

Opioid Public Outreach Logic Model (Draft v.2)

Date: 9/07/2017

Purpose: The purpose of the Opioid 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.

Committee Goals:

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

Inputs	Strategies	Reach	Outputs	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
To accomplish our strategies, we will need:	To make improvements or address existing health problems, we will:	Our strategies target the following audience(s):	Once accomplished, we expect to produce the following evidence or service delivery:	Expected changes in 1 – 3 years: (often related to learning)	Expected changes in 4 – 6 years: (often related to actions)	Expected changes in 7 - 10 years: (often related to conditions)
<ul style="list-style-type: none"> • Commitment by agency partners and individual subcommittee members to time & work efforts. • Commitment from NCW Opioid Workgroup, NCACH, and other participating agencies, to support subgroup strategies & evaluation processes. • Additional partners to support specific subcommittee efforts, particularly media campaign coordination. • Messages that align with audience needs (culture, literacy level, age range, behavioral changes needed) • Communication/messaging methods, systems, processes & partnership with media Partnerships with media expert(s) to support message distribution. • Obtain funding to offset strategy & evaluation expenses. 	<p>Align with 2017 WA State Interagency Opioid Working Plan Strategy 3: Prevent Opioid misuse in communities.</p> <p>Align with WA State Substance Abuse Prevention and Mental Health Promotion 5-Year Strategic Plan .</p> <p>Align with Medicaid Transformation Project 3A: Addressing the Opioid Use Public Health Crisis, a required project of NCACH.</p> <p>Develop an inventory of available opioid-related educational materials, including an assessment of audience appropriateness, content accuracy, & readability. Identify & address topic gaps.</p> <p>Review available state & national social marketing campaigns on the potential harms of prescription medication misuse and abuse. Select appropriate messages & materials.</p>	<p>Adults.</p> <p>Adults identified as opioid or heroin misusers / abusers.</p> <p>Youth.</p> <p>Families, Parents & Caregivers.</p>	<p>Targeted public information campaign.</p> <p>Accurate assessment of target audience education & messaging needs.</p> <p>Inventory of opioid-related public education materials.</p>	<p>By _____, implement a targeted public campaign using a variety of distribution methods.</p> <p>By _____, launch a regional website of opioid-related educational materials & resources.</p> <p>By _____, launch a youth-based program of opioid-related information.</p>	<p>Evidence of:</p> <ul style="list-style-type: none"> • Increased resources mobilized & targeted on opioid-related support. • Increased referral & utilization of opioid-related services. 	<p>Reduced incidence of opioid misuse & abuse in NCW as evidenced by:</p> <ul style="list-style-type: none"> • Decreased volume of opioid-related treatment (emergency tx, acute care, deaths)

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	<p>Develop social marketing campaign measurement – find out how individuals access the information.</p> <p>Recognize the correlation between ACEs and substance abuse. Instill evidence-based trauma-informed policy and practices in youth prevention programs.</p> <p>Consider individual audiences language & cultural differences, age, access barriers, income level, & other social determinants in message development & delivery methods.</p> <p>Utilize available resources to push messages out: School Nurses, School Districts, Parent/Teacher groups, Counselors, etc.</p> <p>Utilize a variety of distribution methods (e.g., social media, radio, newspapers, TV, agency websites, pre-show advertising at regional theatres).</p> <p>Use/expand WIN 211 system content for community & healthcare provider use.</p> <p>Maintain/develop local, state & national communication linkages.</p> <p>Develop sustainable plan for select strategies (funding, content updates, etc.).</p>					