

Colorado Consortium for Prescription Drug Abuse Prevention

Public Awareness Work Group Meeting Minutes

May 15, 2019 - School of Pharmacy & By GoToMeeting

Present:

Kent MacLennan, Co-chair, Rise Above Colorado

Suzi Stolte, JP Opioid Interaction Awareness Alliance

Bethany Pace-Danley, Peer Assistance Services

Jodi Lockhart, OBH

Sara Froelich, The Kenney Group

Ailaila Kay, OMNI Institute

Danielle Felder, Boys & Girls Club

Ginny Williams, Webb Strategic

Lauren Merideth, Webb Strategic

Amy McCord, CePAR

AmeriCorps Members: Cassidy Foster, Deanna UliBari-Crespin, Madison Chambers, Jordan Gruppuso, Veronica Hanna, Parker Semler, Jane Davis, Sylvia Novins-Montague, Alexandra Simunaci

Consortium Staff: Rob Valuck, Jose Esquibel, Gina Olberding, Susanna Cooper, Jen Place, Tyler Payne, Jessica Eaddy, Jamie Feld, Judy Solano, Michael Davidson, Rosemarie MacDowell

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; 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; 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; 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 Services; Linda Hughes, Exit the Highway; David Loffert, PhD; Pete Webb, Webb Strategic; Andres Guerrero, CDPHE; Shayna Micucci, CDPHE; Alice Casey, Pickens Technical College; Annie Klein, Peer Assistance Services; Taylor Hillhouse, Attorney General's Office; Terri Schreiber, Consultant; Greg Fabisiak, CDPHE; Natalie Peppercorn, Peer Assistance Services; Cori Wells, Central Colorado AHEC; Veronika Hanna, Central Colorado AHEC; Mychal Morrill, Central Colorado AHEC; Liz Owens, OBH; Beverly Orton Jones, Volunteers of America; Renie Dugwyler, Jefferson County Sheriff's Office Public Affairs; Heather Dolan, Signal Behavioral Health; Erin Hackett, The Kenney Group; Krystle Hart, RN; Marta Brooks, Rueckert-Hartman College for Health Professions; Troy Larson, Colorado State Unit on Aging; Joletta Belton, Endless Possibilities Initiative; Lindsay Kato; Steve Martinez, Tri-County Health

Jose Esquibel, Work Group Co-chair and Consortium Associate Director, called the meeting to order at 1:05 p.m.

Approval of Minutes:

A motion was made to approve the March 2019 work group meeting minutes. Motion passed.

Announcements:

The Consortium is now officially part of the Center for Prescription Drug Abuse Prevention. Jose Esquibel announced that he has accepted the position of Center Associate Director. He will be continuing in his role as Vice chair for Prevention for the Substance Abuse Trend and Response Task Force, but will be stepping down as the Public Awareness Work Group Co-chair. Another person will be recruited as co-chair. Anyone interested was asked to send an email to Jose or Tyler Payne.

Jose said that Senate Bill 228 (Prevention) has allocated \$750,000 for public awareness activities over five years. The Public Awareness Work Group will be tasked with formulating public awareness activities that will be funded by this allocation over the next five-year period. Some of the public awareness activities may also involve other work groups' priorities, i.e., disposal messaging for the Safe Disposal Work Group and additional naloxone public awareness for the Harm Reduction Work Group. Website streamlining and updating was also mentioned. Jamie Feld pointed out that it would be important to include regional needs assessments.

TMS/Social Media Update:

Michael Davidson provided an update (copies of slides attached to the minutes). The slides cover:

- Newsletter statistics
- The community reference update (to be posted on the Consortium website by June 30th).
- Both TakeMedsSeriously and Consortium website traffic statistics
- The Affected Families & Friends Work Group "Beyond the Numbers" event. Videos are posted on the Consortium website (and on Vimeo) along with the Facilitators' Guide. Michael will add an access password in order to track views of the videos and to measure the project's effectiveness. Videos planned for the future will cover other aspects of the opioid crisis that were not featured in the current videos. Jamie Feld said that a Grand Junction and a Boulder outpatient facility are interested in utilizing the videos. Video promotion will be discussed at the next Affected Families & Friends Work Group meeting in July.
- Learning Community Presentation. On April 9th Michael spoke to the Learning Community and updated members on the availability of communications materials, the community reference, the OBH media guidebook, and media relations suggestions and ideas.
- Future activities include: Overdose Awareness Day, August 31st, Naloxone Awareness Campaign, and increased collaboration with CU Anschutz's Communications Department to promote the Center.

Webb Strategic Targeted Campaigns – Update by Lauren Merideth:

The campaign (“Get Serious. They’re Opioids”) targets opioid-naïve patients. The slides are attached to the minutes and include the following information:

- Fort Collins and Greeley areas of focus
- Earned media and partnerships (ads, collateral distribution)
- Campaign partner North Colorado Health Alliance
- Digital campaign strategy
- Paid and earned media performance
- Collateral distribution
- Hispanic strategy
- Campaign takeaways

Comments/Questions:

- There were several questions related to the geographic area covered by “geofencing.”
- Collateral materials were also geared towards parents counseling children/teens.
- An ideal campaign engages multiple community partners and communities that have already been exposed to provider education.
- The map shows that the highest number of opioids prescribed per 100,000 population is in SE Colorado. Partners could be engaged in this area. This area of Colorado could also benefit from provider education.

Naloxone Media Campaign:

Susanna Cooper provided the update. Cactus Communications is developing a creative concept. They will be presenting three concepts at a meeting scheduled for May 17th. An invitation was sent to both Public Awareness and Harm Reduction work group members to participate in this focus group. The meeting will be recorded and will be available for work group members unable to attend on the 17th. The campaign will begin in early August, leading up to Overdose Awareness Day on the 30th.

Legislative Updates:

SB 001 Expands the MAT pilot program. This bill contains some funding for community outreach. A listing of the bills and the legislators involved in each bill, can be found on the Consortium website. Rob Valuck indicated that Representatives Kennedy and Singer and Senators Pettersen and Priola plan to meet soon to determine the structure of the upcoming Interim Study Committee. The meeting will also attempt to identify gaps that might still exist.

Jose suggested work group members who are constituents of the legislators send a thank you email. Legislator emails: brittany.pettersen.senate@state.co.us; kevin.priola.senate@state.co.us; chris.kennedy.house@state.co.us; jonathan.singer.house@state.co.us

Work Group Member Updates:

Michael Davidson reported that another Lift the Label campaign will be starting in the near future, which will include updated videos and an extended outreach.

Kent McLennan said that Rise Above Colorado will be launching the next phase of their social norming campaign this week. The campaign will build on work accomplished over the past 18 months, which focused on data related to alcohol, marijuana, and prescription drugs. The next phase will go beyond data collection to developing engagement among youth.

Suzi Stole reported that the JP Opioid Interaction Awareness Alliance just awarded two scholarships at the UC School of Pharmacy and Regis College. The purpose of the scholarships is to recognize the important relationship between pharmacists and patients. The JP Alliance will also be hosting their 5th “Save a Life” golf tournament and fundraiser on Friday, June 7th at Castle Pines North.

Adjournment and Next Meeting:

The meeting adjourned at 2:23 p.m. The next work group meeting will be held on Wednesday, July 17, 2019 from 1– 2:30 p.m. in SSPPS Room 3001 and by GoToMeeting.

Attachments:

TMS Social Media Update
Webb Campaign Slide Presentation