

Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



Engaging Friends and Family to Prevent Prescription Opioid Misuse and Overdose

Kim Nesbitt, Public Health Advisor
September 13, 2017

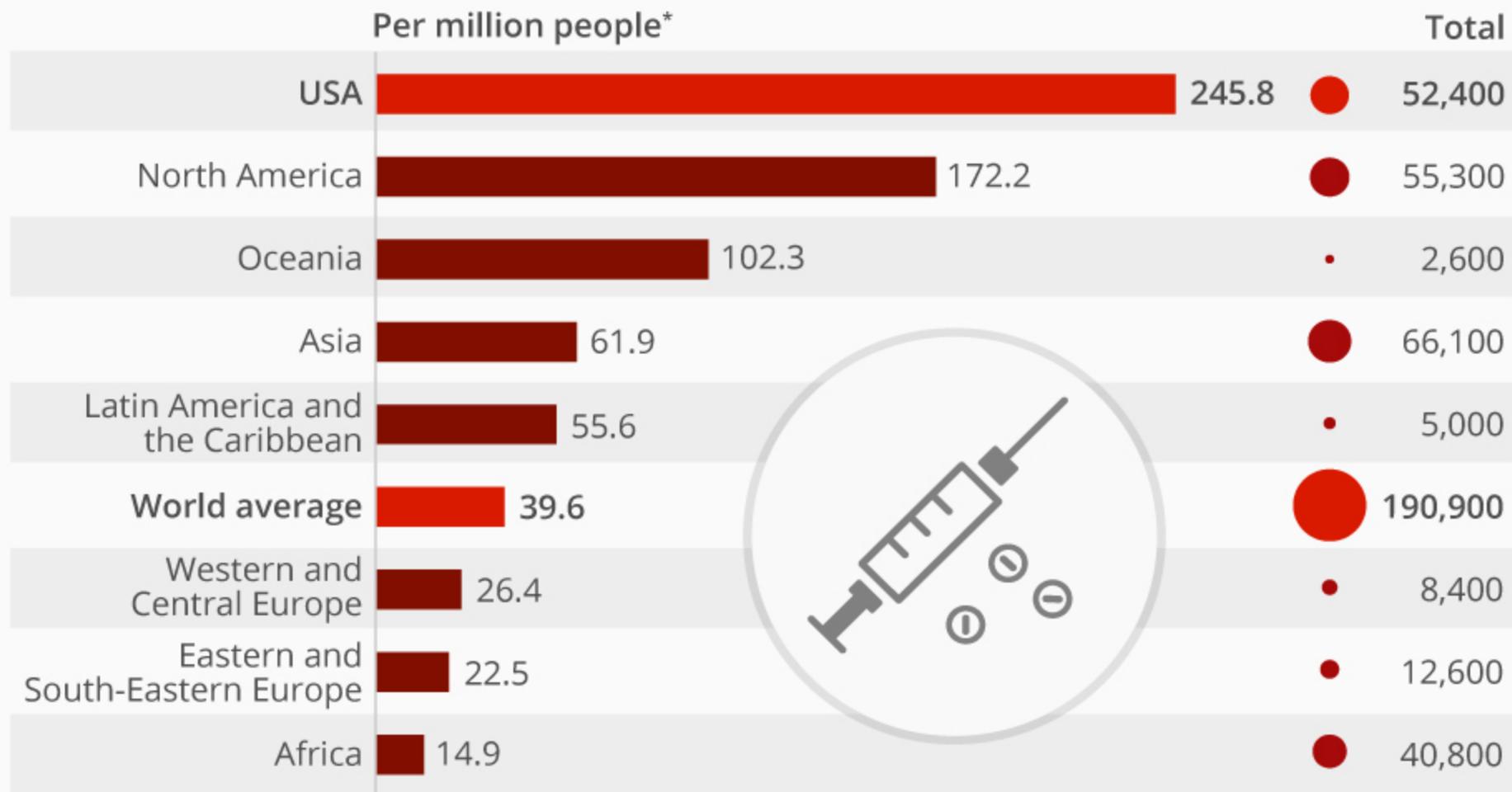


The Opioid Crisis

- Nearly 2 million Americans have a prescription opioid use disorder.¹
- 91 Americans die every day from an opioid overdose.¹
- Every day, over 1,000 people are treated in emergency departments for misusing prescription opioids.³
- America has about 4 percent of the world's population — but about 27 percent of the world's drug overdose deaths.²
- Four in five new heroin users started out misusing prescription painkillers.⁴
- Majority of people misusing opioids obtain them from friends and family.⁴

America Has The Highest Drug-Death Rate in the World

Estimated number of drug-related deaths and mortality rate 2015



* mortality rate per million persons aged 15-64
Best estimates according to source

Source: UNODC

SAMHSA CSAP Programs

5

Substance Abuse Prevention and Treatment Block Grant and Synar

Partnerships for Success Grant (PFS)

Strategic Prevention Framework for Prescription Drugs Grant (SPF Rx)

Grant to Prevent Prescription Drug/Opioid Overdose-related Deaths (PDO)

State Target Response to the Opioid Crisis Grants (Opioid STR)

Improving Access to Overdose Treatment

First Responders - Comprehensive Addiction and Recovery Act Cooperative Agreement (FR - CARA)

SAMHSA CSAP Grantee Activities

- **State Prescription Drug Monitoring Programs (PDMPs)** are a key strategy for addressing the misuse and abuse of prescription opioids.
- **Media campaigns** (PSA, radio, TV, social media) about working together to prevent prescription painkiller abuse.
- **Opioid Education and Naloxone Distribution (OEND)** provide opioid overdose education and naloxone to persons who use drugs, and train persons who might be present at an opioid overdose to help reduce opioid overdose mortality.
- **Prescription Drug Disposal Programs** encourage the proper disposal of medicines after they are no longer needed and help reduce harm from accidental exposure or intentional misuse.

References

1. Center for Behavioral Health Statistics and Quality. (2016). Key substance use and mental health indicators in the United States: Results from the 2015 National Survey on Drug Use and Health (HHS Publication No. SMA 16-4984, NSDUH Series H-51). Retrieved from <http://www.samhsa.gov/data/>.
2. United Nations Office on Drugs and Crime, *World Drug Report 2017* (ISBN: 978-92-1-148291-1, eISBN: 978-92-1-060623-3, United Nations publication, Sales No. E.17.XI.6).
3. Shah A, Hayes CJ, Martin BC. Characteristics of Initial Prescription Episodes and Likelihood of Long-Term Opioid Use — United States, 2006–2015. *MMWR Morb Mortal Wkly Rep* 2017;66:265–269. DOI: <http://dx.doi.org/10.15585/mmwr.mm6610a1>
4. Jones CM. Heroin use and heroin use risk behaviors among nonmedical users of prescription opioid pain relievers - United States, 2002-2004 and 2008-2010. *Drug Alcohol Depend.* 2013 Sep 1;132(1-2):95-100. doi: 10.1016/j.drugalcdep.2013.01.007. Epub 2013 Feb 12.



Engaging Friends and Family to Prevent Prescription Opioid Misuse and Overdose

Lessons Learned from Best Practice at the Local Level

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The views expressed in this training do not necessarily represent the views, policies, and positions of the Substance Abuse and Mental Health Services Administration or the U.S. Department of Health and Human Services.

Objectives

- Understand how friends and family may promote awareness of risk and deter social availability of prescription opioids for nonmedical purposes
- Identify local solutions for raising awareness about the dangers of prescription opioid misuse
- Describe local strategies that engage friends and family in preventing prescription opioid misuse in a culturally competent manner

Objectives (continued)

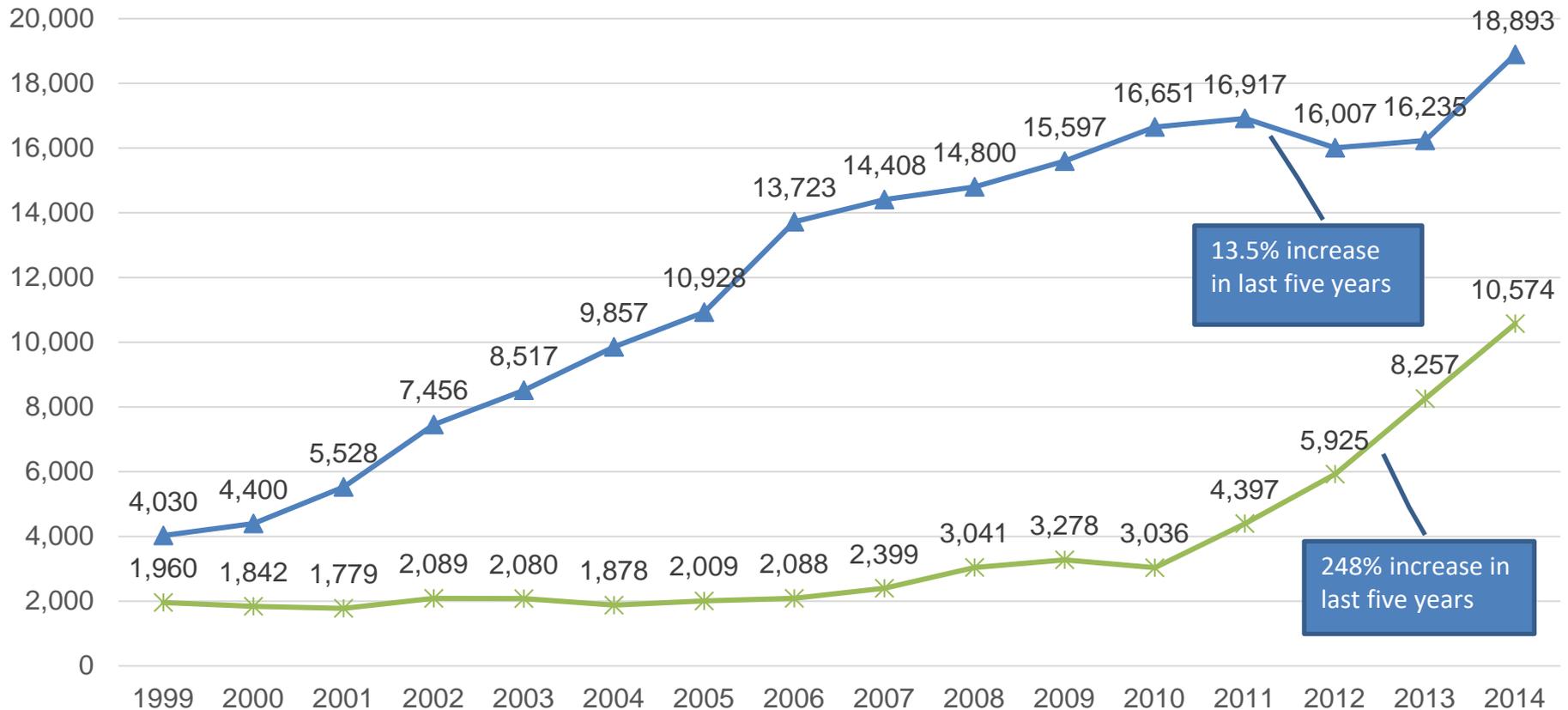
- Determine how to apply coalition best practices that foster community readiness and facilitate the implementation of strategies targeting social access to prescription opioids

Crisis of Significant Importance^{10,11}

- 35.7% increase from 2008 to 2010 for opioid and heroin misuse¹⁰
- Overall increase of 63% of heroin use from 2002 to 2013¹⁰
- Deaths from overdose have quadrupled, with 2014 having more overdoses than any year in history¹¹

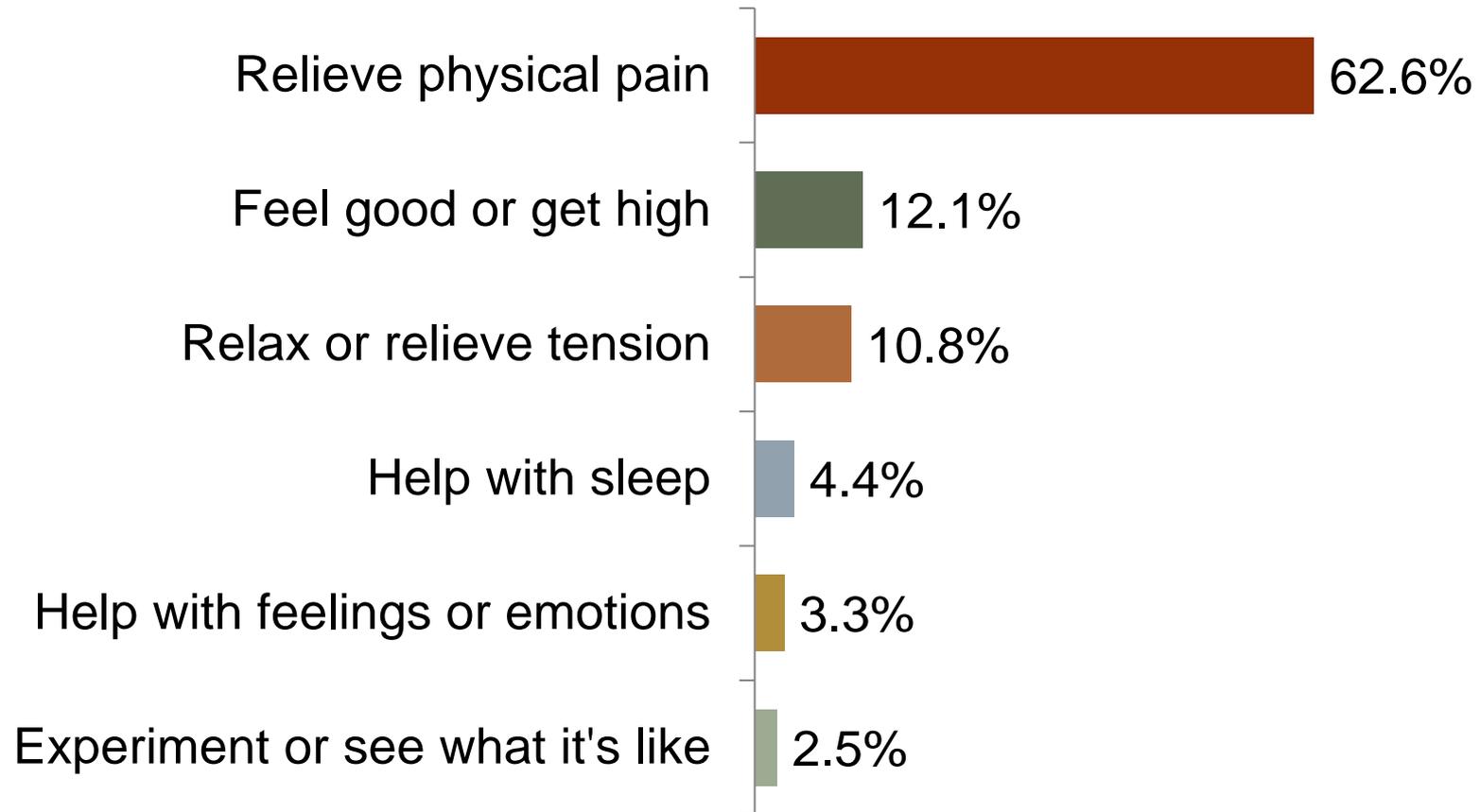


Overdose Deaths from Opioids⁹

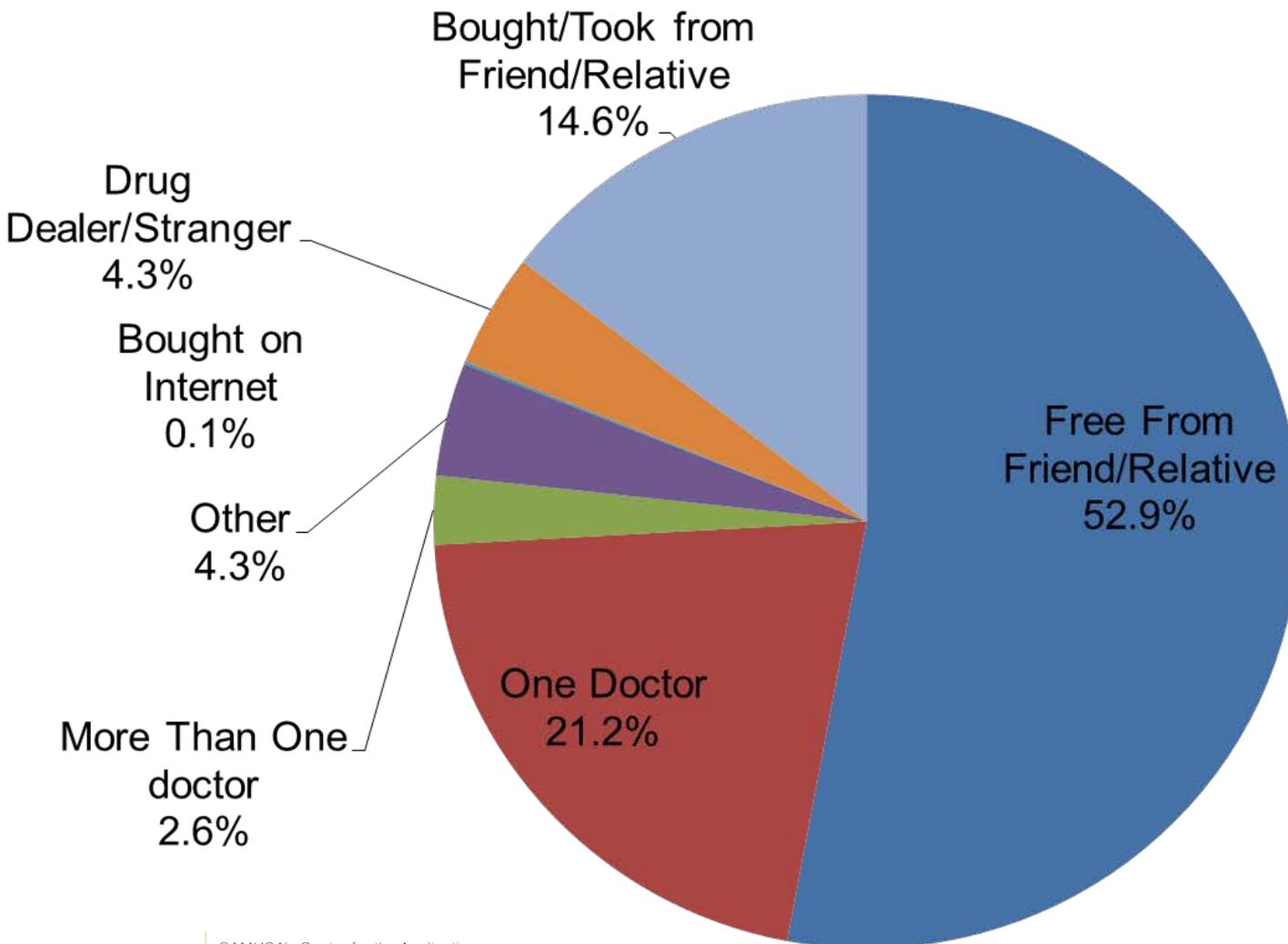


Reason for Pain Reliever Misuse¹³

Reasons for Misuse Among Individuals Reporting Past Year Misuse of Prescription Pain Relievers (NSDUH, 2015)



Source Where Pain Relievers Were Obtained for Most Recent Nonmedical Use among Past Year Users Aged 12 or Older in the US



Related Risk Factors

- Low perception of harm or risk
- Social availability

Friends and family can serve as intentional and unintentional drug delivery systems...

... but also as drug delivery deterrents.

Examples of Strategies to Raise Awareness

Information Dissemination Campaigns

- Use mass media (TV, Internet, radio, newspaper, and billboard) to distribute information to the general population
- Aim to raise public awareness of appropriate prescription drug use and promote safe use of prescription drugs
- Target general population or specific groups (e.g., parents of teens, active drug users)

Social Marketing Campaigns

- Use techniques adapted from commercial marketing to encourage favorable and voluntary behavior change
- Aim to influence community attitudes, norms, and behaviors related to the nonmedical use of prescription drugs (NMUPD)
- Target general population or specific groups (e.g., parents of teens, active drug users)

System-wide Patient Education

- Provide information on the dangers of prescription drug misuse and abuse
- Aim to provide knowledge about and change attitudes toward prescription drugs, ultimately resulting in their safe use and proper disposal
- Target broad populations (e.g., patient groups, youth) or populations who are at risk for substance use disorders

Examples of Strategies to Engage Friends and Family

Prescription Drug Take-Back Programs

- May take several forms, including drop box programs and take-back events
- Aim is to recover individuals' unwanted or expired prescription drugs voluntarily
- Targets general public

Family-Oriented Prevention Programs

Examples include:

- Online, culturally generic, family-based opioid misuse prevention program
- Coordination between clinicians, patients, and family caretakers to assist in family members' monitoring of prescribed opioid medication use

Prescriber Practices

- Informing adults to whom opioids are prescribed about the risks of opioids to family members and others
- Providing safe storage devices to lock medications
- Educating parents on safe disposal options

Multi-Component Strategies

Examples include:

- Harmful Legal Product Prevention Project
 - Implements three primary prevention strategies: Tri-Ethnic Center's Community Readiness Model, Home Environmental Strategy, Think Smart
- Project Lazarus
 - Includes a “hub” of public awareness, coalition action, and data and evaluation and “spokes” such as community education, provider education, hospital policies, and more

Questions?



Thank you!

If you have questions or comments, please don't
hesitate to contact:

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Approaches to Preventing Prescription Opioid Misuse: Focus on the Family



Presenters

Jose Morales, *Director of Prevention*
Bureau of Substance Abuse Services (BSAS)
Massachusetts Department of Public Health

Lauren Gilman, *Project Director*
Massachusetts Technical Assistance Partnership for Prevention (MassTAPP)
Education Development Center, Inc.



Massachusetts' Family-Focused Strategies for Preventing Opioid Misuse and Overdose



- Massachusetts family-focused opioid prevention media campaigns
- A communications planning resource for community-level providers



Massachusetts Media Campaigns Focused on Opioid Prevention Targeting Families

Jose Morales

Director of Prevention

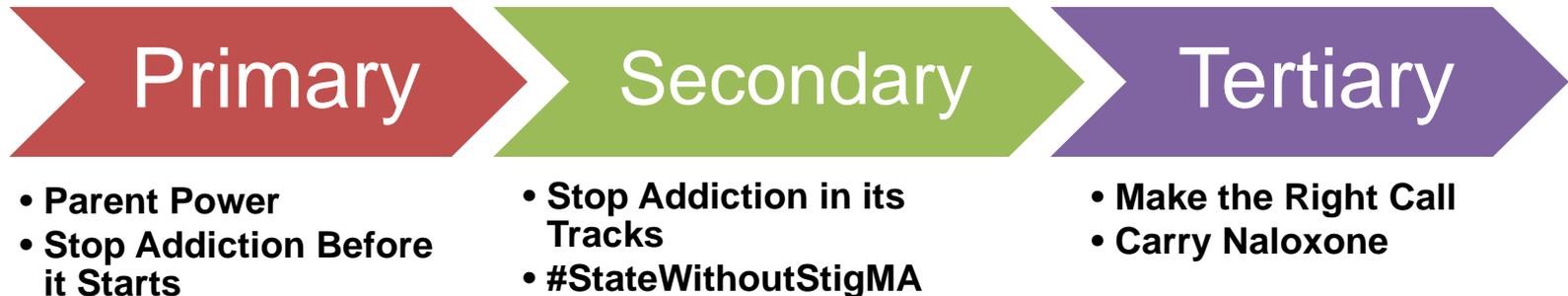
Bureau of Substance Abuse
Services (BSAS)

Massachusetts Department of
Public Health



Campaign Foci

- BSAS tackled SUDs on **all levels of prevention** with statewide and targeted media campaigns.
- Aligned with recommendations from the 2015 **Governor's Opioid Working Group** to support prevention, acknowledge addiction as a disease, reduce stigma, and promote naloxone.



Parent Power (Oct.–Dec. '14)

- **Target:** Parents of middle- and high school-aged teens in urban communities
 - Different creative was tested and used for Spanish-speakers
- **Objective:** Increase parents awareness of Rx access, addiction, and what they can do to prevent
 - Focused on the “not my kid” sentiment and talking to your child as a protective factor
- **Media:** Digital, Facebook ads, billboards, transit ads, supermarkets



Could this be
your kid?



Learn more
mass.gov /ParentPower

Stop Addiction Before it Starts

(Aug-Oct. '17)

- **Target:** Parents of teens ages 14 to 17
- **Objective:** Raise awareness of and empower parents to protect teens from opioid addiction.
 - Formative testing completed across diverse populations – urban, suburban, rural. Testing revealed high awareness.
 - Campaign focuses on protective actions parents can take
- **Media:** TV, digital, social, print materials
- **Plan** to culturally adapt for Latino community



**KIDS WHO TALK
TO THEIR PARENTS**
about prescription pain meds
are up to

42%
LESS LIKELY
to misuse them

Stop Addiction In Its Tracks (June – Sept. '15)

- **Target:** Parents of teens ages 12 to 18
- **Objective:** Increase parents' knowledge of the warning signs of addiction, and direct to treatment resources
 - Featured stories of families who have lost loved ones to opioid addiction
- **Media:** TV, digital, Facebook/Twitter, Google ads

www.mass.gov/stopaddiction

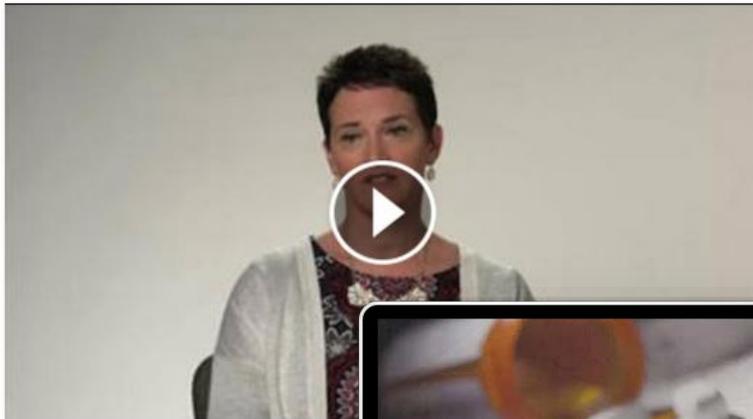


Stop Addiction

Sponsored -

Like Page

Five Massachusetts families talk about the devastating impact of opioid addiction in their lives.



138k Views

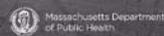
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Like Comment Share



STOP Addiction
IN ITS TRACKS

mass.gov/StopAddiction



Tips for
Protecting
Your Kids from
Addiction



STOP
Addiction
IN ITS TRACKS



Massachusetts Department of Public Health

#StateWithoutStigMA (Nov. '15-June '16)

- **Target:** General Audience 18+ (English and Spanish)
- **Objective:** Change the negative dialogue of addiction, that it's a disease and recovery is possible
 - Featured individuals in long-term recovery
 - Engaged communities at a grassroots level to “Take the Pledge” against stigma
- **Media:** Radio, TV, digital, out-of-home, Facebook, print materials

<http://www.mass.gov/StateWithoutStigMA>

Addiction is not a choice. It's a disease. Let's make Massachusetts a #StateWithoutStigMA



Stop Addiction
Sponsored ·

Addiction is a disease, not a choice. Watch Cotto share his story
1 usa.gov/1GK1DM

#StateWithoutStigMA

Get the facts and embrace a community that ne support.
mass.gov

RETWEETS 450 LIKES 533

2:41 PM - 6 Nov 2015

698 Likes 136 Comments 375 Shares



Addiction is not a Choice. It's a Disease.

#StateWithoutStigMA

HELPLINE: 800-327-5050 mass.gov/StateWithoutStigMA



Make the Right Call

- **Target:** Active users and their friends and family, bystanders, first responders (English and Spanish)
- **Objective:** Increase awareness of 9-1-1 Good Samaritan Law and increase number of calls to 9-1-1
- **Media:** Out-of-home (trash receptacles, billboards, phone kiosks, bathroom posters), Facebook, print materials

<http://www.mass.gov/MakeTheRightCall>



Carry Naloxone (June-Sept. '17)

- **New phase of “Make the Right Call” campaign**
- **Target:** Active users and their friends/family
- **Objective:** Increase likelihood of carrying and using naloxone and calling 9-1-1 during overdose
- Inclusion of “Buyer Card” to help people ask their pharmacist to fill their naloxone prescriptions
- **Media:** Out-of-home (trash receptacles, billboards, bathroom and store posters), bus shelters, digital, Facebook, print materials

<http://www.mass.gov/MakeTheRightCall>





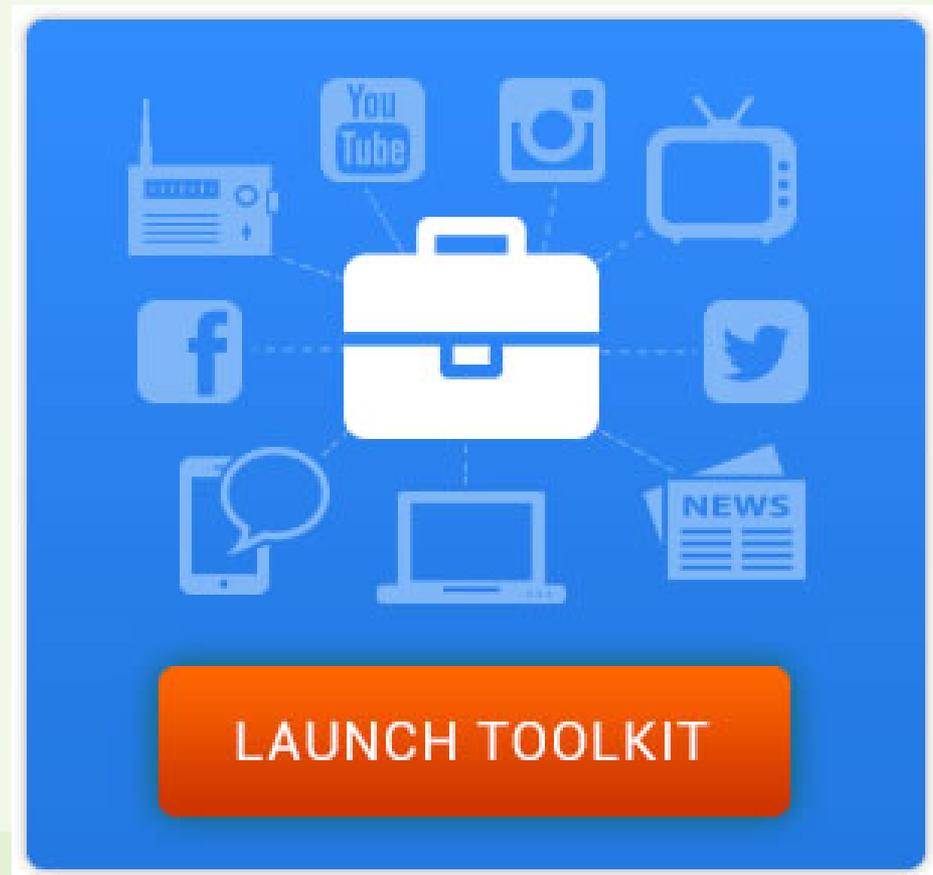
The MassTAPP Communications Toolkit: A Resource for Community Level Providers

Lauren Gilman

Project Director

Massachusetts Technical Assistance
Partnership for Prevention
(MassTAPP)

Education Development Center, Inc.





Why a Communications Toolkit?



- Ensure that effective and appropriate messages can be generated at the community level as well as the state level
- Provide a planning process for the development of communications strategies
- Offer online access to information, tools, and best practices in communications planning in a user-friendly format



Strategic Prevention Framework (SPF)





Tools + Technical Assistance = Success



- Developed by a team of content experts and instructional design professionals
- Clearly written, engaging, and interactive
- Includes worksheets, links to resources, and other supporting materials
- Step-by-step guidance supported by technical assistance (TA) from MassTAPP team and consultants
- Aligned with logic model and required by BSAS



Communications “Roadmap”



MasTAPP
Technical Assistance
Partnership for Prevention

COMMUNICATIONS TOOLKIT

Click on any of the icons to continue.

INTRODUCTION MATERIALS

Analyzing Your Situation

Identifying Your Audience

Developing Your Message

Choosing and Implementing a Strategy

Evaluating Your Actions

EDC Learning transforms lives.

<http://masstapp.edc.org/communications-toolkit>



Analyzing Your Situation

- What problem are you trying to solve?
- What else is being done?
- What is your organization's capacity?
- How can communications help?



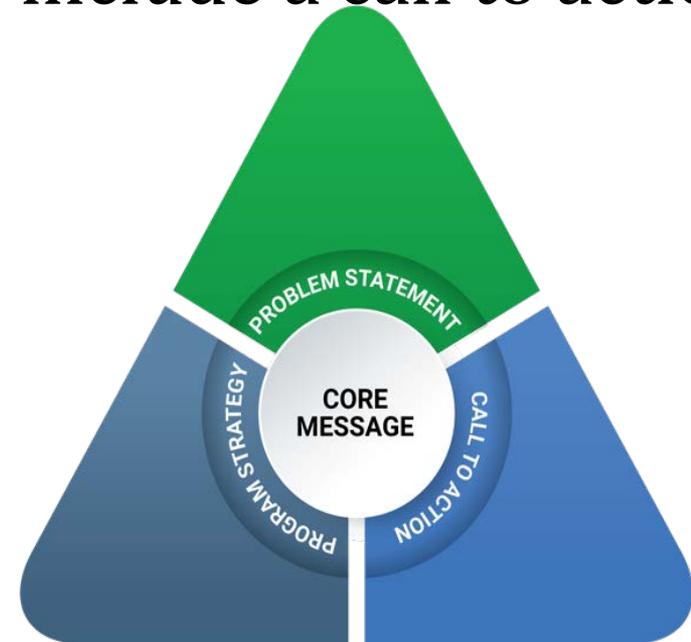
Identifying Your Audience

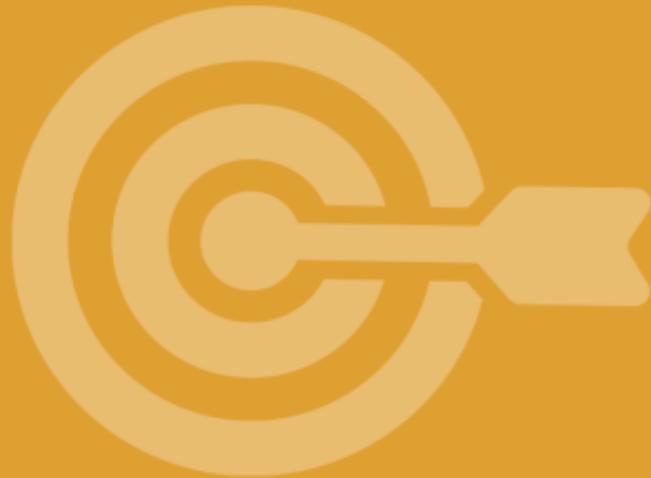
- Who will be receiving your message?
- What are some specific characteristics of your audience and how can you learn about them? (e.g., through surveys, focus groups, interviews)
- What is your resulting audience profile or persona?



Developing Your Message

- Tools and tips for developing clear and culturally appropriate messages that resonate with your audience and include a call to action





Choosing and Implementing a Strategy

- What are the best channels for sharing your message with your audience?
- What is important to consider to have a successful communications campaign?



Evaluating Your Actions

- Are your communications efforts reaching your target audience? (*Process measures*)
- Are your messages having the desired impact? (*Outcome measures*)

OPIOID MISUSE PREVENTION STUDENT ATHLETES



Preventing Prescription Opioid Misuse Among Student Athletes

Massachusetts is in the midst of an opioid epidemic. Athletes in particular, due to their risk of injury and the resulting pain, may be at risk for misusing prescription opioids.

While playing a sport and being on a team benefits middle and high school athletes in many ways—including social connections, structured afterschool time, and physical fitness—it can also lead to injury. In rare cases, sports injuries may result in pain that is severe or long-lasting enough to require a prescription painkiller.

If a student athlete is injured, whenever possible, treat the injury first with rest, ice, compression, elevation, and anti-inflammatory medication—but do seek medical care if it's necessary. Opioids for pain should be considered only by a physician and only when other approaches have not provided relief.

For the last four years, parents, coaches, athletic directors, athletic trainers, and school nurses involved in 6th–12th grade extracurricular sports have been required to complete an annual training on risks of concussion and head injury. New opioid legislation (An act relative to substance use, treatment, education and prevention) has added a requirement that BSAS provide educational materials on the dangers of opioid use and misuse to those persons participating in the annual head injury safety program. The educational materials shall also be distributed in written form to all students participating in an extracurricular athletic activity prior to the commencement of their athletic seasons (see also www.mass.gov/dph/resourcesforyouthopioidmisuse)

MOST IMPORTANT:

An injured athlete needs time to heal.

Missing a game or two is better than missing an entire season—or more.



After an injury, it is important to have a communications and a return-to-play plan put in place. (Look at the format and wording of your school's concussion protocols for guidance.) Too often, athletes do not allow sufficient time to recover from their injuries and turn to pain medication to enable their continued participation in their sport. Care must be taken to avoid the common cycle of injury, pain, and re-injury.

In addition, keep in mind the mental and social components of being on a school team and how this may impact the athlete's recovery and behavior. Losing the social connection to the team can be as damaging in some ways as the physical injury. As appropriate, continue to include the student in team practices, games, and social events.



Efforts to Prevent/Reduce Opioid Misuse: Examples from the Field



- Massachusetts is currently supporting 16 sub-recipients through SAMHSA/CSAP's Partnerships for Success (PFS) initiative.
- Sub-recipients are focusing on prevention among high school-aged youth (including individual, peer, family, and community influencers).
- Each sub-recipient is in the process of planning and implementing 3-4 prevention strategies.
- Implementation at the community level began in February 2017.



Information Dissemination Strategies: Examples from the Field



- 56% (23 of 41) of the strategies being implemented by PFS grantees focus on information dissemination.
- The most common intervening variables targeted by these strategies are perception of risk of harm and social access.

	Norms (Perceived Use)	Perceived Risk of Harm	Social Access
High School Youth	2	8	3
Parents	-	3	6
Community Adults	-	1	5
Teachers	-	1	-
Coaches	-	1	-



Using the Communications Toolkit at the Community Level



- Initially, sub-grantees were resistant to using the Communications Toolkit.
- Perceptions shifted when sub-grantees realized that:
 - Understanding the beliefs and motivations of an audience can lead to messages that resonate
 - Strategies aimed at *agents* of change, not just *targets* of change, can be effective
 - It is important to consider data about where and how the audience accesses information before selecting communications channels
- Overall, sub-grantees realized these steps are worth the effort when they result in a more effective strategy!



Results and Lessons Learned



- Most grantees have overcome initial reluctance and recognize the value of the planning process in developing effective strategies.
- TA support is essential.
- The funder's requirement to use the Communications Toolkit was key!
- The Communications Toolkit is a good complement to statewide strategies.



Questions?



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MassTAPP

Massachusetts
Technical Assistance
Partnership for Prevention

<http://masstapp.edc.org/communications-toolkit>