

Patient and Community Education Work Group
July 9, 2008
3:00-4:30
Rm 212 of Human Services Building

Present:

Abbie Vianes
Charlotte Vincent
Tina Duncan
Aubree Chelsey
Jason Vanguard
Erin Johnson
Leigh Ann Turner
Dee Dee Lobato
Linda Player
Kay Denton
Terry Russo
Ben Reaves
Darlene Benson
Marty Malheiro

Booth at Days of '47:

The parade will last about 15 minutes (10:00-10:15).

We need to be set-up before 10:00.

Ben and Erin will set up.

Salt Lake County will donate Smith Gift Cards (for gas or groceries)

Leigh Ann (from WCF) brought in prizes: Supersonic Car Wash passes, Albertson's Gift Cards, Starbuck's

Discussion:

Notinmyhouse prescription drug website is really helpful

Add the notinmyhouse website to our Use Only As Directed

Survey:

Add the use only as directed website onto the survey

We have the option of doing a more in-depth survey if people are interested?

What is the purpose of question #4: "what attracted you to this booth?"

Increase the font size

Change #2 "Did you know that more Utahns died from prescription drug overdose than from car crashes last year?"

Updates:

Abbie: attended a conference that told how prescription pain medication is the only new thing on the radar (there are no other new breaking outbreaks right now).

Happy Valley:

Speaker 1: I attended the event at the County Building. Long—45 min.

Begin with how this evolved. Then the movie clips—went on a long time. Then we watched the movie (all the same clips that we just saw!). Nothing about the health issues, but he did talk about his business. It was real egotistical.

Speaker 2: Mayor's Brown Bag. Was so appalled with the low quality, that it was not made into a DVD or put on TV. There was some validity to what was shown, but the part about McCall had nothing to do prescription drugs. I expect a high level of professionalism for those who report on behalf of the mayor. It was not crisp. It was not professional. It was the seat of their pants presentation. The 7 tips for the healthy living—premise was good, but was appalled when they said that the sun doesn't cause skin cancer.

No scientific base. Some alternative medicine.

Very arrogant.

Update: the contract has been terminated.

Update for radio:

FM100 recorded for 25 minutes with Erin Johnson and Christy Porucznik. Will air Sunday at 11:00pm on FM100 and Arrow103.5 for the Utah Weekly Forum. Another is scheduled for mid-October (proceeding the campaign awareness week).

**Maybe we can put it on our website.

This is part of the radio media buy that was coordinated for our radio spots to air on FM100. This was one of the "added value" things. Others are bonus spots and email blasts.

KSL is also doing an email blast and playing the radio spots.

Idea: put Use Only As Directed up on DOHNET so that state employees will look at the website

Aubree: Has anyone heard of "Turn to Help"?

Erin: It is done by the maker's of suboxone.

Darlene: Providers have to be certified to prescribe it.

It is a newer drug that is designed to suppress withdrawal from opioids. It is not as prone to abuse as methadone.

Medicaid update:

Darlene: new drug called “magnatech?” that has more aspirin and less oxycodone. A few other new drugs are coming out as well.

7:00 tomorrow morning (July 10) in rm 125 of the Cannon Health Building—open meeting for Medicaid coverage.

Medicaid: Dr. Finnegan is working at the Health Clinics of Utah (hired as a Medicaid, pain management specialist). Prior Authorization is taken off for getting treatment from a pain specialist.

Medicaid got a grant to help direct people into primary care model for high utilizers of prescription pain medication that are on the “restriction program”.

Leonardo Science overview:

Kay Denton with Leonardo Science. The reason they are interested is that they are informal science education. Largest program is a mobile science center that goes to middle schools—helps kids to learn about science without realizing they are “learning” 😊 they’ve been looking at taking social issues (particularly risks of drugs) and having kids learn about them and work through them in the same way. Currently working with Abbie’s office and underage drinking. At some point they could do a presentation for the education work group. See utahsciencecenter.org for some examples.