



Opioid Prevention, Education & Awareness Activities

CT DMHAS Prevention and Health Promotion Division

07/11/2023



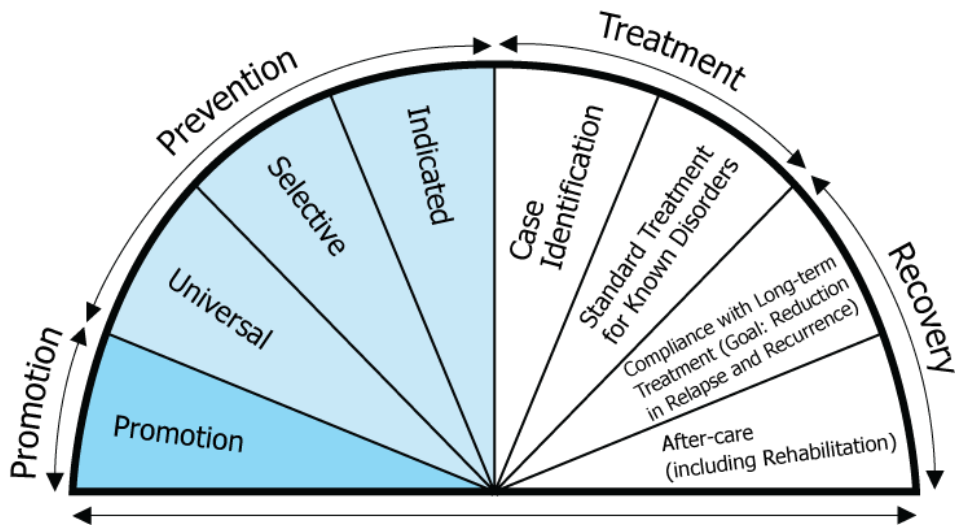
What is Prevention & Health Promotion

Health Promotion

Creating and maintaining environments that support healthy behaviors

Prevention

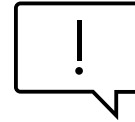
Interventions intended to reduce risky behaviors and encourage healthy decisions to prevent substance misuse



Primary Prevention

Preventing opioid misuse before it starts

Evidence-based primary prevention programs and strategies including family and youth programming, to promote protective factors and reduce risk factors, as well as adult education programs and public education and awareness campaign.



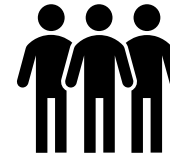
Change the Script Campaign



College Awareness Campaigns



School-based education



Interactive Trainings/ Courage to Speak



Web-based Trainings



Academic Detailing



Naloxone training, opioid overdose education and kit distribution

Change the Script Campaign

- “Change the Script” statewide public awareness and education campaign
- Increase awareness among the general public about opioid use, misuse and overdose
- Deployed across billboards, radio stations, social media and mall and bus advertising
- Campaign was customized for prescribers, funeral homes, realtors, libraries, and construction trades
- Acquired a mobile resource vehicle visited 200 community events across the state

Change the Script materials can be accessed at www.drugfreect.org



College Awareness Campaigns

Connecticut Healthy Campus Initiative

- Campuses were awarded mini-grants under the Connecticut Healthy Campus Initiative
- 2019 – 20 college campuses
- 2023 – 13 college campuses
- Colleges are awarded funding to implement campus-based public awareness and education events



** Previously funded college campuses*

School Based Education

State Educational Resource Center: Prevention, Education & Advocacy Library

- Created a new centralized school-based center for Prevention, Education, and Advocacy for K-12
- Culturally conscious services and resources include a NEW online substance use prevention knowledge and awareness course



<https://prevention.serc.co/prevention-library/>

Courage to Speak – Courageous Parenting 101

- An online and in-person interactive training for parents, educators and adults working with youth
- Focused to help individuals better understand the current drug and opioid crisis
- And how to effectively talk to youth to prevent substance use and misuse
- Live trainings at schools and in community settings as well



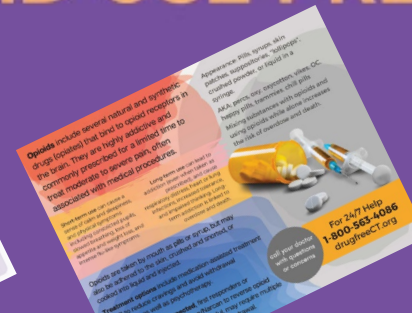
Web-Based Trainings

- Expand existing online training - explainer web-based videos and hybrid web-based videos to address poly substance use, gateway drugs and the impact of use
- In English and Spanish
- Drug Fact Sheets
- Sample Social Media Posts

<https://www.preventiontrainingcenter.org/sor-resources>



A Parent's Guide to OPIOID USE PREVENTION



Academic Detailing

Phase 2

Expanding Academic Detailing through pharmacy and public health graduate students to:

- Build Capacity
- Implement prevention strategies
- Strengthen the workforce

Phase 1

Working with 5 local health districts to educate and inform prescribers and pharmacists on the following modules:

- (1) Connecticut Prescription Monitoring and Reporting System
- (2) Naloxone Prescribing and Administration
- (3) Medications for Opioid Use Disorder (MOUD)
- (4) Resetting Pain Expectations
- (5) Communication with Patients (how to have difficult conversations)





Governors Prevention Partnership

- Lunch and Learn Opportunities on opioid use disorders for CT Businesses
- 7 Fatherhood Agency Programs mentoring and Prevention Training
- 2022 Partnership Resource Pack includes:
 - Tips for Talking to Youth About Substance Use
 - Tips Sheets
 - Opioids Resource Links

[Opioid Abuse Prevention Resources \(preventionworksct.org\)](https://preventionworksct.org)



Naloxone training, opioid overdose education and kit distribution

- **1442** lock boxes distributed by United Way between 2020-2022
- **33,850** pounds of unwanted medications were collected through community-based Take Back Events across CT.
- Under the RBHAOS, trained over **2000** in Narcan administration and substance use prevention and distributed over **5000** kits since 2020.





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