

February 13 Minutes
Patient and Community Education Work Group
Wednesday, 3:00-5:00pm, Rm 224 of Human Services

Next meeting: March 12 from 3-5, Rm 212 at Department of Human Services

Present:

Kevin Wyatt
Leah Ann Lamb
Carla Cook
Marty Malheiro
Charlotte Vincent
Cindy Kindred
Jason Carlton
Erin Johnson

Action Items:

1. Everyone: review the outline of the Happy Valley presentation and send any comments or suggestions to erjohnso@utah.gov by Friday, February 22.
2. Vanguard will send out Communication Plan and creative drafts prior to our next meeting.

Reports:

Interventions and Action Items:

1. Media Campaign: Jason Carlton

Introductions of Cindy and Jason from the Vanguard Media Group.

Estimated timeline for the rest of the initial phase:

- February 21 – Vanguard Media Group will receive the hard numbers from the telephone surveys and will begin to develop key messages and creative concepts.
- February 26 – Vanguard Media Group will meet with UDOH to discuss the preliminary key messages and the results of the survey.
- March 5 – Finalize communications plan and market survey research report.
- March 6 – Vanguard Media Group will present to UDOH the creative concepts that will be presented to the focus groups the following week. Send creative drafts, communications plan, and market survey research report to Patient and Education Work Group.

- March 10-12 – Vanguard Media Group will execute the focus groups which will be moderated by Vanguard Media Group.
- March 12 – Vanguard Media Group will present and discuss the creative draft and communications plan with the Patient and Education Work Group.
- March 18 - Vanguard Media Group will present the adjusted creative elements to Erin, Tom and Bob to receive feedback and approval prior to starting the production of the pieces.
- April 18 – The creative materials (television and radio spots) will be completed and ready to be placed on air. Other elements of the communications plan will be placed on a timeline and implemented as appropriate.

Vanguard will send the Communication Plan and any creative drafts by March 5 (1-week prior to our next meeting) to Erin to distribute to the Education Work Group for feedback at the meeting on March 13.

The Communication Plan and creative ideas will be presented and discussed at the meeting on March 13.

2. Happy Valley Intervention: Erin Johnson

UDOH, with funding from Center for Criminal and Juvenile Justice, will be contracting with Craig Smith and Ron Williams of RKW Consulting to present at community gatherings across the state of Utah. These two individuals (sometimes accompanied by members of the cast) will address issues of Prescription Drug use and abuse through the venue of community meetings in order to increase awareness of the reality of prescription drug use in Utah as well as potential risks and warning signs. They will use clips of their film, Happy Valley, incorporating true stories from the film in their education efforts.

They have presented an outline of their presentations, which must be approved by Div. Substance Abuse.

3. 97.1 ZHT Radio Station: Kevin Wyatt

97.1 had a full week of morning broadcasts on the topic of prescription drug use. Kevin Wyatt spoke. Dr. Lynn Webster spoke. You can listen to the pod casts at http://www.kisn971.com/cc-common/podcast/single_podcast.html?podcast=zoo_interviews.xml

4. Clean Out the Cabinet Toolkit: group brainstorming

What elements should be included in a toolkit for other counties in Utah to roll this out?

- Clean Out Campaign should NOT be rolled out until a clear and consistent statewide message on proper disposal of medications is agreed to. Any collection program will need to be undertaken by law enforcement agencies due to stringent laws affecting collection of prescription drugs.
- Pharmacy Practice Act
- Provide location/bins for disposing of meds
- Poison Control Center is available 24 hrs/day to answer questions about drug interactions/combinations 1-800-222-1222

Discussion:

Kevin Wyatt: a court order to get treatment is the only way to help these people once they are addicted

Pharmacists need training in their legal obligations.

The problem is adults.

Need to have a meeting to brainstorm our actions for the next year (with a facilitator).

Next Meetings:

March: communication plan/goals

April: Kevin Wyatt on legal issues and how we should approach educating cops