Re-Evaluating and Enhancing Strategies

If you are doing these...

Pharmacy and Provider Outreach
- Educate on stigma, Medication-Assisted Treatment, Naloxone prescribing, and SBIRT
- Promote services provided by Maryland Addiction Consultation Services (http://www.marylandmacs.org/)
- Promote physician CDS prescribing CME, available through MedChi, The Maryland State Medical Society

Educating Law Enforcement and First Responders
- Data collaboration
- Surveillance and research collaboration

Social Marketing Campaigns
- Review if messages are still effective based on current data
- Consider additional messaging, but avoid campaign saturation
- Re-evaluate your target populations and use them as ambassadors of campaign messages
- Include messaging about the science of addiction and stigma

Implementing Opioid Social Marketing Campaigns
- Plan campaign elements and posts with a distribution schedule
- Develop a social media chart with ready to use content
- Utilize pre-existing campaign materials

Parent or Youth Education
- Consider demand side, upstream approaches (mental health and wellness)
- Youth PhotoVoice Project
- Share and promote the Surgeon General's postcard

Drug Disposal Education and Take Back Events
- Use approaches to make the strategy more comprehensive, like working with prescribers and pharmacists or using the CDC prescriber guidelines
- Evaluate deterrents to disposal options in specific populations
- Evaluate events with data and use participant survey tool

Harm Reduction and Overdose Prevention
- Target outreach with surveillance data
- Partner with people who use drugs
- LEAD programs
- Support post-overdose strategies with informational resources, community readiness promotion, and stigma reduction

Consider this!

BHRT
The Behavioral Health Resource & Technical Assistance Program