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ACTION HEALTH PARTNERS/WIN 2-1-1

# 2019 RAPID CYCLE OPIOID GRANT

KAITLIN QUIRK, KELSEY GUST

## 2-1-1 OPIOID NATIONAL TEXT PLATFORM DEMONSTRATION PROJECT (PART 2)

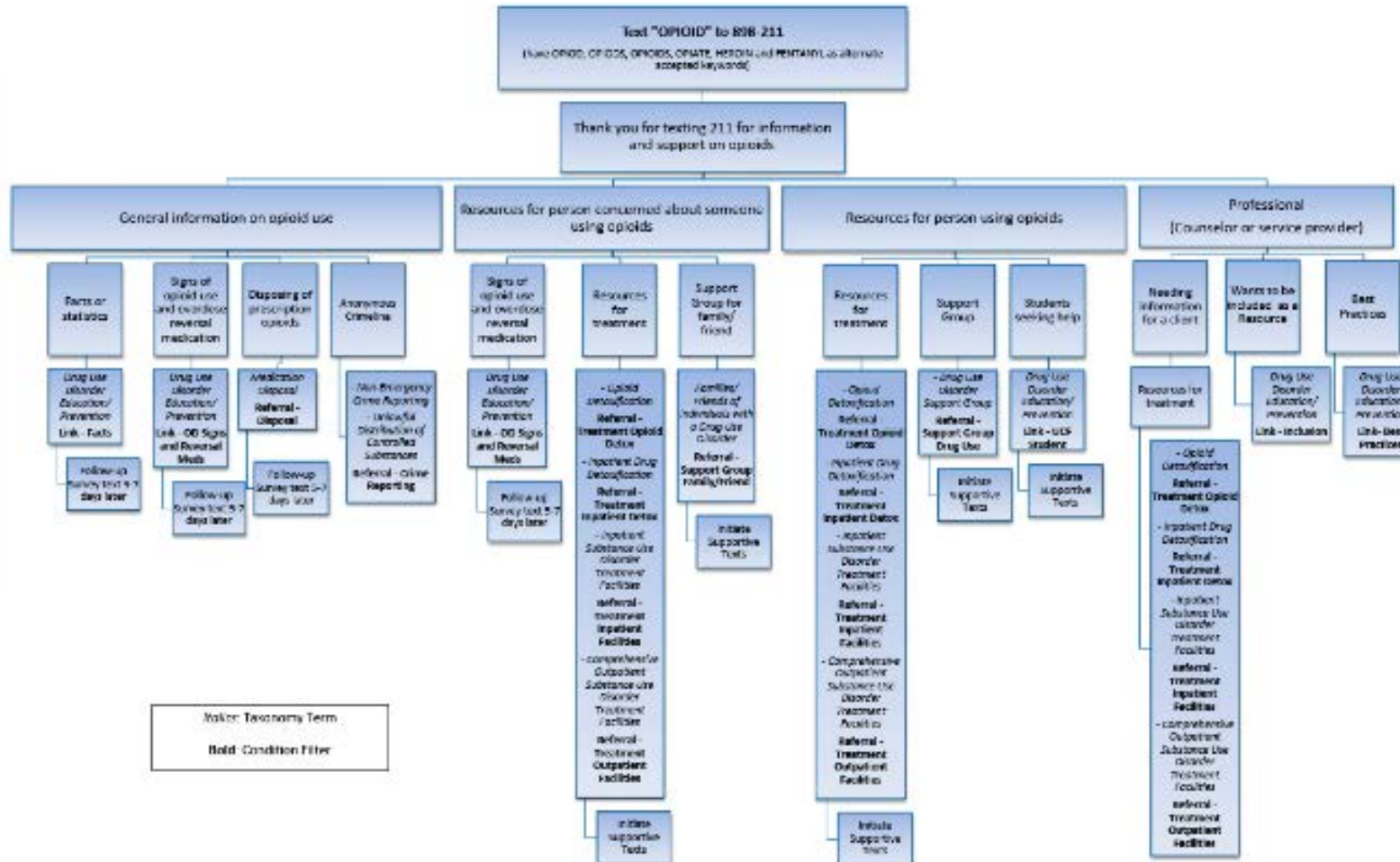
- Text Opioid to 898211
- Free service that connects individuals and families impacted in the Opioid epidemic
- Referral to local resources
- Ongoing supportive information and messaging
- With second round of funding now available in Okanogan, Chelan, Douglas, and Grant Counties

# OBJECTIVES

- Create awareness of service
- Disseminate materials
- Provide presentations
- Promote services



# HOW IT WORKS – OPIOID TEXT FLOW CHART



# HOW IT WORKS – FOLLOW UP TEXTS

## Opioid Text Follow-Up Flow

*"Thanks for your recent text to 211 for info on opioid resources. This is an automated survey about your experience with 211."*

- 1. Did you text for: text 1- general info, text 2- concerned about someone using opioids, or text 3- resources for yourself?*
  - 1 (SKIP to # 3)*
  - 2 (Continue to # 2)*
  - 3 (Continue to # 2)*
- 2. Did you request assistance with opioid: Text 1-detox, 2-inpatient treatment, or 3-outpatient treatment, 4- support groups?*
  - 1 (SKIP to #4)*
  - 2 (SKIP to #4)*
  - 3 (SKIP to #4)*
  - 4 (SKIP to #4)*
- 3. Was the info you received helpful? Text 1-yes or text 2-no.*
  - 1 (Continue to # 7)*
  - 2 (Continue to # 7)*
- 4. Was the info you received helpful? Text 1-yes or text 2-no.*
  - 1 (Continue to #5)*
  - 2 (Continue to #5)*
- 5. Would it be okay if we text you again in the future to offer more information or support? Text 1-yes or text 2-no.*
  - 1 (Schedule for Bi-Weekly Affirmation/Support Texts and Continue to #6)*
  - 2 (SKIP to #7)*
- 6. 211 is available 24/7. If you need any further support before we text you again please call 211 or text your zip code to 898-211.*
- 7. Thanks for completing the survey. 211 is available 24/7 by calling 211 or texting your zip code to 898-211.*

# HOW IT WORKS- SUPPORTIVE TEXTS

130 Days of Supportive Messages To Provide Affirmation and On-going Communication For People Seeking Opioid Treatment Information

## 1 Supportive Text – 2 minutes after opt-in

- Thank you for reaching out, seeking support can be difficult. 2-1-1 is here for you, 24/7, if you need additional resources or someone to talk to.
- Text your zip code to 898-211 or dial 2-1-1

## 2 Supportive Text – 12 hours after opt-in

- Thank you again for reaching out, seeking support can be difficult. 2-1-1 is here for you, 24/7, if you need additional resources or someone to talk to.
- Text your zip code to 898-211 or dial 2-1-1

## 3 Supportive Text – 1 days after opt-in

- There are various options available when reaching out for help; including free options like support groups while you're seeking treatment.
- 2-1-1 is here 24/7. Text your zip code to 898-211 or dial 2-1-1

## 4 Supportive Text – 2 days after opt-in

- Finding an option that works for you can take time.
- 2-1-1 is here 24/7. Text your zip code to 898-211 or dial 2-1-1

## 5 Supportive Text – 3 days after opt-in

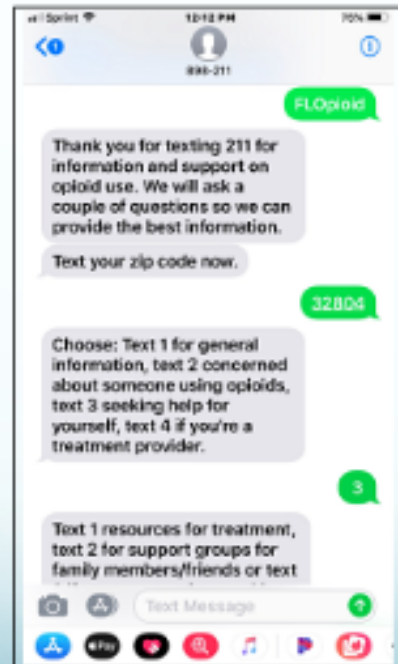
- "When I let go of what I am, I become what I might be." –Lao Tzu. Our past may influence who we are, but it does not define what we are.
- 2-1-1 is here 24/7. Text your zip code to 898-211 or dial 2-1-1

## Follow-up Survey Text – 5 days after opt-in

- Thanks for your recent text to 211 for info on opioid resources. This is an automated survey about your experience with 211.

# HOW IT WORKS- EXAMPLE

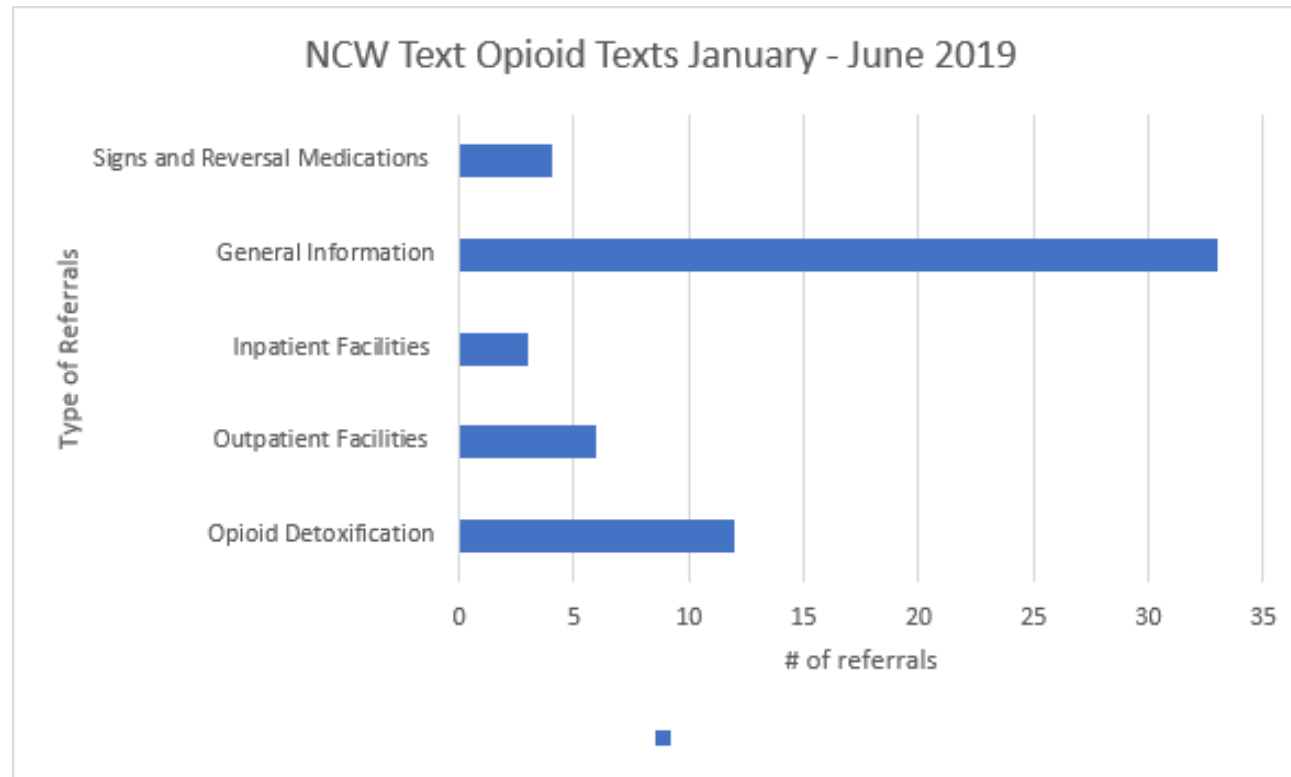
As Simple As



Text  
*OPIOID* to  
898-211



# TEXTS JANUARY –JUNE 2019





## OTHER OUTCOMES – CHELAN, DOUGLAS AND GRANT COUNTY

- Text Platform was used 59 times by 20 different phone numbers
- 41% happened between 6:00pm – 12:00 am
- Attended 40 meetings and forums
- 14 presentations were given
- 6,301 materials were distributed- Chelan, Douglas, Grant Counties
- Facebook Ad reached 15,503 (48.3% women, 51.7% men)
- 3,159 complete Facebook views

# CHALLENGES

- A lot of area to cover
- Capacity
- Small communities that it was difficult to find contacts for
- Stigma around opioid use or drugs in general