



**Care Massachusetts
The Opioid Abatement
Partnership**

Care Massachusetts Core Training and Technical Assistance Team



Donna Beers
BMC



Carly Bridden
BMC



Miriam Harris
BMC



Cheryl Sbarra
MAHB



Kate Lena
JSI



Sasha Bianchi
JSI



Gretchen Shoemaker
JSI



Background: Care Massachusetts

Care Massachusetts is working collaboratively with cities and towns across the state to take action to end the overdose crisis.

We provide resources and technical assistance with:

- ❑ Connecting municipalities with the people most impacted by the overdose crisis
- ❑ Promoting the selection and implementation of proven public health strategies
- ❑ Educating the public on the source and purpose of the funds
- ❑ Facilitating collaboration across municipalities

How Could Communications Support Your Abatement Activities?

Office Hours
4/25/24



PRESENTER



Christina Curell, MPH

*Health
Communications
Consultant, JSI*



Objectives

Participants will be able to:

1. Share municipal communications needs, opportunities and barriers related to the opioid epidemic and abatement funding
2. Explore current resources available to municipalities



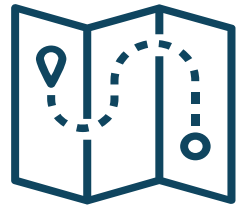
AGENDA

- Communications: what do we mean?
- Resources currently available
- Group conversation: communications needs, assets, and opportunities
- Takeaways and next steps



COMMUNICATIONS

Communications: communicating, with a strategy.



Objectives



**Specific
audiences**



**Key
messages**



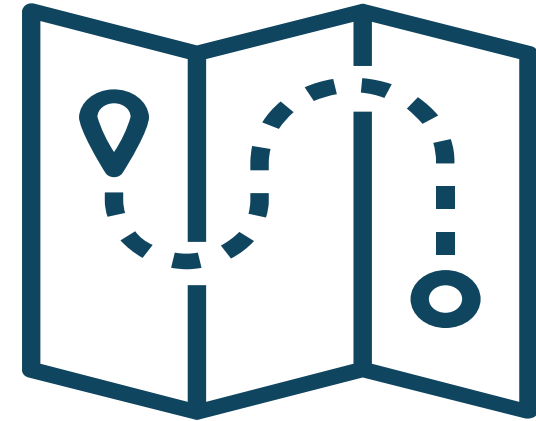
**Communication
channels**



COMMUNICATIONS - OBJECTIVES

What is the objective?

- Raise awareness
- Increase involvement
- Educate
- Change beliefs (counter myths)
- Change attitudes
- Reduce stigma
- Increase support
- Change behavior



COMMUNICATIONS - AUDIENCES

Who is it most important that you reach?



COMMUNICATIONS - AUDIENCES

Who is it most important that you reach?

- Community members (which ones specifically?)
- People who use drugs
- Loved ones of people who use drugs
- Decision-makers, community leaders
- Community partners in substance use disorder (SUD) space
- Businesses, organizations, community centers
- Healthcare providers
- Law enforcement, emergency medical technicians, pharmacists



COMMUNICATIONS - MESSAGES

What are the messages your audience needs in order to change?

- Where are they now?
- How do we shift from point A to point B?



COMMUNICATIONS - CHANNELS

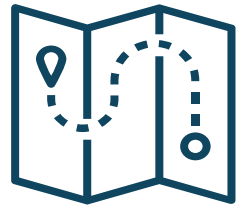
How could you reach those people?

- Events
- Newspapers, magazines
- Websites
- Digital ads
- Social media
- TV/streaming
- Radio/streaming audio
- Billboards, outdoor signage
- Print material distribution
- Direct mail



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**Communication
channels**



Existing Communications Materials

- MA DPH: **State Without StigMA** campaign
 - mass.gov/state-without-stigma
- MA DPH + BSAS: **Stop Addiction In Its Tracks** campaign
 - mass.gov/stop-addiction-in-its-tracks
- BSAS + Health Resources in Action: **You Can** overdose response campaign
 - youcan.info
- Massachusetts Health Promotion Clearinghouse
 - massclearinghouse.ehs.state.ma.us/category/ALCH.html



Existing Communications Materials

- NEXT Distro harm reduction and support resources
 - <https://nextdistro.org/resourcelaunch>
- Support After Death by Overdose (SADOD) grief resource booklet
 - <https://sadod.org/request-a-brochure>
- Shatterproof
 - shatterproof.org



Existing Communications Tools

- NIH HEAL Initiative: **Communication Campaigns Planning and Implementation Materials**
 - hcs.rti.org/communication-campaigns.html
- Spitfire Communication Tools
 - spitfirestrategies.com/communication-tools



Conference prompt: *How can we help?*



**What are the current
communications needs in
your community?
What are your
communications objectives?**



**Who are your most
important audiences to
communicate with?**



What communications efforts are already happening (or planned) in your community?

- What materials are you developing/developed?
 - How/where are you reaching people?



Are there specific gaps? How well does your target audience understand...

1. How opioid abatement funds should be used?
2. Addiction and SUD?
3. Harm reduction?
4. The importance of community involvement in opioid abatement strategies?



Are there educational, promotional or other communications materials missing that would help you to communicate about your work?



Questions & Discussion



NEXT STEPS

- ❑ **Upcoming Office Hours:**
 - May 9th - RIZE Massachusetts Foundation: Opioid Recovery and Remediation Fund Community Grant Program
 - **Register [here](#)
 - May 15th 1-2pm - Webinar: How to Use the BSAS Data Dashboard
 - **Register [here](#)
- ❑ **[Previous Office Hours slides and recordings](#)**
- ❑ **[Request individualized technical assistance](#)**
- ❑ **Sign up for our [listserv](#)**
- ❑ **Update your contacts by May 17**



FEEDBACK SURVEY

Please take a couple minutes to respond to the anonymous feedback survey after the call ends



THANK YOU!

Questions: abate@jsi.com

