

MPAC Training and Messaging Update – May 25, 2016

Following is a brief update on trainings and messaging that has occurred, or will occur soon, since the last MPAC meeting. The entity (ies) involved is also listed.

Trainings/Presentations:

- Last Set of Eyes: Seminar to educate pharmacists, pharmacy technicians, and other pharmacy staff regarding the growing problem of drug diversion and ways to respond to potential diversion activity (PCC)
- Rx/Heroin presentations to high school health classes (PCC, PACT)
- Rx presentation: Mayor's Faith Initiative (PACT)
- Chamber of Commerce Rx/Heroin presentation to Leadership class (PCC)
- Rx presentations: Senior Centers (FCC, NCC)
- Rx presentation: Elementary school parents (FCC)
- Naloxone access and Good Samaritan law to EMTs: (Karla Wagner)
- Drug Identification Training for Educational Professionals (DITEP) (NCC)
- Pain and Opioids webinar (JTNN)
- Stimulant Use Disorder webinar (JTNN)
- Opioid prescribing (PACT)
- Medicated Assisted Treatment (PACT)

Messaging:

- Encouragement Letter: Prescribing naloxone and legal immunity (State)
- Movie Theater ads: Rx/Heroin and dangers of taking other people's medications (PCC, PCR)
- Medibags: Proper disposal, Awareness, Storage, Safety (PASS), Rx and the environment (PCR, CCC)
- Billboards/Taxicabs: "Don't be your kids dealer" (FCC, PACT)
- PSAs: 5 youth created on dangers of prescription drugs (FCC)
- TV: Addiction, Lock up your meds, talk to your doctors about pain alternatives, how to administer naloxone, poison awareness and prevention (FCC, PACE, JTNN, CCC)
- Radio: Rx drug dangers, poison awareness and prevention, lock up your meds (PACE, CCC)
- Various social media: Rx dependence, Fentanyl, dangers of taking other people's medications (all coalitions)
- Flyers/Newspapers/Community Publications: Proper disposal and pain management alternatives, promotion of drop boxes, Rx spring cleaning tied to poison prevention, talk to your doctor about whether they are using PMP, the effects of opioids on women, safe alternatives to pain management (PCR, NCC, PACE, CCC)

Other:

Pain Management Alternatives: Mindfulness, YOGA, Tai Chi for health/wellness including reduction and cessation of RX use for pain (NCC)

Youth Camp: Youth will work on Rx drug messaging (HCC)