

Ending Opioid Misuse Media Campaigns Webinar 12/18/2017 Q & A

1. The number is longer than a typical phone number, does it still work? **Yes, it does work.**
2. So, we won't be actually creating content for the #EOM campaign, it's already created for us? **Correct, you will not be responsible for creating content.**
3. Is the guard and discard to be disseminated to the entire service area? **Yes, you should develop a distribution plan to cover your service area.**
4. hotline available in Spanish? **There are Spanish-speaking Helpline Specialists. The campaign materials are in English and Spanish**
5. Do we need to order these posters and postcards, or are they automatically sent to us? Is there a cost? **For the Guard and Discard campaign, you will order the first set of posters and postcards. Subsequent materials will be sent automatically based on the original order. There is no cost.**
6. is it okay to report hours from the #EOM campaign in the hub? **EOM hours are not reportable...just the Guard and Discard**
7. With regard to distribution channels, obviously the bigger reach the better, but is there a minimum goal to meet in order to reach saturation within the service area? **There is no minimum goal.**
8. How do we record time spent on #EOM? **You do not need to record time spent on #EOM**
9. Just to clarify, we will place 1 order, and subsequent materials will be sent to us based on the quantity we originally ordered? **Yes**
10. we have more than one SAPS grant, can we order all of the materials together, or is it better to order those by service area? **The order form will allow you to order materials for all of your approved service areas.**
11. So electronic distribution of the postcard, in e-newsletters and websites, is allowed? **Yes**
12. Do you know if any of these site will dispose liquid opioid and or used injections? **That is site specific. Check with your local law enforcement to clarify what is collected.**
13. To clarify, the "Guard and Discard" refers to the required SAPS campaign on prevention of opioid misuse? Or is the "Guard and Discard" the raise awareness of prescription drug disposal? **There are two media campaigns that will address opioid misuse. Ending Opioid Misuse #EOM is the state media campaign that targets those who may be developing an opioid use disorder and their family/friends. Guard and Discard targets those with prescription pain medications to build awareness about safe use, safe storage and safe disposal of prescription medications.**
14. so with the EOM campaigns- there also a community event that we have to do right? **Refer directly to your grant contract to review the deliverables.**
15. Can we post the posters electronically, or promote via social media? **yes**
16. Will we need to submit campaign reports? Will we need to submit the distribution plan by service area? **You will need to report: Weekly time spent on the Guard and Discard Campaign and Weekly population served for the Guard and Discard Campaign**
17. Is there a cost for materials? What is the distribution timeline again? **There is no cost for materials. Materials will be provided for distribution every 4-6 weeks until the end of the fiscal year.**
18. Does EOM campaign distribution count for hours in the HUB? **#EOM hours are not reportable.**

19. Does DASA need us to track or report anything for the EOM camp? **#EOM hours are not reportable.**
20. I am assuming that we are welcome to promote the #EOM campaign as part of our work with resource directories **Refer to your grant contract to review the deliverables.**
21. A campaign is required for alcohol and for opioids for SAPS? **Yes**
22. Is this the communication campaign we had high schools sign an MOU for when we applied for the grant? **The Guard and Discard Media campaign is the prescription drug campaign that SAPS and CSAPS providers will deliver in their service area.**
23. Will you design something for social media as well (like Facebook) and PSA's for radio **Material can be used in social media. It is unlikely that radio PSAs will be developed.**
24. Can the #EOM be used for awareness for the take back days? **If appropriate, #EOM materials can be used during your take back day event. The Guard and Discard media will best link to drug take back events.**
25. Are we able personalize materials at all... to include local coalition logo on materials too, etc. If distribution is happening through local coalition? **There is space on materials for info/logos via stickers/label**
26. What if we want to use materials in a larger way... are the designs available to be adapted for bus ads, for movie theatre ads, etc. We have some local funding that wants to support our effort on a larger scale. We would of course be paying for any of those costs - with non-DHS funds. Wondering how creative we can be in doing more than posters and postcards. **There may be opportunities to use materials for local larger scale efforts. Contact Prevention First.**
27. Will this campaign be part of the plan for FY19? **This is an FY18 campaign.**

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1. Is population only to be entered one time after the first dissemination of posters/postcards? Only count target audience once, correct?
Correct. The goal of population reporting is to provide DHS with an unduplicated count of people served for each approved prevention activity during the fiscal year. For communication campaigns, the target audience would be reported only once during the fiscal year with the release of the first primary message/material.
2. In the original grant we tied the application to a specific school. Will we still be doing specific work in these schools or is this strictly a community wide campaign?
Let me ask that question differently: We signed on for a prescription drug campaign to be delivered in one particular school. Will we no longer be required to work with that specific school on a campaign? **For the Guard and Discard media campaign, you are expected to distribute materials throughout your service area. For other required campaigns, I would encourage you to contact DHS**
3. when did you say the order form will be available? **January**
4. How are we supposed to capture population served for Guard & Discard campaign if we leave the media at places? **If the media is pieces of paper, count the number of pieces. If the media is something that will be kept posted and viewed at a site, ask the site to estimate how many people might see it during a particular time frame (month, quarter). Only report the first release (the location becomes the factor that determines unduplicated).**

5. How many different posters and postcards will we be receiving? **The Guard and Discard campaign is a 5 poster/postcard series. You will receive each of the five.**
6. hi Jody, we already conducted a drug-takeback in the fall (not using the materials talked about today) does that still count? **Not for the campaign**
7. Will there be another webinar for UAD & Marijuana Communication Campaigns? **Training requirements for communication campaigns are posted on the Prevention First website.**
8. Should we be tracking when giving these cards out-- (will it be useful for SAPS reporting)? **You will be tracking the population reach and time spent.**
9. So am I understanding this correctly, is the Guard & Discard campaign on top of the campaign we are supposed to be conducting in the school or is this the Guard & Discard campaign the one we are to be conducting **The Guard and Discard Media campaign is the prescription drug campaign that SAPS and CSAPS providers will deliver in their service area. Additionally, SAPS providers are responsible for a campaign addressing underage drinking and CSAPS providers are responsible for a campaign addressing marijuana.**
10. How many additional required campaign trainings will be added? **This webinar is the only required event for the prescription drug media campaign.**
11. Does hiding them in coffee grounds decrease their effect on the water supply? **It makes prescription medications less desirable when mixed with a less desirable substances, such as used coffee grounds, sawdust or cat litter.**
12. Is there a certain format that we need to use for the distribution plan? **No**
13. I thought the first round goes out at the end of January? To clarify, the order form will be available at the end of January. I'm wondering when are we expected to put out the first round of posters then? **The order form will be available the beginning of January.**
14. Will you offer it again? **This webinar will not be offered again.**
15. Or will it be a taped session? **A recording of the webinar will be available via the Prevention First website. Attendance credit, however, will only be provided to those who attended the live webinar.**
16. Does using coffee or other things to dispose of prescription drugs, make them unuseable or does it just hide them **It makes them less desirable when mixed with a less desirable substance (such as used coffee grounds, sawdust or cat litter)**
17. where will the slides be posted again? **A recording of the presentation will be available on the Prevention First website www.prevention.org**
18. Why funeral homes? **Families may be unsure or unaware of what to do with prescription medications once their loved one has passed.**