Partnering with Lift The Label
Charlotte Whitney
Deputy Communications Director
Remove Stigma Through Storytelling And Education

Lift The Label is a public awareness campaign that strives to remove damaging labels and stigma that prevent those with addiction from seeking effective treatment.
Why We Focus On Stigma

More Coloradans Cite Stigma as a Reason for Not Getting Care

Reasons for not receiving needed substance use services

<table>
<thead>
<tr>
<th>Reason</th>
<th>2017</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concerned about the cost of treatment</td>
<td>50.0%</td>
<td></td>
</tr>
<tr>
<td>Did not think health insurance would cover it*</td>
<td>47.7%</td>
<td>52.1%</td>
</tr>
<tr>
<td>Concerned about someone finding out you had a problem</td>
<td></td>
<td>72.4%</td>
</tr>
<tr>
<td>Did not feel comfortable talking about personal problems</td>
<td></td>
<td>72.8%</td>
</tr>
<tr>
<td>Hard time getting an appointment</td>
<td></td>
<td>32.9%</td>
</tr>
</tbody>
</table>

*Asked of currently insured

Chart: Colorado Health Institute • Source: 2019 Colorado Health Access Survey

Stigma and fear of judgment keep people in Colorado from seeking the treatment they need.
Treatment for opioid use disorder needs
I didn't seek treatment because of: "I had a good support system, but the stigma made me feel like I wanted to get off methadone."

- Laynee | In Recovery
Colorado Springs, CO

Shedding light on: Shame

Shaming the use of medications for treating addiction can drive people away from recovery.

Swipe up to see how you can support a loved one.

LIFT THE LABEL
HOW TO ADMINISTER NARCAN NASAL SPRAY (Naloxone)

CALL 911 IMMEDIATELY

STEP 1
Ensure the person is lying down with their head tilted back.

STEP 2
Insert nozzle into one nostril and press plunger firmly.

STEP 3
If no response after 2-3 minutes, administer the second dose in the opposite nostril.

Stay with the person until emergency medical help is received.
Learn more at OpiRescue.com

RESOURCES FOR YOU

WHAT IS OPIRESCUE
OpiRescue can help you find naloxone, treatment for opioid use disorder, instruct you on how to reverse an overdose with naloxone, and more! Visit OpiRescue.com or download the OpiRescue app.

REASONS TO CARRY NALOXONE

- It can save your life or someone else’s. Opioid addiction may remain hidden from others. Carrying naloxone allows you to respond to an opioid overdose even if you don’t believe you know someone struggling with addiction.
- You can get it for free.
- It is easy to administer.
- It will not harm someone who is not experiencing an opioid overdose. If you’re unsure in an emergency, you can administer a dose without fear of causing further harm.

HOW TO ASK FOR NALOXONE FROM YOUR PHARMACIST

Getting naloxone can be as simple as asking your pharmacist, even without a prescription. There is a standing order in Colorado allowing anyone to get naloxone, even if you are under the age of 18. If a pharmacist asks for a prescription, you can inform them of the standing order. If they are unfamiliar with naloxone, you can explain that it is a medication that reverses opioid overdoses. To get naloxone, ask your pharmacist directly, or you can call in advance.

NALOXONE
LIFE-SAVING MEDICATION FOR OPIOID OVERDOSE

MICHAEL | IN RECOVERY

VOLVER PARA ESPAÑOL
RECOVERY CARDS PROJECT
BY LIFT THE LABEL
Remove Stigma Through Sharing Hope and Encouragement

Recovery Cards Project was created to spotlight the importance of recovery.

Working with artists in Colorado and nationwide, we designed these cards to celebrate recovery, the efforts of those working to achieve it, and the people who support and encourage them every day.
TONYA
Executive Director
Advocates for Recovery Colorado
Reaching Thousands of Coloradans

Over 77,000 cards sent out since September 2019 via:

- Online orders
- Tabletop kits
- Traveling display
How can I share Lift The Label in my community?

Visit [LiftTheLabel.org/About](http://LiftTheLabel.org/About) to:

- Access the Lift The Label social media toolkit
- Order free materials

Contact:
charlotte.whitney@state.co.us
8 or so Lessons We Learned the Hard Way

Michael Davidson

Senior Communication Professional
Colorado Consortium for Prescription Drug Abuse Prevention
About Us
About Us

- CU Anschutz Medical Campus, Skaggs School of Pharmacy
- 10 years old
- Diverse membership
- 11 work groups
  - Public Awareness
  - Harm Reduction
About Us

Take Meds Seriously
Take Meds Back
EndOverdoseCO
Beyond the Numbers
About Us

Bring Naloxone Home

Keep the Party Safe
Bring Naloxone Home
www.BringNaloxoneHome.org
Bring Naloxone Home

• Naloxone awareness campaign
• Developed starting 2018
• Launched in 2019
• Retooled in 2022
MOST OPIOID OVERDOSES HAPPEN AT HOME

Naloxone stops an overdose and saves lives.
Bring Naloxone Home

BRING NALOXONE HOME. EVEN IF HOME IS MONTH-TO-MONTH
Bring Naloxone Home

BRING NALOXONE HOME. EVEN IF HOME IS A HOUSE PARTY

Center for Prescription Drug Abuse Prevention
SKAGGS SCHOOL OF PHARMACY AND PHARMACEUTICAL SCIENCES
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS
Bring Naloxone Home
Keep the Party Safe
www.KeepThePartySafe.org
Keep the Party Safe

- Fentanyl overdose prevention campaign
- Developed and launching in 2022
- People ages 18+ who engage in (potentially) risky behavior
- One of several fentanyl overdose prevention campaigns currently in market or in development
Keep the Party Safe

YOU’RE ON THE LIST!
(FENTANYL IS NOT.)

THE DETAILS

Fentanyl is contaminating all types of recreational drugs across Colorado. Fentanyl is an opioid that’s 50 times stronger than heroin, which means overdoses happen faster and are more likely to be deadly. When recreational drugs are tainted with fentanyl, it’s very hard for people to know it’s there, and it can make anyone vulnerable to an overdose. We’re not here to judge; we’re here to help you stay safe. So let’s go over some precautions to make your night out a safer one.

THE CHECKLIST

- If fentanyl makes its way to your gathering, know how to kick it out.
- Bring naloxone (a medication that rapidly reverses an opioid overdose)
- Before the party, designate a non-user
- Know the signs of an overdose
- Have test strips available for testing drugs for fentanyl

As soon as you spot an overdose, call 911 and use naloxone. Fentanyl overdoses are incredibly toxic, and there’s no harm in using naloxone. Better safe than sorry.

WHAT TO BRING

- Naloxone
- A Designated Non-User
- Test Strips

RSVP

This is your invitation to spread the word on how to Keep the Party Safe.
Keep the Party Safe

Keep The Party Safe is a campaign that aims to reduce the number of fentanyl overdose deaths in Colorado by educating people about ways to prevent or reverse fentanyl overdoses.

**THE SITUATION**

Fentanyl, a synthetic opioid, continues to contaminate recreational drugs across Colorado, causing or contributing to 912 deaths in 2021.

So it’s more important than ever to learn about fentanyl and how to reduce the risk of an overdose.

Fentanyl can be mixed in with other drugs, like cocaine, meth, MDMA, and heroin, or it can be made into counterfeit pills that look like benzos or other opioids. Fentanyl-laced drugs can be taken as pills, inhaled, or snorted. You cannot overdose by touching fentanyl.

Fentanyl can be prescribed to reduce pain, but it is extremely dangerous when used without a doctor’s supervision or unintentionally. Some people knowingly sell drugs laced with fentanyl, but you can get tainted drugs from someone who doesn’t know it’s there. That includes dealers but also friends and acquaintances who share their drugs.

Fortunately, you can protect yourself if you take some precautions.

**LET’S UNPACK YOUR CHECKLIST**
Keep the Party Safe
Keep the Party Safe

Naloxone is a medicine that rapidly reverses an opioid overdose. With the rise of fentanyl, a deadly opioid contaminating drugs, carrying naloxone is one way to ensure the night isn’t cut short. KeepThePartySafe.org for more information.
Presentation Objectives
Presentation Objectives

• Share lessons from developing and managing our campaigns over the past 5 years
• Show how we adapted the campaigns using data and feedback
• Discuss best practices that can be adapted to any campaign
• Present our fentanyl overdose prevention and naloxone awareness campaigns
Lesson 1: This is Hard
Lesson 1: This is Hard

• Well, duh…

• A lot to do, and a lot can go wrong

• Even the best public awareness campaigns have limited measurable impact
Lesson 1: This is Hard

- Easy to try to do too much!
- Think about what people will be willing to do
- Realistic goals about what the campaign can do
Keep the Party Safe
Lesson 2: Don’t Hurry
Lesson 2: Don’t Hurry

• Time and budget crunch
• Can’t skip steps
• Must do formative research
  • Surveys for attitudes
  • Focus groups to test your ideas and creative
• Can’t make assumptions
Lesson 2: Don’t Hurry

• Invested in research even when it wasn’t tied to a campaign
• Kept gathering feedback
Lesson 3: Focus on Impact
Lesson 3: Focus on Impact

• Be honest about what you can do
• Need to maximize return on investment
• Create something that is sustainable
Lesson 3: Focus on Impact

• Consider using or repurposing what’s out there***
• Prioritize reach and duration, media buy
• Set a guiding principle
• Keep thinking this through for every element of campaign
Bring Naloxone Home

BRING NALOXONE HOME. EVEN IF HOME IS A HOUSE PARTY
Lesson 4: Research is Vital
Lesson 4: Research is Vital

- Formative research
  - Literature review
  - Environmental scan
  - Surveys (quantitative)
  - Focus groups and interviews (qualitative)
- Post-campaign evaluation
Lesson 4: Research is Vital

• Find a way
• Can reveal mistakes, flawed thinking
• Can’t improve without it
• Know that it can be humbling
Lesson 5: Set Goal and Think it Through
Lesson 5: Set Goal and Think it Through

• Ideal: you set the goal
• Make it as simple as possible
• Needs to be meaningful yet attainable
• Get SMART(er) as you go along
Lesson 5: Set Goal and Think it Through

• Goal, not Goal(s)
• Have reality checks
• Remember this needs to be about public health
Lesson 6: Target Audiences
Lesson 6: Target Audiences (Part 1)

• Necessary to choose
• Needs to be as narrow as possible
• Inevitably face difficult questions
• Debate it and think it through
• Be able to justify it
Bring Naloxone Home

BRING NALOXONE HOME.
EVEN IF HOME IS A FRIEND'S COUCH.
Lesson 6: Target Audiences (Part 1)

• Focus on impact
• Keep going back to your goal
• Remember the guiding principle
  o People who are high risk of overdosing…
  o that we can reach with our ads…
  o and can be influenced by our campaign
• Use data and research
Lesson 6: Target Audiences (Part 2)

• Do research
• Be aware of the assumptions you make
• Understand what your audience likes might not be what you like
Lesson 7: Strategy and tactics must be based on the target audience
Lesson 7: Strategy and tactics must be based on the target audience

- Understand their worldview and what you can ask them to do
- Figure out how and where you can reach them
- Have messages and creative that works for THEM
- Always track what’s working
Keep the Party Safe

Naloxone is a medicine that rapidly reverses an opioid overdose. With the rise of fentanyl, a deadly opioid contaminating drugs, carrying naloxone is one way to ensure the night isn’t cut short. KeepThePartySafe.org for more information.
Lesson 8: Evaluate
Lesson 8: Evaluate

• Scary and not fun
• Be ready to be humbled
• Don’t be afraid of what you’ll find
• Don’t know what you can improve otherwise
Questions?
Thanks!
Michael.Davidson@CUAnschutz.edu