

Storytelling the Opioid Epidemic: Using Media for Impact

2018 NPN Conference | Boston, MA

Maureen “Mo” De Nieva-Marsh, BA
RxSafe Marin, Senior Program Coordinator



ROADMAP

Are You Ready?

RxSafe Marin 101

Talk Data to Me

Six Degrees of Separation: Media Edition

Storytelling the Epidemic

Stay Connected!



Prescription for Today

Courage

Creativity

Hope

Sense of Humor

Bring your Superpower



SO WAS FORMED THE JUSTICE LEAGUE OF AMERICA, SEVEN OF EARTH'S GREATEST HEROES JOINED IN A COMMON CAUSE, LO, THESE MANY YEARS GONE...



ROADMAP

Are You Ready?



“We don’t have a choice on whether we DO social media, the question is how well we DO it.”

– Erik Qualman

ROADMAP

Are You Ready? RxSafe Marin 101



County Health Rankings Comparison to Other Counties

Marin County ranked in the top 5% in:

- Premature death rate
 - Adults self reported health
 - Mentally unhealthy days
 - Adult obesity
 - Teen birth rate
 - Uninsured adults
 - Primary care physicians per capita
 - High school graduation
 - Unemployment
 - Children in poverty
 - Physical activity
 - Violent crime rate
- High food environment index
- Low rate of preventable hospital stays
 - Low violent crime rate

Ranked in the top 25% in:

- Low number of physically unhealthy days
- Adults without social/emotional support
- Low percent driving alone to work

Ranked in the top 10% in:

- Low percent of adults reporting fair or poor health
- Low average number of mentally unhealthy days
- High access to exercise opportunities
- High dentists per capita
- High mental health providers per capita
- High percent with some college

Ranked in the top 15% in:

- Low percent of adults who smoke
- Low percent of children in single-parent households
- Low average daily air pollution



County Health
Rankings & Roadmaps
A Healthier Nation, County by County



Marin County ranked in the bottom 50% in:

- ¹Excessive Drinking

-¹DUI rates

-²Drug poisoning mortality rate

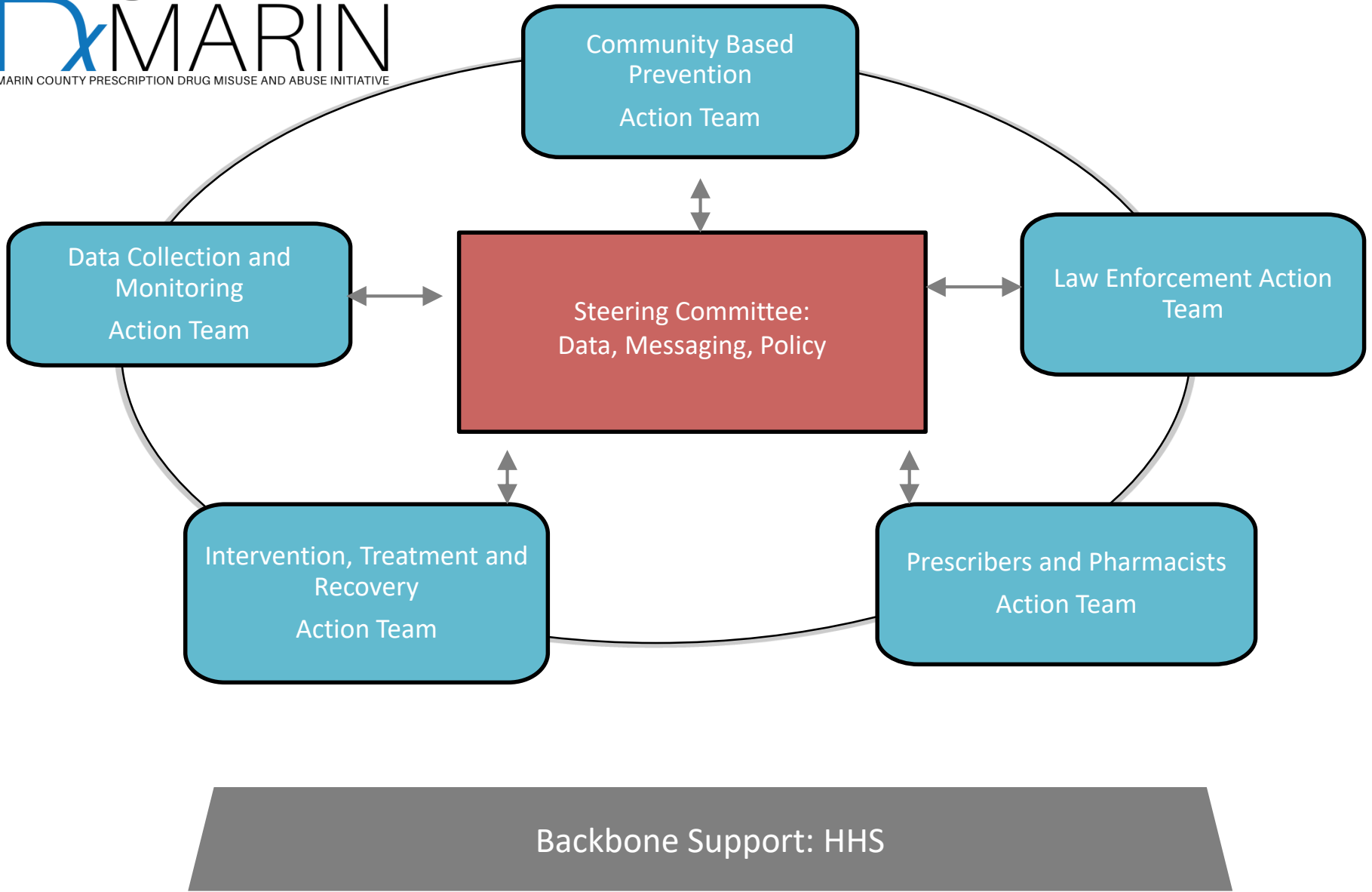
¹ Data collected from Behavioral Risk Factor Surveillance System 2006-2013.

² Drug poisoning deaths was an additional measure and did not contribute to the overall county health rankings.



R SAFE
Rx MARIN

MARIN COUNTY PRESCRIPTION DRUG MISUSE AND ABUSE INITIATIVE



California Opioid Safety Network

Local leaders coming together to fight the epidemic, connected across state

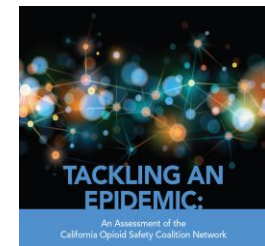


Leaders: medical societies, county leaders, public health, hospitals

Participants: medical providers, pharmacists, law enforcement, consumers and families, addiction treatment, health plans, and others.

Priorities:

- Opioid over-prescribing
- Access to addiction treatment
- Naloxone and harm reduction

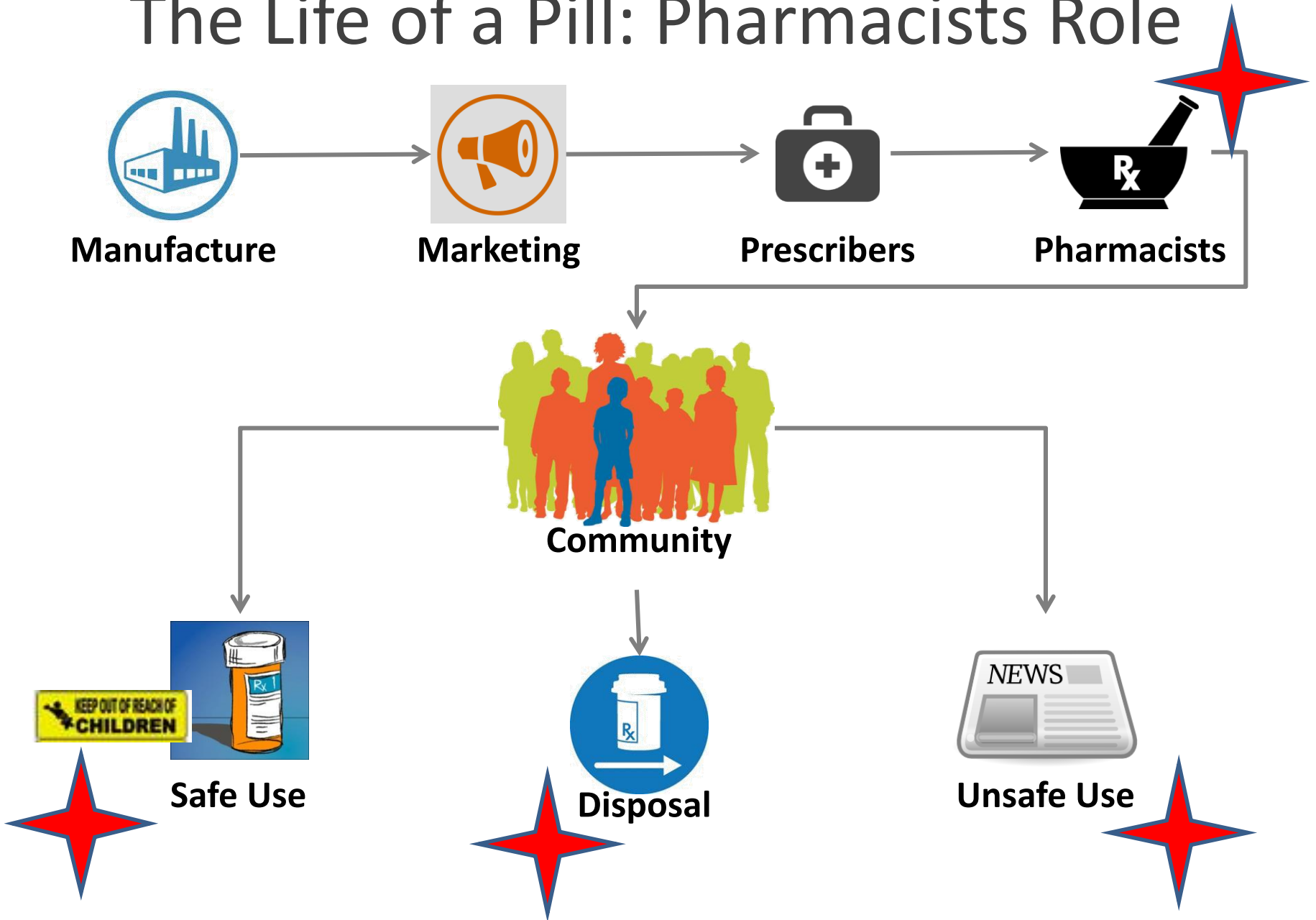


ROADMAP

**Are You Ready?
RxSafe Marin 101
Talk Data to Me**



The Life of a Pill: Pharmacists Role





GODBE RESEARCH
Gain Insight.



Marin County RxSafe: Prescription Drug Knowledge, Attitudes and Beliefs Survey

February 2016

Marin **prescribers** and **community** members want alternatives to opioid therapy for pain.



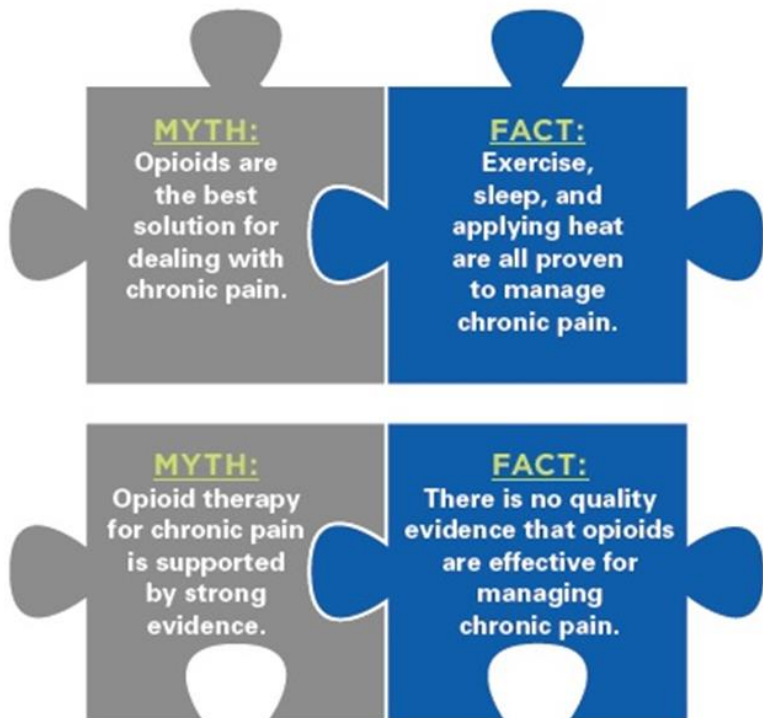
60% of Marin residents surveyed were interested in learning about alternatives to opioid therapy for pain.



80% of Marin prescribers wanted resources for non-opioid pain management.

CONSIDER YOUR OPTIONS when addressing pain

Myths vs. Facts



Be in control
of your body,
emotions, and
health

Make informed
choices for better
quality of life

**R SAFE
RxMARIN**
RIVIERA COUNTY PUBLIC HEALTH & HUMAN SERVICES
Learn more at rxsafemarin.org

CONOZCA LOS RIESGOS

Los medicamentos recetados presentan riesgos significativos a su salud además de la adicción

Cambios mentales y de humor:
Cambios en las emociones

Juicio y autocontrol disminuido
Aumento en comportamiento agresivo

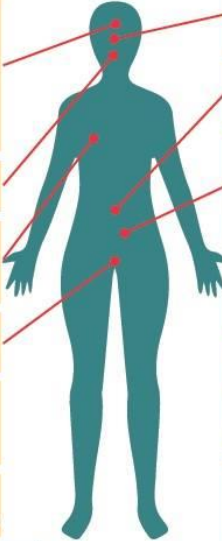
Caries dental

Respiración alterada y falta de oxígeno

Problemas sexuales

Aumento en la sensibilidad al dolor

La adicción y la dependencia física



Aumento en el riesgo de infartos y embolias

Constipación crónica

Problemas de hormonas
Feminización de los hombres

Sobredosis y muerte no intencional

Aumento en el riesgo de caídas y accidentes automovilísticos

Interacciones peligrosas con otros medicamentos

RxSAFE MARIN
MARIN COUNTY PRESCRIPTION EDUCATION AND PUBLIC HEALTH SERVICES

Aprnda más en rxsafemarin.org

RxSafeMarin

Este proyecto es apoyado por los Programas de Beneficios Comunitarios de Kaiser Permanente del Norte de California.

KNOW THE RISKS

Prescription pain medications pose significant health risks beyond addiction

Mind and mood changes:
Changes in emotions
Diminished judgment and self-control
Increased aggressive behavior

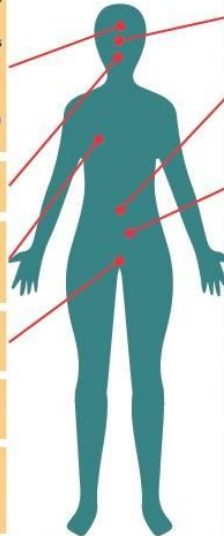
Tooth decay

Impaired breathing, low oxygen

Sexual problems

Increased pain sensitivity

Addiction and physical dependency



Increased risk for stroke and heart attack

Chronic constipation

Hormone problems

Feminization in males

Unintentional overdose and death

Increased risk of falls and car accidents

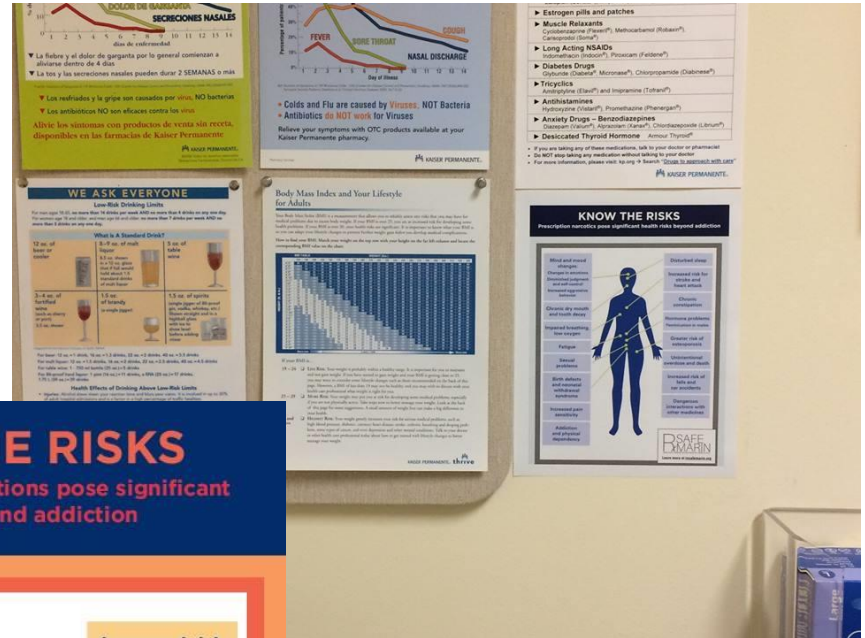
Dangerous interactions with other medicines

RxSAFE MARIN
MARIN COUNTY PRESCRIPTION EDUCATION AND PUBLIC HEALTH SERVICES

Learn more at rxsafemarin.org

RxSafeMarin

This project is supported by Kaiser Permanente Northern California Community Benefit Programs.



Strategic Goal: Data Action Team

- Goal:
 - Marin County will have county-wide relevant data on prescription drug misuse and abuse
- Actions:
 - Develop a report card with 5-10 key data elements to track prospectively
 - Engage community in selection of indicators of greatest relevance and disseminate through CBP Action Team

Draft Report Card

Updated: 12/17/2014

RxSafe Marin Report Card Draft

Prescription drug abuse has been named a national epidemic by the Centers for Disease Control and Prevention and the World Health Organization. Marin County's community has been deeply affected and lives have been lost unnecessarily. RxSafe Marin is a community-wide initiative designed to address the problem. Dedicated partners from public health, treatment and prevention, education, law enforcement and community advocacy groups are working together to address the problem.

In order to describe prescription drug misuse and abuse in Marin County, we first identified and explored available data sources. Many of the information systems illustrate consequences of drug abuse such as hospital, drug treatment, and criminal justice data. Others, like controlled substance prescriptions and take-back data, show other aspects of the issue. A goal of the RxSafe Marin Report Card is to make findings from existing sources accessible to a wider audience. The data presented in the report card have been obtained from multiple sources, many not designed for epidemiological analysis. Therefore, observed variations may be due to institutional factors (e.g., changes in reporting or administration). Alternative explanations should be considered in the interpretation of the report card data.

The RxSafe Marin Report Card shows the scale of prescription drug misuse and abuse in Marin County by looking at multiple factors over the last five years. This report card gives us an initial benchmark to track progress over time as efforts to reduce prescription drug abuse strengthen. Readers are advised not to consider a single data point alone but rather encouraged to look at all of the information as a reflection of this important issue in our community.

Data Indicators		2009	2010	2011	2012	2013
1	Drug poisoning deaths <ul style="list-style-type: none"> • Unintentional • Total drug poisoning deaths 	9 32	15 35	13 21	27 37	27 39
2	Non-fatal opioid-related emergency department visits	300	295	344	471	352
3	Student self-report Rx painkiller misuse		17% (N=1,831)			16% (N=1,734)
4	Number of controlled substance prescriptions		396,518	403,561	416,777	412,366
5	Median number of pills per narcotic prescription		50	45	50	56
6	Number of Practitioners and Pharmacists Registered with Controlled Substance Utilization Review and Evaluation System/ (CURES), California Prescription Drug Monitoring Program (PDMP) <ul style="list-style-type: none"> • Practitioners • Pharmacists 		54 4	95 9	121 11	149 42
7	Pounds of safely disposed medications <ul style="list-style-type: none"> • Via take back events • Via EHS collection sites 	2,941	4,638	300 4,556	634 5,202	1,085 6,433
8	Drug Possession Charges and Cases <ul style="list-style-type: none"> • Number of Charges Filed • Number of Cases 	329 260	408 368	539 444	544 485	745 653

Updated: 12/17/2014

Data Indicators		2009	2010	2011	2012	2013
9	Naloxone doses administered by Emergency Medical Services	205	180	198	171	131
10	Adult treatment and detox admissions (fiscal year, 2009 represents July 2008 - June 2009, etc.) <ul style="list-style-type: none"> • Total adult treatment admissions • % of clients reporting opiate use (including heroin) at time of admission 	2,026 28.9%	1,901 29.4%	1,395 32.1%	1,395 32.1%	1,800 28.2%

Report Card Indicator Sources

1. Unintentional drug poisoning deaths. Source: California Department of Public Health (CDPH) Vital Statistics
2. Non-fatal opioid-related emergency department visits. Source: Office of Statewide Health Planning & Development (OSHPD), Emergency Department Data, prepared by California Department of Public Health, Safe and Active Communities Branch
3. 11th grade student self-report Rx painkiller non-medical use. Source: California Healthy Kids Survey (CHKS)
4. Number of controlled substance prescriptions. Source: Controlled Substance Utilization Review and Evaluation System (CURES), California Prescription Drug Monitoring Program (PDMP)
5. Median number of pills per narcotic prescription. Source: Controlled Substance Utilization Review and Evaluation System (CURES), California Prescription Drug Monitoring Program (PDMP)
6. Number of prescribers registered with CURES. Source: Controlled Substance Utilization Review and Evaluation System (CURES), California Prescription Drug Monitoring Program (PDMP)
7. Pounds of safely disposed medication. Source: County of Marin Environmental Health Services (EHS), Drug Enforcement Administration (DEA)
8. Number of drug-related possession charges filed in court against a defendant. Number of cases with drug related charges. Source: County of Marin District Attorney (DA)
9. Naloxone administrations by Emergency Medical Services. Source: Marin County Emergency Medical Services
10. Total adult drug and alcohol treatment and detox admissions and percent of clients reporting opiate use at the time of admission. Source: CalOMS Treatment (CalOMS Tx); California's data collection and reporting system for alcohol and other drug treatment services



Marin County
Preventing the Next Opioid Overdose

ROADMAP

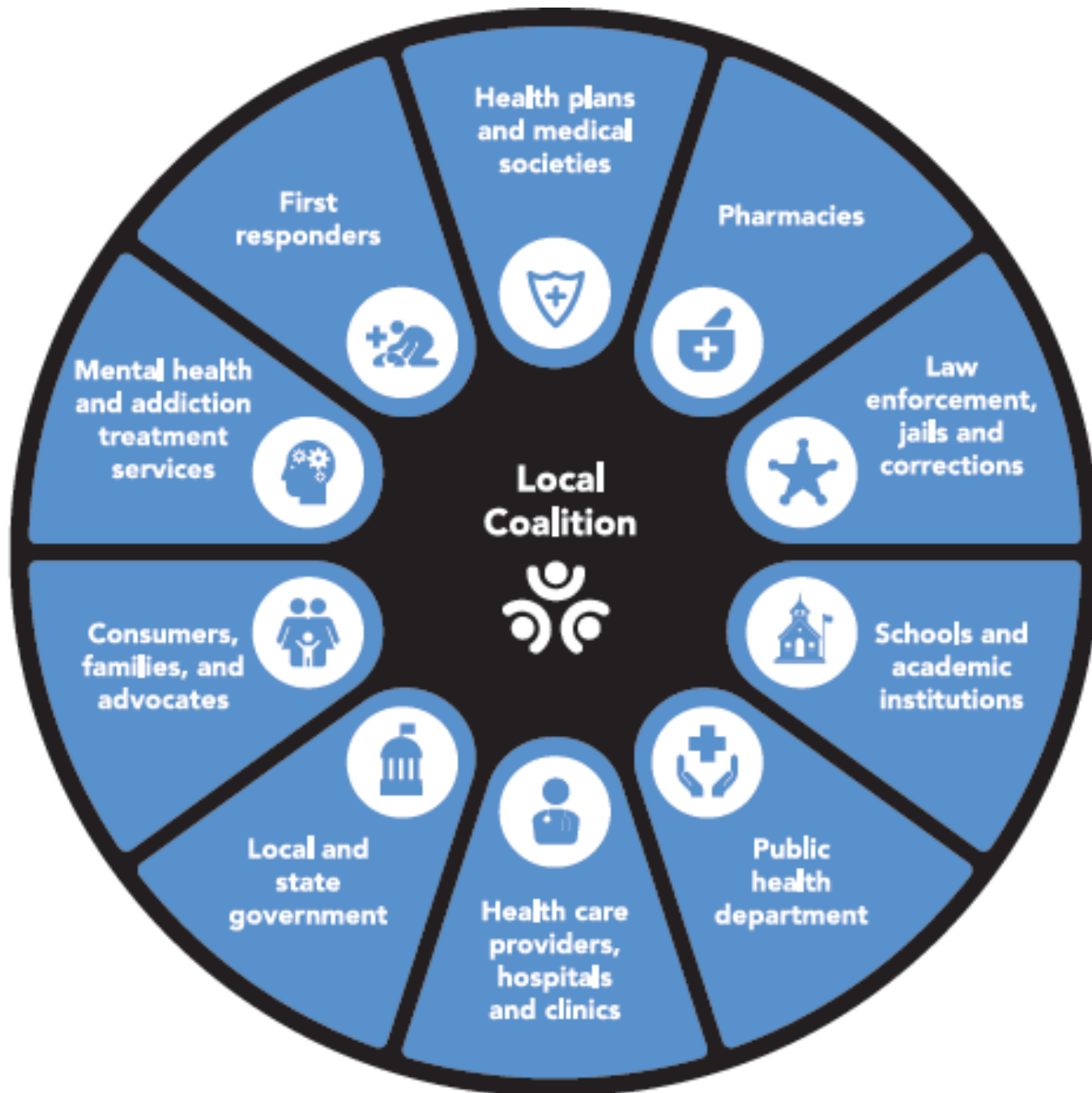
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RUSSELL
4/21/18
MARIN
DEPENDENT
JOURNAL



Today's web bonus > Media Center photos and videos. [marinj.com](#)



Families move to renewable diesel fuel
Local 1-11



A cellist in a family that plays the violin
Local 1-11



US team training facility to open in Bay
Sports 1-11

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WISNY High 52 Low 42 4:48 PM

Marin Independent Journal

Friday, April 13, 2018 \$1.50 [FACEBOOK.COM/MARINIJ](#) [TWITTER.COM/MARINIJ](#) [marinj.com](#)

MARIN COUNTY

Opioid abuse initiative gains steam

Local efforts underway to address issue

By Richard Heines
[richard@marinj.com](#)
@RichardHeines on Twitter
Marin County health officials this week aimed a light on local efforts to address opioid abuse, which together with abuse of alcohol and other drugs is Marin's Achilles' heel when it comes to the health of its residents.
County supervisors this week

were getting on a new program aimed at getting more Marin physicians trained to prescribe and administer drugs to treat opioid addiction, such as methadone, buprenorphine and naltrexone.
"Our treatment options for opiate use actually never existed. Our treatment is evolving as we progress," County Public Health Director Dr. Robert Wood Johnson said at the county's Department of Health and Human Services, a 12

supervisor. "I don't think that is well known."
Also this week at a meeting of Robert Shurtz, three local experts on pain management. Dr. Barbara Smith, director of pain management at Marin General Hospital in Sausalito, Calif., director of pain management at The Presidio Medical Center and Dr. Bruce Bekas, medical director at Marin Trauma Center, a 12

—spoke about their efforts to educate patients about the risks of using opioids for chronic pain management. The impetus to create Robert Shurtz, Marin's prescription drug abuse initiative, came from people who had stories to tell.
The Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute co-sponsoring this Shurtz as the first to record more health equity in the state, but when it comes to drug and alcohol abuse



Dr. Heidi Dr. Etakal
Marin's access are getting to be about.
The program to get more local doctors authorized to prescribe opioids > PAGE 2

FORMER DOYLE DRIVE

Turning gray into green along Presidio Parkway



3 STATES

Voters might get say on splitting up California

John Woolfolk
Bay Area News Group
Should there be three California states instead of just one? You may soon have a chance to decide.
A Bay Area venture capitalist backing a startup venture to divide California into three states said Thursday it has received more than enough signatures to qualify for the ballot.

Marin Independent Journal

After hearing about several Marin teens who recently were hospitalized following overdoses of cough syrup, our Public Health Officer said it's not just prescription drugs or illegal narcotics that present constant health risks to the community.

#RxSafeMarin #PrescriptionDrugs #DrugUse #MarinCounty

http://www.marincounty.org/main/county-press-releases/press-releases/2015/hhs-rxsafe-102115



Write a comment...



Prescription Drug Overdoses Spur New Guidelines for Marin County Doctors

By Jodi Hernandez



Marin County's public health officer has sent out an advisory to every doctor in the county with new guidelines for prescribing narcotics after many people have died from prescription drug overdoses. Jodi Hernandez reports. (Published Tuesday, Oct. 20, 2015)

FALL INTO MAUI. Enter for a Chance to Win a Dream Vacation to Maui! Alaska Airlines Hawaiian Airlines

TRENDING STORIES

- 1 3rd Grade Student Brings Gun to Ramon School: Police
2 VIDEO Bomb Threat Prompts Evacuation at Hotel

Five Students in Marin County Hospitalized After Cough Syrup Overdose: School Officials

By Jodi Hernandez and Stephanie Chuang



FALL INTO MAUI. Enter for a Chance to Win a Dream Vacation to Maui! Alaska Airlines Hawaiian Airlines

TRENDING STORIES

- 3rd Grade Student Brings Gun to San

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Storytelling the Epidemic



Storytelling The Epidemic

Tell the audience about the opioid epidemic through a story, ideally a person.

Be relatable.
Deliver stories via alternative platforms.

Video! Video! Video!
Use your smartphone.
Use live video options.

Storytelling Through Video

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

The average user spends 88% more time on a website with video.

Videos up to 2 minutes long get the most engagement.

45% of people watch
more than an
hour of Facebook or
YouTube videos a week



Tip

Use the slideshow
function on Facebook
to turn pictures into a
short animated video
slideshow

[Susan's Story](#)
[Michaela's Story](#)

[Susan's Story – Short](#)
[Michaela's Story - Short](#)

MY RxSTORY

An aerial, black and white photograph of a large hospital campus. The image shows multiple long, multi-story buildings with flat roofs, surrounded by parking lots filled with cars and trees. In the background, there are rolling hills covered in dense forest. The text 'MY RxSTORY' is superimposed in the center of the image in a large, bold, white, sans-serif font. The 'Rx' is stylized with a cross symbol. In the bottom right corner, there is a small logo for 'HEALTH PARTNERS' with a yellow 'U' symbol.

Clean It Out & Drop It Off!

National Prescription Take-Back Day
Oct. 28th, 10am-2pm

[Learn More](#)

RxSAFE MARIN

MARIN COUNTY PRESCRIPTION DRUG MISUSE AND ABUSE INITIATIVE



National Recovery Month

Prevention Works • Treatment is Effective • People Recover

september 2018



“ I'M NOT SUPPOSED TO BE THE ONE TO PICK WHICH SNEAKERS I'M GOING TO BURY HIM IN. ”

-ANN MARIE

www.cdc.gov



NATIONAL MEDICINE ABUSE AWARENESS MONTH



DEA NATIONAL Rx TAKEBACK



KEEP THEM SAFE. CLEAN THEM OUT. TAKE THEM BACK.

WE NEED TO TALK ABOUT OVERDOSE.

31 AUGUST

INTERNATIONAL OVERDOSE AWARENESS DAY



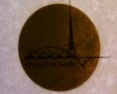
RESOLUTION
THE BOARD OF SUPERVISORS
MARIN COUNTY
RESOLUTION
PRESCRIPTION DRUG ABUSE AWARENESS MONTH
MARCH 2015

WHEREAS, prescription drug abuse is the Nation's fastest-growing drug problem, and Marin County is being impacted, and
WHEREAS, there are more overdose deaths from prescription pain killers and sedatives than from heroin and cocaine combined, and
WHEREAS, in Marin County since 2000 more people have died from accidental drug poisoning than from motor vehicle fatalities, and
WHEREAS, over the past 10 years in Marin the number of emergency room visits related to narcotic overdoses and the number of accidental drug overdoses has more than doubled, and
WHEREAS, the epidemic has even spread to our children, where seventeen percent of death notices in Marin report having used prescription analgesics non-medically, and
WHEREAS, almost three quarters of people who abuse prescription drugs get them from a relative or friend instead of a doctor, and
WHEREAS, there are over 400,000 pain killers and sedative prescriptions per year in Marin County, and
WHEREAS, in 2013, over 7,500 lbs. of safely disposed medications were removed from circulation in dedicated drug take back sites and events for law enforcement, Marin Environmental Health Services, and community partners, and
WHEREAS, the National Drug Control Strategy lists four interventions to reduce prescription drug abuse, one of which is to provide safe drug disposal programs. Marin County is prioritizing efforts to increase opportunities for safe and convenient medication disposal, and
WHEREAS, one important strategy to reduce drug misuse and overdose is safely disposing of unused and unwanted leftover medication, and
WHEREAS, Marin County is proactively addressing this problem through Safe Marin, a communitywide coalition representing several county departments, community advocates, agencies, parents, physicians and health care partners.

BE IT THEREFORE, BE IT RESOLVED that the Marin County Board of Supervisors hereby proclaims the month of March 2015 as Prescription Drug Abuse Awareness Month and encourages parents to register in prescription safe disposal programs.

PASSED AND ADOPTED at a regular meeting of the Board of Supervisors of the County of Marin held this 24 day of March 2015.

Kate Dea
CLERK - SUPERVISOR DISTRICT 1 MEMBER



Safely dispose of unused and expired medication: **Clean it out!**

Lock it up
Clean it out
Drop it off



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ENTER TO WIN A *Orestel Natural Turkey* from NUGGET MARKETS!



BREAKING NEWS

Thursday's Marin IJ puzzles page

3 SECS AGO

Sponsored Content

[Watch] One Fallen College Football Player Shares His Story

SPONSORED BY



Marin community members, leaders salute veterans

1 HR AGO

Prep cross country: Ehrenberg,

Mill Valley residents offer differing views on Miller Avenue Streetscape Plan



With some differences of opinion, Mill Valley residents this week commented on parking, pedestrian and bicycle safety and the ecological effects of the long-planned and historically controversial Miller Avenue Streetscape Project. Resident Grah...

Sponsored Content

FINNEGAN'S

"Kids Eat Free Sundays Brunch & Dinner!"

DIRECTV NFL Sunday Ticket EVERY NFL GAME! 6 Huge HDTVs!

99¢ Mimosas at Brunch

*Open at 10 am on Sunday. Kids 12 & under each with a dining adult.

877 Grant Ave. | Novato [Learn More](#)

MOST POPULAR

DAY WEEK NEWS SPORTS BIZ A&E EMAIL LIFE

Gavin Newsom delivers powerful lesson on dyslexia at San Domenico

Marin Municipal water bills set to soar 27 percent

Marin chilled by cold front in wake of rollicking



OFFICER ANDREW BARCLAY

“There used to be a stigma about taking prescription drugs, and now it’s almost the opposite. It’s not going out and just drinking anymore, now it’s going out and taking Xanax along with drinking.”

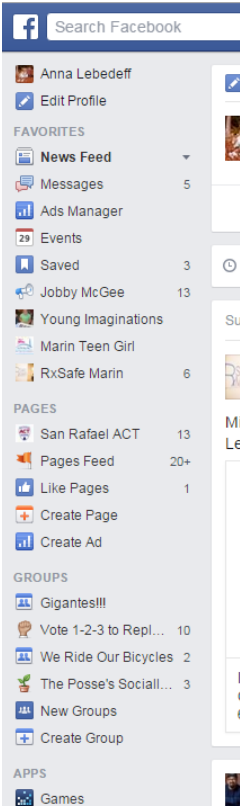
Protect Marin's water

Keep medication in its proper place

Learn how you can dispose properly

*Lock it up
Clean it out
Drop it off*

RxSAFE
MARIN
MARIN COUNTY PRESCRIPTION DRUG MISUSE AND ABUSE INITIATIVE



ROADMAP

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Storytelling the Epidemic

Stay Connected!



STAY CONNECTED!



**Compartir medicamentos
es peligroso:**
Sharing medication
is dangerous:

**¡Deshágase de ellos!
Clean it out!**

Visite <http://tinyurl.com/MarinDisposal> para ver un listado de los sitios para entregar medicamentos gratis en el Condado de Marin.
Visit <http://tinyurl.com/MarinDisposal> for free pharmaceutical drop-off locations in Marin County.

*Guárdelos bajo llave
Lock it up
Deshágase de ellos
Clean it out
Entréguelos al lugar apropiado
Drop it off*

**RxSAFE
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