

Governor's Task Force on Prescription Drug and Heroin Abuse
Education Workgroup DRAFT Minutes
April 14, 2015; 9:30 am - 11:30 am
Conference Room 3, PHB

Purpose

To prepare for an upcoming meeting of the Task Force by finalizing plans for public outreach and to discuss the timeline for the remainder of the Task Force.

Attendees

Victoria Cochran, Co-Chair

Sarah Melton, PharmD, Co-Chair

David Brown, DC

Jane Chambers

Don Flattery

James Ray, PharmD

Danny Saggese

First Sergeant John Welch

Lisa Wooten, BSN, RN

Laura Rothrock, staff

Kirsten Roberts, non-member, Medical Society of Virginia (MSV)

Meeting Notes/ Topics

1. Welcome/Housekeeping

The meeting was called to order at 9:39 am by Dr. Melton. Members approved the previous meeting's minutes.

The Spring-Fall Timeline for the Task Force was reviewed with one correction. The May 12 joint meeting of the Education and Treatment Workgroups will be held in House Room 3 of the Capitol Building from 10:00 am -12:00 pm.

The Southwest Virginia Summit and Task Force Statewide Meeting were briefly discussed. Everyone on the Task Force and its workgroups will be invited to the Statewide Meeting. It is not known if everyone will be invited to the Southwest Virginia Summit.

2. Review of National Prescription Drug Abuse Summit

Dr. Melton shared information from the summit held April 6 - 9 in Georgia. Each session was recorded and should be available on the summit website. One item from the summit was discussed – social marketing. It is not the same as social media, but social media may play a part in communicating the goals and objectives of the marketing plan. An example given of social marketing was a promotion showing that ibuprofen is better at relieving pain than Percocet.

3. Public Outreach – Website

Dr. Brown provided an update. The Board of Medicine will pay the initial costs and some maintenance costs. The Department of Health Professions (DHP) has identified two vendors who have done other state sites and come up with cost estimates: \$15,000 to develop the site and \$2,000 to maintain.

Multiple users could maintain the various sections of the website, such as: DHP – prescriber information, Department of Criminal Justice Services (DCJS) – law enforcement, Department of Behavioral Health and Developmental Services (DBHDS) – addiction and treatment, and Virginia Department of Health (VDH) – framing of the overall issue.

Issues discussed included:

- a. Who would maintain the site going forward – interagency group, one of the Secretary's offices?
- b. When to launch – have at least a demo available by the Task Force Statewide meeting
- c. Inclusion of PSAs – these can be longer than those for radio/television
- d. Items that the workgroup members would like to see included - professional education, treatment options, training for law enforcement and prosecutors, data

for grant writers, 24 hour hotline number, and button to translate at least the first page into Spanish.

- e. Need for a subgroup – Mr. Flattery and Ms. Wooten will participate

Input will be needed from the other workgroups as to content prior to requesting bids from the vendors. There will be a meeting of staff from the above agencies by May 4 on content development.

4. Public Outreach – PSAs

Mr. Flattery indicated that the Winchester Addiction Action Committee has ready-made PSAs that could be used and that Jodi Manz has started a list of others that could be used. Others provided that the U.S. Drug Enforcement Administration (DEA) also has some that are unbranded and that there are state resources, such as the Public Safety Training Center and General Services, available to create spots.

Issues discussed included:

- a. How to get air time – Ms. Wooten provided that VDH contracted with Virginia Broadcasting Solutions in the past, and Mr. Saggese indicated that the Virginia Foundation for Healthy Youth may be able to assist.
- b. Content, such as use of Naloxone, and the need to prioritize what the workgroup wishes to accomplish.

A subgroup consisting of Ms. Cochran, Mr. Saggese, Jodi Manz, and possibly Gail Taylor will meet to discuss content.

5. Public Outreach – Literature

A subgroup to include Ms. Chambers, possibly Carolyn Weems, and others to be determined will work on pamphlets relating to lockboxes and safe storage.

6. New Ideas

Ms. Roberts discussed MSV Foundation trainings in Tidewater and Northern Virginia and MSV's formation of a Prescription Drug Use Workgroup to develop policy, programs, and legislative recommendations. The goals of the workgroup will be public awareness, patient and prescriber education, and prescriber legislation and protection.

The formation of a social media subgroup, to include Mr. Flattery, would be needed to discuss strategy and implementation. Dr. Brown suggested that the workgroup make a

recommendation to the Task Force to encourage the use of social media in the education process.

7. Meeting adjourned 11:45 am.

DRAFT