

Opioid Public Outreach Workgroup

Agenda and Minutes

Thursday, September 7th, 9:00-11:30 A.M.

North Central ESD, 4th Floor, Cottonwood Room, 430 Olds Station, Wenatchee

Conference Call: 712-775-7035

Participant Conference Code: 555543

Host Code: 125021

Meeting Facilitator: Cathy Meuret		Members: Steve Clem, Shawta Sackett, Rinita Cook, Shelley Seslar, Anne Crain (for Renee Hunter)		
Note-taker:		Absent: Jenny Sorom, Kari Blaak-Hitzroth, Dr. Frances Gough, Jay Johnson, Lauri Jones, Barry Kling, Christal Eshelman, LouAnn Pierce		
Timekeeper:				
Topic / Discussion	Purpose/Outcome	Who	Time	Decisions / Assignments / By Whens
Introductions		All		Standing agenda item.
Review the purpose of this workgroup.	Review & Alignment	Steve Cathy		<p>The purpose statement was refined to:</p> <p><i>The purpose of the Public Outreach Subcommittee is to enhance public recognition of the North Central Washington opioid use problem and increase public knowledge and awareness of prevention strategies and available resources.</i></p>
WA State Interagency Opioid Working Plan goals and strategies (specifically Goal 1, Strategy 2 and possibly 3). Consider any additional strategies.	Alignment	All		<p>Subcommittee Goals were refined to:</p> <ol style="list-style-type: none"> 1. Prevent opioid abuse and misuse in NCW communities. 2. Increase the use of treatment support services. <p>See revisions to logic model.</p>
Public outreach plan development.	Output	All		<p>See revisions to logic model.</p> <p>Cathy has contacted the WA State DOH Opioid Public Outreach Committee re: any new updates to outreach strategies or materials.</p> <p>Assignment: All are asked to review available campaign materials and messages and be ready to discuss at next meeting:</p>

				<ul style="list-style-type: none"> • StartTalkingNow • Partnership for Drug Free Kids Campaign • When the Prescription Becomes the Problem • Watch for new CDC Campaign in 2017 • Watch for new WA State DOH Campaign in 2017 <p>Assignment: Shawta will explore and bring needle disposal information to the October meeting.</p>
Funding	Development Sustainability	All		Cathy has contacted the DOH Opioid Public Outreach team re: potential funds designated for outreach activities.
Missing data, skill sets or missing businesses / agencies required for plan success.	Development	All		<p>Will need to connect with a skilled media expert to develop a distribution plan for selected campaign materials and messages.</p> <p>Assignments: Steve has potential expert for this role and will make the connection. Cathy will locate and post available regional and state data and request an inventory of opioid public materials (if available) from DOH.</p>
Next Steps: Standard Meeting Dates	Participation		11:20 – 11:30	<p>Thursday mornings, once per month. The next meeting will be October 5th, 9:00 – 11:30 AM. Meeting site TBD. Assignment: Shelley will check room availability at the NCESD. Many thanks for today's meeting space!</p> <p>A document repository is required to keep materials organized and reduce printing waste. Cathy will contact Deb Miller at Community Choice and request a webpage for the subcommittee.</p>
Adjourn			11:30	

Please mark your calendar for the next meeting: October 5th, 9:00 – 11:30 AM. Meeting location TBD.