

Media Messaging to Reduce Opioid Misuse and Abuse: Selected Examples from the Northeast

Media, in its various forms, can be a powerful tool for conveying important public health messages. To help state-level prevention practitioners use media messaging to address the opioid epidemic, SAMHSA's Center for the Application of Prevention Technologies (CAPT) has collected examples of messaging efforts developed by states located in the northeast region of United States. Listed alphabetically by state, examples range from public service announcements that encourage safe disposal of unused prescription drugs, to state-wide social media campaigns aimed at reducing the stigma associated with addiction.

This resource does not represent a comprehensive review of all efforts currently underway in the Northeast. Please visit <http://www.samhsa.gov/capt> for additional resources on opioid and prescription drug misuse.

CONNECTICUT

- *Mind Your Meds.* Connecticut has adopted this national campaign which aims at increasing awareness of prescription drug abuse among teens. The video public service announcement (PSA) is available at <http://drugfreect.org/>.
- The state is also developing a heroin and prescription drug awareness campaign to communicate the message that addiction should be treated as a public health issue, and not a crime.

DELAWARE

- *awareDon't Run, Call 911.* Over the years, Delaware has developed a series of resources to prevent prescription drug and opioid misuse. Most recently, it developed the "Don't Run, Call 911" campaign to raise awareness of the Good Samaritan law. A sample flyer can be found at <http://dhss.delaware.gov/dhss/dsamh/files/dontruncall911poster-legalsize.pdf>.
- *Public Service Announcements.* With state and federal funding, Jewish Family Services of Delaware developed a series of PSAs specific to prescription drug and opioid misuse prevention. These can be found at <http://www.jfsdelaware.org/youth-advocacy/video-gallery>.



MAINE

- Special Report: *Heroin, Opioids, and Other Drugs in Maine*. Maine's State Epidemiological Outcomes Workgroup created a special report that provides excellent data practitioners can use as a foundation for developing media messages. The report can be found at http://www.maine.gov/dhhs/samhs/osa/data/cesn/Heroin_Opioids_and_Other_Drugs_in_Maine_SEOW_Report.pdf.
- *Statewide Opiate Collaborative*. York County's Choose to Be Healthy coalition has organized a series of panel discussions to inform the work of the state's Opiate Collaborative. The Collaborative brings together representatives from various sectors with the goal of identifying and addressing the causes of opiate abuse. These discussions are recorded and available to the public. A recording of one session that took place in York on January 21, 2016 can be found at http://www.townhallstreams.com/locations/york-maine/events/30191/york_meeting.
- *Up and Away*. Maine uses this national campaign to promote safe storage and disposal of medications. Campaign materials can be found at <http://upandaway.org>.



MARYLAND

- In late 2015, Maryland's Heroin & Opioid Emergency Task Force developed a report outlining recommendations for addressing the state's opioid crisis. Recommendations include development of a student-based prevention campaigns and a public awareness campaign that includes video PSAs and social media. To see the report, go to <https://governor.maryland.gov/ltgovernor/wp-content/uploads/sites/2/2015/12/Heroin-Opioid-Emergency-Task-Force-Final-Report.pdf>.

MASSACHUSETTS

- *#StateWithoutStigMA*. At the request of the Governor, Massachusetts developed this campaign to reduce the stigma associated with addiction. It uses personal stories to encourage and promote access to treatment, and reduce shame or stereotypes associated with addiction. Communities have been strongly encouraged to promote the campaign. To learn more, go to: <http://www.mass.gov/eohhs/gov/departments/dph/stop-addiction/state-without-stigma/>.

NEW HAMPSHIRE

- *Anyone, Anytime NH.* Led by New Hampshire's Department of Health and Human Services, this campaign aims at reducing rates of opioid abuse, including heroin and prescription opioid misuse, and thereby reducing the number of deaths caused by overdose. Its four primary messages are: (1) addiction can happen to anyone, (2) help is available, (3) recovery is possible, and (4) anyone can help save a life. Launched in Fall 2015, the campaign is currently being evaluated. The campaign's social media components are Facebook (<https://www.facebook.com/AnyoneAnytimeNH/?fref=ts>) and Twitter @Anyone, Anytime NH. For more information, visit the campaign website, <http://drugfreenh.org/anyoneanytime>.

NEW JERSEY

- *Before They Prescribe, You Decide.* Created by the Partnership for a Drug Free New Jersey, this campaign targets parents and focuses on the link between prescription drugs and heroin. Campaign information is available at <http://drugfreenj.org/>.
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- *Talk Now NJ.* This media toolkit features several of the state's campaign messages, including a series of messages beginning with "Watch this video if..." and "Take the American Medicine Chest Challenge...". This toolkit is available at <http://www.drugfreenj.org/talknownj/mediatoolkit/>.
 - *KnowAddiction.* New Jersey's Governor's Council on Alcoholism and Drug Abuse developed this statewide campaign to raise awareness of prescription drug misuse as a gateway to heroin use. Information about the campaign can be found at <http://nj.gov/oag/newsreleases14/pr20140522a.html>.
 - *Be The One.* New Jersey is currently developing a mobile app that enables community members to provide input and become involved in local prevention efforts.

NEW YORK

- *Combat Heroin.* Developed at the request of the Governor's office, this campaign is the product of an effective collaboration among diverse departments and stakeholders. A survey of providers is forthcoming to inform a process evaluation of the website: <http://www.combatheroin.ny.gov/>.

- *Talk 2 Prevent*. Originally developed with Strategic Prevention Framework State Incentive Grant (SPF SIG) funding, this campaign originally focused on underage drinking, but currently also includes messages to prevent prescription drug misuse and heroin use. To learn more, go to <http://www.talk2prevent.ny.gov/>.

PENNSYLVANIA

- *OverdoseFreePA.org*. This collaboratively supported website provides a virtual “town hall” for the community and includes resources for a variety of audiences on overdose prevention and the non-medical use of prescription drugs. Resources target healthcare professionals, school and community leaders, family and friends, and the criminal justice community. To learn more, go to <http://www.overdosefreepa.pitt.edu>.
- *PAStop.org*. Developed by the Commonwealth Prevention Alliance with a grant from the Pennsylvania Commission on Crime and Delinquency, this campaign focuses on preventing opioid (including heroin) misuse and abuse. Messages include “Anyone Can Become Addicted. Anyone.” and “Break the Connection”. Messages are disseminated via a designated website, social media (Facebook, Twitter), and billboards, with support from local Single County Authorities.

RHODE ISLAND

- *It Starts with You*. Rhode Island is in the process of adapting this underage drinking campaign to also address prescription drug misuse among youth. Its core message is that what parents say to their children *does* matter. The campaign is promoted via PSAs and billboards. The link to the PSA is <https://www.youtube.com/watch?v=PCoSIIc7aog>. A similar advertisement that encourages parents to talk to their children about prescription drugs was played at a local movie theatre before every movie for an entire year.
- *17 Things To Do Instead of Drugs*. Developed by a group of high school students and a local coalition, this video encourages teens to engage in activities other than doing drugs. The video can be viewed at <https://www.youtube.com/watch?v=ZdWQAIVbHTU>.
- *Participation in National Drug Take Back Day*. Rhode Island’s substance abuse prevention coalitions participate in this annual event by promoting safe disposal and use of existing drug take-back locations. Examples include advertising in a local youth theater company’s program booklet. Entitled *No Brainer*, the ad urges people to lock up their prescription medications and other potentially harmful items.

- *Public Service Announcement.* Developed by a local student coalition, this PSA features young people sharing their views about prescription drug misuse. It aims to raise awareness and reduce the stigma associated with addiction. The PSA has been promoted through the coalition's Facebook page and will be played at future community events. To see the PSA, go to <https://www.youtube.com/watch?v=2LOHJCbrUg4>.
- *Realtor Check-list.* The Narragansett Prevention Partnership developed a checklist to educate realtors and homeowners about the danger of leaving prescription drugs unlocked during an open house. It will be distributed to the Multiple Listing Service, a website exclusively for realtors, as well as in card form for local distribution. For more information, visit http://www.riprc.org/wp-content/uploads/gravity_forms/1-f47454f1a9c25d90bff4c31a609f9b23/2016/02/NPP-Secure-Meds-Card-Lyt_V1-2.pdf. The Partnership's website also provides tips and resources for parents on preventing youth prescription drug misuse, underage drinking, and youth marijuana use: <http://www.narragansettprevention.org/rx-and-otc-drug-abuse/>
- *Newspaper Advertisements.* The [Chariho Task Force](#) developed a newspaper advertisement to raise awareness of the harm of prescription drugs and ways to reduce access to youth. http://www.riprc.org/wp-content/uploads/gravity_forms/1-f47454f1a9c25d90bff4c31a609f9b23/2016/02/Newspaper-ads-Rx.pdf. The task force also mailed a booklet to every address in three southern Rhode Island towns that describes the dangers of various substances including prescription drugs, and poses ways to reduce access to them: http://www.riprc.org/wp-content/uploads/gravity_forms/1-f47454f1a9c25d90bff4c31a609f9b23/2016/02/chariho-brochure-2015-PDF.pdf.



VERMONT

- *Vermont's Most Dangerous Leftovers.* This campaign encourages appropriate use, storage, and elimination of prescription drugs: <http://healthvermont.gov/adap/rxotcabuse.aspx>