



CURBING DEMAND THROUGH PUBLIC EDUCATION & OUTREACH

A COMMUNITY-BASED PUBLIC HEALTH NONPROFIT PERSPECTIVE

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ORGANIZATIONAL BACKGROUND

- TOGETHER! founded in 1989
 - Started as a community coalition
 - Based on Hawkins & Catalano's Communities That Care and risk & protective factor frameworks



- Drug Action Team, Rainier Community Cares and Bucoda-Tenino Healthy Action Team are programs/initiatives of TOGETHER!
- TOGETHER! has diverse funding including grants directly from federal, state and local governments (incl. tribes), foundations



PRESCRIPTION DRUG TASK FORCE

- Safe medicine return initiative
 - Institute sites, purchase/install drop boxes
 - PR – video PSAs, bus ads, newspaper articles, TV



Your health. Their high.
Stop teen prescription drug abuse.

- 1 Secure
- 2 Monitor
- 3 Dispose

Find out more at
www.ThurstonTogether.org



TOGETHER! RX360 INITIATIVE – MOBILIZING CONSUMERS TO PREVENT RX DRUG ABUSE

- All Rx (not just opioids)
- Goals: train at least 50 presenters in 9 counties; increase use of secure medicine return drop boxes
- Message: secure, monitor, dispose.



OUTPUTS

60 trainers

45 presentations

1 620 participants

from 70 WA

cities/towns

* Indicates cities where a trainer resides.

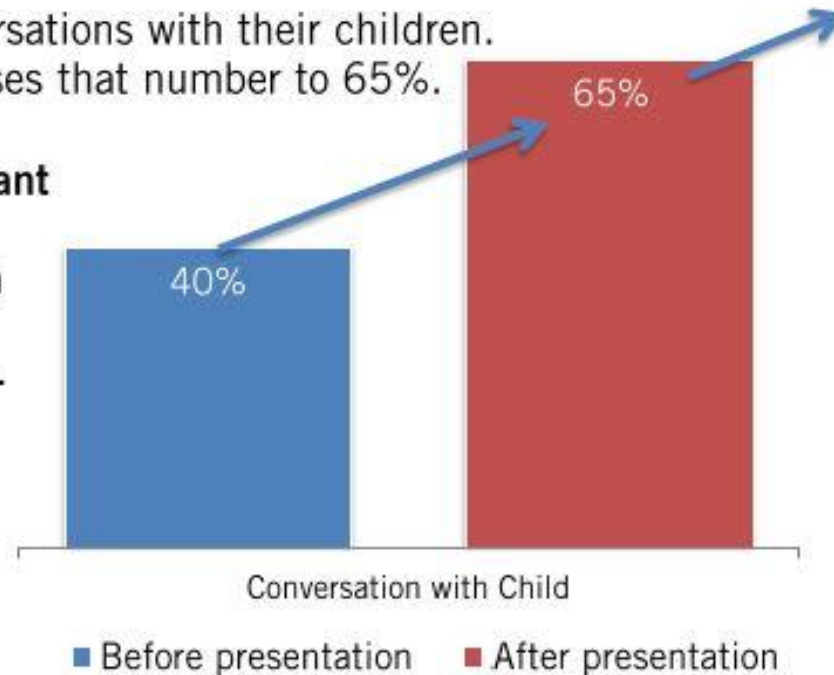
Aberdeen *	<u>Fircrest</u>	Olympia *	Steilacoom *
Ariel	Forks	Onalaska *	Tacoma *
Battle Ground	Gig Harbor	Orting *	<u>Taholah</u> *
Bellevue *	Granite Falls	Port Orchard *	Tenino *
Bothell *	Hoquiam	Poulsbo	Tulalip *
Bremerton *	Issaquah	Pullman	Union Gap
Camas	Kelso	Puyallup	University Place
<u>Cathlamet</u> *	Kennewick	Queets	Vancouver *
Chehalis *	Kent	Rainier	Walla Walla
Cheney	Lacey *	Renton	Winlock *
<u>Cle Elum</u>	Longview *	Rochester	Woodland
Dayton *	<u>McCleary</u> *	Roy	Yakima
Duval	Medical Lake	Sammamish	Yelm
Eatonville	Mill Creek	Seattle *	
Edmonds	Monroe	<u>Sedrow-Wooley</u> *	
Enumclaw	Montesano	Shelton	
Everett *	Mount Vernon *	Silverdale	
Federal Way	Newport	Spokane	
Fife	Oakville *	Stanwood	

OUTPUTS/OUTCOMES CONTINUED

The Rx360 presentation is generating conversations between parents and their children on this issue.

Initially, 40% had conversations with their children. This presentation increases that number to 65%.

In total, **77% of participant households are likely to have a conversation with their children about prescription drug abuse - either immediately or within 4 weeks.**



Among those who have not yet had a conversation with their children, 33% are likely to do so in the next 4 weeks.

TOGETHER! SOCIAL NORMS


- 12 schools, 8 years
- Based on the Science of the Positive – Montana State, Dr. Linkenbach
- Covered topics: rx drug abuse, alcohol, marijuana, tobacco, traffic safety, etc.
- Messaging and results vary by school; not every school includes rx messages every year

According to Tumwater HS students:

90% have **never taken** a prescription drug to get high.

89% say using prescription drugs to get high **isn't safer** than using street drugs.

THESE STATS CAME FROM YOU!

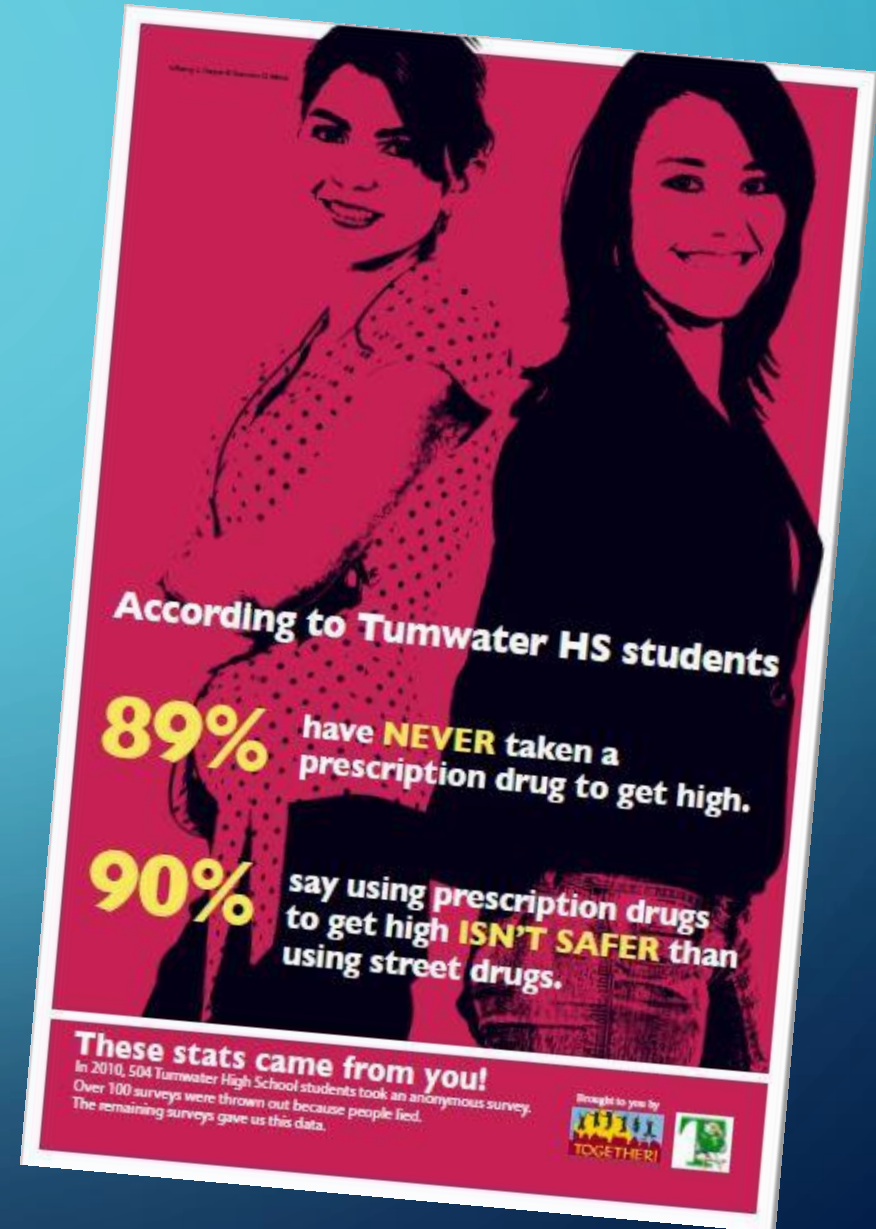
Brought to you by 

In 2009, 342 Tumwater High School students took an anonymous survey. Fifty-one surveys were thrown out because people lied. The remaining surveys gave us this data.

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OUTCOME DATA

- 2 of 5 schools reported massive, statistically significant reductions (70%, both schools) in current rx drug abuse
- 2 others reported encouraging downward trends (39% and 20% reductions)
- OVERALL, current prescription drug misuse was reduced by 56% across the 5 schools with relevant data.



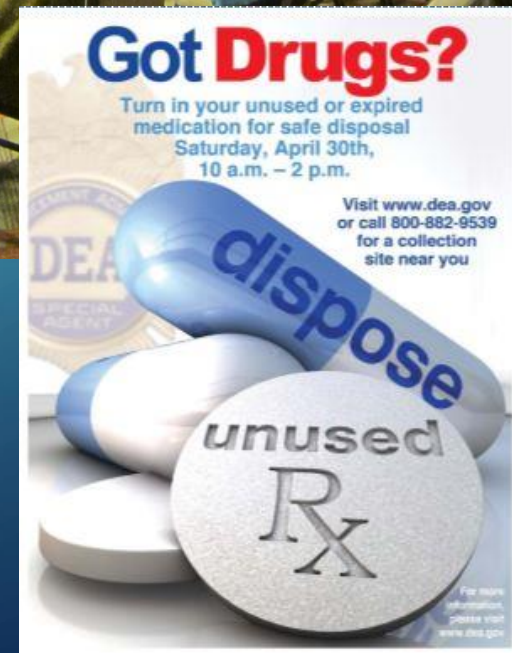
MEDIA ENGAGEMENT

- Rx-specific video PSAs
- Rx-specific audio PSAs
 - Also forthcoming Social Host ordinance PSA concerning alcohol and marijuana
- Social media (TOGETHER! Facebook as well as coalition pages/accounts)
- Promo of DEA takeback days



TOGETHER!'S *SUBSTANCE ABUSE: A COMMUNITY RESPONSE* ANNUAL CONFERENCE

- Statewide conference
- 8 years running
- Reaches 200+ attendees from WA (and a few from OR, ID, CO, etc.)
- Funded in part through NW HIDTA
- Covers trafficking, data and emerging trends, treatment, prevention, mental health and innovative approaches, as well as general public health topics
- Will be held again in April 2018 at Great Wolf Lodge after a one-year pilot partnership at another site



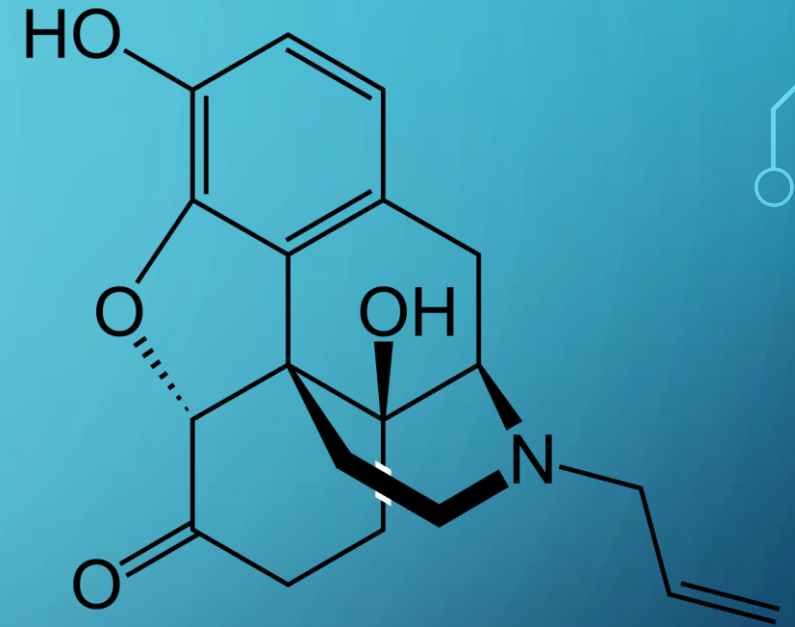
ON THE HORIZON & WHAT'S NEXT

On the horizon for TOGETHER!/Thurston Drug Action Team

- Naloxone partnership project with local law enforcement

Gaps and Needs/Ideas for What's Next

- Law and justice communities as advocates for additional targeted resources for prevention*
- Continued conversation about the paradigm of addiction as a connection disorder



FOR MORE INFORMATION

Call for questions/to discuss how these approaches might fit your community...

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