



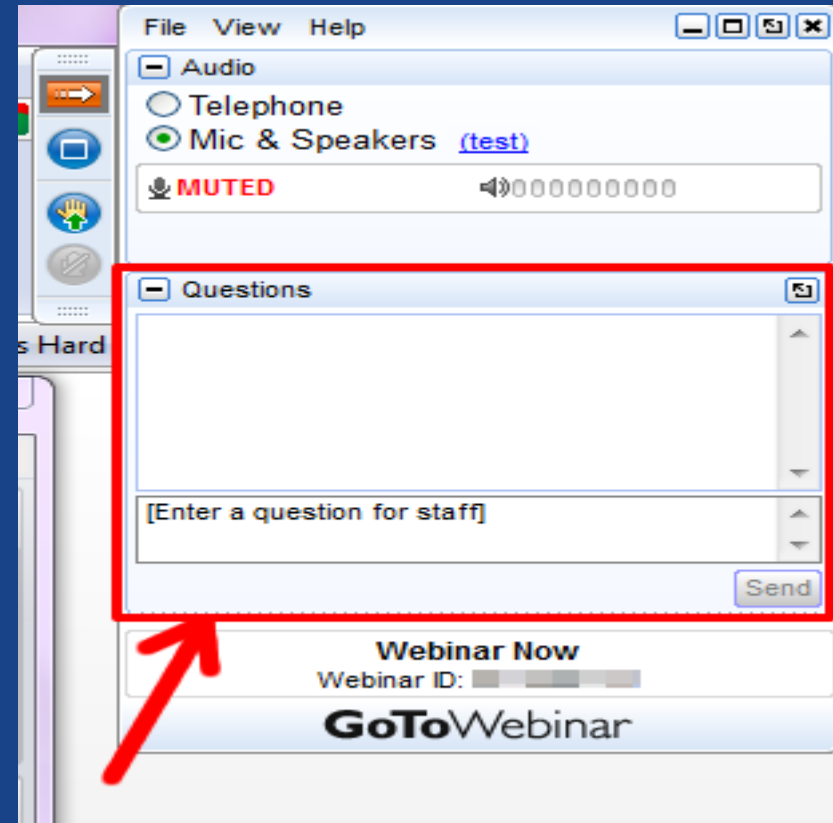
CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

WEBINAR SERIES

<http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx>

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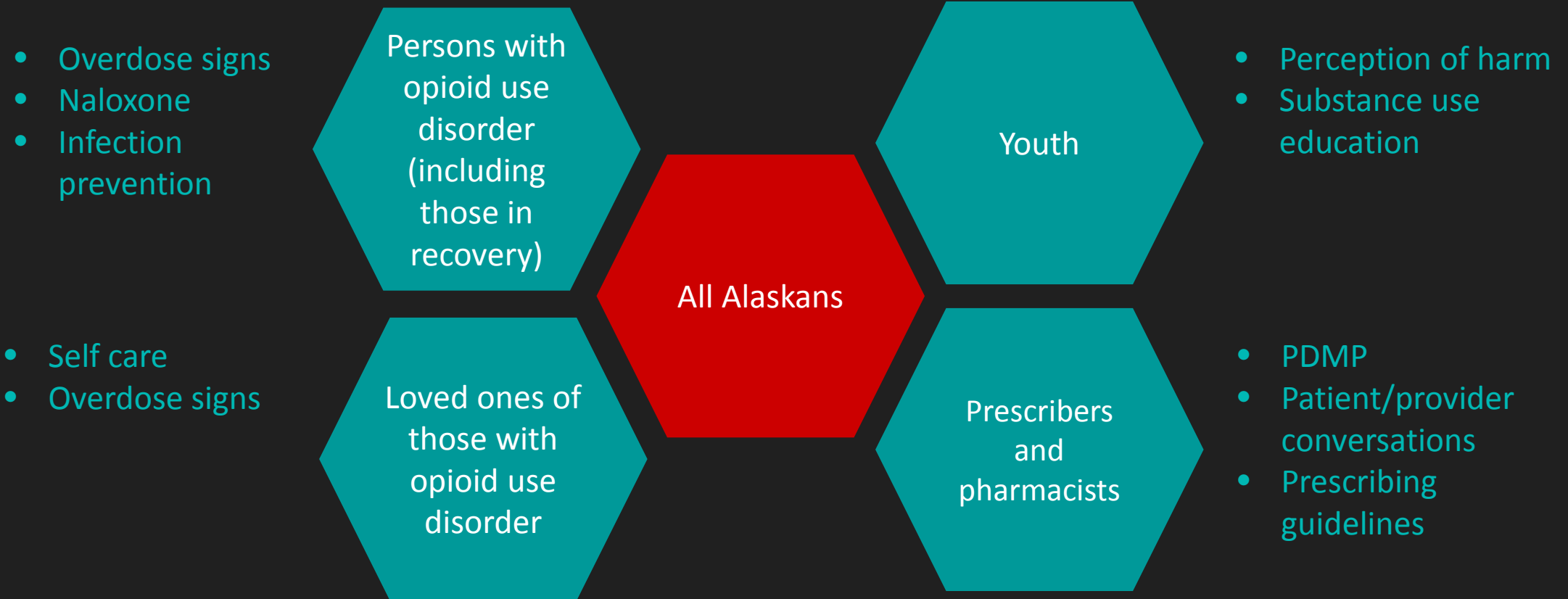
PRESCRIPTION OPIOID PUBLIC EDUCATION: Messages to reduce opioid misuse in Alaska communities



Campaign for September, 2017 – August 2018

Regina McConkey | Education Program Coordinator, Alaska's Office of Substance Misuse and Addiction Prevention | 9.19.2017

Overview of opioids education efforts



Primary research informing this campaign

- Focus groups in five communities between March and April of 2017 to understand Alaskans' knowledge, attitudes, beliefs and behaviors
- June 2017 telephone survey set a baseline

TIME

They're the most powerful painkillers ever invented.

And they're creating the worst addiction crisis America has ever seen.

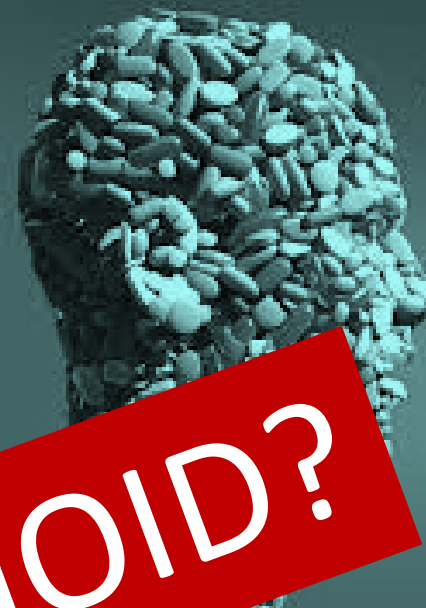
By Massimo Calabresi

OPIOIDS

Know the Risks

Before you fill a pain prescription, ask your doctor for an alternative.

LEARN MORE



THE OPIOID EPIDEMIC

A Generation in Crisis

H&HN
HOSPITAL & HEALTH NETWORK

WHAT IS AN OPIOID?

Opioid Epidemic

Opioid Epidemic

Med Students Take Battle Against Opioid Epidemic Into Their Own Hands

Because how to treat addiction isn't taught enough in medical schools.

- Approximately 142 People
- Equal to September 11
- Calls for President Trump to Declare National Emergency

OPIOIDS



HEADLINES BY FROM CROWN POINT, IN FINDS GUN AND FATALLY SHOOT

@abc7chicago

MESSAGE 1:

Be able to
identify an opioid

Let's clear the confusion:

- Roughly 20% didn't know, or weren't sure that, codeine and hydrocodone were opioids. (They are.)
- Around the same number didn't know whether the antibiotic amoxicillin was an opioid. (It isn't.)
- Roughly half weren't sure whether fentanyl was an opioid. (It is.)

“... medications like hydrocodone, oxycodone, morphine, fentanyl and codeine ...”

**ALL OPIOIDS CAN BE
ADDICTIVE.**

**TALK TO YOUR DOCTOR
ABOUT THE RISKS.**



[Click to learn more.](#)

MESSAGE 2:

Talk to your
health care
provider

Discussions encouraged
between patient and
provider:

- Treatment goals and a plan to stop use
- Risk of addiction
- Alternative treatment methods
- Side effects
- Handling of prescription

“Your medical provider cares about your health and safety. If you’re in pain, you’ll work together to determine the best possible treatment for your condition. Be sure to discuss ...”

WHAT IS AN OPIOID?

Heroin is an opioid known for its devastating impact on our communities. Prescription opioids, however, can also carry risks of addiction and overdose. People who use heroin often report they first misused prescription opioids, so it’s important to be careful with these medications. These include pain medications like hydrocodone, oxycodone, morphine, fentanyl and codeine. If you’re in pain, be sure to:

TALK TO YOUR MEDICAL PROVIDER.

Your medical provider cares about your health and safety. If you’re in pain, you’ll work together to determine the best possible treatment for your condition.

Be sure to talk about:

- Medications, alcohol and other substances you are using
- Known risk factors for addiction you may have (such as a family history of addiction)
- Ask about non-opioid options that may work for you

If you’re prescribed an opioid by your provider:

- Learn how to use your medicine exactly as prescribed
- Ask how to safely start and stop using opioids
- Ask about side effects and risks associated with your prescription
- Call your provider if you have difficulty stopping the use of an opioid

New TV public service announcement



https://www.youtube.com/watch?time_continue=27&v=w3CgYJ8fiHc

Social
availability
messages

TAKE ACTION.

Help prevent opioid misuse.

Heroin is an opioid. Other opioids include pain medications like hydrocodone, oxycodone, morphine, fentanyl and codeine. These can also carry risks of addiction and overdose. 4 out of 5 of those who use heroin reported starting with prescription opioids, so be sure to:



Securely store your opioids out of reach of children and from others who may misuse them.



Talk to your doctor about the risks. Know how to safely start and stop using opioids and understand the risks of addiction. Ask about alternative treatments.



Properly dispose of your unused medication at a drug take-back location/event or with a medication disposal bag designed to deactivate opioids.



Don't share your pain medication with family, friends or anyone at all. It may cause addiction, trouble with the law, overdose and death.



Learn how to prevent opioid misuse and addiction at opioids.alaska.gov

MESSAGE 3:

Securely store prescription opioids

*“Securely store all medications, especially opioids, out of sight and out of reach of children, teens and others who may misuse them. **Keep track of medications so you know if any are missing. Properly dispose of unused opioids instead of saving them for later use.**”*

MESSAGE 4:

Properly dispose of unused medication

“Properly dispose of unused opioids at a drug take back location or event. Or, learn about other disposal methods, like medication disposal bags specially designed to deactivate opioids, at [opioids.Alaska.gov](https://opioids.alaska.gov).”

WHAT IS AN OPIOID?

Heroin is an opioid known for its devastating impact on our communities. Prescription opioids, however, can also carry risks of addiction and overdose. People who use heroin often report they first misused prescription opioids, so it's important to be careful with these medications. These include pain medications like hydrocodone, oxycodone, morphine, fentanyl and codeine. If you're in pain, be sure to:

TALK TO YOUR MEDICAL PROVIDER.

Your medical provider cares about your health and safety. If you're in pain, you'll work together to determine the best possible treatment for your condition.

Be sure to talk about:

- Medications, alcohol and other substances you are using
- Known risk factors for addiction you may have (such as a family history of addiction)
- Ask about non-opioid options that may work for you

If you're prescribed an opioid by your provider:

- Learn how to use your medicine exactly as prescribed
- Ask how to safely start and stop using opioids
- Ask about side effects and risks associated with your prescription
- Call your provider if you have difficulty stopping the use of an opioid

YOUR OPIOIDS ARE YOUR RESPONSIBILITY.



SECURELY STORE

all medications, especially opioids, out of sight and out of reach of children, teens and others who may misuse them. Keep track of medications so you know if any are missing. Properly dispose of unused opioids instead of saving them for later use.



If none of these options are available, you can remove the medication from its original bottle, put it in a disposable bag or container and mix it with an undesirable substance (coffee grounds, cat litter). Add water, seal the container and throw it away in the garbage.



PROPERLY DISPOSE of your unused medication:



Take your medications to a drug take-back location/event.



Or, dispose of unused opioids using a disposal bag designed to deactivate opioids. Sometimes available at no cost at health centers and pharmacies, these bags contain activated charcoal that, when combined with water, create a convenient at-home disposal option.



Never throw your opioids in the garbage without using one of the methods above. Never flush your opioids down the toilet.



DON'T SHARE

your pain medication with family, friends or anyone at all. Your medication is prescribed by your medical provider with your body in mind. It is not safe for others to take. Sharing opioids may cause addiction, trouble with the law, overdose and death.

Visit www.opioids.alaska.gov to learn more about the signs of opioid addiction and find resources available to you.

MESSAGE 5:

Don't share your
prescription
opioids with
anyone

*“Don't share your
medication with family,
friends or anyone at all. It is
not safe for others to take.
Sharing opioids may cause
addiction, trouble with the
law, overdose and death.”*

Cultural considerations in Alaska

- Alaskans don't like to get rid of things. Exceptions often made for:
 - Use for backcountry adventures
 - Hanging onto things that are difficult to get in rural communities
- Sharing culture – caring for family members and others in need

Addressing cultural considerations

- Increase awareness that reducing availability of unused opioids will reduce misuse in communities
- You're personally responsible for your prescription

New TV public service announcement



<https://www.youtube.com/watch?v=Zs4HqcecJLw>

Campaign will include statewide placement:

- Television PSAs
- Radio PSAs
 - Public radio scripts
 - Commercial radio based on television PSAs
- Digital ads (mobile/tablet, YouTube, Google AdWords, social media posts)
- Various print media

Examples of print media

PRESCRIPTION OPIOIDS

OPIOIDS INCLUDE HYDROCODONE, OXYCODONE, MORPHINE, FENTANYL AND CODEINE PAIN MEDICATIONS.
Before being prescribed an opioid, talk to your medical provider about the risks and ask whether non-opioid pain treatment options may be effective. If prescribed an opioid, keep yourself, your family and your community safe:

- SECURELY STORE** opioids out of reach of children and others who may misuse them. Dispose of unused opioids.
- PROPERLY DISPOSE** of your unused medication at a drug take-back event or with a medication disposal bag that is specially designed to deactivate opioids.
- DON'T SHARE** your pain medication with family, friends, or anyone at all. It may cause addiction, trouble with the law, overdose and death.

 Learn how to prevent opioid misuse and addiction at opioids.alaska.gov

Billing insert

It's time to dispose of your unused opioids.

Take action to keep yourself, your family and **[community name]** safe.

Let's rid our community of added risks for addiction by disposing of unused opioids.

Rack card (regionalize for your community)

OPIOID SAFETY

Talk to your medical provider to understand the risks for opioids such as hydrocodone, oxycodone, morphine, fentanyl and codeine. If you're prescribed an opioid, use only as prescribed. Keep yourself, your family and your community safe by:

- SECURELY STORE** all medications, especially opioids, out of sight and out of reach of children, teens and others who may misuse them.
- PROPERLY DISPOSE** of unused medication. Do not save it for later use. Take your medications to a drug take-back location/event. Or, dispose of unused opioids using a disposal bag designed to deactivate opioids. Learn more about proper disposal by visiting the web link below.
- DON'T SHARE** your pain medication with family, friends or anyone at all. Your medication is prescribed by your medical provider with your body in mind. Sharing opioids may cause addiction, trouble with the law, overdose and death.

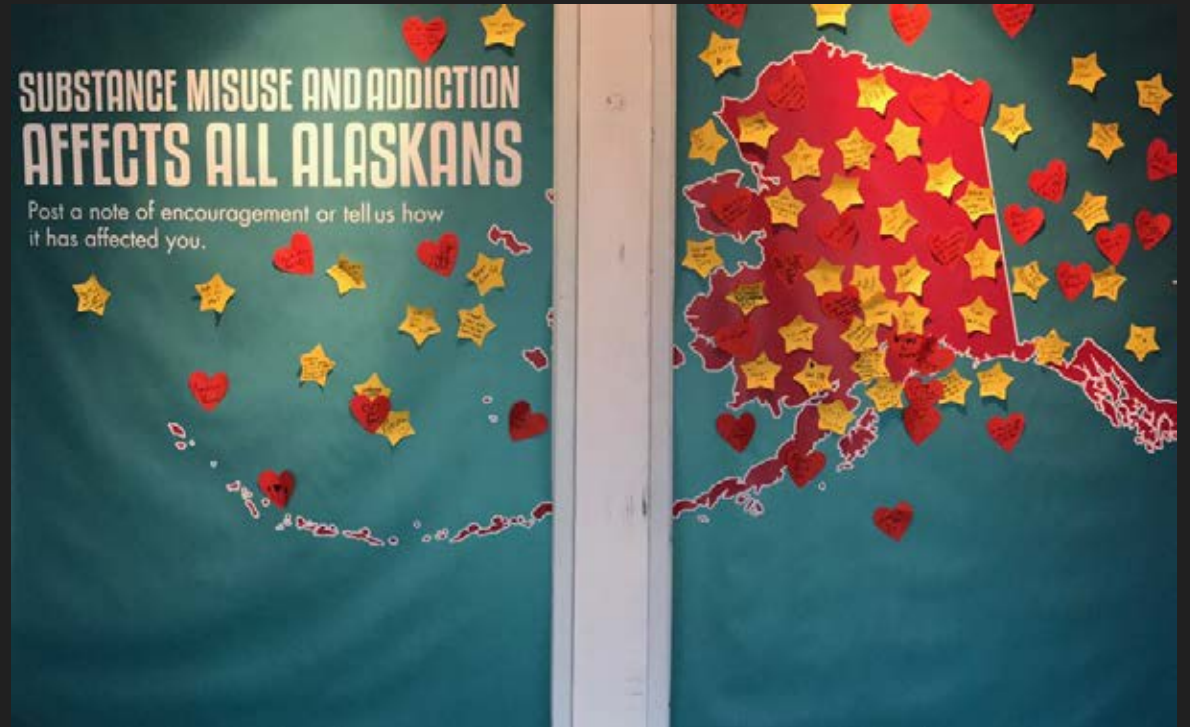
Learn how to prevent opioid misuse and addiction at opioids.alaska.gov



Posters



Community outreach



Thank you

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Discussion

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