

# Colorado Consortium for Prescription Drug Abuse Prevention

## Public Awareness Work Group Meeting Minutes

September 18, 2024 via Zoom

### **Present:**

Kent MacLennan and Heather Link-Bergman, Co-chairs

Becca Barnhart, CDC Foundation

Patrick Fiore, Custer County Public Health

Aminta Bhutani, DEA

Jennifer Markowski, Media Specialist

Nicole Valdovinos, HardBeauty

Cactus: Rob Troller, Nicole VanDerSnick

Consortium: Jose Esquibel, Hilary Bryant, Jessica Eaddy, Michael Davidson, Eric Barker, Rosemarie MacDowell

**Absent:** See attached list.

Kent MacLennan, Work Group Co-chair, called the meeting to order at 1:05 p.m.

### **Approval of Minutes:**

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

Co-chair Heather Link-Bergman introduced Cactus Associate Director of Strategy Rob Troller and Account Director Nicole VanDerSnick. Both Ken and Nicole are working with CDPHE on the fentanyl campaign.

### **Presentation: CDPHE Fentanyl Campaign Update, Rob Troller, Cactus:**

A copy of the presentation is attached to the minutes. Presentation summary:

Rob gave an overview of the campaign research report process. The objective of the campaign is to create an awareness and education campaign designed to reach the general public in Colorado and reduce the number of preventable fentanyl-related overdoses and overdose deaths in the state. There is also a Spanish-language version of the campaign. Research conducted included:

- Audit of all CDPHE research and publicly available national research studies as well as publicly available Colorado studies.
- Review of over 30 campaigns, including Colorado, national, and other statewide campaigns.
- Collaboration with a diverse range of experts in the fields of public health and harm reduction.
- Survey of 146 experts and several focus groups that included individuals with lived and living experience, affected friends and family, and first responders and care providers.

Rob described the key categories of behavior change (Social Cognitive Theory), how a campaign might function in order to influence behavioral changes, and the amount of misinformation that currently exists among Coloradans despite knowledge that fentanyl exists. Also covered during the presentation:

- Education requirements related to substance use disorders
- Stigma barriers and reduction
- Available resources
- Narcan, fentanyl test strips, bystander intervention, overdose recognition
- Factors that drive behavioral change
- Communication differences (urban vs. rural)

Comments/questions:

Nicole Valdovinos asked if education is provided to detox center staff and community hospitals. She works in the birth center of Memorial Hospital in Colorado Springs and hasn't seen any courses, even though they see a number of patients with substance use disorders. She is trying to find educational opportunities for the nurses who work in the center.

Jennifer Marnowski works with detox centers and indicated they do have educational courses for staff. Jennifer said Health One, a private hospital system, had educational luncheons when she worked for them.

Jessica Eaddy said Colorado law requires anyone with a DEA controlled substance license to prescribe must take a certain number of courses related to opioid risk management, safety, substance use treatment, benzodiazepines, chronic pain treatment, and more. Jessica provided a link to free continuing medical education that can be shared:

<https://corxconsortium.org/resources/cme/>

Eric Barker lives in a rural area of Colorado (Lake City, population approximately 350) and said he's heard from partners in the area that people actively using drugs do not feel they need assistance. Residents often feel SUD is a "Denver issue," not an issue in their rural region. He said he has seen everything that doesn't work. Many residents in his area don't have Internet or TV, only radio.

Jessica Eaddy said there's a difference in the culture of mountain and agricultural areas in Colorado. Rural areas and towns seem less interested until there's an overdose – somewhat of an all or nothing response.

Rob responded that this is an example of the nuance that needs to be addressed, i.e., that even if you think it might not be an issue for your community, we want to make sure we're getting ahead of that.

Patrick Fiore concurred with Jessica and Eric that the rural/urban perspectives are very different. The small communities often have a sense of pride and self-worth that doesn't allow the idea that SUD would affect them.

Rob said he sees a similar pride and insularity within Spanish-speaking communities

Michael Davidson asked about campaign measurements, which Rob explained would be deployed post campaign. CDPHE will also have an independent evaluator measure the pre- and post-campaign over time.

Kent MacLennan asked about next steps and timelines. Heather Link-Bergman said CDPHE is in the process of obtaining internal approvals for strategic messaging and audience segmentation and will be working with Cactus on this for the next several months. A campaign launch is planned for late 2024 with a very limited number of tactics employed. Paid media will likely be launched in March 2025 and conclude in June 2025. An evaluation will follow. A post-launch survey is scheduled in April or May of 2025. The campaign is funded through June 2025

### **Overview of Healthy Kids Survey – Kent MacLennan:**

The Healthy Kids Survey Overview was tabled for the November meeting.

### **Communications & Keep the Party Safe Campaign Update (Michael Davidson and Hilary Bryant):**

Tik Tok ads have been approved. There will be ads on Meta and Snapchat as well. Hilary said she would appreciate receiving feedback from work group members regarding the ads.

Michael has been focused on recent ADA compliance mandates pertaining to communications.

### **Other Updates:**

Rise Above Colorado launched a statewide sticker design contest as part of their social norms campaign. The contest provides an opportunity for youth engagement and is geared towards middle and high school aged youth. For information: <https://iriseaboveco.org/fill-your-world-with-good/>

The White House Office of National Drug Control Policy (ONDCP) hosted an event September 18<sup>th</sup> in recognition of National Recovery Month. Recently certified recovery friendly workplaces and leaders from three state government initiatives working to promote the adoption of recovery-ready workplace policies in their state discussed efforts to support recovery in the workplace. David Shapiro, RFW Work Group Co-chair, represented Colorado during a facilitated discussion and spoke about the Colorado recovery legislation modeled after the Recovery Ready Workplaces Act.

The Consortium's 12<sup>th</sup> Annual Meeting is scheduled for Thursday, October 31<sup>st</sup>. In-person and online options are available. For information and to register: <https://corxconsortium.org/2024-annual-meeting/>

DEA Drug Take-Back – October 26<sup>th</sup> <https://www.dea.gov/takebackday>

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

The meeting was adjourned at 2:30 p.m. The next work group meeting will be held on Wednesday, November 20, 2024 from 1 to 2:30 p.m.

Attachments: Work group roster, Presentation