

Preventing Opioid Misuse and Overdose

Overdose deaths involving opioids, including prescription pain medication and illicit fentanyl, are a **growing crisis in Washington's communities.**

As part of our commitment to promoting a healthier state, the Washington State Health Care Authority **leads multiple campaigns** to inform and educate people about:

- The risks of misusing prescription opioids;
- The dangers of illicit fentanyl; and
- Ways to protect friends and family from overdose.



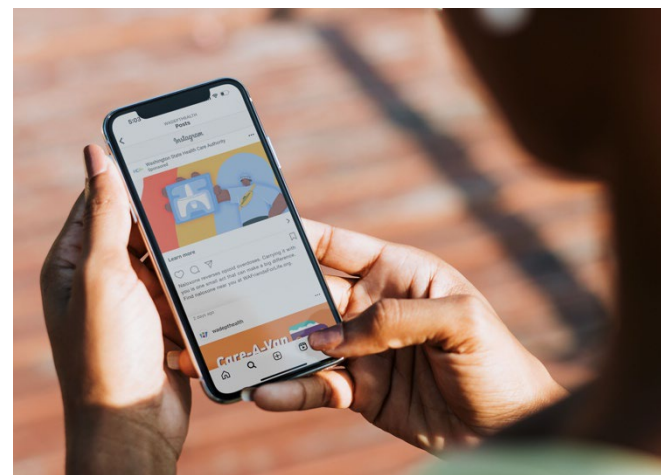
www.WAFriendsForLife.com

Goals:

- Illicit fentanyl education
- Overdose prevention
- Naloxone awareness
- Harm reduction

Audiences:

Teens, young adults, parents/caregivers



Washington State Health Care Authority Sponsored

Most teens say they trust their parents or caregivers more than anyone when it comes to information and advice about drugs. Talk to them. Because to them, you're the expert. Start the conversation today with resources at WAFriendsForLife.com.



wafriendsforlife.com Friends For Life - Prevent Overdose Learn more

Stacie Jon... 20 comments 48 shares

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Campaign Outcomes (2023)

- Ads resulted in over **65 million impressions**
- **172,000+ website visitors**
- **1,300 downloads** of materials (English and Spanish)
- Fulfilled **30+ requests** for materials from organizations across the state
- Materials have been shared locally in **21 of 39 Washington counties**
- Each of the state's **37 syringe service programs (SSPs)** received harm reduction education materials
- Community partners appreciate the **care-centric** and **empathetic tone** that resonates with their audiences, which has led to a **high-demand of materials** in schools, health centers, and other organizations.

FOR OUR LIVES

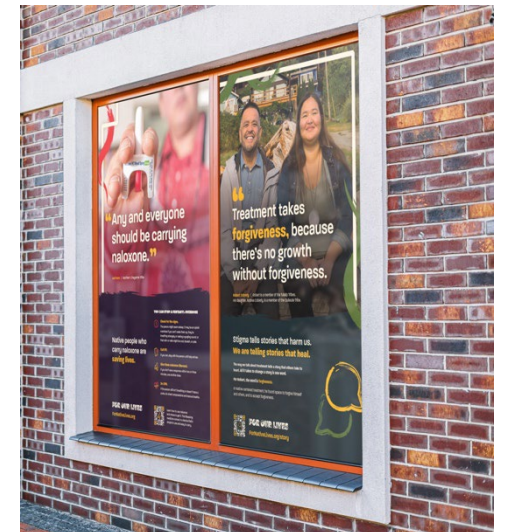
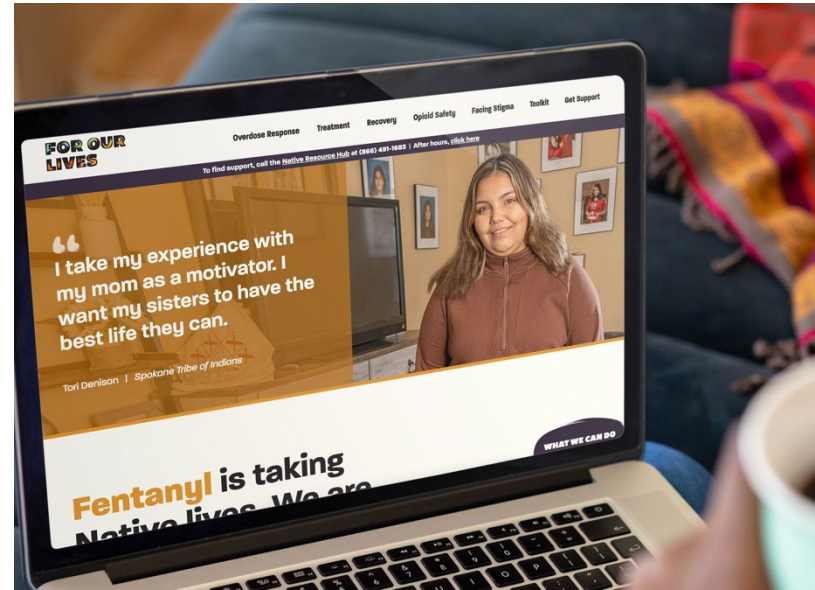
www.ForNativeLives.org

Goals:

- Native-centered education
- Illicit fentanyl information
- Overdose prevention
- Naloxone awareness
- Treatment and recovery
- Destigmatization

Audiences:

Native people (adults), Tribal communities



FOR OUR LIVES

Campaign Outcomes (2023)

- Ads resulted in over **26 million impressions**
- **50,000+ website** visitors in 2023
- Fulfilled **30+ requests** for toolkit materials from tribes and organizations serving Native people in Washington state
- **99 placements in 11 tribally owned print publications** directly reaching Native people in Washington state
- Campaign evaluation research revealed that audiences **appreciated the simplicity, authenticity, and thoughtfulness** of campaign materials.
 - The storytelling approach was received as a **relatable, effective way to communicate and connect with Native communities.**

STARTS WITH **one**

www.GettheFactsRx.com

Goals:

- Prescription opioid misuse prevention
- Safe storage and disposal of opioids
- Prescriber education
- Pharmacy engagement program

Audiences:

Young adults, parents/caregivers, older adults





Campaign Outcomes (2022-23)

- Ads resulted in **86 million impressions**
- **96,401** website users
- **3,025 downloads** of prevention material (English and Spanish)
- **14,899 lbs** of medication collected on National Take Back Days
- A post-campaign evaluation survey of Washingtonians found a **50% increase in locking up medication** (compared to previous year).
- Pharmacy program:
 - Partnerships with **17 pharmacies** across **11 counties** in Washington
 - **615 locking bags distributed** to patients
 - **855 conversations** between pharmacists and patients about locking up opioid medications
 - **331 people who pledged to lock up** their opioid medications

Starts with One + WSHA

A partnership with the Washington State Hospital Association (WSHA) to share provider-focused resources with their members.

Goals:

- Provider education and engagement
- Responsible prescribing practices
- Safe and responsible prescription opioid use
- Alternative pain management

Audiences:

Health care providers, patients



Starts with One + WSHA



Campaign Outcomes (2022-23)

- Outreach to **130+ hospitals/hospital systems** with campaign information and messaging
- **52,800 rack cards** on responsible opioid use, **52,800 wallet cards** on alternative pain management, and **13,200** prescribing best practices guidelines were distributed (all English and Spanish) to hospitals across Washington.
- **1,399 users** visited the **online toolkit**
- Paid media effort focused around hospital campuses and clinics resulted in over **8 million impressions**
- **215 kits of educational materials** distributed directly to providers at conferences and events
- **Provider ambassadors** shared about responsible prescribing practices in **videos** circulated to all WSHA members and in an **op-ed** that ran in The Olympian