



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



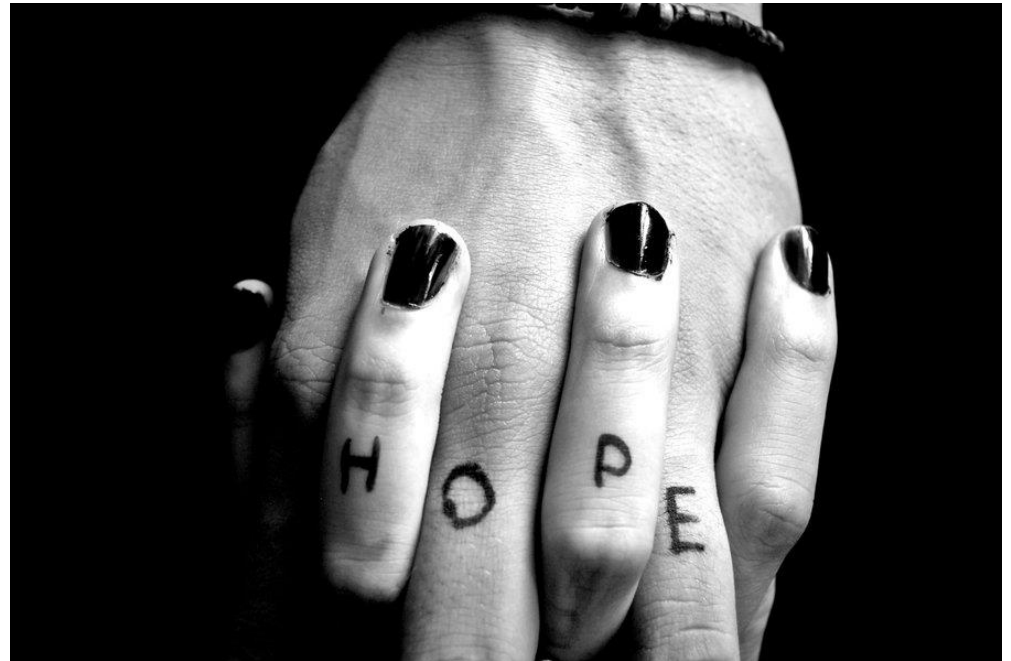
Campaign Goal

- *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



Anyone

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

... Anyone.

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/>



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/>





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

