

Local Health Department Approaches to Opioid Use Prevention and Response: Florida Department of Public Health

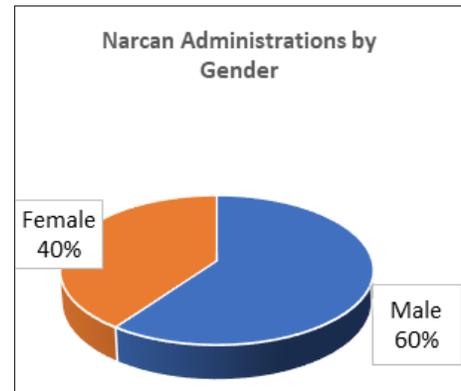


Introduction



Manatee County, Florida became an epicenter for opioid-related drug overdose deaths in 2014. While the rate of overall opioid-related drug overdose deaths steadily decreased between 2014 and 2017, the county remains one of the highest in the state for overdose deaths involving fentanyl and its analogs (see table below).

More recent data in 2018 on Narcan administration provided by Community Paramedicine continued to provide shed light on the opioid overdose epidemic by gender, race, and age range as follows:



Manatee County Significant Drug-Related Deaths 2013 – 2017, Florida Medical Examiner’s Commission Reports

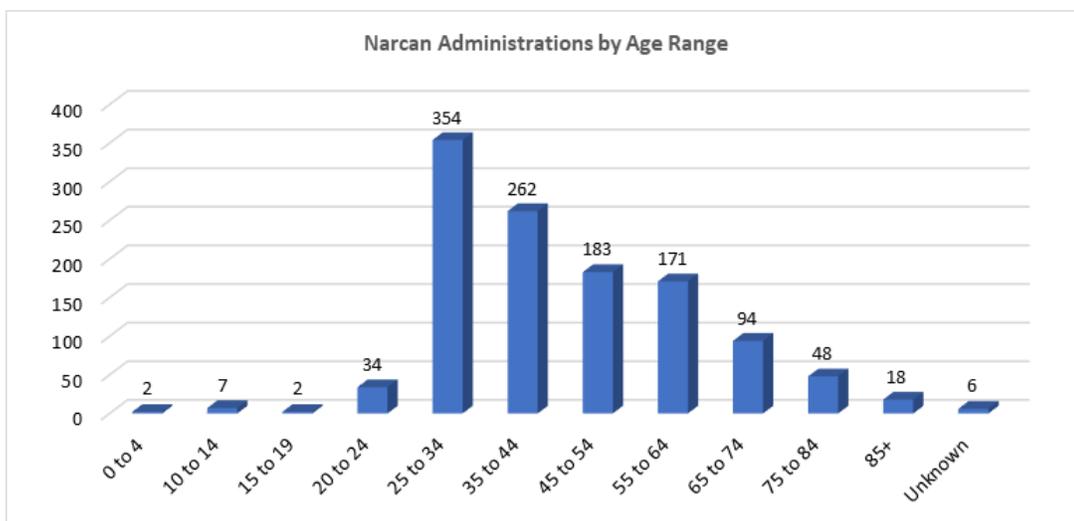
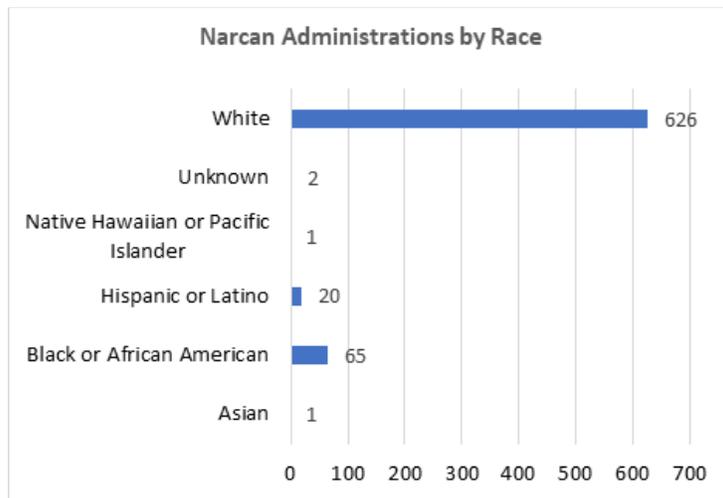
Year	Cocaine	Fentanyl	Fentanyl Analogs	Heroin	Morphine
2013	5-9.99	N/A	N/A	0.01-4.99	5-9.99
2014	15-19.99*	10-14.99*	N/A	10-14.99*	15-19.99**
2015	>25*	20-24.99*	N/A	10-14.99***	20-24.99*
2016	>25****	5-9.99	>25*	5-9.99	10-14.99
2017	20-24.99	10-14.99	20-24.99***	0.01-4.99	10-14.99

*= Led the state

** = tied with Charlotte Co. in leading the state

***= tied with Palm Beach Co. in leading the state

****= tied with Duval, Monroe, and Palm Beach Counties in leading the state



Initiative Design

On February 14, 2019, with technical assistance from the National Association of County and City Health Officials (NACCHO) and the Centers for Disease Control and Prevention (CDC), DOH-Manatee held a community action planning meeting with over 60 community leaders and representatives (see list on next page) from a diverse group of local, state, and federal agencies to collaboratively develop and implement a Community Action Plan (CAP). The CAP was created with the goal of reducing fatal and non-fatal overdoses and community consequences of the opioid overdose epidemic.

Strategies focused on prevention of opioid use disorder (OUD), reducing harms associated with drug use, and linking individuals to treatment for OUD. During the process of creating the CAP, a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis activity was done by all community leaders to better understand

and organize the issues surrounding opioids in the community from various perspectives. After this activity, the leaders broke out into three breakout sessions to dive deeper into the themes identified in the SWOT Analysis. This led to leaders crafting specific action strategies included in the CAP.

“Seeing the ads in the lobby and before the movie started was new to me and helped me have a talk with my family and kids.”

One of the strategies identified by leaders in the creation of the CAP was a campaign to increase the general public’s knowledge and awareness of the risks associated with prescription opioids in Manatee County. Such a campaign had never been done before in Manatee County; however, rather than reinventing the wheel,

Local
Blake Medical Center
Centerstone Behavioral Health and Addiction Center
Chamber of Commerce – Manatee County
Drug Free Manatee Coalition
First Step Addiction and Recovery Services
Florida Department of Health in Manatee County
Florida Department of Health in Pinellas County
Healthy Start Coalition of Manatee County
Lakewood Ranch Medical Center
Manatee Community Health Division
Manatee County Government
Manatee County Sheriff’s Office
Manatee Health Care Alliance
Manatee Memorial Hospital
MCR Health (FQHC)
Pain Management & Addiction Prevention
Peer Support Coaches
Ramos Center for Interventional and Functional Pain
Residents of Manatee County
Tampa Poison Control
Turning Points
University of South Florida (Sarasota/Manatee)
State
Central Florida Behavioral Health Network (CFBHN)
Department of Children and Families
Gulf Coast AHEC
Operation PAR
Physical Therapy Doctors of Central Florida
Westminster Communities of Florida
National or Federal
Ameriprise Financial
Centers for Analgesic Transformation
Centers for Disease Control and Prevention (CDC)
First Citizens Bank
Lake Erie College of Medicine
National Association of County and City Health Officials (NACCHO)
Synergy Medical
United States (U.S.) House of Representatives



NACCHO and CDC recommended utilizing the CDC's evidence-based [Rx Awareness campaign](#). The campaign contains pre-recorded testimonial videos, as well as pre-designed online advertisements, signs, and posters featuring individuals living in recovery from OUD, as well as those who have lost a family member to prescription opioid overdose. With the tagline, "It only takes a little to lose a lot," the campaign uses these highly effective testimonials to educate the public on the dangers of prescription opioids.

"Very happy to see this campaign throughout Manatee County. I was able to read the card and call for more information about my medications."

We planned for the campaign by reviewing materials from the CDC Rx Awareness Toolkit and participating in calls with CDC communication staff. We met with community partners to determine the best options for the campaign based on high-risk, at risk, and vulnerable areas. Then, quotes to implement the campaign were obtained from vendors, which included "reach" data such as public transit bus ridership, cable TV network viewership, newspaper subscriptions, etc. Vendors were selected and subsequently contracted for their ability to meet DOH-Manatee's budgetary requirements, use the CDC Rx Awareness campaign materials that we had

adapted for the county, and provide updates on progress during the campaign period. During this process, we collaborated with the contracted vendors to select the best options for implementation based on the vendor audience, and directed the vendors to the Rx Awareness campaign website to obtain materials specific to their medium.

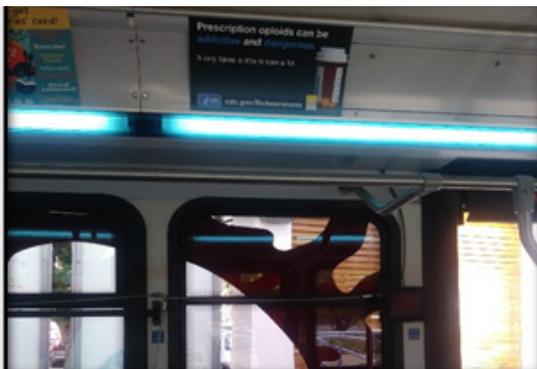
The Rx Awareness campaign is one of the most successful strategies in Manatee's CAP due to several factors:

- a) After high-risk, at risk, and vulnerable areas were identified throughout Manatee County, we employed a multitude of different campaign strategies to leverage the campaign's materials to achieve the greatest reach. For example, we designed and implemented the campaign on public transit and in movie theaters and convenience stores/gas stations in zip codes with the highest number of naloxone doses administered in 2018.
- b) We reduced local barriers and challenges in addressing the opioid crisis by increasing public awareness of the risks of prescription opioids.
- c) Using data from other sources in Manatee County, such as the *Handle with Care* and *Lakewood Ranch Brain Health* initiatives, we were able to intentionally include and target areas throughout Manatee County that may not have otherwise been on the radar for opioid use and overdose.

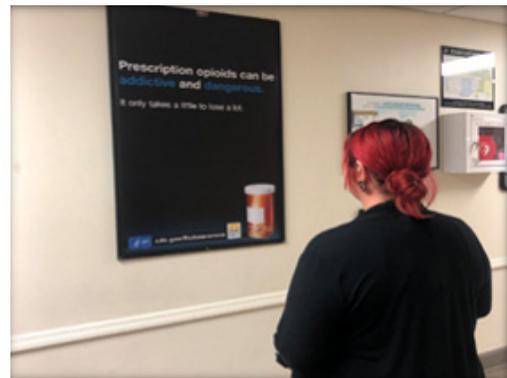
Vendor	Type of Advertisement	Monthly Reach
All Star Media	Convenience store posters and gas station signage (36 locations)	135,000 (impressions)
Bradenton Herald	Newspaper inserts (print) and E-blast newsletter (digital ads)	Inserts: 17,300 (circulation) E-blast: 40,000 (newsletter subscribers)
Regal Oakmont 8 Movie Theater	30-second on-screen testimonials (screen advertising). Cross platform banners	Screens: 54,458 (movie-goers) Banners: 186,454 (digital impressions) Lobby: 21,784 (impressions)
Spectrum	30-second television commercials (21 cable networks)	111,667 (unduplicated viewers)
Fast Signs	Interior transit advertising (30 MCAT buses)	118,333 (ridership)

DOH-Manatee’s follow-up strategies include checking-in on implementation progress, receiving vendor updates for the number of people in contact with the campaign materials, and based on vendor feedback, striving to understand how dissemination of the campaign could be adjusted. For example, as a form of continuous improvement, our team worked closely with the Bradenton Herald to select days with fewer advertisements to send out the Rx Awareness Campaign

double-sided inserts. This strategy aimed to maximize the message: “It only takes a little to lose a lot.” As for the E-Blasts sent to 40,000 subscribers, a digital data report was requested from the Bradenton Herald to pinpoint exactly who was viewing and opening the Rx Awareness Campaign message. This allowed for a more targeted reach the following month by re-adjusting the E-Blast message based on previous subscriber interaction.



MCAT poster



Lobby - DOH Manatee



Gas station topper



Convenience store poster

Lessons Learned

One of our lessons learned was that strong partnerships with new and existing partners are instrumental in uncovering pockets of need in zip codes not previously on our radar and targeting demographics affected by the opioid overdose epidemic that may otherwise fall through the cracks. Expanding partnerships with initiatives such as Manatee County's Handle with Care, which launches a response when a substance use-related and/or trauma-related issue affects a child, increased the reach of the campaign. Furthermore, the use of results from the Lakewood Ranch Brain Health Coalition's LWR Brain Health Initiative helped us use data to identify areas and demographics to target with our Rx Awareness Campaign efforts.

Additionally, we found that it is important to partner with vendors to maximize efforts as opposed to merely contracting with them. The following occurred as a result of strong partnerships in implementing the Rx Awareness Campaign:

- Many of the campaign vendors will be participating in Rx Awareness activities well beyond the grant period at no additional costs. For example, All Star Media will be advertising at gas stations and convenience stores for an additional 30 days beyond the contracted three months at no additional cost.

"From community partner: Glad the community health director provided cross-sectional data that included Narcan doses, HIV and Hep A, which supported the Rx Awareness campaign in the most at-risk areas of Manatee County along the busiest corridors through Manatee County Area Transit routes as well as gas stations and convenience stores."

- Manatee County Area Transit allowed us to place the Rx Awareness Campaign posters with the message "It only takes a little to lose a lot" in their public transit buses as a public service announcement with no costs required.

Contact: Runa Badal
Email: Runa.Badal@flhealth.gov
Phone: 941.708.6161
LHD: Florida Department of Health in Manatee County (DOH-Manatee)
City, State: Bradenton, Florida
Website: manatee.flhealth.gov

