



# Developing a Public Education Campaign on Prescription Opiates

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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 opiate use in the Portland Metro region.
- Identify some ways Central Oregon could develop its capacity for public education on prescription opiate use.



Has a public education campaign ever made you think or feel something? Why did it have this impact?



## Overview// Metro region planning process

- Local public health participation: Multnomah, Washington, Clackamas, & Clark Counties
- Community partner participation: Lines for Life, PREVENT Coalition, Urban League, Outside In, members of Healthy Columbia Willamette Opioid Use and 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





## Messaging// Two Pathways

### 1. Risk Awareness

- Increase perception of risk

### 2. Pain Education & Care

- Encourage people who are using prescription opiates for chronic pain to seek better ways to manage pain



## Messaging// Risk Awareness

### Core Message:

- *“Prescription opiates are dangerous and can lead to overdose.”*

### Target Audience:

- Parents and adults who have prescription opiates in their homes.
  - We know that the majority of prescription holders (45%) are between the ages of 45 and 54.



## Messaging// Risk Awareness

Primary Action (the main thing the campaign is asking people to do):

- Talk to your loved ones about the dangers of opiate overdose.

Secondary Actions:

- Learn about safely storing prescription opiates.
- Learn about safely disposing of excess prescription opiates.



## Messaging// Pain Education & Care



### Core Message:

- *“Prescription opiates are not the best way to manage chronic pain.”*

### Target Audience:

- People who are using prescription opiates for chronic pain.



## Stage 2// Pain Education & Care

Primary Action (the main thing the campaign is asking people to do):

- Talk to your doctor about what can work best for managing chronic pain.

Secondary Actions:

- Learn about better ways to manage chronic pain.

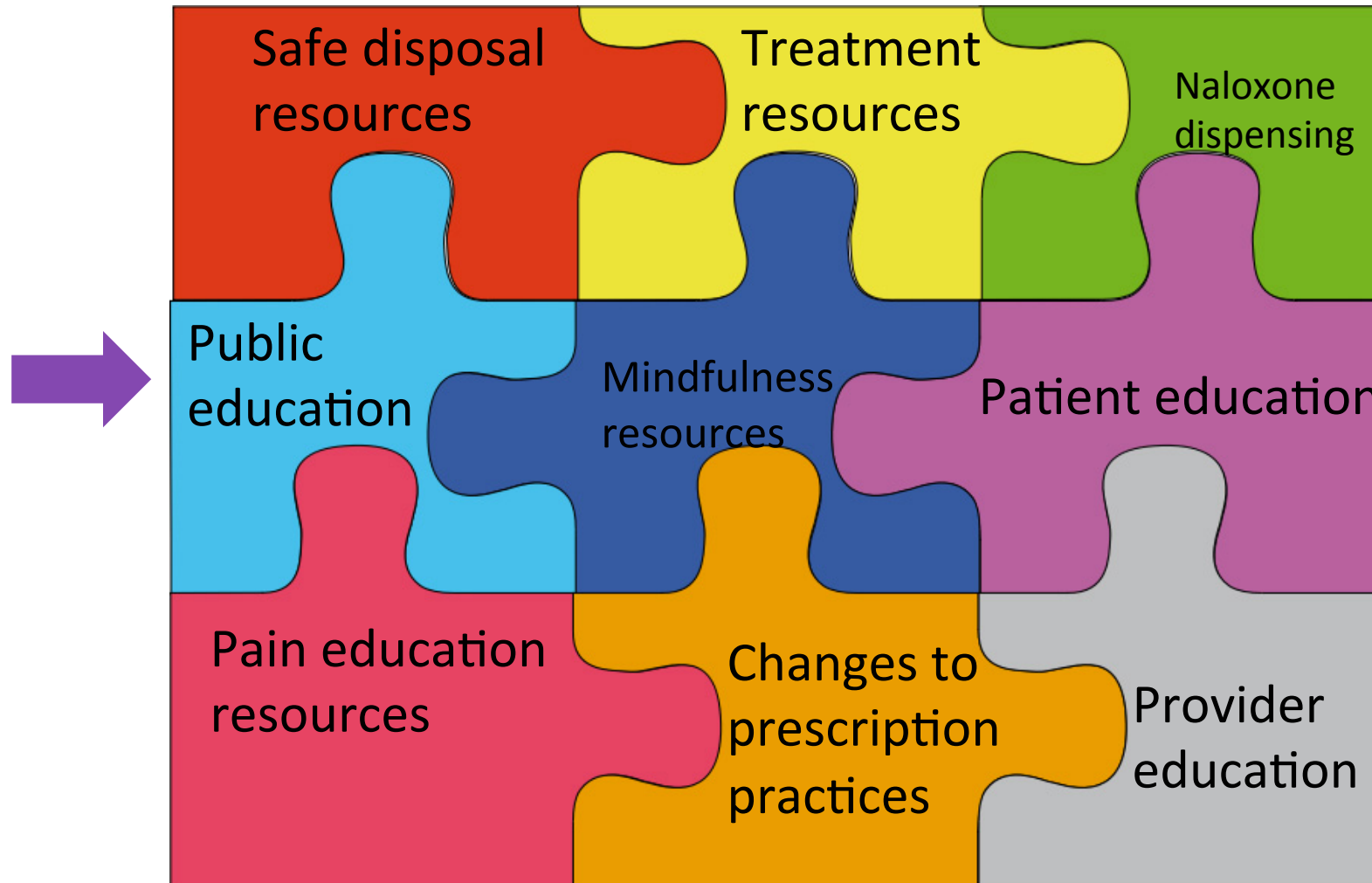


## State & National Public Education Efforts

- 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/>



A campaign to reduce dependence on and deaths from prescription opiates has many pieces.



## 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: January 2016
2. Developing and launching the campaign
  - Target: March 2016



## Discussion

- What would it take to launch a public education campaign & web presence in Central Oregon?



Thank you!  
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