

### 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



- •Learn about the risks
- •Talk to your doctor about other ways to treat your pain
- •Find out more painmeds.org









#### State & National Public Education Efforts

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







## **Next Steps**

- 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

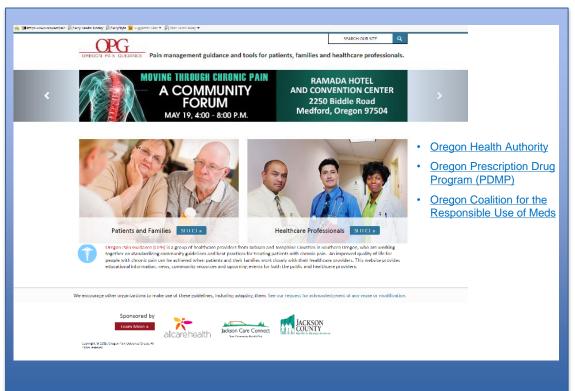


#### Website

- 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
  - <a href="http://www.oregonpainguidance.com/">http://www.oregonpainguidance.com/</a>



#### 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

