

OREGON HEALTH AUTHORITY

Opioid Prevention Toolkit: Helping our Communities Heal Safely

Train-the-Trainer Presentation Guide

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SAFELY

Note to Trainer

With support from the Oregon Health Authority (OHA), Brink Communications and Goodwin Simon Strategic Research developed this Train-the-Trainer Guide and Presentation as a tool for you, the trainer, to share findings with members of your community or organization.

Your audience should be partners or colleagues who are also engaged in opioid prevention work and communicating with people about pain and pain management.

If you have not already, we recommend that you begin by reviewing the Heal Safely Toolkit at www.healsafely.org/toolkit.

The following are talking points to use as you share the accompanying Train-the-Trainer presentation deck.

1. Train-The-Trainer Presentation

- Welcome and introductions
- The Oregon Health Authority (OHA) has launched a comprehensive strategy to tackle the opioid epidemic in our state.
- With support from OHA, Brink Communications and Goodwin Simon Strategic Research developed this training and accompanying toolkit.

2. Agenda

Today, in this training we will:

- Outline the goals and purpose of the training
- Introduce the Heal Safely campaign
- Review findings from Heal Safely to help us understand how people think about pain and pain management
- Review research-based key messaging recommendations
- Provide campaign tools that we can put to work in our own campaigns

3. Training Goals

- Share research findings on how people think about short-term pain and pain management
- Provide insights to inform communications campaigns and materials to reduce upstream demand for opioids
- Share tools to help apply research findings to your work

4. Goals and Purpose

- *Transition slide*

5. Project Goals and Objectives

- Today's training introduces research findings on attitudes about pain and opioids among key populations in Oregon and teaches best practices from "Heal Safely."
- Goals of the campaign include:
 - Raise awareness about the risks of prescription opioids
 - Raise awareness about non-opioid options for pain management
 - Empower people to request non-opioid pain management options from their doctors
 - Decrease the prescription rate of opioids for pain management in Oregon

6. Apply Research Findings to

- This Heal Safely Training is a resource to inform public education and engagement campaigns focused on pain management and opioids.
- It was primarily designed to support comprehensive public education and engagement campaigns.
- Learnings from this toolkit may be applied to communications about opioids and pain management across multiple contexts and channels (examples on slide).
- Discussion:
 - What work are you doing in opioid prevention?
 - How do you see your organization/group potentially using this training?

7. The Continuum of Care

- The opioid crisis is a complex issue, with multiple causes and implications, affecting millions of people—including our own families and neighborhoods.
- Addressing the opioid crisis requires intervention at every step of the continuum of care—from prevention to recovery.
- This campaign is about prevention, helping people refrain from starting opioids for new pain.
- We also know the way we think and talk about a problem influences the solutions we consider.
- Changing the way people think and talk about pain and their options for pain management can help them consider different, safer solutions.

8. Heal Safely

- In partnership with OHA, Brink Communications and Goodwin Simon Strategic Research worked for 18 months to develop "Heal Safely," an upstream social marketing campaign to influence patient demand for prescription opioids.
- Heal Safely works to empower people to choose safe, effective options to heal safely after injury or surgery.
- The campaign works to prevent people from starting a new prescription for an injury or surgery. It is funded by CDC and SAMHSA.
- This presentation will touch on the research and ways that you can incorporate it into your work.

9. Based on Research and Engagement Across the State

- Unlike an awareness campaign, Heal Safely is a behavior change campaign. It aims to inspire action—in this case, for people to choose safe, effective options to heal.
- Changing behavior is complex and in most cases, information alone isn't enough.
- In order to change behavior, we have to go deeper than just sharing information and tap into the very complex factors that guide behavior—what we call the "heartwired factors"—emotions, identity, lived experience, values and beliefs.
 - For those who would like to learn more, the Heal Safely Toolkit includes an in-depth explanation of this approach.
- The campaign is also deeply grounded in community organizing and equity principles.
- The campaign engaged affected communities from the outset, to help design and conduct the research.
- The process included engaging a Change Advisory Team (CAT) and soliciting feedback from groups like Oregon Health Equity Alliance (OHEA) and Tribal Prevention Coordinators.

10. Audience

- Heal Safely was created to reach communities that have experienced disparities in health and health care and have been the most impacted by the opioid crisis.

11. Understanding our Audience: Key Research Insights

- To effectively reach our audience, we must begin by understanding their mindset
- We do that in two ways:
 - Uncovering the messages and information that are meaningful for them
 - Identifying the most successful path to help them think and act differently when it comes to managing pain
- When we create communications campaigns, we must center ourselves in our audiences' lived experience, values and beliefs, learning what they care about and want to know, allowing this understanding—rather than our own assumptions—to inform our communication.
- The following slides will walk through key research findings about our audiences.

12. Pain is Shaped by Identity. Lived Experiences Influence How People Understand Pain.

- Research found that while pain is universal, people's lived experiences are vastly different.
- How people experience and respond to pain is personal and closely connected to their identity.
- People's past experiences with pain, or those of their loved ones, significantly influence their beliefs and responses to pain and pain management.

13. Interactions with Doctors

- Across demographics, people share a common desire to be self-sufficient, informed and proactive when it comes to their health and pain management.
- They often prefer home remedies, self-treatment or "natural" remedies that don't make them feel out of control, which is how many describe opioids make them feel.

14. Quotes from Research

- These quotes are from interviews and focus groups conducted throughout the research phase of Heal Safely, illustrating the experiences of rural Oregonians with doctors.

15. Insight: Opioid Awareness

- People do not know what we mean when we talk about “opioids” and have little understanding of the risks.
- People’s information about prescription opioids is often flawed or incomplete. Many think of opioids as heroin or street drugs, or may not know which prescription pain medicines are opioids.
- Few people report discussing opioids or pain management with their providers and, as a result, base their knowledge about their risks and side effects on their own past experiences or that of family and friends.

16. Insight: Beliefs About Addiction

- Most people believe that information about the risk of becoming addicted to prescription opioids is important for “others” to know, but do not see it as personally relevant because they do not view themselves as potential addicts.
- This can cause them to dismiss information relating to the risk of addiction associated with prescription opioids.

17. Insight: Firsthand Experience with Addiction

- Many research participants expressed firsthand experience witnessing the impact of addiction—including opioid addiction—in their families and communities.
- This lived experience made the potential risks of addiction and dependence more believable for participants.

18. Insight: Beliefs About Opioids for Pain

- Many report positive experiences with using doctor-prescribed opioids for pain management in the past and do not want their future options to be limited.
- Many participants assume they are not at risk for addiction or side effects because their previous experiences with prescription opioid use after an injury or surgery have not been problematic.
- This leads them to believe that any future use will be similarly positive and that they are equipped to take opioids safely.

19. Quotes from Research

- These quotes are from interviews and focus groups conducted throughout the research phase of Heal Safely, showing the varying beliefs that research participants have about pain.

20. Insight: Historical Trauma

- For people of color, black and indigenous folks in our research, historical trauma is an important factor in understanding and managing pain.

21. Quotes from Research

- These quotes are from interviews and focus groups conducted throughout the research phase of Heal Safely illustrating the connection between historical trauma and pain.

22. Insight: Deeper Reluctance to Talk with Doctors About Pain

- Many research participants expressed firsthand experience witnessing the impact of addiction—including opioid addiction—in their families and communities.
- This lived experience made the potential risks of addiction and dependence more believable for participants.

23. Quotes from Research

- This quote is from a research participant and illustrates the institutional racism and historical trauma many people experience in the health care system.

24. Insight: Perceptions of Pain Management Options

- While many people express interest in non-opioid options, they have an underlying fear that these options won't provide the same immediate pain relief, healing or aid in resting as opioids.
- There is also a common misconception that alternative pain medications are too experimental or won't be covered by insurance.

25. Discussion

- Pose questions to participants, guiding an open-ended discussion.

26. Key Messaging Recommendations: Talking about pain and opioids

- This research shows that a large percentage of people do not believe they are at risk for addiction, leading them to disregard warnings about opioids as irrelevant to their lives.
- We have a much better chance of engaging people in behavior change by appealing to their motivations rather than their fears. In this way, we activate their positive desire for agency, as well as their desires to safely manage pain, to rest and to heal.
- The following are key messaging recommendations for you as you consider creating materials to prevent opioid use.

27. Build connection

- Because pain is so personal, people need to see and hear from people like themselves—with whom they can identify—to believe that their personal experience matters and that their pain is taken seriously.
- Validating people's experiences and mirroring their emotions and beliefs creates connection and helps them receive information about pain management more openly.

28. Messaging: Talking About Pain

- Define acute pain and frame the goals of pain management. It is important to help audiences situate the kind of pain we are talking about—for these purposes, serious, short-term pain resulting from injury or surgery.
- We must shift the goal of pain management away from being "pain-free" and instead talk about "addressing pain," "managing pain" and "aiding in recovery and healing."

29. Messaging: Define "Opioids."

- Many have limited or flawed understanding of opioids.
- It is crucial to clearly define the term "opioids" as "prescription pain medication."
- It is also helpful to include examples of brand names with which audiences may be more familiar.

30. Messaging: Disrupting Flawed Beliefs About Risk

- Emphasize the risk of physical dependence and serious side effects rather than addiction and overdose because people do not see themselves as at risk for addiction.
- From the research, the single most effective statement we found was: "Your body can become dependent on prescription opioids in as few as three days."

31. Messaging: Making Other Options Credible

- Raise awareness of non-opioid options that credibly meet people's needs for rest and healing.
- Providing clear, concrete and proven non-opioid options is highly effective in motivating people to consider other approaches, especially when they see their needs for holistic healing addressed.

32. Messaging: Reducing Skepticism

- People need to see providers as their partners in their health care decision-making.
- It's important to model what this looks like, providing concrete examples of the kinds of questions and interactions people can have with their providers.
- Sharing stories featuring messengers with whom audiences can identify, and who can model the behavior and attitude change we are seeking to create, can be an effective way to meet this need.

33. Messaging: Equip and Empower People to Develop a Plan.

- When people are experiencing pain, many have difficulty remembering what questions to ask their provider.
- Equipping them with a plan before a surgery and a guide for questions to ask during an appointment empowers people in their health care journey.

34. Heal Safely Campaign

- The Heal Safely campaign launched in the summer of 2019.
- The campaign included paid media that centers the lived experiences of diverse people from across the state.
- It partnered with Tribes and community groups to promote the campaign and support their existing work on-the-ground.

35. Campaign Goal

- As a reminder, this campaign is designed to empower Oregonians to seek safe, effective options to heal.

36. My Pain. My Plan.

- The centerpiece of the Heal Safely campaign is a simple "My Pain. My Plan." tool for patients.
- It provides research-tested information about pain, prescription opioids and pain management options, as well as questions for people to ask their doctor and a planning worksheet.
- Research participants reported that it made them much more likely to request a non-opioid option in the future and feel more confident about asking questions of their doctor.
- The "My Pain. My Plan." tool is available in 11 languages and can be downloaded at www.healsafely.org/toolkit.

37. Tools for Partners

- The complete Opioid Prevention Toolkit, with comprehensive insights derived from our deep qualitative and quantitative research, and a full set of tools, resources and strategies for engaging audiences about opioids is available for download at www.healsafely.org/toolkit.
- To learn more about the Heal Safely Campaign, visit www.healsafely.org