

Opioid Public Outreach Workgroup

Agenda and Minutes

Thursday, October 5th, 9:00-11:30 A.M.

Douglas County Public Services Building, 140 19th St. N.W., East Wenatchee, East Wenatchee

Conference Call: 712-775-7035

Participant Conference Code: 555543

Host Code: 125021

Committee Purpose: *The purpose of the Public Outreach Committee 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.*

Overall Committee Goals:

1. *Prevent opioid abuse and misuse in NCW communities.*
2. *Increase the use of treatment support services.*

Meeting Facilitators: Cathy Meuret and Steve Clem		Members Present: Shawta Sackett, Heather Massart, Shelley Seslar, Renee Hunter, Jenny Sorom		
		Absent: Rinita Cook, Kari Blaak-Hitzroth, Dr. Frances Gough, Lauri Jones, Christal Eshelman, LouAnn Pierce		
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		Standing agenda item.
Public outreach work plan development. WA State Plan to Address Opioids Campaigns: <ul style="list-style-type: none">• StartTalkingNow• Partnership for Drug Free Kids	All members should have a copy of the draft document from the WA State Attorney General's Office. Please do not distribute this draft. In summary, WA DSHS plans to launch a statewide opioid misuse and overdose prevention public education campaign targeting young adults and parents of teens and young adults (as well as other populations). The campaign objectives are to educate about the dangers of prescription drug misuse and increase awareness of appropriate opioid use, storage and disposal, as well as how to respond to an overdose. Please refer to pages 4 and 5 of the draft WA State AGO plan for details. The campaign toolkit should be available in November, 2017. A webinar will be scheduled to go over the plan and contents.			

<ul style="list-style-type: none"> • When the Prescription Becomes the Problem • The Medicine Abuse Project • Trauma Informed Policy and Practice • Take Back Your Meds Campaign • National Prescription Drug Take Back Day • The Athena Project <p>Additional Campaigns:</p> <ul style="list-style-type: none"> • SAMSHA • Know Dope Campaign • Combat Heroin 	<p>Assignments: Due at November Meeting</p> <p>Shawta and Heather will begin drafting a regional communication plan for the team using a communication plan template.</p> <p>All Members:</p> <p>Attend the DSHS Toolkit Webinar. Cathy will send out a notice as soon as the date is identified.</p> <p>Once we have reviewed the WA state tools and the state’s campaign rollout plan, the team will finalize: 1) what supplemental content or content revisions are needed to meet our regional audience’s needs, 2) a timeline for timed messaged distribution, 3) delivery methods that will work in our regions, 4) partners to assist in campaign support and message distribution, 5) a campaign budget, and 6) an evaluation and reporting process.</p> <p>In the meantime, we will look for additional data, identify partner agencies (including funding sources), identify existing opioid/heroin services, and draft a regional communication plan. Also, we will maintain contact with Okanogan County Public Health (Lauri Jones) to ensure alignment of regional public outreach campaign efforts and to share resources.</p>
<p>Data</p> <p>Refer to data posted on the team’s mydocvault page.</p>	<p>Data provides a baseline for current state and a tool for future evaluations.</p> <p>Assignments – Due at November Meeting</p> <ul style="list-style-type: none"> • Healthy Youth Survey Data by County – 2016 results posted at askhys.net – post on mydocvault - Cathy • # of drug prosecutions in NCW – probably limited to adults – Steve • # of EMS calls in NCW related to opioid/heroin overdose – Rinita • # of field resuscitations in NCW related to opioid/heroin overdose - Rinita • # of opioid prescriptions and dosing in NCW – Prescription Monitoring Program data available from DOH – Dr. Frances Gough • # of ER visits at CH coded as opioid/heroin related – Jenny • # of blood tests positive at CH for opioids/heroin – Jenny • Student Assistance Program School-based Prevention and Intervention Services data (examples: for students with an intervention goal of preventing or reducing substance abuse, the # served vs. the # who meet onboarding criteria; the # of students on program completion who perceive a moderate to high risk in nine of ten types of

	substance use.) - Shelley
Service Inventory Student Assistance Program School-based Prevention and Intervention Services	<p>Per Shelley and Heather - One school district per county is funded. Each school receives funding from OSPI and the ESD for 1 FTE Student Assistance Specialist and for a community coalition that is granted directly from DBHR to a community fiscal entity. Each Student Specialist can assume a maximum of 60 students. The district is selected by use data pulled by WA Division of Behavioral Health and Recovery (DBHR) dating back 5-7 years. Funded communities in our region: Wenatchee, Waterville, Omak, Moses Lake (ESD 171) and Mattawa (ESD 105).</p> <p>Assignment: All Members Due at November Meeting</p> <ul style="list-style-type: none"> • Review the current print version of the opioid-related service inventory (attached with minutes). If your services or others you are aware of are missing, please let Cathy know so the tool can be revised. • Is your service posted on WIN 211? If it is not posted, contact Jolynn Hull at Community Choice at jolynh@communitychoice.us for help getting your service(s) listed.
Partner Inventory	<p>Assignment: All Members Due at November Meeting</p> <p>Provide Cathy with a list of partner agencies that will provide support in disseminating opioid public outreach campaign materials and/or providing other levels of public outreach support. Please provide agency name, CIO name (or appropriate contact), and contact phone and email. This information will be forwarded to Shawta and Heather and incorporated into the draft communication plan.</p>
For the Good of the Order: Medication Disposal Sites	<p>WA Poison Control Center has updated the TakeBackYourMeds site locator map. WA PCC is considering adding a sharps disposal site map. WIN 211 entries have been updated (medication and sharps disposal sites). NCW has areas without nearby disposal boxes: Leavenworth, Brewster/ Bridgeport, Omak/Okanogan. Grant County has a new site. CH is setting up new sites in the region. WA Poison Control Center reports they have med disposal boxes available.</p> <p>Assignment: Cathy will contact WA PCC re: discussion & questions & will send PCC contact info for Glenn Adams at CH.</p>
Next Steps: Next Meeting after DSHS Toolkit Webinar	Cathy will send out Doodle poll to id best date and time for majority of members.

November meeting date and location TBD based on webinar date and meeting poll results.