

Colorado Consortium for Prescription Drug Abuse Prevention

Public Awareness Work Group Meeting Minutes

September 21, 2022 via Zoom

Present:

Kent MacLennan Co-chair

Jenna Garrow, Rise Above Colorado

Aminta Bhutani, DEA

Alice Casey, Pickens Technical College

Andres Guerrero, CDPHE

Sara Gallo, Care on Location

Sara Cardona, Office of Suicide Prevention

AG's Office: Amanda Rocque, Jillian Dardani, Zeke Knox

Angela Trujillo, Community Member

Consortium: Jose Esquibel, Gina Olberding, Jen Place, Shayna Micucci, Hilary Bryant, Jessica Eaddy, Lindsey Simbeye, Kristin Carpenter, Michael Davidson, 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 2022 work group meeting minutes. Motion approved.

Communications Update & Keep the Party Safe Campaign (Michael Davidson):

The 10th Annual Consortium Meeting will be held on October 27th from 8:30 a.m. to 12:30 p.m. via Zoom.

The 5th Annual Education Symposium will be held on October 28th from 5:30 to 9 p.m. and will feature author and speaker Maia Szalavitz. Registration for both events will open the week of September 25th.

Consortium staff organized an on-campus event for returning students earlier this month and distributed 70 naloxone kits. The event featured the "end overdose" branding.

Michael presented updated information regarding the "Keep the Party Safe" fentanyl overdose prevention campaign, which was launched on August 31st, and is targeting the 18 to 44 year old age group via social media and other avenues. Posters and other print material will be displayed in bars, nightclubs, coffee houses, and restaurants. Consortium staff has also been collaborating with the AG's office and CDPHE to coordinate related campaigns. Press releases and media outreach are in process. For additional information and to download printed campaign material: www.keepthepartysafe.org

Comments/questions:

Sara Gallo asked about sharing the campaign information with the Colorado Academy of Physicians Assistants. She will follow up with Michael.

Amanda Rocque mentioned that Deborah Takahara, with the US Attorney's Office in Denver, might be able to assist with TV stations. Amanda will ask Deborah to contact Michael.

Kent MacLennan spoke about an RFP issued for creative agencies by the AG's office that is targeting the 12 to 18 age group. The RFP is due the end of October.

Andrés Guerrero spoke briefly about work being done by the CDPHE Communications Department related to legislation impacting the Good Samaritan Law. Andres will provide updates at a future meeting. He will share CDPHE's procurement RFP as soon as it is released

Bring Naloxone Home Campaign:

The Bring Naloxone Home Campaign was launched in 2019 to educate the public about naloxone and to reverse opioid overdoses. The campaign was recently redesigned and is now targeting the 18 to 24 year old age group. Outreach will include paid searches, Instagram, Facebook, and Reddit. The campaign will continue through the end of the year.

EndOverdoseCO.com and International Overdose Awareness Day:

Michael Davidson updated participants on the Consortium's activities in connection with the end overdose website and events held during International Overdose Awareness Day. Consortium staff collaborated with Tri-County Health Department and other volunteers to create a new Instagram feed and Colorado-specific advertising about Overdose Awareness Day. Link to website: <https://endoverdoseco.com/>

Jennifer Mackender, who recently joined the Consortium as the Denver region External Relations Strategist, spoke about recent events organized for Overdose Awareness Day. A Zoom meeting was held to review the successes and lessons learned that would apply to future events. Over 15 different communities participated in the meeting. Topics addressed future collaborations, marketing, and funding.

Jessica Eaddy and Lindsey Simbeye reviewed awareness events held in their respective regions. They said that marketing and promotional materials (swag) were not particularly well received. Gina mentioned another item that was more popular -- rack cards containing seeds.

Kent MacLennan and Jennifer Mackender said recovery cards were very well received in the past. Michael said he would check with Charlotte Whitney regarding their availability.

Sara Gallo suggested a compiling a list of items that have had a positive response.

RTI Research Updates:

The Consortium has been working with the Research Triangle Institute since 2019. RTI is based in North Carolina and does public health and health communication research. They have been helping to evaluate and improve Consortium campaigns. Over the summer, RTI surveyed 1,000 Colorado residents to obtain information representative of statewide opinions and attitudes related to fentanyl. The information will be used to inform campaigns.

The online survey showed that people are generally aware of fentanyl and its dangers; however, there are many misconceptions. Many thought it would only be found in heroin and be easy to

detect. There were misconceptions regarding naloxone as well. There was little knowledge of fentanyl test strips among all groups of people surveyed. Michael said both CDPHE and Denver Public Health are working diligently on their fentanyl test strip programs.

Questions were raised about the sampling process, which Michael said was geographically distributed as much as practicable. The survey cost \$80,000. A phone survey would have been much more costly.

Michael previewed the higher scoring ads used during the survey process. Some of the findings will be incorporated into the digital media campaign. RTI will be doing a pre- and post-campaign evaluation.

2022 Rise Above Colorado Youth Survey Results Overview:

Kent MacLennan reported findings from the recent youth survey, which is focused on middle and high school age youth 12 to 17 years of age. Data was collected in the spring of this year. 718 youth were interviewed.

Data supports that most Colorado teens are not using drugs and alcohol. There continues to be a gap between perceived use and actual use. There was a statistically significant decline in the number of youths overestimating their peer use of marijuana and vaping.

Link to complete survey: <https://www.riseaboveco.org/about.html#research>

Other trends from the survey:

- Substance use increased during the pandemic.
- Forty-one percent reported that someone in their household either has a substance use or is struggling with addiction.
- Youth are twice as likely to use a substance if they live in a household where someone is struggling.
- There was not a statistically significant increase in youth reporting someone struggling with mental health, although the number is still relatively high. Nearly half say someone is struggling with their mental health.
- The vast majority indicated they trust an adult they can talk to.
- Alcohol and vaping were identified as the most prevalent substances misused by females.
- Regarding fentanyl, there seems to be less concern about the risks of misusing prescription pills. There is a perception that prescription drugs are safer, and that stimulant use is safe. Both are statistically significant.
- There were concerns regarding the risks associated with taking contaminated pills that might have come from the street or online. This is perhaps due to media exposure over the past six months.

Member Ideas for Public Awareness Budget 2022-2023:

Kent asked work group members for project ideas and activities that could be funded by the public awareness budget. The work group would like to continue to support local events.

Michael said that about \$250,000 of the budget has been set aside for media this year.

Gina Olberding suggested ongoing support for other existing campaigns, such as TakeMedsSeriously and TakeMedsBack, that focus on safe use, storage, and disposal. Lindsey Simbeye concurred.

Jennifer Mackender said she would like to see the crisis line resource mentioned in all campaigns.

Michael pointed out that campaigns are being prioritized, not under sourced.

Jose said annual funding is ongoing, which requires strategic planning over time.

Adjournment/Next Meeting:

The meeting adjourned at 2:30 p.m. The next work group meeting will be held on Wednesday, November 16, 2022 from 1–2:30 p.m.

Attachments: Work group roster