

Colorado Consortium for Prescription Drug Abuse Prevention

Public Awareness Work Group Meeting Minutes

September 19, 2018 - 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
Taylor Hillhouse, Attorney General's Office
Ginny Williams, Webb Strategic
Andy Cohen, Webb Strategic
Kevin Hughes, Peer Assistance Services
Cori Wells, Central Colorado AHEC
Mychal Morrill, Central Colorado AHEC
Veronika Hanna, Central Colorado AHEC
Mary Steiner, Community Health Partnership
Steve Martinez, Tri-County Health
Troy Larson, Colorado State Unit on Aging
Jodi Lockhart, OBH
Rob Valuck, Consortium
Gina Olberding, Consortium
Whit Oyler, 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; Terri Schreiber, Consultant; Terry Ridgeway, RN, AspenPointe Telecare; Bridget McFarthing, 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; AnnaMarie Neal, 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; Quig Li, Epidemiologist; Bethany Pace-Danley, Peer Assistance Services; Linda Hughes, Exit the Highway; David Loffert, PhD; Liz Owens, OBH; Lindsay Kato, Health Management

Associates; Marta Brooks, Rueckert-Hartman College for Health Professions; 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

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 July 2018 work group meeting minutes. Motion passed.

TakeMedsSeriously Digital/Social Media Updates (Michael Davidson):

Twitter has more activity compared to last year. Partnerships with events like Shatterproof and Overdose Awareness Day also increase activity as they tend to be the most widely shared. Social media impressions for August totaled 34,000. The Consortium's Twitter feed had over 13,000 this month, 16,000 in July, and 7,500 in August. This compares to 363 impressions in July 2017 when the program first began. Jose Esquibel commented that volume doesn't always indicate the number of tweets retweeted to a broader network.

Michael also addressed the toolkit mailing he will coordinate with Taylor Hillhouse. Jose will obtain approval from Sam Mamet at the Municipal League to co-sign letters that will be sent to Colorado mayors, county commissioners, and administrators.

Michael reported that he has also received quite a few requests for printed material and that a reorder is necessary. Rob Valuck said the requests could be supported by additional funding from the legislature.

Webb Strategic Updates: Campaigns and Survey:

Andy Cohen presented the survey highlights. 1400 Coloradans age 18 and up participated. Kent MacLennan pointed out that this survey should not be confused with the National Survey on Drug Use and Health. The survey was intended to determine if responses supported a continued public awareness campaign for safe use, storage, and disposal of medication. The survey focused on the senior population. Responses will provide input for messaging. Survey highlights:

- More disposal messaging is needed for safe use, storage, and disposal.
- 1 in 3 participants know someone addicted to prescription drugs.
- The location of an overdose is not necessarily an indication of domicile (i.e., Larimer County overdose deaths were occurring in the downtown university area; however, the individuals were actually from the suburban area.)
- Most prescriptions were prescribed by family physicians.
- The survey results showed a need and opportunity for additional patient education, particularly conversations patients could initiate with their physicians regarding opioids.
- Even though there has been a lot of public awareness regarding safe disposal, it is not translating into public action.

- Pain was cited as the most common reason for medication misuse.

TMS materials should be provided to patients by their physicians. Rob mentioned that Centura is considering this, and a local surgery center has already agreed to provide material to their patients. The full report will be disseminated to work group members.

Seniors Campaign:

The campaign will be launched in Pueblo, the San Luis Valley, and the Delta/Montrose area. Troy Larson contacted the area agencies on aging. These agencies will be contacting their local senior population.

Andy reviewed the different posters that will be used during the campaign. Local agencies will be able “co-brand” the posters, which will also lend credibility to the campaign. Disposal posters will also indicate disposal options and locations.

The Community Materials for Seniors catalog will be available on the TMS website. All communities will have access to the catalog. In addition to posters, other materials include rack cards, magnets, and static clings that can serve as reminders for people to store and to take their meds. Tray liners will also be distributed to local community centers for use in lunch trays. All materials will be translated into Spanish. The campaign will also track the dissemination of materials.

Jose said that the AG’s office just launched their “Lifelong Colorado” initiative. This program is intended to make communities more “older adult friendly.” TMS materials could also be used for this initiative. In addition, some of the home health agencies (Visiting Angels, Meals-on-Wheels) could also provide seniors with information. AmeriCorps partners could also help. Paid and earned media will begin in October and will piggy back with DEA and other community takeback events.

Comments/Questions:

A question was asked about impact measurement. Andy said they do not plan a post-survey at this point; however, in order to measure change, the survey could be conducted again in a couple of years.

Jose asked about leveraging the program through press releases or a press conference. Work group members discussed various ways to publicize the program, with October and November cited as the best months to begin a media relations effort. A press kit will be prepared.

Key Work Group Accomplishments:

The work group will provide a brief summary of the past year’s activities during the annual meeting morning session.

Legislative Update:

Five bills are currently in review: Treatment, Recovery, Harm Reduction, Prevention, and Criminal Justice. Bill updates and the Interim Study Committee meeting dates and agendas can be found at the following link:

<https://leg.colorado.gov/node/1375001/>

Adjournment and Next Meeting:

The meeting adjourned at 2:35 p.m. The next work group meeting normally scheduled for November 21st has been rescheduled to Wednesday, November 28th from 1– 2:30 p.m. in SSPPS Room 2000A and by GoToMeeting.