

Conversation started February 24



Francoise Pradel

2/24, 2:53pm

Hello,

I am reaching out on behalf of the University of Maryland School of Pharmacy and the Department of Health and Mental Hygiene regarding a statewide opioid misuse prevention program. As part of the effort to reduce overdose deaths, we are conducting a survey on perceptions, awareness, and use of prescription opioids and heroin. We would appreciate it if you could share the below link on your page or share our page - Maryland Opioid Misuse Prevention Survey. Thanks!

Here is verbiage you may use when posting:

Are you a Maryland resident and at least 18 years old? If so, your community needs you! Please complete a 10-minute survey about prescription opioids and heroin in your community. Click here <https://www.surveymonkey.com/r/mdopioidsurvey> to take the survey and enter to win a \$50.00 gift card.

March 5



365 Things To Do in Frederick

3/5, 3:26pm

sure, I'd be happy to share this. Best wishes.



Harford County Office of Drug Control Policy

February 23 · 🌐

Are you a Maryland resident and at least 18 years old?

If so, your community needs you!

To complete a 10-minute survey about prescription opioids and heroin in your community.... [See More](#)



👍 Like

💬 Comment

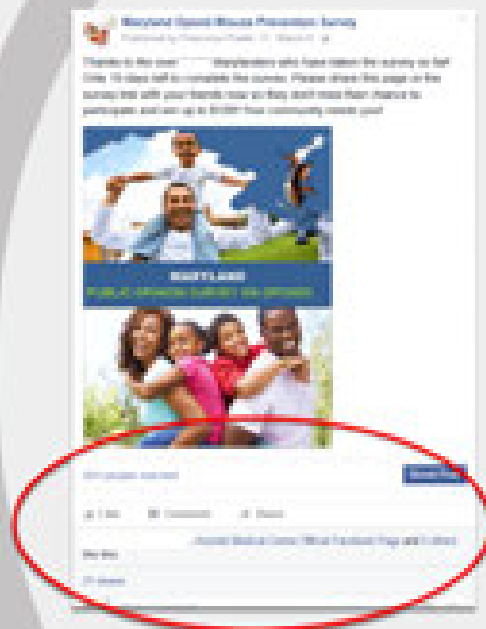
➦ Share

17 people like this.

[Top Comments](#) ▾

37 shares

Weekly Updates





Maryland Opioid Misuse Prevention Survey

Published by Francine Pradel MD · March 6 · @

Thanks to the over 7,000 Marylanders who have taken the survey so far! Only 10 days left to complete the survey. Please share this page or the survey link with your friends now so they don't miss their chance to participate and win up to \$100! Your community needs you!



MARYLAND
PUBLIC OPINION SURVEY ON OPIOIDS



903 people reached

Boost Post

Like

Comment

Share

Academy Medical Center Official Facebook Page and 2 others

like this

21 shares



Maryland

Published by

Congratulations to
from Harford County
[Amazon.com!](#) #m



326 people reached

Like

Comment



Maryland Opioid Misuse Prevention Survey

Published by Marianne Gibson (7) · March 2 · Edited ·

Congratulations to our first weekly prize winner! This week's winner comes from Harford County and will be receiving a \$50 gift card to use at [Amazon.com](https://www.amazon.com/)! #mdopioidsurvey



326 people reached

Boost Post

Like

Comment

Share

Incentive

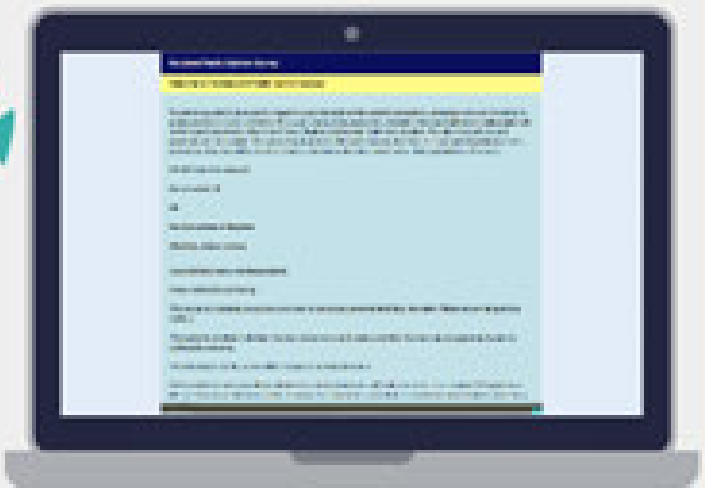
Amazon Gift Card

\$50

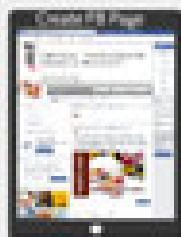
Survey Recruitment...



...and administration



- 1 Paid FB ads
- 2 Share with other FB pages
- 3 Weekly updates



Maryland Public Opinion Survey

Welcome to the Maryland Public Opinion Survey!

You are being asked to take part in a research study that explores Marylander's perceptions, awareness and use of prescription opioids and heroin in your community. This study is being conducted by the University of Maryland Baltimore in collaboration with the Maryland Department of Health and Mental Hygiene's Behavioral Health Administration. We value your opinions and appreciate your participation. This survey was designed for Maryland residents older than 18. If you agree to participate in this anonymous study, you will be asked to complete a one-time-only online survey that will take approximately 10 minutes.

DO NOT take this survey if:

You are under 18

OR

You live outside of Maryland

Otherwise, please continue...

Important Information for Respondents

Please read before proceeding

-This survey is completely anonymous and does not record any personal identifying information. Please answer all questions truthfully.

-The survey is completely voluntary. You may choose not to participate at any time. You may skip any questions you are not comfortable answering.

-The information from the survey will be released in summary form only.

-At the end of the survey you will be able to enter a weekly drawing for a \$50 gift card, as well as a one-time \$100 grand prize gift card. Your contact information for the drawing will be collected in a separate location and can never be linked to your survey responses.

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Outline



MARYLAND
PUBLIC OPINION SURVEY ON OPIOIDS



Opioid Misuse and Consequences

OMPP overview

Rationale

Survey Recruitment and Administration

Outcomes

Strengths & Limitations

FB Ads

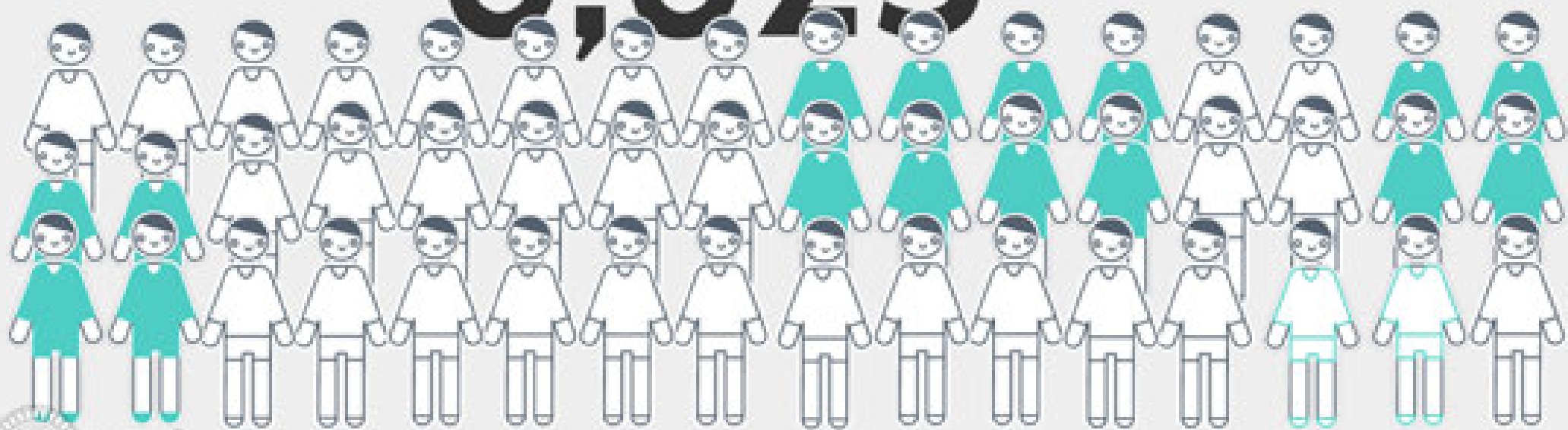
605,912 impressions

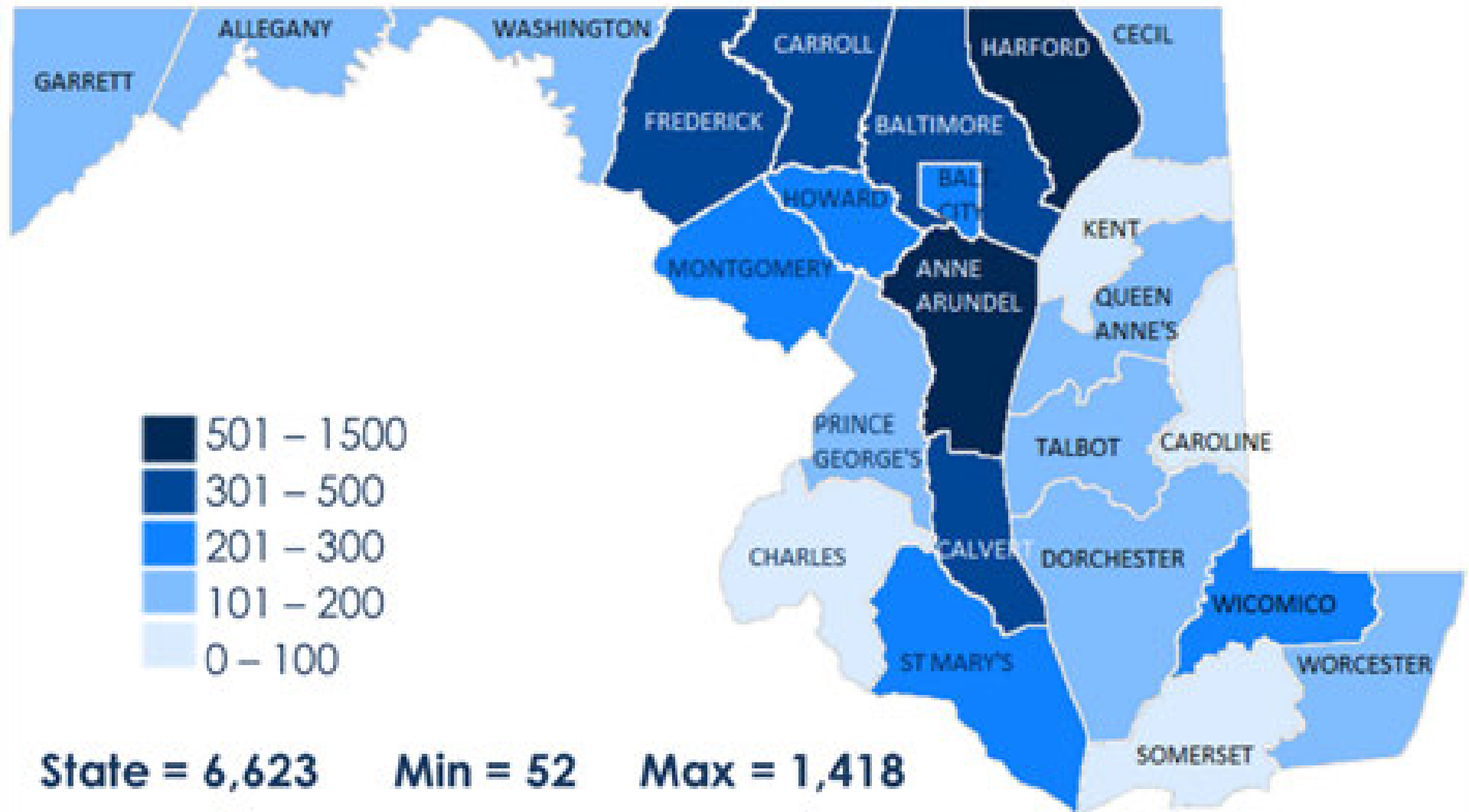
4,325 clicks

\$2,433 (\$510 per ad set)

How many took the survey?

6,623





	N	%	MD^a (%)
Gender			
Female	4,182	79.1	51.6
Male	1,048	19.8	48.4
Other	56	1.1	N/A
Race/Ethnicity^b			
White	4,823	91.6	60.5
Black/African American	255	4.8	30.1
Hispanic or Latino	78	1.5	9.0
Asian	74	1.4	6.1
Other	140	2.6	4.8
Age			
18-25	514	9.7	14.4
26-35	1,190	22.5	17.1
36-45	1,075	20.3	18.4
46-54	1,164	22.0	18.3
55-65	1,035	19.6	16.9
66-74	259	4.9	7.6
75 or older	52	1.0	7.3

a US Census, 2013

b May not add up to 100%, multiple selections allowed



Survey Findings

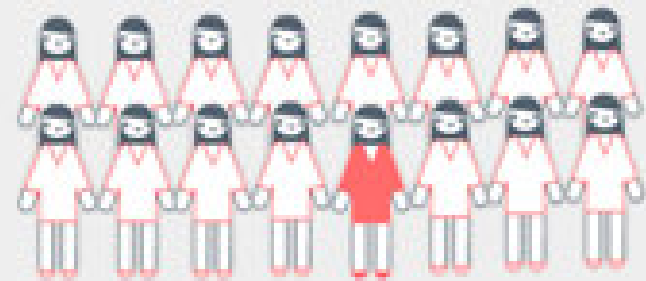
How many have misused?

How many have misused?



**24.7% have taken a prescription
opioid without a doctor's
permission**

6.7% have tried heroin



MPOS & NSDUH

Question	Past year NMUPO (%)	Source
Q1: During the past year, how many times have you taken a prescription opioid that was not prescribed to you? (N = 5,350)	8.82	MPOS 2015
Q2: During the past year, how many times have you taken prescription opioids that were prescribed to you only for the experience, feeling they caused, or to get high? (N = 5,358)	3.99	
How many days have you used any prescription pain reliever that was not prescribed for you or that you took only for the experience or feeling it caused during the past 12 months?	4.16	NSDUH 2012-13

Sources

In your opinion, how do people get prescription opioids to get high?

Non Users (n)

Steal from family	2,757
Drug dealers	2,173
Friends provide	1,943
Doctors	1,820
Steal from friends	1,347
Fake prescriptions	655
Family provide	571
Internet	191
Pharm/Pharm T	144

Users (n)

Drug dealers	810
Stealing from family	798
Friends provide	747
Doctors	730
Steal from friends	313
Family provide	211
Fake prescriptions	141
Pharm/Pharm T	56
Internet	38

Ease of Access

Obtaining prescription opioids from a friend or family
84% said easy or very easy

County range: 76% - 89%

Obtaining prescription opioids from a doctor
52% said easy or very easy

County range: 34% - 69%

Perceptions of Risk

In your opinion, are prescription opioids safer than...Heroin		
	%	n
Yes	48.8	2,799
No	39.5	2,262
Don't Know	11.7	669
Total	100	5,730

Awareness

Heard of Good Samaritan Law	41%
Heard of naloxone	67%
Know where to refer someone for opioid use treatment	61%
Had a talk with pharmacist about risks of prescription opioids	10%
Had a talk with doctor about risks of prescription opioids	29%

Qualitative Findings





622

Access (n=142)

Treatment (n=127)

Lack of awareness (n=80)

Enforcement (n=60)

Stigma/ Prejudice (n=30)

Access

	n	%
Doctors overprescribe	67	47.2
Heroin is affordable and easily accessible	41	28.9
Concern about access to prescription opioids for legitimate medical needs	13	9.2
People are selling or sharing their prescription opioids	7	4.9
More training on substance use disorder for prescribers	5	3.5
Other	9	6.3
Total	142	100

"I have several medical issues and I constantly find that even when I tell them no prescription pain medications, doctors try to push narcotics on me - they give me prescriptions even though I declined 'just in case'. ...It would be so easy to fill that prescription and sell the pills!"

"My son and his friends started using heroin because one of the friends got prescriptions for back pain. Refills were becoming harder to get and heroin was cheaper."

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Treatment

	n	%
More treatment centers and options needed	58	45.7
Better quality treatment options needed	22	17.3
Anti medication-assisted treatment	20	15.7
Lack of insurance coverage or payment	14	12.6
Pro treatment	10	7.9
Other	1	0.8
Total	127	100

"There is a tremendous lack of resources for inpatient detox and treatment facilities. No one seeking treatment should have to be put on a 40 patients wait list."

"The county resources are felt to be inadequate. My family was personally touched by addiction recently and we had to send my son to resources outside the county for help at greater cost and stress to all. Now he is in recovery and I am afraid for him to come back to the county."

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Law Enforcement

	n	%
More enforcement needed, particularly for drug dealers	25	41.7
Less enforcement and more treatment for those with substance use disorder	13	21.7
Punishment should include treatment	9	15.0
Crime as a consequence of drug use	5	8.3
Other	8	13.3
Total	40	100

"It is an epidemic in [my county] and nothing seems to be done about it. Why don't they start arresting the drug dealers around here. Even I know who sells heroin around here and where they live and I don't even use the stuff."

Law Enforcement

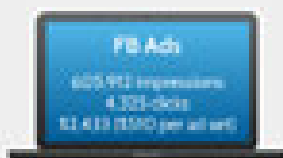
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Crime as a consequence of drug use	5	8.3
Other	8	13.3
Total	60	100

“It is an epidemic in [my county] and nothing seems to be done about it. Why don’t they start arresting the drug dealers around here. Even I know who sells heroin around here and where they live and I don’t even use the stuff. ”

Stigma

"I do not feel it is the properly prescribed 'opioid' that is the problem but the people who make the choice to abuse them. I have bulging disc in my back and have used pain medication when needed and as directed. Addiction is the only disease I know you can choose to stop. I am sure many cancer patients would love to have that much control."

Recruitment Outcomes



How many took the survey?



	18-24	25-34	35-44	45-54
Gender				
Female	1,121	1,121	1,121	1,121
Male	1,121	1,121	1,121	1,121
Other	1,121	1,121	1,121	1,121
Race				
White	1,121	1,121	1,121	1,121
Black or African American	1,121	1,121	1,121	1,121
Hispanic or Latino	1,121	1,121	1,121	1,121
Asian	1,121	1,121	1,121	1,121
Other	1,121	1,121	1,121	1,121
Age				
18-24	1,121	1,121	1,121	1,121
25-34	1,121	1,121	1,121	1,121
35-44	1,121	1,121	1,121	1,121
45-54	1,121	1,121	1,121	1,121
55-64	1,121	1,121	1,121	1,121
65+	1,121	1,121	1,121	1,121
U.S. Census Bureau	1,121	1,121	1,121	1,121

Survey Findings



Qualitative Findings



Strengths

Large broad sample

Rapid

Cost-effective

Re

Limitations

Representativeness
Generalizability

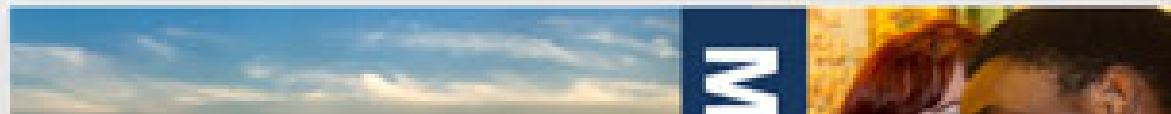
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Acknowledgments

- Prevention Coordinators
- MSPF Coordinators
- Survey participants

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under the Maryland Department of Health and Mental Hygiene

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A complete report of survey results can be found at <http://hdl.handle.net/10713/4875>

Opioid Misuse: Using Social Media to Capture a Statewide Audience



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