



The HEALing Communities Study Health Communication Campaigns: Lessons Learned from Rural and Urban Communities



Session Outline

- Study Design
- Overview and Timeline of Wave 1 Campaigns
- Process and Highlights of the Campaigns
- Research Site Presentations
 - New York
 - Kentucky
 - Ohio
 - Massachusetts
- Q & A

HEALing Communities Study



multi-site implementation
research study



3 core components:

- ▶ Community engagement
- ▶ The Opioid Reduction Continuum of Care Approach (ORCCA)
- ▶ Community-based communication campaigns



STUDY GOAL

To reduce opioid-related overdose deaths by 40 percent over the course of three years.

Study Design

Multi-site, parallel arm cluster, randomized wait-list controlled trial evaluating the impact of the **Communities That HEAL (CTH) intervention** compared to usual care in wait-list communities.

‘Wave 1 Communities’ – Communities randomized to begin the intervention first

‘Wave 2 Communities’ – Communities in the wait-list comparison arm

Wave 1 communities will implement the intervention for **30 months**, during which time Wave 2 communities will provide usual care.

At **month 31**, **Wave 2** communities begin to implement the CTH intervention.

Overview of Wave 1 Campaigns



Objectives



Target Audiences

Campaign 1. Naloxone

- Increase demand for naloxone
- Increase access to and availability of naloxone

- People with Lived Experience
- Community Leaders
- Providers

Campaign 2. Anti-Stigma

- Reduce stigma associated with OUD and MOUD

- People with Lived Experience
- Community Leaders
- Providers

Campaign 3. MOUD

- Increase demand for MOUD
- Increase provider prescribing of MOUD

- People with Lived Experience
- Community Leaders
- Providers

Campaign 4. Stay in MOUD Tx

- Increase support to stay in MOUD treatment
- Learn how to overcome common barriers to treatment retention

- People with opioid use disorder
- Needed supporters

Stigma Targets for the Campaigns

Campaign 1. Naloxone

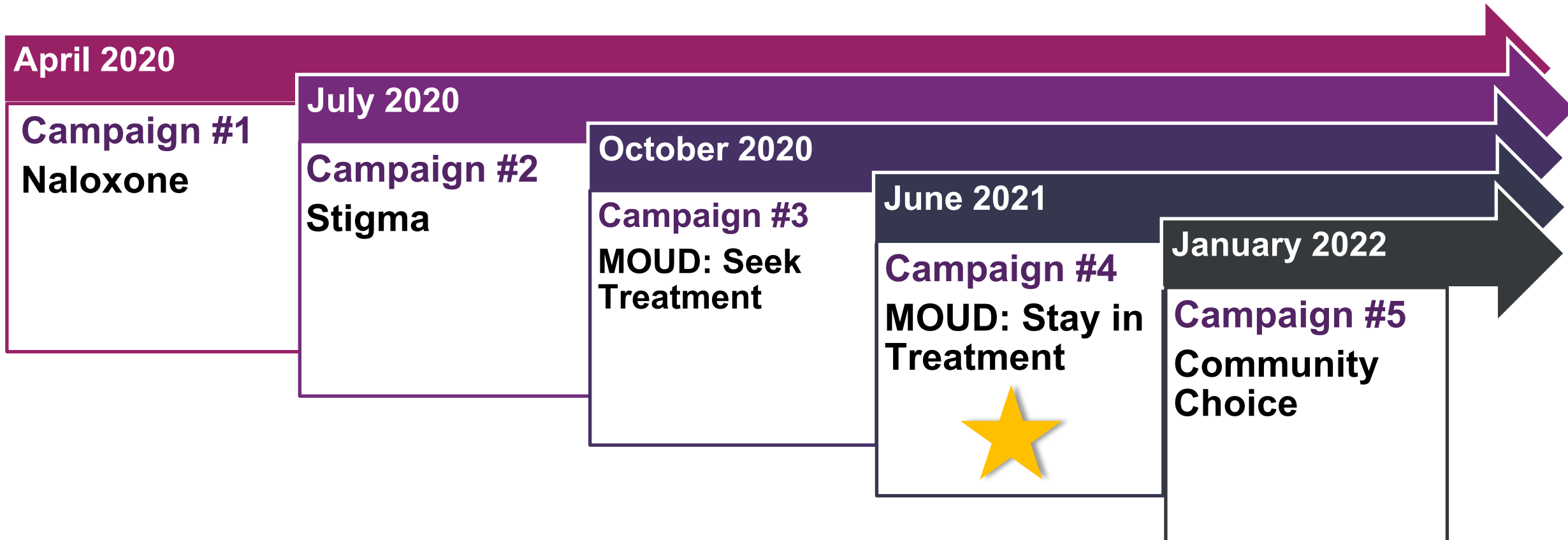
Campaign 2. Anti-Stigma

Campaign 3. MOUD

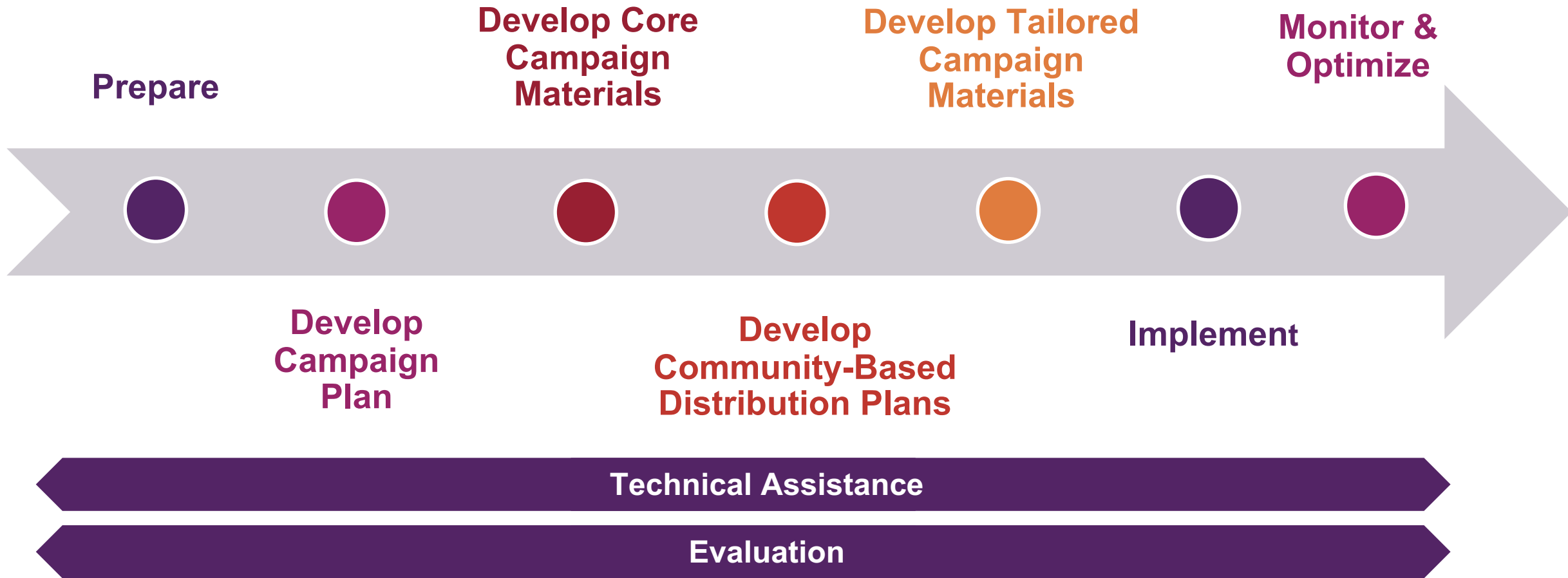
Campaign 4. Stay in MOUD Tx


- OUD is a disease that can be treated with medication
 - People with OUD deserve the best medical care possible
 - Anyone can develop OUD
-
- MOUD is not replacing one drug with another
 - Using MOUD works and is “real recovery” for many people
 - POUD on MOUD should have access to the resources that will help their recovery

Timeline of Wave 1 Campaigns



HCS Communications Campaign Cycle



A man with a beard and a black beanie is wearing a blue jumpsuit over a dark shirt. He is standing in a garage, leaning on the engine of a car. The background shows a concrete wall and some tools.

"I am a proud dad of
three boys, a mechanic,
and a movie fan. I also
take buprenorphine."

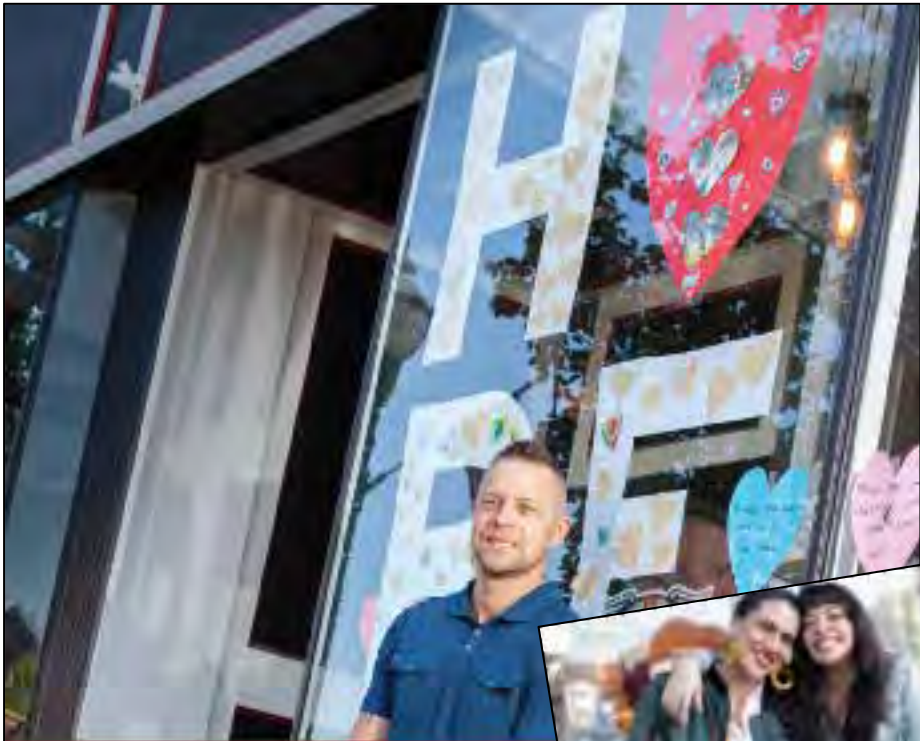
MEDICATIONS TO TREAT
OPIOID USE DISORDER
HELP IMPROVE LIVES.

NIH
HEAL
INITIATIVE

HEALing Communities Study
Ohio

Learn how medications can be part
of the solution.

HealTogetherOH.org/Athens



"I am strength. I am hope. I am not alone. I took buprenorphine and am in recovery."

NIH
HEAL
INITIATIVE

HEALing Communities Study
New York

Overcoming opioid use disorder takes more than willpower. Learn how medication to treat opioid use disorder helps improve lives.

HealTogetherNY.org/Cayuga



"I am a granddaughter, daughter, and mother to three beautiful girls. I am a volunteer and recovery support specialist. I take buprenorphine to support my recovery"

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HEALing Communities Study
Kentucky

Learn how medication can be part of the solution

HealTogetherKY.org/Franklin



«Soy la tía favorita de mis sobrinos, camarera y artista. También tomo buprenorfina».
Los medicamentos contra el trastorno por consumo de opioides pueden ser parte de la solución.

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HEALing Communities Study
Massachusetts



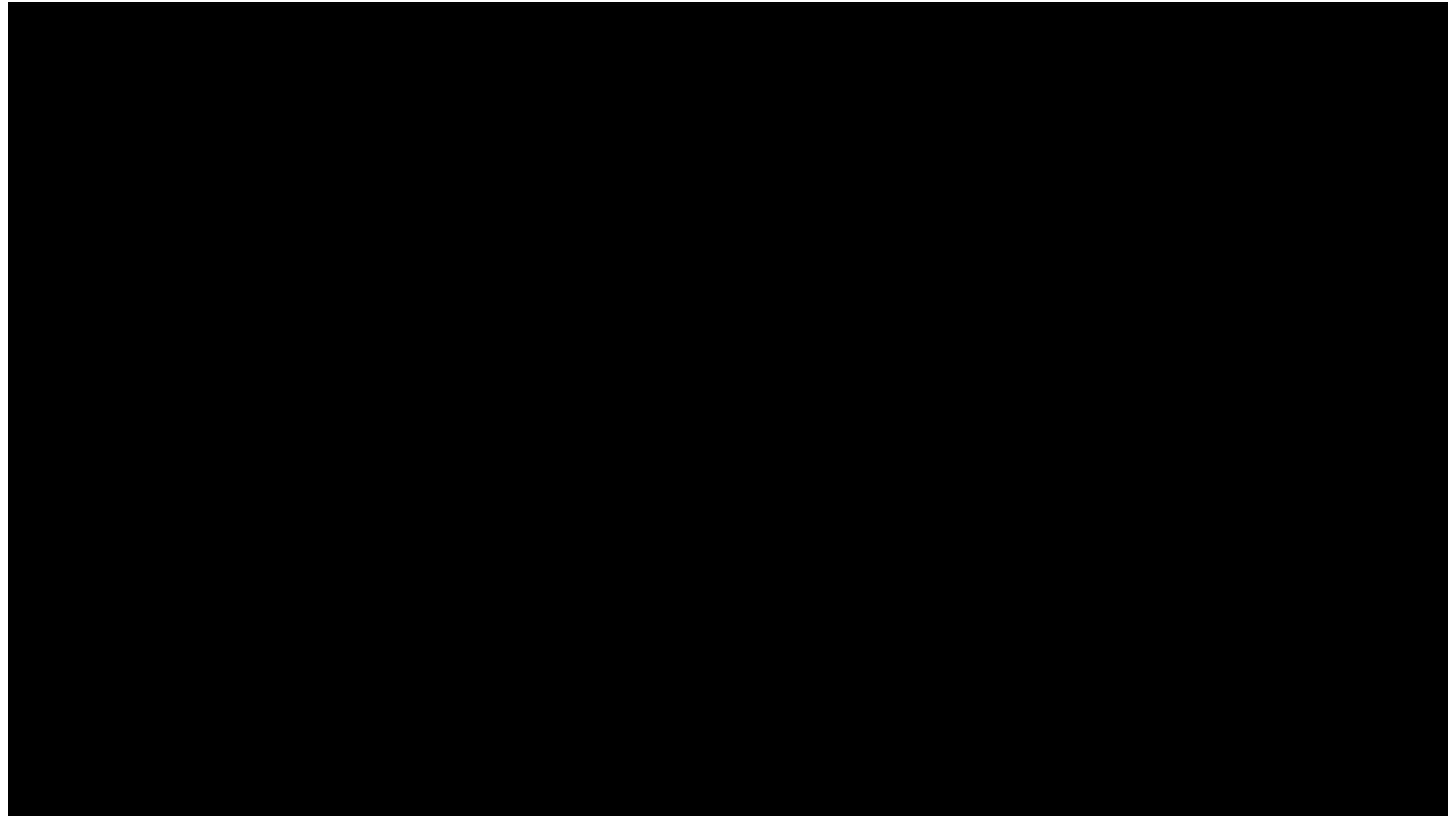
"I am a devoted father, waiter, and coach. I also take buprenorphine."

Medications for opioid use disorder can be part of the solution.

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HEALing Communities Study
Q10

HCS Campaign Material Highlights





Creating Community-Led, Data-Driven Communications Campaigns in NY

Kara Stephens, MPH, MSA

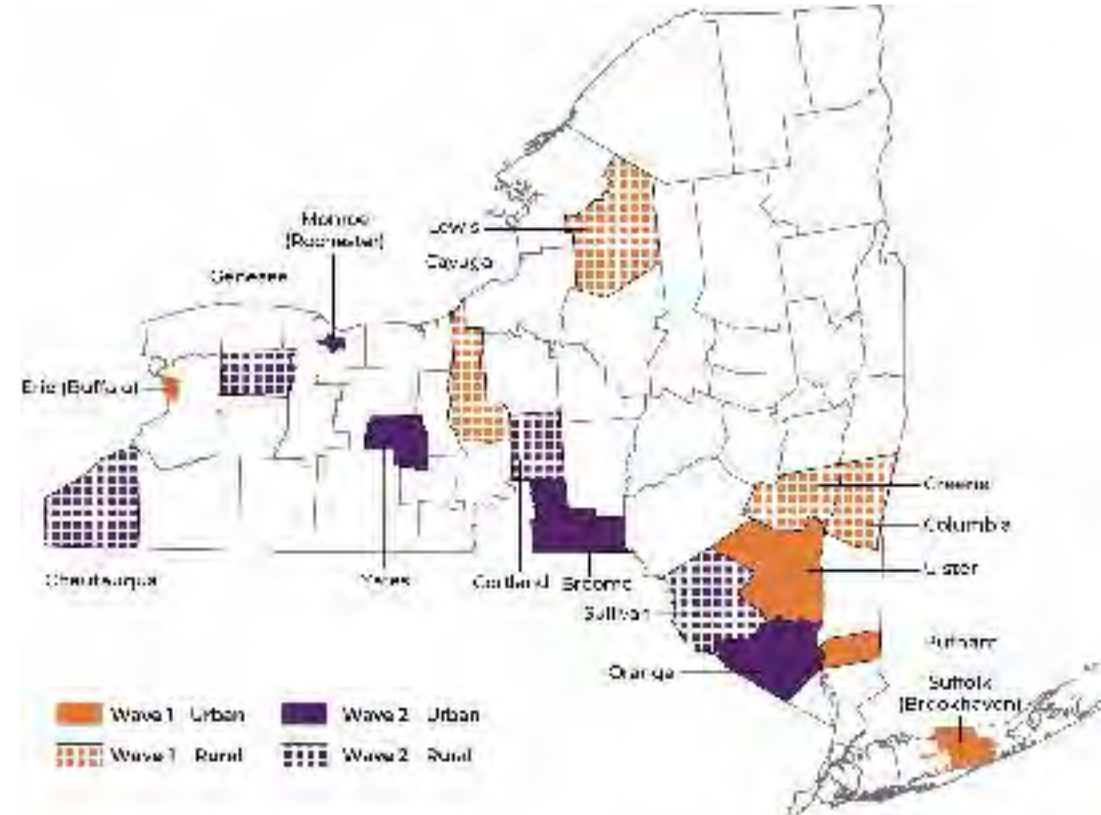
Health Communications Specialist I Project Manager
Oak Ridge Associated Universities (ORAU)
HCS - NY

Monika Salvage

Project Director
HCS-NY Cayuga County

HCS-NY Overview

- **16 communities**
 - 8 Urban
 - 8 Rural
- **Small paid media budgets**



The Power of Data



Data



**Priority
Segments**



**Tailored
Materials**



**Communication
Channels**



Partnerships

Dissemination Planning

Paid Media



**Social
Media/Web**



**Movie
Theatres**



Local TV



**Public
Transportation**



**Gas
Stations**



Billboards

Unpaid Media



**Radio
Stations**



Podcasts



**Local Retailers /
Municipalities**



**Local
Events**



**Local
News**



**Provider
Waiting Rooms**

Snapshot of Impact

Campaigns 1-3 Paid Media

Campaign	Delivered Impressions	Delivered Clicks
Campaign 1: Naloxone	5,036,947	11,699
Campaign 2: Anti-Stigma	4,923,482	14,165
Campaign 3: MOUD	4,159,288	12,153

Snapshot of Impact

Campaign 4 Paid Media

IMPRESSIONS	VIDEO COMPLETES	CLICKS
911,932	177,281	2,990



About Cayuga County

- **Rural community in Upstate NY**
 - Finger Lakes Region
- **Population: 77,000**
 - City of Auburn 26,500
 - 8% minority population



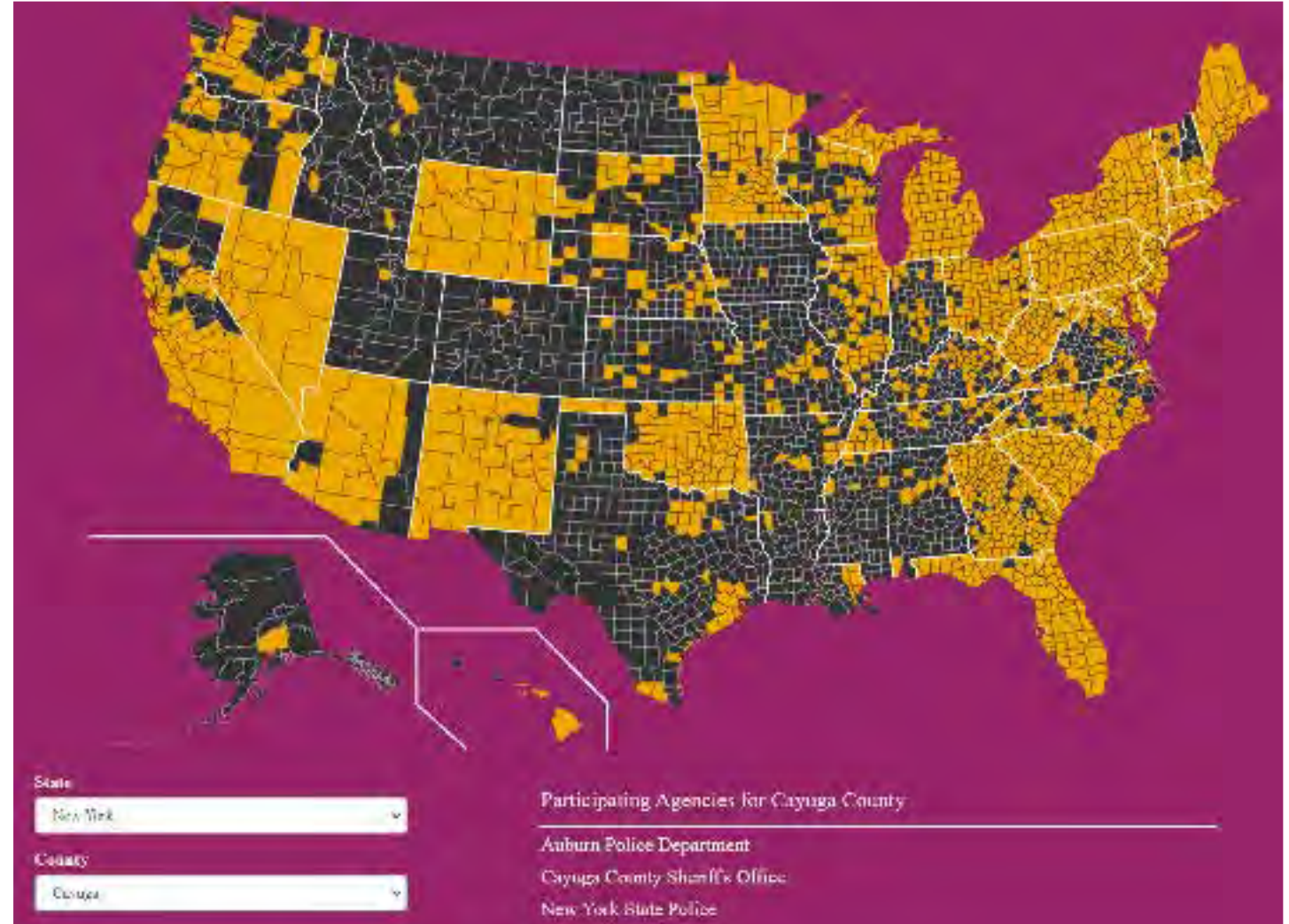
Creating Data-Informed Campaigns

- Collecting, analyzing, and utilizing **actual data** rather than intuition or observation to target
 - Specific populations, geographic areas
- Example **Narcan® training**
 - Online, pop-up events, placement of naloxone boxes
- Incorporate **data** into campaign messages

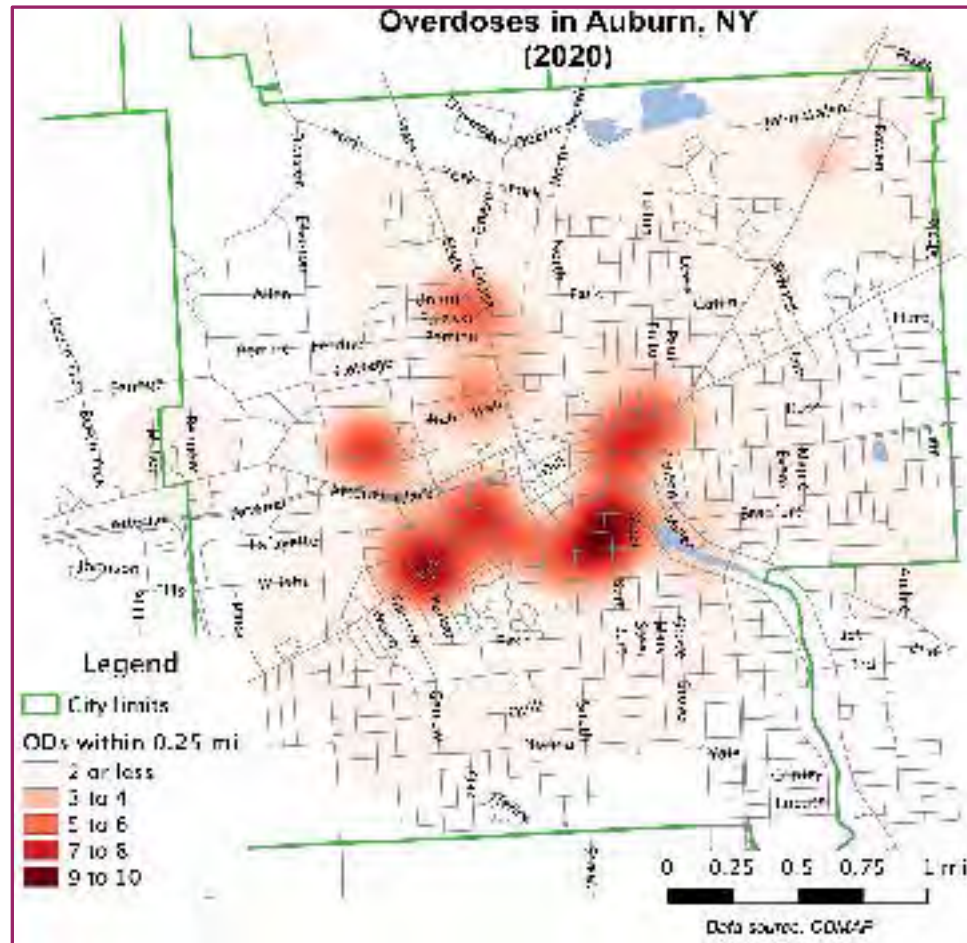


Analyzing Overdose Data

- **Data Source**
 - Overdose Detection Mapping Application Program (ODMAP)
- **Opioid Overdose Data**
 - Geographic location
 - Age
 - Gender
 - No race/ethnicity data



Visualizing Overdose Data



Overdose locations (2020)

Total



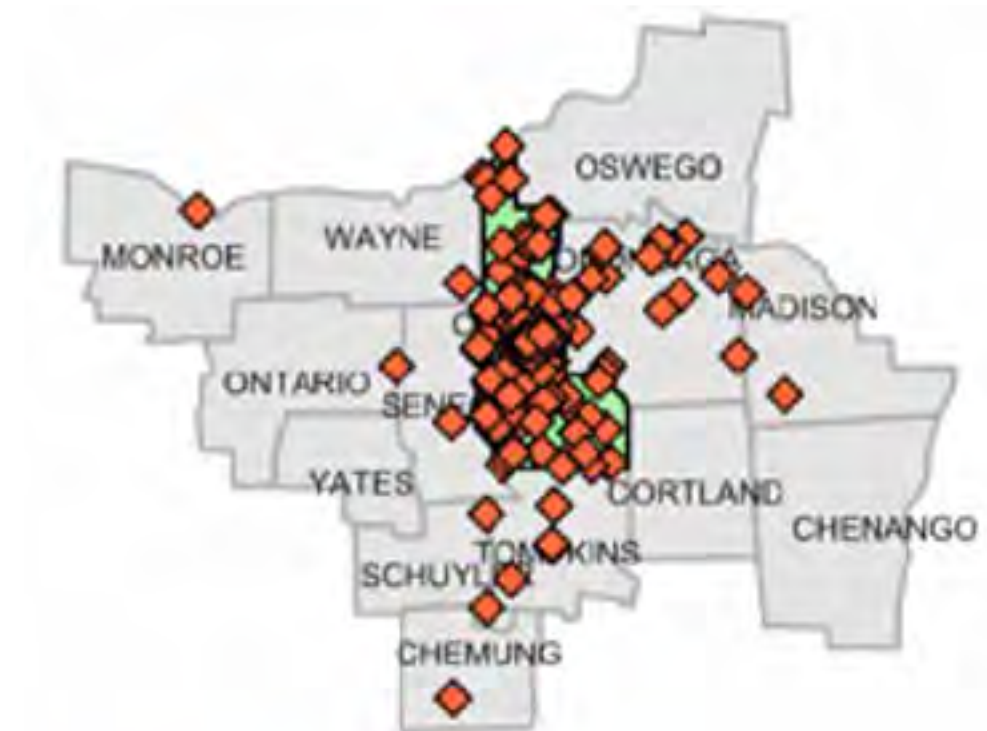
Fatal



Source: ODMAP

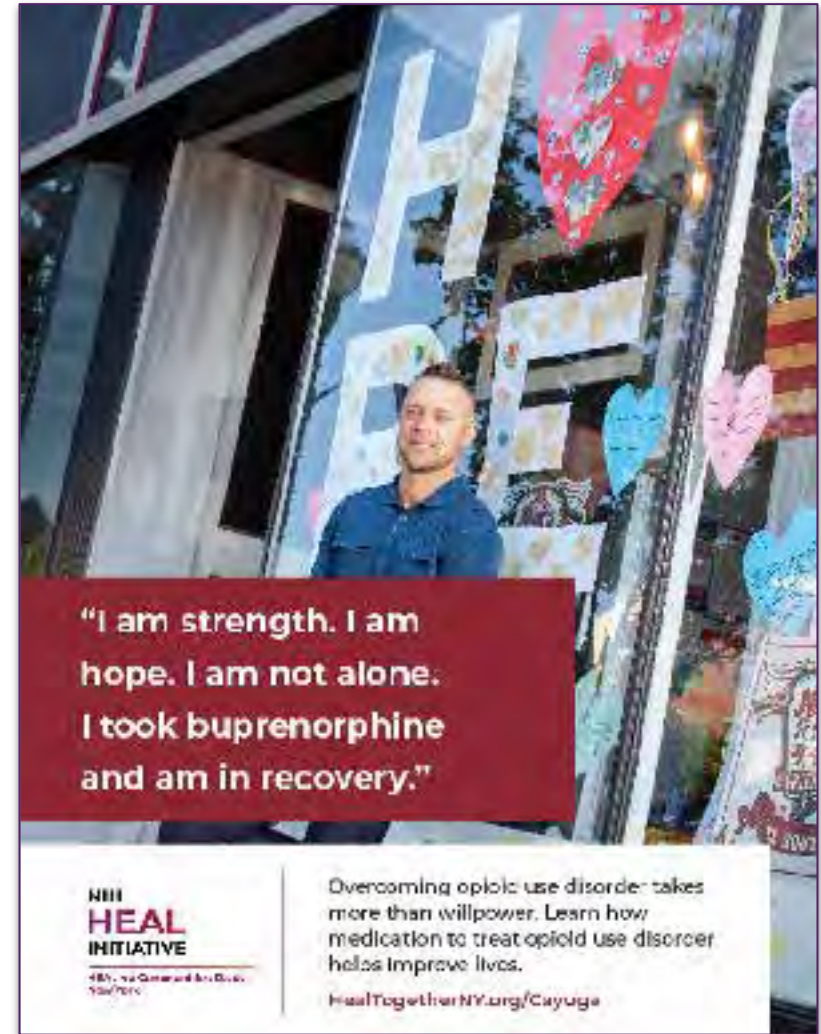
Developing & Analyzing Narcan® Data Source

- **Data Source**
 - Customized online survey
- **Narcan® Training Data**
 - Geographic reach
 - Gender
 - Race/ethnicity
 - Occupation
 - History of witnessing an overdose
 - Motivation to take the training
 - Referral source for training



Creating Community-Based Campaigns

- **Local Focus**
 - Local data makes the issue relevant
 - Present to local boards, committees
- **Local Faces**
 - Real, relatable, differing stories
 - Customized campaign ads/material
- **Local Partners**
 - Appeal to intrinsic motivation to get buy-in
 - Reaching priority populations through their networks/communication channels



HCS-Cayuga Take-Aways

- **Build data capacity in your community**
- **Challenged & aided by COVID-19**
 - Creative outreach methods
- **Don't underestimate the power of print material**
 - Narcan® mass mailing = 117 Narcan® requests
 - Flyers = 58 medication initiations
- **Media & community relations are critical**

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HEALing Communities Study



Monika Salvage: The project director for the HEALing Community Study in Cayuga County that is focused on opioid abuse, was the March 16 guest on "Beyond the Front Page with Guy Cosentino," recorded and produced by the Cayuga Community College telecommunications department.

Overcoming opioid use disorder takes more than willpower.

It's a disease that can be treated.



Start your path to recovery today.

Talk with a peer at 315-246-6485.

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HEALing Communities Study
New York



People People People



Buprenorphine

(Common brand names: Suboxone, Subutex)

Can be Used to Treat Pain.

Reduces Withdrawal Symptoms & Cravings.

Available by Prescription.





Kentucky: A Rural Community Experience of the HCS Campaign

Karrie Adkins, MS

Community Coordinator
HCS-KY Madison County

Abbygail Broughton

Prevention Specialist
HCS-KY Madison County

Overview

Madison County, KY

- 93,000 residents
- Mostly White, median age = 31
- Median household income = \$33,000
- Rural, agricultural, ~40% religiously affiliated
- 2020 overdose rate: Third highest in state for fentanyl, just behind Jefferson (Louisville) and Fayette (Lexington) Counties



Challenges

Madison County, KY

- **Hidden challenges**

- Content of the material is difficult and can create conflict

- **Facing stigma**

- Hard to keep coalition engaged (and not just because it is small)
- Community 'others' POUD, but everyone knows someone who has been affected
- Faith-based influence, OUD seen as a moral failing
- Deeply-held beliefs rooted in outdated information

- **It is hard to separate professional from personal**

- Had to create own social media for HCS
- Stigma translates (everybody knows everybody)

Successes

Madison County, KY

- **Small community**
 - Familiar faces and voices for materials
 - Working together in new ways, opening minds
- **Taking the initiative ourselves**
 - Coalition members started to drop off
 - Stepped in and increased social media presence
- **Placement in faith-based locations**
 - A slight change in perspective, willingness to incorporate materials
- **Acquired knowledge**
 - Marketing, advertising, communication



"I've been fortunate enough to see lives restored, families mended, and lifelong friendships made. Regardless of the path chosen, I believe that people in recovery should be celebrated, supported and encouraged for making such a courageous step."
- Kentiana, TCM in Drug Court Program

Looking Ahead

Madison County, KY

- **Where we are and what's next**
 - Slow to take off, but doing better – gaining access to more venues (e.g., jail, courthouse)
 - High barrier of entry for non-communication-minded individuals
 - Still seeking buy-in from the community – including community leaders
- **What we know about KY communities**
 - Appalachian values = individualism, self-reliance, and pride
 - “No one is going to come in and tell us how to fix things”
 - History of failed interventions
 - Must work “with” communities to understand local nuance around issues

Lessons Learned

Madison County, KY

- **Foundation of knowledge must be laid before campaign launches**
 - Context and landscape
 - Brand awareness, word of mouth networking (especially in rural areas)
 - Communicated in their language (e.g., word choice)
 - Meeting them where they are (e.g., location)
- **Reframe the entry conversations**
 - Especially around the recovery community
 - Who does the interviewing and who do they talk to?
- **Champions should be familiar with OUD and the science of it**
 - Not necessarily communication experts



Ohio: Producing Engaging, Low-Cost Video Content in Lucas County

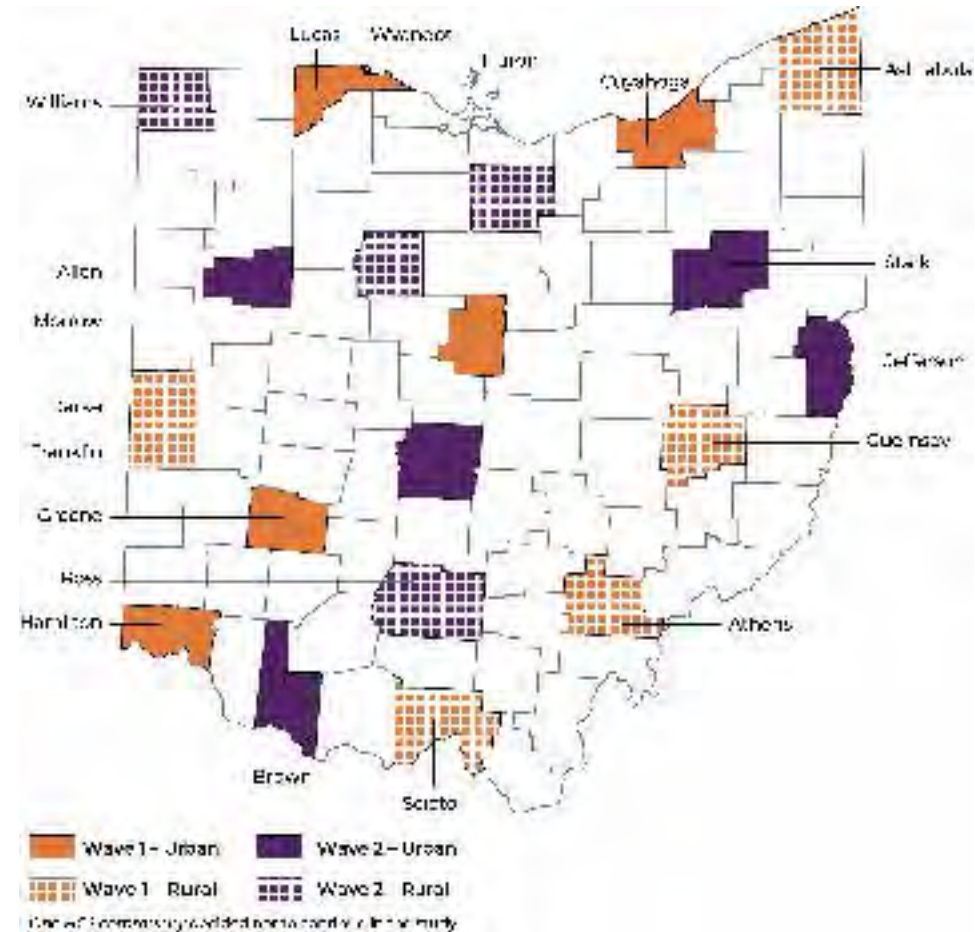
Sarah Mann
Senior Communications
Manager
HCS-OH

Jamie Luster, MPH
Community Engagement
Coordinator
HCS-OH Lucas County

Danielle Farnan, PMP
Media Champion, Coalition
Member
HCS-OH Lucas County

HCS Ohio Overview

- **19 Communities**
 - 10 Urban
 - 9 Rural



HCS: Lucas County



Danielle Farnan, PMP
Media Champion
Lucas County Opiate Coalition



Jamie Luster, MPH
Community Engagement Facilitator
Healing Communities Study

Lucas County



LUCAS COUNTY OPIATE **COALITION**
WE ARE THE GATEKEEPERS



Communications
Workgroup

Our Goal

- Create a video of local treatment providers addressing stigma associated with MOUD
 - Idea formed during communications workgroup—coalition members thought that sharing real stories would be an impactful contribution to stigma reduction in Lucas County

Preparing to Record

- Community Engagement Facilitator (CE) and Media Champions identified potential participants and reached out individually
- Attempted to include diverse participants in terms of individual background, type of agency represented, type of provider, etc.

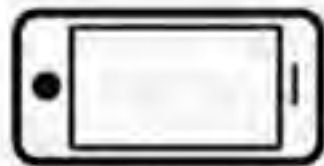
Preparing to Record

- After agreement from participants, Danielle developed an informational sheet including video recording tips and question prompts
- The communications workgroup discussed and agreed upon the question prompts
- Instructions ensured videos were similar in quality and content

Lucas County Opioid Coalition

Video PSA Recording Tips

- If recording your video with a cellphone or tablet, please hold your device horizontally!



- Please introduce yourself with your name, title, and organization. (**This part of the video will NOT be included in the final video, so you can be as specific as you'd like.** This will help us identify you and describe you with any on-screen text.)
- Please record your video in a quiet, well-lit area. Please avoid lights and windows behind you while recording (try not to create a silhouette effect).
- Please ensure there is no patient identifying information or other PHI visible in your video. (This will disqualify your video from being included in the final PSA)
- **BE YOURSELF!** Speak your truth! Scripted, formal videos will never be as powerful as you speaking from the heart. Don't worry about being perfect – just be you! We will edit out any imperfections!

Please record a video addressing these three questions:

1. What is your definition of stigma against MAT/MOUD?
2. Tell a brief story of either 1) How stigma prevented or delayed someone from receiving MAT/MOUD, or 2) How someone overcame stigma to seek MAT/MOUD.
3. What you would do or say to someone to help reduce stigma against MAT/MOUD?

Video Editing

- Danielle compiled the videos submitted by treatment providers and identified key phrases about MOUD stigma
- The submitted videos were edited down to short clips that could be combined into a single video
- Words and graphics were added to the video to improve viewer comprehension

Video Editing

- Video was submitted to Coalition for input
- Coalition members provided feedback, Danielle made final edits
- Estimated time spent compiling and editing: 3-4 hours



Video Dissemination

- Video shared on social media by Lucas County Opiate Coalition



Video Dissemination

- Danielle reached out to 5 local TV stations
- The one with the highest local news market share, 13abc (WTVG-TV, Channel 13), responded to our request
- 13abc agreed to play clips of the video as a free PSA for the community

Video Dissemination

Good Morning Producer,

I am writing on behalf of the HEALing Communities Study and the Lucas County Opioid Coalition. As COVID has, understandably, taken center stage in the news, many have lost sight of the other ongoing epidemic in our community: Opioid Overdoses and Deaths. **Unfortunately, as COVID cases are on the rise, so too are opioid related overdoses and deaths.**

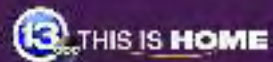
Our Coalition has been working to educate the community about Opioid Use Disorder, treatment options, and now – how to reduce stigma against treatment. We have put together a high quality video PSA we would like to submit to NBC24, which is attached to this email. It is the first of several we plan to produce on this topic and others related to the opioid epidemic.

Would NBC24 be willing to air this free PSA in support of this effort? We can offer a guest with this PSA, if you would like to feature this topic as a segment, to discuss the state of opioid use in our community and the ongoing fight against stigma.

If you have any questions, or need any edits to the attached PSA in order to air it, please let us know. Jamie Luster, the program manager for the Study, is CC'd above, and I can be reached via cell at 954-562-7206.

Thank you so much for you time and your support in this extremely important cause!!

WHAT IS STIGMA AROUND RECOVERY?



REGISTER AT:
13abc.com/ThisIsHome

Paid Media Buys

- After a strong community response, we determined the free PSAs were successful and pursued paid media buys with 13abc
- The production team at 13abc utilized the raw video to create more clips to educate the public on MOUD stigma
- We created 5 different videos: 2 educating about MOUD and stigma, 1 educating about MOUD layered with a story, and 2 stories from treatment providers

Paid Media Buys

- Over The Top TV (OTT)
 - Streaming apps such as Pluto, Xumo, VH1, HGTV
- YouTube ads
- Targeted by zip code and internet search history
- \$7,590 for targeted one-month campaign

Campaign Tracking

- Free PSAs
 - 13abc average daily reach >89,000
 - 1,769,000 impressions in one month (11/25-12/24)
- Paid media buys
 - OTT: 138,417 impressions, 98.58% video completion rate
 - YouTube: 20,900 impressions
- Immediate organic response from the community!
 - Patients telling providers “I saw you on TV!”



Conclusion

- Video aiming to reduce MOUD stigma was created at **no cost**, recorded **without professional equipment**
- Collaboration with local media resulted in **1.7 million** video impressions for **free**
- Original video was utilized to develop **paid media buys**
- Key is to **utilize local resources** and **leverage community partnerships** to promote message



Massachusetts: The Value of Relationships to Boost HCS Communication Campaign Reach

Dacia D. Beard, MPH
Communication Core
Manager
HCS-MA

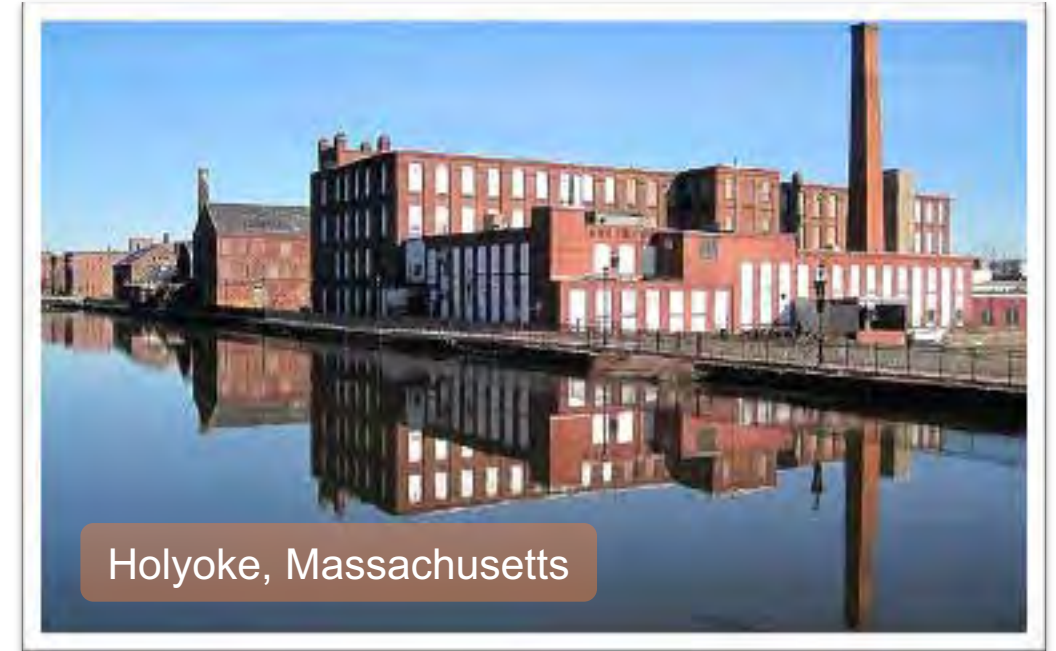
Aumani Harris
Community Engagement
Facilitator
HCS-MA Holyoke

Edward W. Caisse III
Communication Champion
HCS-MA Holyoke

Rafael A. Rodriguez
Community Coordinator
HCS-MA Holyoke

Recognizing the Impact of Opioids

- More than **2 million** Americans have opioid use disorder (OUD)
- Every day, more than **130** people in the U.S. die of an overdose from heroin, fentanyl, or prescription opioids
- According to preliminary CDC data¹, **94,000** individuals died of a drug overdose in the US between Jan. 2020 and Jan. 2021 – highest ever recorded
- In 2020, **21** opioid overdose deaths occurred to Holyoke residents² – highest ever recorded



Leveraging Social Networks



Communities are not made up of unrelated individuals or groups; rather, they include “social networks” that comprise community groups or organizations, individuals, and the relations or “linkages” among them



As defined by Wasserman et al. (1994), “A social network consists of a finite set of actors and the relation or relations defined on them.”

- Know the community
- Establish positions and strategies
- Build and sustain networks
- Mobilize constituencies

Your network is your net worth!

Content source: [Agency for Toxic Substances and Disease Registry](#)



HCS-MA Holyoke Community Team

Rafael A. Rodriguez, Holyoke Community Coordinator, Western Mass Training Consortium

Aumani Harris, Community Engagement Facilitator, Boston Medical Center

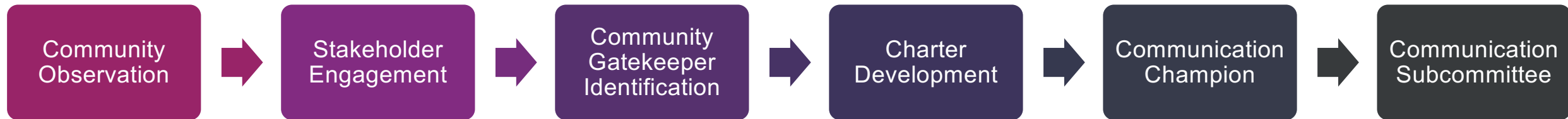
Maria Quinn, Community Faculty, Holyoke Medical Center

Rebecca Smeltzer, Community Data Manager, Boston Medical Center

Edward W. Caisse III, Communication Champion, Hampden County Sheriff's Department

Finding the Right People

- Gathered stakeholders to help inform how to reduce opioid overdose
- Attended community events, such as a police community forum, to observe who were the key players
- Shared HEAL Initiative/HCS efforts and distributed business cards
- Eddie Caisse of Holyoke Safe Neighborhood Initiative (respected and connected) → helped develop the coalition charter and became the communication champion to reach the community through various channels



Holyoke HCS Community Partners

413Cares

Action
Ambulance

All Inclusive
Support
Services (AISS /
HCSD)

Holyoke Safe
Neighborhood
Initiative

Behavioral
Health Network

Hampden
County Sheriff's
Department

Hampden
County District
Attorney's Office

Hampden
County
Addiction Task
Force

Hampshire
Hope /
Northampton,
MA

Holyoke City
Council

Holyoke
Department of
Public Health

Holyoke Health
Center

Holyoke Media

Holyoke Medical
Center

Holyoke Police
Department

Hope for
Holyoke /
Gandara

Learn to Cope

Springfield
Department of
Health and
Human Services

Tapestry Health

Trinity Health

Holyoke District
Court

UMass Amherst

Western Mass
Training
Consortium

DEA NATIONAL ^{Rx} TAKEBACK

NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

**DO YOU HAVE UNWANTED MEDICATIONS?
PICK UP A DETERRA® DISPOSAL BAG TODAY!**

HEALing Communities Study
HEALTogetherMA.org/Holyoke



Holyoke HEALing Communities Coalition provides drug deactivation kits

Kristina D'Amours

3 days ago

Holyoke HEALing Communities Coalition provides drug deactivation kits

1 minute left





Holyoke HEAL Coalition Resource Guide

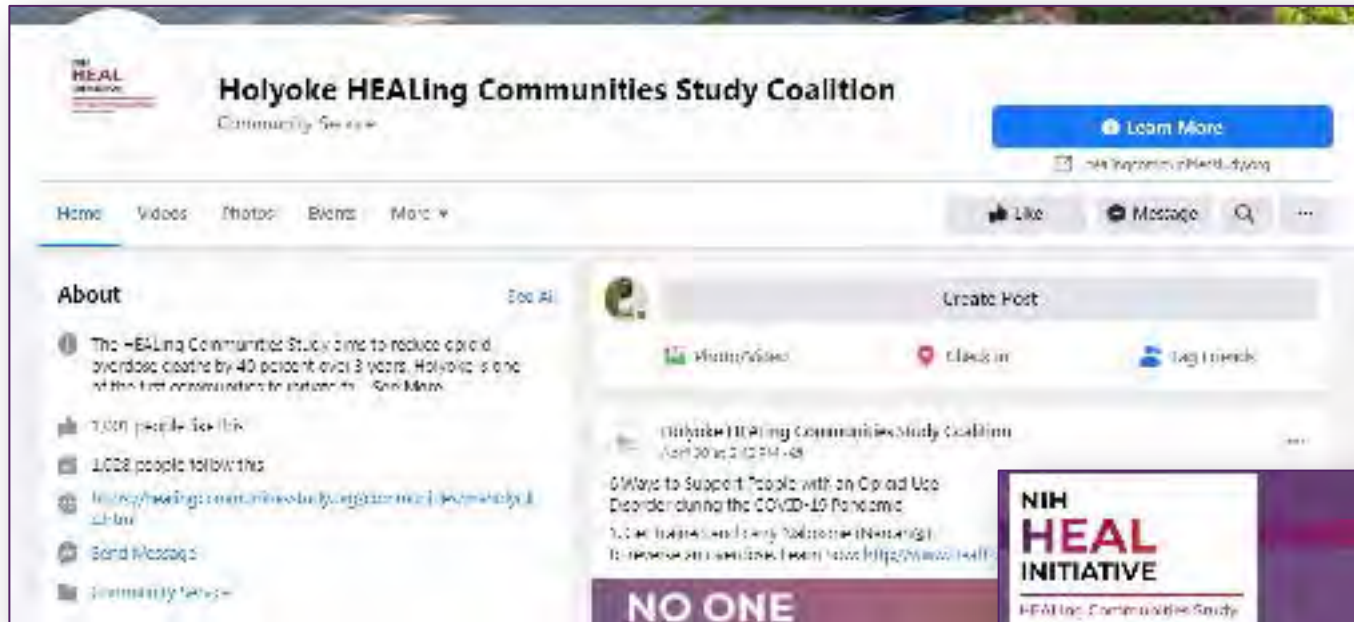
The Holyoke HEAL coalition is one of sixteen communities across Massachusetts working to reduce opioid overdose deaths with the support of the HEALing Communities Study (HCS) and participating organizations.

www.HEALtogetherMA.org/Holyoke

Published: April 2021

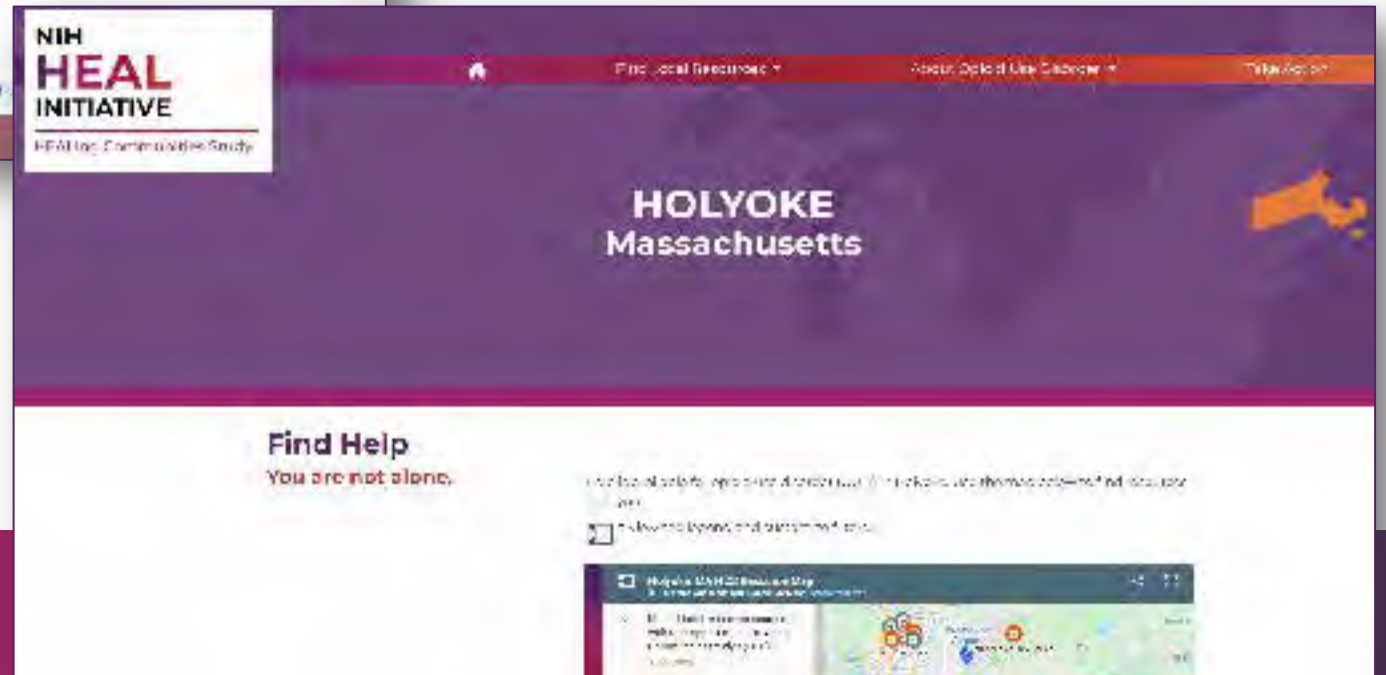


Staying Connected



Facebook
[Holyoke HEALing
Communities Study Coalition](https://www.facebook.com/HolyokeHEALingCommunitiesStudyCoalition)

Website
HealTogetherMA.org/Holyoke





Together, We Can!
Holyoke Community Forum

Moderator

- **Rafael Rodriguez**, *HEALing Communities Study Holyoke Coalition Coordinator*, Western Mass Training Consortium



Panelists

- **Honorable William Hadley**, First Justice, Holyoke District Court
- **Tammi Kozuch**, Director, Center for Recovery and Support Services, Holyoke Health Center
- **Rose Evans**, Senior Vice President, Behavioral Health Network
- **Maria Quinn**, Psychiatric Nurse Practitioner, Center for Behavioral Health, Holyoke Medical Center; *Community Faculty, HEALing Communities Study*
- **Pedro Alvarez**, Assistant Director, Urban Drug User Health and Outreach, Tapestry Health; *Holyoke Representative, Community Advisory Board, HEALing Communities Study*
- **Debbie Flynn-Gonzalez**, Program Director, Hope for Holyoke Peer Recovery Support Center



Linking Community Touchpoints

- Evolution of the forum's vision: Proactive response to potential “not in my backyard” reaction to the Holyoke downtown OTP → highlighting programs and services supported by HCS
- Community-focused and coalition-driven process
- Clear call to action to stay connected and get involved – community appeal to work collectively to achieve a 40% reduction

NIH HEAL INITIATIVE
HEALing Communities Study

Holyoke Community Forum

Together, We Can.

Wednesday, May 12, 2021, 1:00-2:30 pm ET

Virtual Webinar (Registration Required)

Join our HEALing Communities Study coalition partner organizations in a panel discussion to learn about how we are working together to provide services to reduce opioid-related overdose deaths in Holyoke.

Moderator:
Rafael Rodriguez, Holyoke Coalition Board Member, HEALing Communities Study, Western Mass. Training Consortium

Featured Panelists:
Pedro Alarcon, Executive Director, Addiction, Oral Health and Outcomes, Beverly Health
Holyoke Regional Health Center, Holyoke, MA
Rose Davis, Senior Vice President, Behavioral Health Network
Pablo Herraiz, Director, Program Director, Holyoke Peer Recovery Support Center
Honorable William Healey, and Joseph Joseph, District Court
Tammy Marshall, Director, Senior for Recovery and Support, Recovery Together! Holyoke
Marta Quinn, Psychiatric Nurse Practitioner, Center for Behavioral Health, Holyoke Medical Center
Community Thriving, HEALing Communities Study

REGISTER TODAY:
<https://bit.ly/RSVPHolyokeForum>

For more information, contact:
HEAL@bmc.org

www.HEALtogetherMA.org/Holyoke

“Together We Can” Community Forum

Relationships and Partnerships

- Ensured all organizations expressed their goals and concerns for event
- Set up numerous meetings to inform and allow for feedback in the creation process
- Acknowledged sense of ownership over their evidence-based strategies and asked organizations to create own slides for the virtual event

Implementing Organizations Buy-in

- New relationships with community partners and organizations beyond the HCS coalition
- Holyoke Media’s support with hosting and recording event
- Holyoke Safe Neighborhood monthly networking meeting
- E-Blasts utilizing our Communication Champion’s listserv (Eddie Caisse)

Social Media and Premiere

- Communication subcommittee’s involvement with promotion and premiere
- Chose July 1, 2021, to premiere “Together We Can” on Facebook via Holyoke HCS Facebook page and Holyoke Media channels

Connecting with the Presenters



Dacia D. Beard, MPH
Boston University
beardd@bu.edu
[LinkedIn](#)



Aumani Harris
Boston Medical Center
aumani.harris@bmc.org
[LinkedIn](#)



Edward W. Caisse III
Hampden County Sheriff's
Department
ed.caisse@sdh.state.ma.us
[LinkedIn](#)



Rafael A. Rodriguez
Western Mass Training
Consortium
rafael@wmtcinfo.org



Thank You

Questions?