

ENDING OPIOID MISUSE MEDIA CAMPAIGNS WEBINAR



Funding provided in whole or in part by the Illinois Department of Human Services



Webinar Objectives

- ★ Frame the current prescription drug misuse problem in Illinois and present effective solutions
- ★ Identify three components to preventing prescription drug misuse
- ★ Explain the SAPP Provider's role in implementing the Guard and Discard campaign
- ★ Identify strategies for engaging local partners in implementing the campaign.



Overview of the Prescription Drug Misuse and Opioid Problem

- ★ Opioid overdoses killed 1,889 people in Illinois in 2016.
- ★ Since 2013, the number of heroin deaths has nearly doubled, the number of prescription opioid deaths has quadrupled, and the number of synthetic opioid deaths has increased more than 10 fold.
- ★ In Illinois, it is estimated more than 300,000 people misuse or are dependent on opioids.

Source: Illinois Opioid Action Plan



Prescription Drug Misuse Among Adults

- ★ In 2015, 12.5 million people nationwide used prescription opioids for non-medical use.
- ★ In 2016 more than 150,000,000 retail prescription drugs were filled by Illinois pharmacies.
- ★ People who misuse prescription opioids are 40 times more likely to become addicted to heroin.

Source: Illinois Department of Public Health and Henry J. Kaiser Family Foundation



Prescription Drug Misuse Among Youth

According to the 2016 IYS report of 12th graders,

- ★ 39% believe it would be "sort of easy" or "very easy" to get non-prescribed prescription drugs.
- ★ 1 out of every 11 have used prescription drugs to get high in the past year.
- ★ 1 out of every 20 used a prescription pain killer (like OxyContin, Vicodin, Lortab or others) to get high in the past year.

Source: Center for Prevention Research & Development (See References)



Illinois Response

- ★ Strengthen array of treatment services for Opioid Use Disorder (OUD)
- ★ Improve monitoring of prescription drugs prescribing and dispensing
- ★ Launch the Illinois Helpline for Opioids and Other Drugs 1-833-2FINDHELP
- ★ Conduct Statewide Media Campaigns



Effective Solutions

- ★ Use medications as directed
- ★ Store prescription opioids in a secure place
- ★ Dispose of medications properly
 - <http://www.fda.gov/Drugs/ResourcesForYou>
- ★ Contact the Illinois Helpline for Opioids and Other Drugs if you or someone you know needs help



Safe Use Messages

- ★ Take medications as prescribed to you
- ★ Never share medications with others
- ★ Know the risks and side effects of prescribed medications
- ★ Avoid mixing prescriptions with depressants such as sleep aids, anti-anxiety medications, or cold medicine.

Source: Prescription Opioid Brochure, Use Only As Directed Campaign, Useonlyasdirected.org, Utah



Safe Storage Messages

- ★ Keep prescriptions away from teens and others
- ★ Monitor medications
- ★ Secure your medications
- ★ Educate others in your community

Source: Centers for Disease Control (CDC)



Safe Disposal Messages

- * DO return unwanted or expired prescription and over-the-counter drugs to a drug take-back site or follow the steps for household disposal.
- * DON'T flush expired or unwanted prescription and over-the-counter drugs down the toilet or drain unless the label or accompanying patient information specifically instructs you to do so.



Safe Disposal Options

- * Drug Take-Back Locations
- * Drug Take-Back Events - National Drug Take Back
 - * <https://takebackday.dea.gov>
- * Local pharmacy mail-back program
 - * National Community Pharmacists Association's website, www.disposemy meds.org for an authorized collector location



Safe Disposal At-Home Method

- * Remove prescription drugs from original container
- * Mix prescription drugs with an undesirable substance, i.e. cat litter, used coffee grounds, etc.
- * Put the mixture into a disposable container with a lid or a sealable bag.
- * Place sealed container with the drug mixture, and the empty drug containers in the trash.
- * Strike out any personal information, including Rx number, on the empty containers.



Opioid Misuse Media Campaign

GOAL

To reduce opioid overdose deaths by raising public awareness that opioid use disorder is a disease that can be prevented and treated and for which recovery is possible.



Media Campaigns

Ending Opioid Misuse #EOM



Encourage those with opioid use disorder and their allies to contact the state's helpline

Guard & Discard



Raise public awareness of the importance of safe use, storage and disposal of prescription pain medications in preventing opioid misuse



#EOM Messages



Guard & Discard



SAPP Provider Expectations

- ★ Disseminate Guard and Discard campaign materials
- ★ Educate your local community
- ★ Engage partners/key stakeholders



Distribution Plan

- ★ Identify relevant distribution channels in your service area for each item
- ★ Distribute new items as soon as possible upon receipt
- ★ Refer to distribution plan for details



Distribution Channels

- ★ Pharmacies
- ★ Store/Urgent care clinics
- ★ Local health departments
- ★ Local government
- ★ Vets
- ★ Dentists
- ★ Law enforcement agencies
- ★ Funeral homes



Potential Partners

- | | |
|-----------------------|------------------------------------|
| ★ Police Departments | ★ Libraries |
| ★ Pharmacies | ★ Funeral Homes |
| ★ Hospitals | ★ Schools (Nurses) |
| ★ Store Clinics | ★ Parent & Community Organizations |
| ★ Dentist Offices | ★ County Coroners |
| ★ Veterinarians | ★ Food pantries |
| ★ Prescribing doctors | ★ Health Departments |



Strategies to Engage Local Partners

- ★ Prepare an elevator pitch
- ★ Address a shared purpose – What's in it for me?
- ★ Assign roles and tasks



References

- * Center for Prevention Research and Development. 2015. Illinois Youth Survey 2014 State Report. Champaign, IL: CPRD, Institute of Government and Public Affairs, University of Illinois.
- * Center for Disease Control (Website). www.cdc.gov/vitalsigns/opioids/index.html
- * Department of Public Health. September 2017. State of Illinois Opioid Action Plan.
- * Use Only As Directed Campaign. www.useonlyasdirected.org. Utah



THANK YOU!


