



# Developing a Public Education Campaign on Prescription Opioids

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## Desired Outcomes// What I hope you will get out of this

- Understand the process and outcomes to-date of the development of a public education campaign on prescription Opioid use in the Portland Metro region.
- Understand the next steps in the Portland Metro region to promote safe opioid use, treatment for opioid use disorder, and management of chronic pain



# Overview// Metro region planning process

- 4 Portland Metro Counties
  - Multnomah Washington, Clackamas, & Clark Counties
- Community partner participation:
  - Lines for Life
  - PREVENT Coalition
  - Urban League
  - Healthy Columbia Willamette Pain Education Work Group



# Overview// Metro region planning process

- Components of a public education campaign to reduce prescription opiate use:
  - Campaign purpose
  - Target audience
  - Messages
  - Communication channels
  - Evaluation plan
  - Budget
  - Web presence



## Campaign Goal

- *Raise community awareness of the dangers of prescription opiates*
- Focus messaging on
  - Risk Awareness
  - Pain Education & Care
- Give people something positive to do
  - Web presence is critical component



# Important Qualities of Campaign

- Acknowledge fear
- Amplify hope
- De-stigmatize abuse & addiction
- Educate people about the risks
- Be respectful
- Reinforce patient and provider education efforts



## Making the Case//Risk Perception

- Americans don't know their painkillers contain opioids, or that it is a felony to share them.
- Opioid users are unconcerned about addiction, but most have reason to worry.
- Opioid users overestimate the benefits of opioids and underestimate the risks of addiction or death.

2015 National Safety Council Report



## Campaign Approach

- Survey & focus groups
- Built off Pennsylvania example
  - Recruit local people to share their stories about Rx opiate addiction.
- Use the stories to develop products
  - Print
  - Audio
  - Video





# Messaging

- Slogan:  
*Anyone can become addicted to pain pills...anyone.*
- Secondary messaging:
  - Know the risks.
  - Talk to your doctor about other ways to treat pain.



# Anyone

can become **addicted** to pain killers



... **Anyone**

- **Learn** about the risks
- **Talk** to your doctor about other ways to treat your pain
- **Find out more** [painmeds.org](http://painmeds.org)



# Anyone

can become **addicted** to  
prescription pain killers .

... Anyone.

[painmeds.org](http://painmeds.org)



# State & National Public Education Efforts

- Alabama: <http://www.zeroaddiction.org/>
- Utah: <http://useonlyasdirected.org/campaign/>
- Georgia: <http://genrx.us/>
- New York: <http://painkillerskill.org/>
- Opiates & Pain Management: <http://america-starts-talking.com/>
- Southern Oregon: <http://www.oregonpainguidance.com/public-videos/>





## Next Steps

1. Launching website in partnership with Oregon Pain Guidance
  - Target: May 2016
2. Developing and launching the campaign
  - Target May 2016
3. Working with Tri-County Opioid Safety Coalition to expand campaign to 3 counties and begin to address multiple fronts



## Website

- Key Partner: Oregon Pain Guidance
  - Partner to develop Portland Metro web presence on OPG site
  - Drive people to a single source of information
  - Develop foundation for coordinated statewide approach
  - Need: committed funding and leadership across state to implement
  - <http://www.oregonpainguidance.com/>



# New Addition to Oregon Pain Guidance Website: Coming May 2016!

<http://www.oregonpainguidance.com/>

The **Oregon Coalition for the Responsible Use of Meds (OrCRM)** and **Multnomah County Health Department**, with support from the **Oregon Department of Justice**, have partnered with **Oregon Pain Guidance (OPG)** to expand the OPG website to include the:

- **Portland Metro Public Education Campaign**
  - Build public awareness about the risks of Rx abuse
  - Educate public and health care providers about safe pain management
- **Links to statewide resources**
  - Links to OrCRM, OHA, and PDMP
  - Create partnerships and links to other statewide resources
- **Placeholder web pages available to highlight local initiatives to reduce Rx abuse, misuse and overdose**
  - Regions can use website to:
    - ✓ Promote local events
    - ✓ Provide updates on community Rx abuse prevention efforts
    - ✓ Adapt Portland Metro materials for local campaigns
    - ✓ Share learnings with partners across the state

