



OHIO OPIOID EDUCATION ALLIANCE

# Partner Toolkit



# ***Committed to the Education and Prevention of Opioid Misuse and Abuse***

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# ***Committed to the Education and Prevention of Opioid Misuse and Abuse***

## **Membership Commitment**

Thank you for becoming a member of the Ohio Opioid Education Alliance.

The opioid epidemic is impacting all corners of life in our state. No household is immune, regardless of socioeconomic background. The Alliance was formed to prevent our children and youth from misusing prescription opioids. Most parents are aware of the opioid problem, but the vast majority don't believe opioid abuse is a threat to their child. In reality, opioid addiction is likely to start with the abuse of unused or unsecured prescription opioids that pervade Ohio households.

That's where the Alliance — and organizations such as yours — can make a difference.

The Alliance's sole purpose is to promote and amplify the *Don't Live in Denial* campaign. The campaign is based on qualitative and quantitative research and aims to shift the mindsets of parents and caregivers. We want parents and caregivers to move from the "not my kid" mentality to an acknowledgement that prescription opioids are a threat and there are specific actions that can be taken to protect our younger generation from future opioid misuse.

Your organization's participation in the Alliance is simple and very focused. We need your help to amplify the program. Here are the five expectations of your organization as a member of the Ohio Opioid Education Alliance:

1. **Provide your logo** to the Alliance so we can proudly demonstrate your support of the campaign on the [dontliveindenial.org](http://dontliveindenial.org) website.
2. **Display the Alliance logo** in your organization where appropriate to demonstrate your affiliation with your key stakeholders and employees.
3. **Promote the campaign** through your appropriate communications channels. That could mean sharing Alliance content on your social media channels, promoting the campaign via stakeholder newsletters, blogs, intranet communications or other means that will resonate with your network.



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4. When appropriate, **provide financial support**. The goal is to keep the campaign in the market for three years. To do that, we need partners with the appropriate means to step up and help fund the purchase of paid media. A fund has been set up at [The Columbus Foundation](#) to gather community resources to fuel the campaign.
5. Last, but not least, **provide feedback to the Alliance** so we can help others learn how to effectively amplify the campaign and get this prevention message in front of as many eyes as possible.

Together, by pooling our resources, we can motivate parents and caregivers to take the necessary actions that we know will protect our young people from misusing prescription opioids—and hopefully avoid future addiction.

Your participation in the Ohio Opioid Education Alliance is investment in Ohio's future.



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## **Alliance Overview**

The Ohio Opioid Education Alliance is a coalition of business, education, nonprofit, civic and government organizations committed to the education and prevention of opioid misuse and abuse.

**Alliance mission:** To protect our children and prevent the next generation from abusing prescription opioids.

The Alliance launched the opioid education and awareness Public Service Announcement (PSA) campaign in June 2018.

### **THE OPIOID CRISIS**

The numbers are alarming:

- Every day, 115 Americans die from an opioid overdose. ([National Institute on Drug Abuse](#))
- Over 5,000 Ohioans died from overdose in 2017. ([Center for Disease Control and Prevention](#))
- In 2017, there were 520 overdose deaths in Franklin County – a 47 percent increase over 2016. ([Franklin County Coroner's Office](#))
- 70 percent of children in Ohio's custody under the age of one have opiate involved parents. ([Public Children Services Association of Ohio](#))
- For every one overdose death in the United States:
  - \_ 10 are admitted for treatment.
  - \_ 32 visited the emergency room.
  - \_ 130 are Opioid abusers or dependents.
  - \_ 825 are nonmedical users.([Center for Disease Control and Prevention](#))



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## **GOAL OF THE PSA CAMPAIGN**

Research shows public awareness of the issue is high – 66 percent of Americans know there is an opioid crisis. However, the opioid threat is vastly underestimated among American consumers as only 19 percent are concerned the crisis will impact their family.

The campaign goal:

- **To shift the current mindset** – “I know the opioid crisis is a big problem for many in America, but it’s not a realistic threat to my children or family.”
- **To the future mindset** – “I recognize that prescription opioids pose a significant threat. They are easy to access, and my kids aren’t immune to the dangers.”

The PSA campaign will encourage two action items:

1. **Talk to your children** – The [dontliveindenial.org](http://dontliveindenial.org) website landing page connects consumers to *The Partnership for Drug Free Kids* content on tips to talk to children at various ages.
2. **Dispose of unused prescription medicine** – The website landing page refers consumers to local safe prescription drug disposal locations based on zip code.

## **CAMPAIGN CREATIVE DIRECTION**

Key statistics, consumer focus groups and quantitative testing informed the campaign direction:

- **It starts with pills** – Research shows **80 percent of patients** in heroin treatment started their opioid use with prescription medications, not heroin.
- **Parents are inadvertent suppliers** – Nearly **half of teens** who misuse prescription drugs get them from their parents’ medicine cabinet.
- **Talking works** – Research shows when children talk about substance abuse with parents and other influential adults, they are up to **50 percent less likely to use.**



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## **EXECUTION OF THE OPIOID AWARENESS AND PREVENTION CAMPAIGN**

The PSA campaign will target Ohio parents and caregivers with education and action messages through streaming, digital, television, radio, print and social media.

The geographic region of Ohio impacted by the campaign will stretch beyond central Ohio, impacting eastern, southeastern and southern Ohio.

## **FINANCIAL SUPPORT**

For those organizations who would like to financially support the education and awareness work of the Alliance, donations may be made to:

The Ohio Opioid Education Alliance Fund at The Columbus Foundation.

Funds will be used for the following PSA campaign expenses:

- Consumer research and insights – creative concept testing.
- Campaign creative production.
- PSA ad placements – streaming, digital, television, radio, print, social media, and search engines.
- Campaign metrics – consumer research and analytics.

The Nationwide Foundation made an initial contribution of \$2 million to ignite the initiative.



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## Alliance Logo



Download:

- [PNG](#)
- [AI](#)



Download:

- [PNG](#)
- [AI](#)

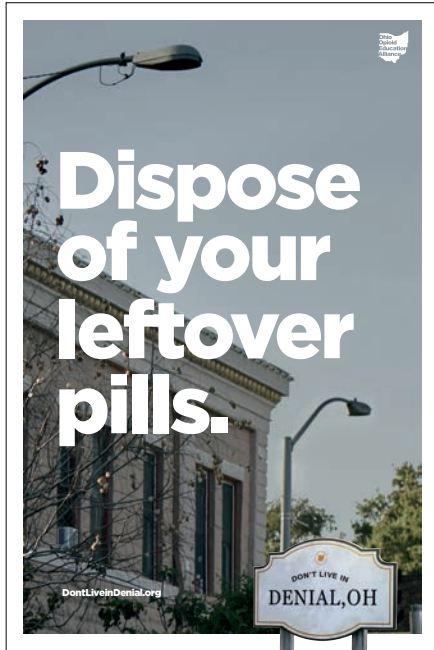
### Approved Logo Lockup



[Download Template](#)



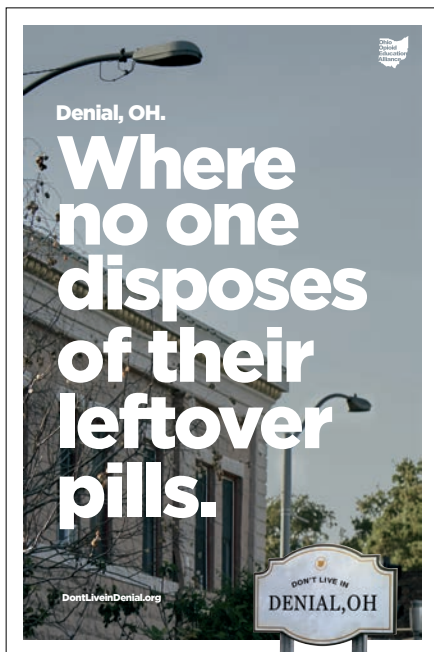
## Posters



[Download](#)



[Download](#)



[Download](#)



[Download](#)



# **Committed to the Education and Prevention of Opioid Misuse and Abuse**

## Social Media

### Suggested Facebook Post:

Every day, 115 Americans die from an opioid overdose. As a proud member of the @OhioOpioidEducationAlliance, we are committed to preventing the misuse and abuse of opioids.  
#DontLiveinDenial  
#OpioidEducation

It can take as little as five minutes, but talking to your kids about drugs can reduce their chances of using by 50%. Join us as part of the @OhioOpioidEducationAlliance.  
#DontLiveinDenial  
#OpioidEducation

### Suggested Twitter Post:

Talking to your kids is one of the most powerful tools to prevent opioid misuse and abuse. Join us in our commitment to @OhioOpioidEdu. #DenialOhio  
#OpioidEducation

Want to make a difference in the community? Start by joining us as a member of the @OhioOpioidEdu Alliance. #DontLiveinDenial  
#OpioidEducation

### Suggested Instagram Post:

We are a proud member of the @OhioOpioidEducationAlliance, committed to preventing the misuse and abuse of opioids.  
#DontLiveinDenial  
#OpioidEducation

We are stepping up to prevent the misuse and abuse of opioids. We are a proud member of the @OhioOpioidEducationAlliance.  
#DontLiveinDenial  
#OpioidEducation

### Downloadable Assets

A variety of short video assets can be downloaded **here**. These can be used across Facebook, Instagram and Twitter.



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## Facts

| Fact/Statistic   | Key Takeaway   | Source  |
|--|--|---|
| <b>National, State and Franklin County</b>   |  |   |
| Nearly 80 percent of Americans using heroin (including those in treatment) reported misusing prescription opioids prior to using heroin.   | Opioids can act as a gateway to heroin.  | <a href="#">National Institute on Drug Abuse</a><br>Study: <a href="#">National Survey on Drug Use and Health</a> |
| Opioids account for 83 percent of all drug overdose deaths in Ohio.  | Opioids are misused and abused more than any other drug.   | <a href="#">Kaiser Family Foundation</a>  |
| Ohio had 3,613 opioid deaths in 2016 – 604 more than the next closest state.   | Ohio is the center of the national opioid epidemic.  | <a href="#">Kaiser Family Foundation</a>  |
| From January 1, 2017 to December 31, 2017, there were 520 overdose deaths in Franklin County. This represents approximately a 47.3 percent increase in overdose deaths from 2016 to 2017.  | The number of opioid overdose deaths is increasing in Franklin County.                               | <a href="#">Franklin County Coroner's Office</a>  |
| In 2017, people under age 39 made up 56 percent of the overdose deaths (compared to 50 percent in 2016). Among the overdose deaths, 68 percent were male and 32 percent female, compared to 78 percent male and 22 percent female in 2016. | Franklin County's opioid crisis hits people of all races and genders. A majority are young and male. | <a href="#">Franklin County Coroner's Office</a>  |
| <b>Teens and Children</b>  |  |   |
| Two-thirds (66 percent) of teens who report abuse of prescription pain relievers are getting them from friends, family and acquaintances.  | Teens get opioids from their friends and family, not drug dealers.                                   | <a href="#">SAMHSA</a>  |
| More than 4 in 10 teens (42 percent) who have misused or abused a prescription drug obtained it from their parents' medicine cabinet.  | Teens are accessing opioids in the medicine cabinet, likely without parent knowledge.                | <a href="#">Partnership Attitude Tracking Study 2013</a>  |



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| Fact/Statistic   | Key Takeaway  | Source   |
|--|---|--|
| Teens reported that during the last conversation they had with their parents regarding substance abuse, only 16 percent said they discussed the misuse or abuse of prescription pain relievers with their parents. | Parents aren't talking to their teens about opioids.                                    | <a href="#">Partnership Attitude Tracking Study 2013</a> |
| A study published in 2017 revealed that accidental opioid ingestion accounted for 4,321 emergency department visits in 2011 for children aged 1 to 5.  | Safely securing opioids or properly disposing of unused opioids can prevent child harm. | <a href="#">SAMHSA</a>                                   |
| Among those with leftover opioids, over 60% reported keeping them for future use rather than properly disposing of them.   | People are leaving highly addictive opioids in their medicine cabinets.                 | <a href="#">JAMA Internal Medicine Study</a>             |

| For Parents and Caregivers   |  |   |
|--|--|---|
| 1 in 4 teens will misuse or abuse a prescription drug at least once in their lifetime.           | Opioid abuse can affect anyone, anywhere.                  | <a href="#">Partnership for Drug-Free Kids</a>  |
| Talking to your kids about drugs can reduce their chances of using by 50%.                       | Talking is important and can have an impact.               | <a href="#">SAMHSA</a><br>Study: <a href="#">National Survey on Drug Use and Health</a> |
| 42 percent of teens who misuse prescription drugs get them from their parents' medicine cabinet. | It is important to dispose of leftover prescription drugs. | <a href="#">Partnership for Drug-Free Kids</a>  |



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# Online Resources

Partnership for Drug Free Kids: [drugfree.org](http://drugfree.org)

Ohio Dept. of Mental Health and Addiction Services: [mha.ohio.gov](http://mha.ohio.gov)

Substance Abuse and Mental Health Services Administration: [www.samhsa.gov](http://www.samhsa.gov)

ADAMH Board of Franklin County Opiate Action Plan: <https://adamhfranklin.org/wp-content/uploads/2017/06/2017-Opiate-Action-Plan-Web.pdf>



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## **Digital Channels**

### **Website URL**

[DontLiveinDenial.org](http://DontLiveinDenial.org)

### **Facebook**

<https://www.facebook.com/OhioOpioidEducationAlliance>

### **Twitter**

<https://twitter.com/OhioOpioidEdu>

### **Instagram**

<https://instagram.com/OhioOpioidEducationAlliance>

### **:30 PSA**

<https://youtu.be/SxvKzXYKKgg>



# **Committed to the Education and Prevention of Opioid Misuse and Abuse**

## **Partner FAQ**

### **Why was the Ohio Opioid Education Alliance formed?**

The Alliance was formed as a direct result of ADAMH's Franklin County Opiate Action Plan, which was created by ADAMH at the direction of the City of Columbus and Franklin County officials. The plan was adopted in 2017 as a broad strategy to begin to tackle the opioid crisis.

Following conversations with ADAMH about how it could participate in activation of the Opiate Action Plan, the Nationwide Foundation established a fund at The Columbus Foundation with a \$2 million donation to kick-start the work.

The Nationwide Foundation also played a key role in the formation of the Alliance by encouraging businesses, nonprofits and government agencies across the region to support the initiative in name, funding and other resources.

### **Who are the members of the Ohio Opioid Education Alliance?**

For a current list of all members of the Ohio Opioid Education Alliance, see <https://dontliveindenial.org>. We welcome others to join us in this very important effort.

### **Why was the Alliance formed now?**

This initiative is focused on addressing the broad-reaching prescription opioid problem. The goal is to prevent the next generation of prescription opioid abuse, regardless of socioeconomic status or other demographics.

We're in a position today to lead on this crisis, to marshal resources from across the community and to make a positive impact.

### **How can the Alliance make a difference in this crisis?**

The Alliance's sole purpose is to promote and amplify the *Don't Live in Denial* campaign.

The campaign is based on qualitative and quantitative research and aims to shift the mindsets of parents and caregivers. We want parents and caregivers to move from the "not my kid" mentality to an acknowledgement that prescription opioids are a threat and there are specific actions that can be taken to protect our younger generation from future opioid misuse.



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### **Do Ohio's firefighters, police forces and government officials support this initiative?**

The initiative has received broad support from both public and private organizations and individuals. It has the strong support of elected officials who commissioned the Franklin County Opiate Addiction plan.

The Ohio Opioid Education Alliance strongly supports our first-responder community. These men and women are on the front lines dealing with the opioid epidemic every day. They have our respect and our full support.

Our intent is to prevent the next generation of opioid abusers. We believe this is a goal everyone can rally around and is consistent with the mission of first responders.

### **Will the Alliance members visit schools and other places in the community as part of this initiative?**

Right now, the media campaign is the primary strategy. Expanding that strategy will be contingent on additional funding from new partners, both public and private, that can step up and provide support both in name and dollars.

### **The initiative focuses on prevention. Does/will the Alliance work with pharmacies, doctors and other healthcare providers to regulate the use of opiates?**

We've consulted with these experts during the design and vetting of the campaign, and the feedback has been overwhelmingly positive. They've given us great input to fine-tune the messaging and tactics to conform with best practices.

### **Why are you spending all this money on advertising when we need funds for treatment and recovery?**

The Franklin County Opiate Action plan includes four key strategic areas of focus. This initiative supports the Education component of the Opiate Action plan.

While other resources are being dedicated to treatment and recovery, the plan stresses the need for education to prevent future addiction among our children and young people.

To fill that gap, we asked the corporate community to provide expertise and funding to create content that meets a real need and can make a real impact on preventing future opiate addiction.





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### **Does this campaign imply that parents whose children have opioid use disorder are in or were in denial?**

Of course not.

The campaign is based on research that revealed most people are aware of the opioid crisis, but drastically underestimate the risk opioids can pose to their own children and family. In short, many parents admitted to having a “not my kid” mindset when it comes to opioids, leading them to not take the right preventative measures.

We’ve talked to numerous families who have shared how this happened to their families, and their ultimate goal is to help prevent more families from going through what they’ve been through.

This initiative has the same goal and can support their stories and the great work they’ve been doing in the community for years.

### **How will you measure success?**

Our ultimate goal would be to see a drop in the amount of opioid-related deaths in the future. Closer to the campaign, we will measure campaign engagement metrics like web traffic, social media interactions and recruitment of organizations to the Ohio Opioid Education Alliance. We’re also interested in getting baseline metrics to determine the impact of the campaign on the mindset shift among parents.

### **For how many years will the Alliance fund this campaign?**

The campaign was designed to have a long shelf life. It was also designed so it can scale beyond central Ohio.

Initial funding from the Nationwide Foundation will keep the campaign in market through Q1 2019.

Our desire is to encourage partners across the region and the state to participate by lending their name and financial support to keep the campaign going not only in central Ohio, but to expand it to other corners of the state.



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### **What is the role of the Nationwide Foundation and The Columbus Foundation with ADAMH in regard to this initiative?**

The Nationwide Foundation has underwritten the creation of a grant at The Columbus Foundation to help kick off the Denial, Ohio media campaign.

The Columbus Foundation grant fund was created so that other corporate partners can financially support the initiative and the campaign through generous contributions.

ADAMH of Franklin County serves as the distribution point of these private, pass-through dollars, given its responsibility to activate the Franklin County Opiate Action plan.

### **What is the governance and accountability built around the Alliance and the funding?**

The Ohio Opioid Education Alliance is an informal group of corporations and other organizations committed to preventing the spread of prescription opioid abuse among our children and young people.

Members are providing support for the initiative, such as funding to purchase advertising to extend the *Don't Live in Denial* campaign.

Oversight of the finances is provided by The Columbus Foundation and ADAMH of Franklin County. All campaign expenditures will be publicly approved by the ADAMH board.