



Prescription Drug Community Action Kit

Public Education and Media

PUBLIC EDUCATION

Soon you will begin working toward building your own coalitions and campaigns to reduce opioid-based drug misuse and overdose in your community. This Public Education guide serves as a valuable resource for showing you what programs, campaigns, and events can look like and how to begin putting them together.

HERE, YOU'LL FIND A:

- List of existing campaigns, programs, and events
- Sample checklist for a creating a community event
- Media guide for raising awareness about your initiatives

For any campaign or program to succeed it's important to raise awareness among community leaders, families, physicians and, among others, members of the media. Local newspapers, TV news, magazines, and local web bloggers can help to spread the word, raise awareness, and rally support for your initiative. Our media guide will teach you how to acquire coverage.

LIST OF PUBLIC EDUCATION CAMPAIGNS AND PREVENTION PROGRAMS

Creating campaigns and organizing events require a lot of detailed planning. Many communities across the United States have already developed campaigns and programs to address drug overdose and addiction. Use this list of resources to network, gather resources, think about ideas, and learn how to organize your community to combat opioid misuse and abuse. This list includes three sections: educational campaigns, prevention programs, and website resources.



EDUCATIONAL CAMPAIGNS

DON'T RUN, CALL 911

New York, New Jersey, California, Illinois, and Wisconsin have launched “Don’t Run, Call 911” campaigns to help promote those states’ Good Samaritan laws. The laws encourage drug users to call 911, if they witness an overdose, without fear of being arrested. In New Jersey, billboard companies donated the space, while in Madison, WI. campaign signs were posted on public buses.

<http://www.safercommunity.net/DontRunCall911.php>

NATIONAL PREVENTION WEEK

National Prevention Week (NPW) is held annually each May to coincide with events and activities prone to substance use and abuse. These include graduation parties, proms, weddings, sporting events, and outdoor activities. Schools, organizations, and community coalitions are encouraged to hold prevention-themed events to raise students’ awareness of abuse. NPW aims to involve communities to implement prevention strategies, build partnerships and work with federal agencies committed to public health, and distribute health resources and publications.

<http://www.samhsa.gov/prevention-week/about>

PREVENTION PROGRAMS

AWARxE

The AWARxE Prescription Drug Safety Program distributes resources about the dangers of prescription drug use including medication safety, abuse, medication disposal, and how to buy medications on the Internet safely. The campaign was founded following the drug overdose death of a young adult who purchased prescription drugs from an illegal website.

AWARxE
1600 Feehanville Drive
Mount Prospect, IL 60056
855/229-2793
AWARERX@NABP.NET

GOOD DRUGS GONE BAD

This education program targets youth, parents, older adults, and health care workers to prevent prescription drug abuse in Northeast Wisconsin. The organization has built a coalition of partners that include law enforcement, victims, youth workers, juvenile justice, parents, school staff, and other state and national organizations.

Jason Weber, Town of Menasha Police Department
jweber@town-menasha.com
(920)720-7109

GENERATION RX

GenerationRx offers medication safety and prescription drug abuse prevention resources for schools, colleges, and communities. Resources include age-specific Toolkits specific for students, adults, and seniors, providing a foundation for understanding how to use medicines safely. The program welcomes group partners to enhance medication safety and prescription drug abuse prevention.

217 Lloyd M. Parks Hall
500 W. 12th Ave.
Columbus, OH 43210
614.292.2266
<http://cardinalhealth.com/us/en/generationrx>

ABOVE THE INFLUENCE

This program helps teens to recognize surrounding negative pressures and coaches them in being their own persons and holding their ground, including against giving-in to pressures of using drugs and alcohol. Teens have access to self-assessment quizzes and other resources to help them make their own educated decisions.

<http://abovetheinfluence.com/>

USE ONLY AS DIRECTED

This media and education program aims to draw attention to the drug misuse and abuse in Utah. The initiative focuses on safe use, safe storage, and safe disposal. The campaign partners with more than 20 local, state, and federal experts in the areas of substance abuse prevention, law enforcement, human services, and medicine.

useonlyasdirected@utah.gov

PARTNERSHIP FOR DRUGS-FREE KIDS. (DRUGFREE.ORG)

Drugfree.org provides direct support to help families both prevent and deal with teen drug and alcohol abuse, including abuse of prescription drugs. They also engage in direct outreach to teens to help them make positive decisions for staying healthy and away from drugs and alcohol; and encourage parents, teachers, healthcare providers and law enforcement to help with ending drug problems in their communities.

Partnership for Drug-Free Kids
352 Park Avenue South, 9th Floor
New York, NY 10010
212-922-1560

PHYSICIANS FOR RESPONSIBLE OPIOID PRESCRIBING (PROP)

PROP educates physicians on how to cautiously and safely prescribe addictive prescription drugs. The organization invites anybody to join its efforts, even if you're not a doctor.

akolodny@phoenixhouse.org
vonkorff.m@ghc.org

BEHAVIORAL HEALTH EQUITY

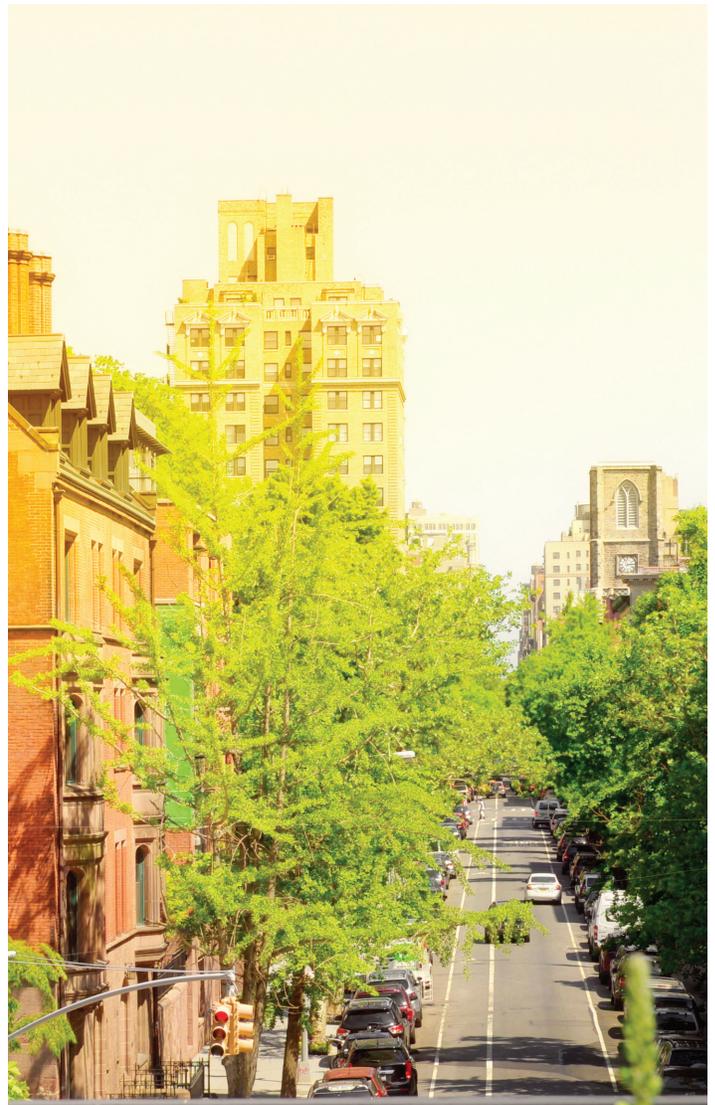
Behavioral Health Equity aims to reduce substance abuse disparities for diverse racial and ethnic, as well as lesbian, gay, bisexual, and transgender (LGBT) populations.

<http://www.samhsa.gov/behavioral-health-equity/about>

PROJECT LAZARUS

In 2007, Wilkes County, North Carolina had the third highest drug overdose rate in the country. Project Lazarus was created to help communities and individuals to prevent drug overdoses in their communities and assist people living with chronic pain. The organization provides technical assistance to create and maintain community coalitions so they can create their own drug overdose prevention programs, and connect them to state and national resources.

Fred Wells Brason II, Executive Director
info@projectlazarus.org
Phone: (336) 667-8100
P.O. Box 261
Moravian Falls, NC 28654





COLORADO CONSORTIUM FOR PRESCRIPTION DRUG ABUSE PREVENTION

The Consortium is a state-wide coalition response to the prescription drug epidemic in Colorado. The mission focuses on improvements in education, public outreach, research, safe disposal, and treatment. The coalition consists of leaders from the health professions, associations, task forces, and many agencies and programs that had been dealing with the prescription drug abuse problem, individually, without the benefit of an organized, coordinated approach.

<http://takemedseriously.org/resources/about/>

HARM REDUCTION COALITION

The Harm Reduction Coalition aims to prevent drug overdose, offer access to quality healthcare, and form alliances so that community leaders can better understand ways to improve communities on the local, state and national level. The organization has an east and west coast overdose initiative.

West Coast

Drug Overdose Prevention & Education Project (DOPE) is Harm Reduction Coalition's. It teaches people in shelters and jails how to prevent drug overdose, including overdose of opiate-based drugs.

West Coast
1440 Broadway, Suite 902
Oakland, CA 94612
(510) 444-6969
hrcwest@harmreduction.org

East Coast

Skills & Knowledge on Overdose Prevention (SKOOP) trains heroin users and their peers, allies, friends and family members how to prevent overdose and administer naloxone to reverse opioid overdose. Anyone who participates in the training receives a naloxone kit.

East Coast
22 West 27th Street, 5th Floor
New York, NY 10001
(212) 213-6376
hrc@harmreduction.org

COMMUNITY ANTI-DRUG COALITIONS OF AMERICA (CADCA)

When bringing together leaders to combat the drug problem in your community, CADCA can train your coalition to effectively work together. They can teach you how to structure yourselves and work properly with data so you can evaluate the drug problem in your area. CADCA can also help with planning effective programs and strategies, and teach you how to track the results of your efforts.

<http://www.cadca.org/about/institute/detail>

625 Slaters Lane, Suite 300

Alexandria, VA 22314

Tel 1-800-54-CADCA

WEBSITES

PARENT ADDICTION NETWORK (PAN)

When watching a loved one with a drug use disorder, it is often difficult to know who to turn to, what to ask, and how to navigate the issues and how to start the recovery process. Founded in 2012, PAN is an educational resource for any person who has a family member or friend affected by drug addiction in Dane County-Madison, WI. The organization provides answers to commonly asked questions, information on signs and symptoms of addiction, treatment providers, law enforcement issues, drug court and how it operates, support groups, and other resources.

http://www.safercommunity.net/parent_addiction_network.php

MEDICINE ABUSE PROJECT

The Medicine Abuse Project provides comprehensive resources for parents and caregivers, law enforcement officials, health care providers, and educators to help end medicine abuse among teens. The website includes information on preventing prescription drug abuse, painkiller addiction, and over-the-counter (OTC) medicine abuse. It discusses how to safely safeguard and dispose of medicine in your home, and includes comprehensive information about the most abused prescription drugs.

www.medicineabuseproject.org

PARENT SUPPORT NETWORK

The Parent Support Network website offers resources for parents whose teen and young adult children are struggling with drugs and alcohol. The listed resources equip parents to play an educated and complementary role, working in concert with clinicians to achieve better outcomes for kids and families.

<http://www.drugfree.org>

Building programs, campaigns, and events takes diligent planning. You will need help. To ensure success, it's essential to have the right community leaders on board who have genuine interest in reducing the prescription drug problem in your community. The next section teaches who you need on your team and how to work together toward organizing an event.

SAMPLE CHECKLIST FOR COMMUNITY AWARENESS EVENT

Creating an event that raises awareness of the prescription drug overdose problem in your community is essential to curbing the epidemic. To succeed you need to bring people together, recruit others, discuss, details, and organize. Events require careful planning of both large and small details. Below is a checklist for producing a successful event. It includes ideas for:

- Writing a mission statement
- Assembling a planning team
- Collecting and analyzing data
- Holding your first meeting agenda
- Promoting Your Event

You can modify the guidelines listed below to meet the specific needs and size of your community. You can also refer back to the list of campaigns and programs for ideas.

Event Mission/Aim

If you already have an idea for an event, write a mission statement. A mission statement specifically states what the event aims to accomplish so others can quickly and clearly understand your objective. If you don't have a mission statement, brainstorm ideas and draft one with your planning team.

Planning Team

Bringing together people who already understand something about prescription drug abuse and overdose in your community will help to build momentum for creating an event because they will likely have a genuine interest in seeing it succeed. Your planning committee can include:

- Families coping with substance abuse issues. They will feel connected to and supported by the community
- Users who are now in recovery
- Mental health practitioners who can lend expertise and provide data to help position and tell a compelling story behind why the event needs to take place
- Substance abuse treatment providers
- Public health professionals. You may want to start with your local health department
- Law enforcement professionals
- Local Politicians

- Members of mass media. Attracting politicians and news reporters can sometimes be tough, especially in the early stages. If they decline, reach out again as the event details begin to take shape. When the team meets, find out each person's strength and expertise. For example, if someone works in the food industry, perhaps he or she can sponsor meals for future meetings or the event itself, while someone who works in public relations can help get the word out.

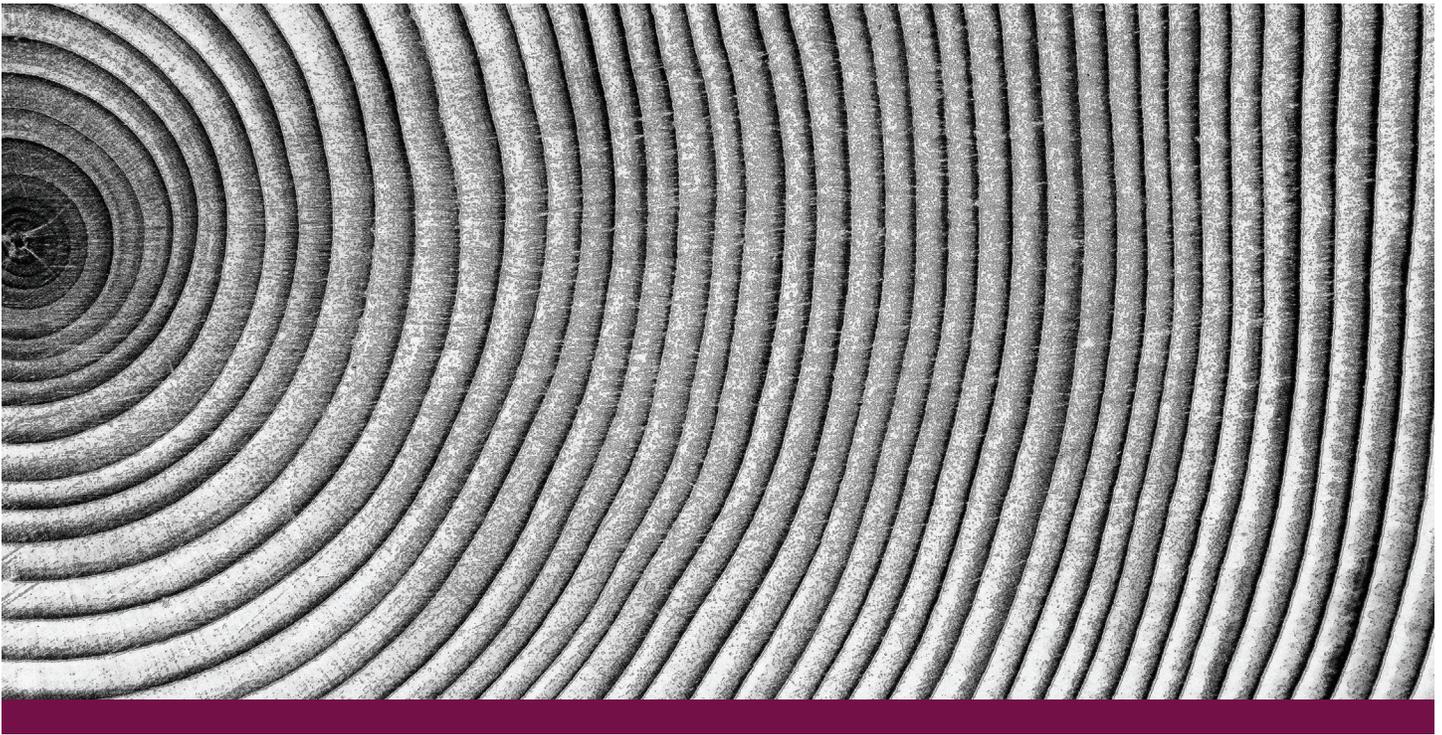
Gathering Data

Collecting data is a vital component for building a community awareness event. Analyzing data helps to communicate the impact that the prescription drug abuse problem is having on your community. Your local health department should be able to access much of this data.

Types of data to gather include:

- Overdose rate
- Age and gender demographics of users and nonusers
- Financial cost to the community and taxpayers
- Statistics and trends from other communities. This helps to know how your community compares to other counties and towns in your state and across the nation





When your team has gathered data, it's important to interpret what the data means and how it impacts individuals, families, and your community. This is detailed work and can take some time. You might want to appoint a committee to do this and then report back to the planning team.

Once the data has been interpreted, you can use it to:

- Build a case for the event
- Approach potential sponsors
- Educate residents about the local drug abuse problem and explain why they should care
- Create posters, flyers, and other promotional materials that raise awareness both to the problem and your event

Selecting a Venue and Date

When the planning team decides on the type of event, it will need to choose a location. Some suggestions:

- School
- Outdoor park
- Indoor public park facility
- Church parking lot
- Hospital
- Banquet room
- Local government building

Wherever you hold the event, make sure to secure written agreements that address costs, liability, facility provisions, and other details. Once agreements are signed, it's time to begin spreading the word and generating buzz around the event.

Promoting the Event

Local media is an important resource for raising awareness of your event and campaign. Many media platforms exist such as television, radio, billboards, newspapers and magazines, and popular social media networks like Facebook, Twitter, and YouTube.

To grab people's attention, your planning team will need to:

- Create and print press releases, posters, and flyers
- Hang posters and distribute flyers around town, in schools, in restaurants, at public libraries, and at other events; if the budget allows, consider doing a mass mailing
- Send press releases to local television and radio stations so they can announce the event. Ask if they can periodically announce it for free as a public service
- Produce your own short video or audio message for upload onto social media. Ask if anybody on your planning committee has experience or access to audio-visual resources

Next, The Media Training Guide will teach you how to effectively capture the media's attention so you can promote your program, campaign, and events.

MEDIA TRAINING GUIDE

Your community already has a powerful resource that can help to raise awareness about your initiative and event – local news media. Buying advertising space in magazines and on television can cost money. One way to save money is by obtaining earned (unpaid) media coverage. This guide serves as an introduction into how the media work and includes tips for:

- Writing media alerts and press releases
- Writing Letters-to-the-Editor
- Pitching story ideas
- Monitoring the Media
- Setting up Google alerts

How to obtain earned media coverage

There are several ways to secure earned media coverage. First, it is best to start monitoring your local news and taking advantage of current news trends. There may be opportunities for you to react. Anniversaries, events, summits and press conferences are additional ways to get your issue in the news.

How to write media alerts, press releases, letters-to-the-editor and op-eds

Media alerts and press releases aren't the same thing, so they shouldn't be used interchangeably. A media alert is like an invitation to reporters, encouraging them to attend your event and giving them time to schedule the event into their coverage. For this reason, a media alert should be sent before the event.

A press release is more comprehensive and essentially a short, pre-written article for a news outlet. Many newspapers will print press releases exactly as they are received, and reporters often pull quotes and other information directly from press releases. Here's how to write both:

MEDIA ALERT

- Answer Who, What, When, Where and Why
- Don't give too many details. Just the basics will do
- Keep it short. Anything longer than three paragraphs is too long
- Offer an angle. For example, if you're hosting a public forum, explain why this is important. Use state or local statistics, talk about the scope of the issue and offer

to set up interviews with subject matter experts. Making your story relevant to your community or state gives the best chance of being covered

- Make sure to clearly explain the point of the event ("Why"), and, if possible, include a call to action. For example, the goal of your forum is to give community members tools and information about how to curb prescription painkiller overdose
- Include contact information for someone who can answer a reporter's questions consistently

If you are working on a media alert for your event, consider including local elected officials in your distribution list.

P R E S S R E L E A S E

- Follow the guidelines for a media alert, adding more comprehensive information
- Write the release as you would a news story. The most important information should be at the top and the least important details at the bottom. Make sure your lead paragraph is strong and compelling
- Include quotes from the subject matter expert, event leader or others relevant to the story
- Write in AP Style (see Style Guide pg 5), as reporters are trained to write in this style

L E T T E R - T O - T H E - E D I T O R V S . O P - E D

Letters to the editor and op-eds are great ways to get your message across rather than having your issue or event filtered through a reporter.

A letter to the editor is a short piece – often no more than 200 words – that responds to something previously published in the media outlet. A letter to the editor can be from anyone and offers a personal viewpoint. You might consider a letter to the editor if you want to immediately respond to something published or offer another viewpoint on an issue related to your goal.

Things to remember:

- It's often easy to get a letter to the editor published, especially at smaller papers

- Create a target list of papers you think you may respond to at some time. If you have the letters-to-the-editor policy and preferred submission methods for each of these papers on hand, it will be easier to submit your letter when the time comes
- Always reference a recent article, opinion piece, etc. These letters should be direct responses to recent coverage and either build on what was presented or offer another viewpoint
- Time is of the essence when it comes to these letters. You might consider having a draft letter to the editor on hand to quickly respond
- Be concise and make sure to put your most important point at the top
- Don't write too often or your letters run the risk of being ignored
- Avoid being rude or insulting. Instead, educate readers and reflect thoughtfulness

An op-ed is a longer article written by experts, key figures or leaders of organizations. Op-eds express a specific view and are meant to influence communities and policymakers.

Things to remember:

- Op-eds are reviewed by editorial boards and are much more difficult to have published. However, this method is one of the best ways to present your argument and editorialize in greater detail
- Make sure the op-ed is focused with a clear call to action
- Use facts that are relevant to your state or community
- Pitching an op-ed should be an exclusive. Many outlets require that you send your op-ed to them and no one else
- Follow your target paper's submission guidelines

How to pitch stories to the media

To ensure coverage consistent with your message and to build relationships with the media, pitch stories directly to reporters. To start, ask yourself why your event or issue is newsworthy. Next, think about what results you hope to gain from having a news story published. Is it education? Action? Think about your broad goals (reducing opioid painkiller deaths) as well as more specific goals (increasing the number of take-back locations in your community). Consider ways your event or specific issue is different than other events or issues impacting your community or state.



Key things to remember:

Pitching to the media is not sending an email with a press release to 100 reporters. That's spam. Pitching is targeting specific areas, outlets or reporters with a unique, exclusive idea that will be beneficial to both you and them.

Pitch your story to one reporter at a time. Reporters have specific beats. If you monitor the media, you'll see reporters who consistently cover certain issues, which will help with your pitches. Craft pitches to reflect what a reporter covers.

Explain the local angle and big picture. There should be a state- or community-specific angle that makes your story relevant to readers, but reporters also should have the background information on overarching, national trends.

Offer sources and facts to support your story. Is there a victim advocate or impacted family who would be willing to share a personal story with a reporter? If so, consider including them in your pitch. If you present your story as a ready-made package, you are more likely to get it picked up.

Make sure to follow up. If a reporter seems interested, it's vital to follow up with more information, confirmation of interview dates and times, etc. This makes the reporter's job easier, which can ensure coverage for other stories down the line.

More key things:

- Don't send email attachments or email the same message to many reporters at one time

- Craft your pitch letter the way you would write a media alert or press release – make sure the Who, What, When, Where and Why is clearly stated, and that you call attention to your angle
- State why this specific angle is especially important to this specific reporter and why readers will care about the issue
- Be concise. Shorter is better. Don't give all of your information away immediately
- Don't forget to pitch bloggers, especially if your community has a local blog
- Remember that reporters work on deadline. Call or email newspaper reporters in the morning. Call TV reporters midday, when they aren't busy with morning and afternoon newscasts

How to monitor the media

Keeping an eye on how your state and local papers cover issues can help you in a variety of ways:

- Track your own publicity
- See how other groups are making headlines on the same issue
- Monitor the issue in your area
- Build a contact base of reporters, key influencers, possible future partners, etc.
- Measure the impact of your work on your target market and assess whether local and statewide messages are consistent with yours



Here's how to set up Google Alerts that deliver media clips to your email inbox:

- 1 Open a Google email account by visiting gmail.com.
- 2 Once you've opened your account, visit google.com/alerts.
- 3 Type a phrase in the search bar that is important to your cause. For example: prescription drug abuse, hydrocodone abuse, opioid painkillers, prescription, or painkiller.
- 4 Choose the "Type" of media you want to monitor from the first drop-down menu.
- 5 Choose "How Often" you want to receive media clips.
- 6 Click "Create Alert."
- 7 Google will email you to confirm that you want the Alert to be created.
- 8 Create an Alert for each phrase you want to monitor.

