. They have an event scheduled on September 24th at the America the Beautiful Park in Colorado Springs.

Meredith Koob, Telligen, attended today's meeting for the first time. She said Telligen is under contract with Medicare to assist communities serving Medicare beneficiaries. They are involved in prescription drug monitoring programs, naloxone distribution, and they have Medicare fee-for-service claims data (including prescription drug data) that can be used for analyses. For more information on Telligen's programs: mkoob@telligen.com

Sarah Money announced that she is now the Health Hub Program Manager in Pueblo, which is a community-based position collaborating with local providers to focus on the health issues of people who use drugs. For more information: Sarah.Money@coloradohealthnetwork.org

Legislative Updates (Jose Esquibel):

Jose said there has been some confusion about the application of the fentanyl bill. There was an oversight when crafting the bill, which made no connection between the addition of offenses for possession of fentanyl and the reporting of an emergency overdose under the Good Samaritan Law.

The Consortium has been in discussions with the Attorney General's office regarding the language in the law. Basically, possession under one gram of fentanyl or any substance that contains fentanyl is not covered by the Good Samaritan law, and an individual would be subject to arrest if they were to call first responders. As a result, people will be hesitant to call for help if someone is overdosing. Conversely, if the individual has used fentanyl, but they do not have it in their possession, they won't be charged since the Good Samaritan law *would* apply to them. A person who has consumed fentanyl, and then makes a call to help a friend who has also consumed fentanyl could potentially be protected. Work group members discussed engaging community partners and advocates to help educate people regarding this issue.

The next legislative session will need to address the Good Samaritan law to clarify the inconsistent messaging.

Coreen Braden said she has created a PowerPoint presentation to educate people who attend the monthly training sessions she conducts with Maggie Seldeen. She asked how first responders verify the possession of fentanyl when they respond to an emergency.

Sam Bourdon suggested it would be important to educate people on what to say if it is necessary to call 9-1-1.

Mike Nerenberg said information needs to be provided to providers, including peer coaches, and others working in the field in addition to the legislature.

Jose asked for volunteers to collaborate with him on communication strategies. He also mentioned that some venues, such as Red Rocks, do not allow people to carry Narcan; however, Sophie said that it might be event or artist-specific because they have allowed distribution of naloxone in the past. She provided the following link: <https://beatsoverdose.com/>

Laura Goldberg said she would provide a list of groups providing Naloxone to venues across the country.

Georgia Babatsikos volunteered to assist Jose regarding the Boulder District Attorney's viewpoint related to the legislation.

Michael Davidson asked about including additional information related to the Good Samaritan law in the campaign messaging and website.

Jane McCulloch pointed out that fentanyl tests are not quantitative, nor are they accurate.

Jose mentioned a testing machine that costs approximately \$75,000, making funding prohibitive.

Mike said he would check with Jessica Eaddy regarding a laser-based testing machine.

Discuss Potential Subcommittees:

Sam asked for feedback related to the work group's goals and objectives discussed in an earlier work group meeting (see link in cover email), including how members could be divided into subcommittees to pursue work group objectives. She suggested subcommittees focus on harm reduction, education, and advocacy, for example. Mike suggested community drug checking.

Gina Olberding mentioned alignment with the Consortium's overall goals, how the Consortium can continue to provide infrastructure to achieve goals and objectives, and the importance of working in tandem with partners to avoid duplication of efforts

Adjournment/Next Meeting:

The meeting adjourned at 2:30p.m. The next meeting will be held on Tuesday, November 8, 2022 from 1–2:30 p.m.

Attachments: Work group roster