

**Patient & Community Education Workgroup Agenda
Prescription Pain Medication Program
December 10, 2008, 3 pm
Human Services Building, RM 212, SLC**

3:00 – 3:10 Welcome/Introductions

Jonathan Anderson	Jason Carlton
Charlotte Vincent	Kay Denton
Kathy Hoenig	Leigh Ann Turner
Corey Markisich	Marty Malheiro
Andy Murphy	

3:10 – 3:15 Review Minutes from November – Jonathan

3:15 – 3:25 Discussion: Distributing collateral materials – Jonathan

Are there places any group members know of that they can take collateral materials to distribute? Jonathan has a lot in his cubicle and is looking for help in getting them out into the community.

Leigh Ann – Can make available at Workers Comp.

Kay – Can make available at The Leonardo.

Other venues to look into: U of U Healthcare, SL County Substance Abuse where assessments are done, LHDs (some have ordered information kits), drug courts, Utah Legal Services.

3:20 – 3:30 '09 Marketing Activity Plans – Jason

Reviewed TV air schedule for 2009, movie theater ads, placement of traveling displays, use of radio ad on the website, submitting an article to NY or LA times.

In regards to movie theater ads, asked for input on what new releases in the coming year would be best to coordinate timing of placement of ads. Harry Potter seems like the best bang for buck, even though it's not released until after the contract ends.

Entries into the Golden Spike awards related to the educational campaign did well, were finalists in several categories.

3:30 – 3:50 Message to Legislators (Review draft of letter) – Group

- We need to ask them to take some kind of action. Encourage them to spread/share the message.
- Italicize the 6 key messages to make them really stand out.
- It seems wordy. They aren't going to read the whole thing. Make sure you put what you want them to do at the beginning of the letter.
- Sending it to local, rather than national legislators will give you a better chance of them actually reading the letter.
- Send out samples of cards & bookmarks and offer to send more for them to send out to their constituency, perhaps a visual such as the chalk-art body outline would grab their attention.
- Check with Bob and advisory committee on legality of sending a message like that to legislators from a group sponsored by a state-funded program. It's not lobbying for a particular bill, so it seems neutral.
- Refer them to the website for more information.

3:50 – 4:00 Updates

With Vanguard doing such a good job of getting our message out, people respond by going to the website when they see the marketing ads. This is the action people take after they see the ads, so we want the info on the website to be organized well. Please visit the website again and critically evaluate the content and format.

We do have a ppt outline that people can request and use for presentation purposes if interested.

Marty – Do we know how most people start using, get addicted?

Jonathan – The research I am currently doing is designed to determine that question, however the research won't be completed and presented for another year.

Corey – Most illicit drug users who come to our facility for treatment began using prescription pain meds, or have been in the pain med market as a dealer, even if they don't use pills.

*** PLEASE NOTE: We changed our meeting time next month. Instead of beginning at 3pm we will begin at 4pm, meeting for 1 hour, concluding at 5pm.**

Next Meeting: Wednesday, January 14th, 2009 @ 4-5 pm.