

Prescription for Prevention

Project Overview






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Prevention and Education

- The prescription drug abuse, misuse and overdose epidemic in Ohio requires a comprehensive approach
- Prevention and education efforts are imperative to get to the root of the problem to stop it from further multiplying
- This is one piece of the puzzle that contributes to the larger solution. Other pieces include treatment, law enforcement, legislative and regulatory actions, funding, health care providers, etc.

What is "Social Marketing"?

- Social marketing:
 - is a 360° communications approach
 - that intersects with the daily lives of our key audiences
 - in ways that are relevant, timely and meaningful
 - in order to drive action, behavior change and collaboration among peers




Prescription for Prevention: Stop the Epidemic

- **Campaign Goal:** Implement and evaluate innovative projects based on promising practices that are data-driven and designed to contribute to the reduction or elimination of unintentional deaths from prescription drug misuse, abuse and overdoses



Target Audiences

- **Primary:**
 - White men (ages 45-54) in rural Ohio: The group at highest risk
 - White women (ages 45-54): The fastest-growing at-risk group in Ohio
 - Ohio high school students
- **Connectors:**
 - Medical Practice, Law and Criminal Justice, Law Enforcement, Public Health, Mental Health, Injury Prevention, Substance Abuse Services, Pharmacy



Campaign Strategies

Phase I: Setting the Stage

- Discovery of Best Practices in Prevention and Education
- Public Service Announcement Production and Distribution
- Educational Material Development
- Coalition Building in At-Risk Markets



Phase II: Raising Awareness

- Media Relations
- Grassroots Campaign Outreach
- Employer Awareness
- Prescription Drug Drop-Off Events
- High School Peer Outreach Program





Campaign Strategies

- Research included the following tactics:
 - Conducted analysis of media coverage
 - Interviewed 14 experts, including state and local officials, government agencies, programs and organizations
 - Reviewed and studied collateral and websites
 - Collected key facts surrounding prescription drug abuse and misuse



Key Findings

- Media coverage of the prescription drug abuse epidemic has been extensive, providing insight on several promising practices involving public education, programs to reduce prescription drug abuse among teens and drug take-back events
- Although data to prove the effectiveness of various strategies to counter prescription drug abuse are lacking, promising practices are in place across the country, and many programs have been designed based on logical, intuitive approaches
- To be effective, programs must be comprehensive, community-based and tailored for the individual needs of the community
- The general public must understand how critical it is to keep prescription drugs out of the hands of people who could potentially misuse or abuse them

Key Findings

- The communications campaign in Ohio should emphasize that prescription drugs are not safer than illicit drugs
- Because physicians in Ohio play a critical role in countering the prescription drug abuse epidemic, additional training and education about prescription drug abuse are warranted
- The federal government, national organizations and many states have developed an abundance of print and online resources related to prescription drug abuse and overdose deaths
- Materials should be repurposed and used as templates as much as possible when developing collateral and press materials for use in Ohio

Campaign Key Messages

- Prescription drugs are safe and effective when used as prescribed by a doctor but can be dangerous and even deadly when misused or abused
- Prescription drug abuse is a significant problem in Ohio and can affect anyone, regardless of race or socioeconomic status
- Prescription drugs must be locked in a secure place when kept in the home and should be properly disposed of when they are no longer needed




Strategy: Public Service Announcement (PSA)

- Produced radio and television PSAs to raise awareness of prescription drug misuse and abuse
 - Developed script(s) based on discovery of best practices and state statistics
 - 15-second, 20-second and 30-second versions
 - Scouted authentic talent and locations










Strategy: Public Service Announcement (PSA)

- Conducted media outreach to television and radio stations to place PSA
- Targeted seven counties in Ohio to ensure PSA reaches intended audiences:

– Adams	– Vinton
– Cuyahoga	– Franklin
– Jackson	– Hamilton
– Ross	



Results: Public Service Announcement (PSA)

- Outreach secured more than 215 PSA placements
- Garnered more than 3 million impressions



Strategy: Creative Development

- Developed creative concepts/collateral to aid/educate multiple stakeholders (media, community leaders, general public, etc.)
 - Campaign Logo
 - Brochure
 - Fact Sheet(s)
- Designed materials to be used in conjunction with existing national, regional and local communications tools and materials



Strategy: Creative Development



Strategy: Creative Development



Strategy: Creative Development



Strategy: Creative Development

www.p4pohio.org



- Download fact sheets, brochures, PSA
- Get in-depth facts
- Read about additional resources available statewide



Strategy: Coalition Building



Building Coalitions in At-Risk Communities

- Assembled diverse/strategic group of community leaders or worked in conjunction with existing task forces in:
 - Adams County
 - Cuyahoga County
 - Jackson County
 - Ross County
 - Vinton County
- Guided coalitions in the development of local action plans
- Provided ongoing guidance and support for each coalition to develop and execute its own grassroots campaign



Coalition Profiles

- County Health Department
- County Coroners
- Local Law Enforcement
- Pharmacists, Healthcare Providers, Substance Abuse Treatment Facilities
 - ADAMHS Boards
- School Systems
- Elected Officials



Coalition Meetings

- Discussed prescription drug overdose landscape
 - Outlined current education/prevention activity
 - Established goals for education and behavior change
 - Created local plan of action for 2010-2011
- Designated a Coalition Chair

Local Action Plans



- Leveraged local networks and volunteers
- Utilized local community events
 - Distributed campaign materials
- Hosted drug drop-off events as appropriate
- Activated student leaders to educate peers
- Educated community members through media opportunities

Results: Coalition Work

Cuyahoga County:



- Developed a play on the epidemic of prescription drug abuse, working with Northeast Ohio-based Fairmount Center for the Arts
- Held several meetings with local and statewide political leaders about this issue
- Coalition members have incorporated this issue into their regular awareness responsibilities at their jobs
- Coalition members have also presented on this issue to middle school students, senior care providers, Cuyahoga County mayors association
- The coalition has embraced and supported the Operation Medicine Cabinet events throughout NEO
- The schools and parents subcommittee has assembled a group of existing resources to share with teachers
- The coalition has established relationship with *Your Teen Magazine* and secured placements in the magazine which is distributed through NEO and the entire state.

Results: Coalition Work

Adams County:



- Developed a series of coloring pages designed to educate K-3 children not to take medication that is not their own, not even in their own homes; also working to print coloring page designs as placemats to be used in local restaurants
- Developed fold-out pocket card with key information about prescription drug abuse and local phone numbers to call for more information, designed for 4th and 5th graders, that includes a tear-away portion of the card where students can write a concern or question her or she may have and submit to a teacher
- Coalition members are using P4P collateral materials during visits to Adams County schools to discuss this issue
- Coalition members are working to develop a training session for phone operators at the Adams County Regional Medical Center and the Adams County Sheriff's Office to help them field requests for more information

Results: Coalition Work

Jackson County:



- Connected coalition members with Jackson County Municipal Drug Court program; coalition is working to establish a speakers bureau (to include drug court graduates, an ER nurse, and a member of local law enforcement) that would speak to classrooms of high school students about the consequences of misuse/abuse of prescription medications
- Worked with Jackson County's launch youth group to conduct several peer-to-peer education initiatives (see peer-to-peer slides)
- Oak Hill community hosted a drug drop-off event in April

Results: Coalition Work

Ross County:



- Coalition formed very comprehensive group of stakeholders from within county and then divided into subcommittees that focus in areas of prevention and education, treatment, funding, law enforcement, etc.
- Hosted a Community Education Forum that was widely and well-received; event shared collateral, expert insights via panelists and speakers, opportunities for Q&A, etc.
- Worked with Chillicothe High School's Teen Institute to launch peer-to-peer education initiatives (see peer-to-peer slides)
- Hosted numerous, successful drug drop-off events
- Developed a series of coloring pages designed to educate K-3 children not to take medication that is not their own, not even in their own homes
- Actively seeking volunteer support and outside funding to further their cause

Results: Coalition Work

Vinton County:

- Coalition formed very comprehensive group of stakeholders from within county and then divided into subcommittees with specific focuses (e.g. law enforcement, prevention, treatment, funding)
- Hosted a Community Forum kick-off event with panelists from the county and state-wide experts to discuss the problem
- Working closely with the county media to secure ongoing coverage of events and commentary on the issue
- Worked with Vinton County High School to launch peer-to-peer education initiatives (see peer-to-peer slides)
- Planning a drug take back day
- Developed a series of coloring pages designed to educate K-3 children not to take medication that is not their own, not even in their own homes; also working to print coloring page designs as placemats to be used in local restaurants
- Considering use of in-pharmacy fliers that promote the PFP message



Strategy: Conduct Media Relations

- Conducted statewide media relations campaign to spread key messages through local media outlets
- Concentrated on print/radio/TV/online media outlets in at-risk counties
- Offered local experts or coalition members for interviews






Results: Conduct Media Relations

- Obtained coverage in Ohio's five major cities—Cleveland, Cincinnati, Columbus, Dayton and Toledo
- Outreach generated 23 media placements, securing more than 716,000 impressions
- Coverage included messaging on safe prescription drug use, the severity of the epidemic and the importance of securing prescription medication in safe locations

Strategy: Grassroots Campaign Outreach

- Leveraged coalitions formed in Phase I to penetrate local communities with campaign messages and resources
 - Community Material Distribution
 - Community Event Presence

Results: Grassroots Campaign Outreach

- Distributed campaign brochures and fact sheets in each community
- Leveraged coalition members to incorporate campaign messaging into community outreach programs they already conduct
- Coalition members exchanged best practices with one another across county lines
- Coalition members conducted meetings with local and statewide political leaders to help set an agenda for politicians
- Had campaign presence at local community and teen-focused events



Strategy: Employer Awareness

- Reached out to the top 25 employers in Ohio
- Scheduled lunch-and-learn meeting at Macy's headquarters in Cincinnati
 - 45-minute presentation and Q&A with employees
 - Pharmacist with the Cincinnati Drug and Poison Information Center participated in the meeting
 - More than 20 Macy's associates attended
- Also provided campaign content to re-purpose for company publications, such as e-newsletters



Strategy: Prescription Drug Drop-Off Events

- Developed drug drop-off event guidelines for coalition use
- Partnered with coalitions, county health departments, DEA and local law enforcement to host "Prescription Drug Drop-Off Events" in our target counties
- Participants received drug disposal guidelines on how to dispose of medications at home
 - The guidelines can be found on the ODH website



Results: Prescription Drug Drop-Off Events

- Embraced existing Operation Medicine Cabinet events in Northeast Ohio
- Shared best practices and drug drop-off guidelines with counties interested in hosting an event
- *Some counties were not quite ready to implement a drop-off event because of potential security risks*



Strategy: High School Peer Outreach Program

- Created a comfortable, facilitated environment for adolescents to come together and talk about both the legal—and lethal—consequences of prescription drug abuse
 - Explain the warning signs of prescription drug abuse
 - Educate students on the available resources and information on how to stop prescription drug abuse
- Worked with schools to adopt campaign and tailor tactics appropriate for individual settings
 - Survey dissemination, material development, event awareness, pledge, etc.



Results: High School Peer Outreach Program

- Adams County:
- Launched student coalition kick-off meetings at four area high schools and scheduled events for peer-to-peer outreach
 - Student leaders and school officials distributed awareness flyers, pledge cards and implemented morning announcements



Results: High School Peer Outreach Program

Cuyahoga County:

- Students developed campaign logo, slogan and brochures prior to external launch
- Launched campaign to peers during local basketball game
- Students participating in poster/video contest and upcoming learn-and-bowl event



Results: High School Peer Outreach Program

Jackson County:

- Collaborated with Jackson County Community Coalition and LAUNCH to distribute 12,000 flyers at pharmacies throughout the county
- Launched school district poster contest to reflect campaign message; awarded three contest winners with gift cards



Results: High School Peer Outreach Program

Ross County:

- Launched peer-to-peer outreach campaign with Teen Institute members at Chillicothe High School
- Students executed Mock Crash event with first time focus on prescription drugs
- Peer-to-peer student leaders presented abuse and awareness statistics during Prom Promise Assembly



Results: High School Peer Outreach Program

Vinton County:

- Student leaders and school officials implemented morning announcements with prescription drug awareness messaging
- Peer-to-peer campaign a focus at all-school field day event; students signed pledge cards to stay drug free during summer break



Raising Campaign Visibility

- Campaign representatives participated in several statewide conferences, summits and meetings
- Presented overall campaign details and updates on Prescription for Prevention
 - PDAAG Meetings
 - The Opiate Summit
 - Teen Summit





Key Learnings

- Communities recognize the problem and want to do something about it
- The more localized, the better – this includes collateral, leadership, events, etc.
- Target audiences need to reflect those who can most benefit from prevention messages, not just those most at risk
- Partner, share and duplicate efforts whenever possible – don't reinvent the wheel if something's already working
- Bring all "puzzle pieces" to the table; let subcommittees hone in on specific practice areas
- Allow teenagers to have a voice and control over their activities; their ownership helps the message resonate with peers
- Social marketing takes time, patience and constant evaluation





What's Next?

- Pro bono work:
 - Peer-to-Peer outreach to continue in Adams, Cuyahoga, Jackson, Ross and Vinton
 - Work with students to keep momentum going throughout the school year
 - Help facilitate events and assist school administrators with program measurement



What's Next?

- Coalition Building
 - Develop coalitions in four new counties:
 - Clark/Springfield
 - Clinton/Wilmington
 - Jefferson/Steubenville
 - Mahoning/Youngstown
 - Continue to support existing coalitions in Jackson and Vinton counties



Questions?

