

## Colorado Consortium for Prescription Drug Abuse Prevention

### Public Awareness Work Group Meeting Minutes

January 16, 2019 - School of Pharmacy & By GoToMeeting

#### **Present:**

Jose Esquibel, Co-chair, Attorney General's Office of Community Engagement  
Kent MacLennan, Co-chair, Rise Above Colorado  
Suzi Stolte, JP Opioid Interaction Awareness Alliance  
Marta Brooks, Rueckert-Hartman College for Health Professions  
Cori Wells, Central Colorado AHEC  
Veronika Hanna, Central Colorado AHEC  
Madison Chambers, AmeriCorps  
Mychal Morrill, Central Colorado AHEC  
Liz Owens, OBH  
Cassidy Foster, AmeriCorps  
Ginny Williams, Webb Strategic  
Andy Cohen, Webb Strategic  
Rebecca Armstrong, AmeriCorps  
Steve Martinez, Tri-County Health  
Beverly Orton Jones, Volunteers of America  
Rob Valuck, Consortium  
Gina Olberding, Consortium  
Susanna Cooper, Consortium  
Jen Place, Consortium  
Tyler Payne, Consortium  
Jessica Eaddy, Consortium  
Michael Davidson, Consortium  
Rosemarie MacDowell, Consortium

#### **Absent:**

Kavitha Kailasam, Rise Above Colorado; Dawn Fosket, Petra Wolford, Colorado School of Public Health; Tiffany Tuetken, Cordant Health Solutions; Amy Whited, Kaiser Permanente; Don Hill, JP Opioid Interaction Awareness Alliance; Ali Maffey, CDPHE; Laura Schwab-Reese, Kempe Center for the Prevention & Treatment of Child Abuse & Neglect; Shelley Ferneau, Griffin Surgical & Spine; Beverly Gmerek, Colorado Department of Human Services; Sherry Mincic, King Soopers; Steve Schroeder, King Soopers; Jerry Peters, North Metro Task Force; Stephanie Menke, CU ARTS Program; Jade Woodard, Illuminate Colorado; Judy Margolis, MD; Sarah Swan, BMS; Jonathan Judge, Rise Above Colorado; Jeremiah Lindemann, ESRI; Randy Knutsen, UC School of Pharmacy; Sara Froelich, The Kenney Group; Karen Hill, JP Opioid Interaction Awareness Alliance; Jenny Wood, OBH; Alyssa Moore, RN; Bridget McFarthing, Summit County Public Health; Lin Browning, Central Colorado AHEC; Zach Urban, Wheat Ridge City Council; Matthew Hess, Colorado AHEC Program Office; Natalie Gray, Attorney General's Office; Tim Zeman, NichePlus Digital Media; Lexi Miller, Grand Futures Prevention Coalition; Doug Fish, UC School of Pharmacy; Jillian Adams, Illuminate Colorado; Erin Ferries, Humana; Cindy Armstrong, Colorado AHEC; Samantha Rutishauser, CBS 360; Heather O'Hayre, Larimer County Human Services; Jess Fear, Larimer County Health District; Qing Li, Epidemiologist; Bethany Pace-Danley, Peer Assistance Services; Linda Hughes, Exit the Highway; David Loffert, PhD; Lindsay Kato, Health Management Associates; Pete Webb, Webb Strategic; Andres Guerrero, CDPHE; Shayna Micucci, CDPHE; Joletta

Belton, Endless Possibilities Initiative; Alice Casey, Pickens Technical College; Annie Klein, Peer Assistance Services; Taylor Hillhouse, Attorney General's Office; Kevin Hughes, Peer Assistance Services; Mary Steiner, Community Health Partnership; Terri Schreiber, Consultant; Greg Fabisiak, CDPHE; Danielle Felder, Boys & Girls Club; Alexandra Simunaci, AmeriCorps; Jeremy Hill, AmeriCorps; Della Turque-Henneberger, AmeriCorps; Natalie Peppercorn, Peer Assistance Services; Troy Larson, Colorado State Unit on Aging; Jodi Lockhart, OBH

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

**Approval of Minutes:**

A motion was made to approve the November 2018 work group meeting minutes. Motion passed.

**Strategic Work Group Plan for 2019:**

Tyler Payne provided work group members with an overview of Insight Vision, the strategic planning and dashboard strategy management software that will be used for all work groups to establish goals and targets and to measure performance. He explained the steps required in building the data for each work group. Tyler had previously discussed the work group plan with Kent and Jose. He explained the proposed work group goals and the actions required to measure and achieve those goals:

Increase Engagement with Community Partners Across Colorado:

- community partners engaged
- consortium materials that have been re-branded/used by partner coalitions
- educational materials distributed via RSVP
- educational materials distributed by CORP
- new educational materials made

Increase PA Engagement Across Consortium Work Groups:

- successful collaboration/communication projects completed

Continue to Develop & Increase Use of Consortium Websites and Social Media Accounts:

- TMS website hits
- social media campaigns completed

Work group members discussed additional goals and actions, including public awareness tactics (patient education, naloxone education, and law enforcement naloxone training). Rob Valuck mentioned that CoBank will be providing funding for education and there may be some crossover with the Provider Education and Harm Reduction Work Group activities.

Tyler indicated that crossovers of this type can be captured in the strategy program and explained how data from the various campaigns could be tracked. He also stressed the importance of tracking the progress of various public awareness campaigns from year to year in order to evaluate their effectiveness. Progress could also be tracked on a monthly basis, if necessary. The work group year is from annual meeting to annual meeting (October to September 30<sup>th</sup> of the following year). An example of a target is the number of counties slated for dropboxes by the Safe Disposal Work Group. The work group now has drop boxes in 58 of Colorado's 64 counties. Each work group can set their own targets.

Tyler also discussed the overall Consortium strategy map that would incorporate all work group activities and display the relationships and objectives between all the groups. The strategy map can also incorporate statewide activities that contribute to the success of the Consortium's work.

Work group members discussed how the stakeholder contributions would be defined, including the possibility of determining engagement by county and if the work being done at the county level is in alignment with the Consortium's work (i.e., provider education, public awareness promotion) and is capable of being documented and used as a measurement. The community reference guide could serve as a checklist.

Campaign measurements could also include tracking of impressions and audience engagements. Kent asked work group members to email Tyler directly if they have any other comments.

[tyler.payne@ucdenver.edu](mailto:tyler.payne@ucdenver.edu)

### **TMS Digital/Social Media Updates:**

Both the Consortium and TMS website numbers are up substantially from last year. Overdose Awareness Day generated many shares on Twitter, as did the Shatterproof and Dreamland in Denver event. Last summer there were 16,000 impressions on the TMS website compared to 2,600 the previous year. Engagements increase on Facebook when articles are shared. 9News also shares Consortium announcements.

Jose suggested that people should be informed when new bills are introduced, including providing a link to the bills, and that Narcan successes in saving lives should also be shared.

The Consortium will be issuing a newsletter soon with updates on Consortium activities, links to stakeholders, and OBH newsletters.

### **Webb Strategic Campaign Updates:**

Materials Tour: 9,100 collateral materials were distributed to 12 sites, including senior community centers, AHECs, and law enforcement in the Pueblo, San Luis Valley, and Delta/Montrose areas. Earned media ads were placed in newspapers and on radio stations; posts were included on Facebook.

Recommendations: seek social media opportunities with law enforcement and other agencies with large followings, engage area agencies on aging, develop multiple spokespersons.

The patient education campaign was also discussed, including the media timeline, website assets, and collaboration with the North Colorado Health Alliance (NCHA).

A copy of the presentation is attached.

Gina Olberding mentioned the collaboration with Volunteers of America's senior program (tray liners at senior living diningrooms). Gina also mentioned that there are some funds available for printing expenses. Cori Wells volunteered to connect the work group with Corp members located in some of the Colorado communities.

Tracy Cruz is working with an east side action support team in Pueblo and mentioned that many grandparents are currently raising their grandchildren. Tracy will contact Tyler Payne regarding her events.

Marta Brooks also mentioned the Silver Sneakers program coordinated by Denver Parks & Recreation as another avenue to pursue for the distribution of materials.

**Legislative Updates:**

Three remaining bills will be combined into one bill. The Consortium will have \$750,000 per year in an ongoing appropriation for public awareness, safe use and disposal, and naloxone.

**Opioid Addiction Stories:**

Suzi Stolte presented one of the stories created in the Affected Families & Friends Work Group digital workshop. She also provide an update of the work group's future plans for the project, which includes a "red carpet" event to introduce the videos produced by the work group.

**Adjournment and Next Meeting:**

The meeting adjourned at 2:43 p.m. The next work group meeting will be held on Wednesday, March 20, 2019 from 1– 2:30 p.m. in SSPPS Room 3001 and by GoToMeeting.

Attachment:

Webb Strategic Presentation