Opioid Misuse: Using Social Media to Capture a Statewide Audience

Francoise Pradel, PhD
Hellena Admassu, PharmD
Nicole Sealfon, MPH
Marianne Gibson, MS

University of Maryland School of Pharmacy
Department of Pharmaceutical Health Services Research
Objectives

1. Recognize how social media can be used to recruit a large and diverse sample of survey respondents

2. Describe how to conduct a statewide public opinion survey using the internet to measure perceptions, knowledge, awareness and use of opioids

3. Discuss the implications of soliciting public opinion about opioid misuse and abuse when planning prevention efforts in communities

4. Apply the lessons learned to future survey development and administration
Outline

1. Opioid Misuse and Consequences
2. OMPP overview
3. Rationale
4. Survey Recruitment and Administration
5. Outcomes
6. Strengths & Limitations
Background of the Problem

Consumption

Nonmedical Use of Pain Relievers in Past Year Ages 18-25 years

Consequence

Opioid and Non Opioid Related Fatalities

NSDUH, 2012-13
Consumption

Nonmedical Use of Pain Relievers in Past Year Ages 18-25 years

% Reporting Use

Years

04 05 06 07 08 09 10 11 12

9.6 9.3 10.2 10.9 9.7 9.4 10.2 9.1 8.4

12 12.2 12.4 12.3 12.1 11.9 11.5 10.4 10

MD US

Lifetime Heroin Use, High School
Lifetime Heroin Use, High School Students

% Reporting Use

<table>
<thead>
<tr>
<th>Years</th>
<th>MD</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>2.6</td>
<td>2.4</td>
</tr>
<tr>
<td>2007</td>
<td>2.4</td>
<td>2.3</td>
</tr>
<tr>
<td>2009</td>
<td>4.1</td>
<td>2.5</td>
</tr>
<tr>
<td>2011</td>
<td>4.2</td>
<td>2.9</td>
</tr>
<tr>
<td>2013</td>
<td>4.9</td>
<td>2.2</td>
</tr>
</tbody>
</table>
Consequence

Opioid and Non Opioid Related Fatalities

<table>
<thead>
<tr>
<th>Year</th>
<th>Opioid Related Fatalities</th>
<th>Non Opioid Related Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>628</td>
<td>187</td>
</tr>
<tr>
<td>2008</td>
<td>523</td>
<td>171</td>
</tr>
<tr>
<td>2009</td>
<td>570</td>
<td>161</td>
</tr>
<tr>
<td>2010</td>
<td>504</td>
<td>145</td>
</tr>
<tr>
<td>2011</td>
<td>529</td>
<td>142</td>
</tr>
<tr>
<td>2012</td>
<td>648</td>
<td>151</td>
</tr>
<tr>
<td>2013</td>
<td>729</td>
<td>151</td>
</tr>
<tr>
<td>2014</td>
<td>887</td>
<td>151</td>
</tr>
</tbody>
</table>
In 2012, drug overdose mortality in Maryland shifted from prescription opioids to heroin.

143% increase in heroin related deaths from 238 in 2010 to 578 in 2014.
Heroin-related Fatalities
2007-2014

By place of occurrence
Background of the Problem

**Consumption**

Nonmedical Use of Pain Relievers in Past Year Ages 18-25 years

- Years: 2004 to 2012
- % Reporting Use: 9.4 to 8.4

**Consequence**

Opioid and Non Opioid Related Fatalities

- Years: 2007 to 2014
- Fatality Count: 187 to 887

NSDUH, 2012-13
Opioid Misuse Prevention Program

Objectives

- Reduce opioid misuse
- Reduce opioid overdose
- Reduce opioid fatalities

OMPP

Provides grant funding to strengthen local overdose prevention plans using the Strategic Prevention Framework
Objectives

- Reduce opioid misuse
- Reduce opioid overdose
- Reduce opioid fatalities
OMPP

Provides grant funding to strengthen local overdose prevention plans using the Strategic Prevention Framework
Survey Rationale

1. Inform local public awareness campaigns
2. Inform needs assessments
   - No data available on success, perceptions, awareness at the state or jurisdiction levels
   - Available data are aggregated
3. Obtain state level baseline data for evaluation

Why a Web Survey?
Statewide reach
Limited time
3 weeks
Limited resources

Why Social Media Recruitment?

Maryland Public Opinion Survey on Opioids
- Eligibility: 18 years and older, Maryland resident
- 52-items: Demographics, Opioid use, Risk perception, Sources of opioids, Open ended comments
Survey Rationale

1. Inform local public awareness campaigns

2. Inform needs assessments
   - No data available on access, perceptions, awareness at the state or jurisdiction levels
   - Available data are aggregated

3. Obtain state level baseline data for evaluation
Why a Web Survey?

Statewide reach

Limited time
3 weeks

Limited resources
Why Social Media Recruitment?
# Prior Successes

<table>
<thead>
<tr>
<th>Vermont Young Adult Survey¹</th>
<th>Broad Reach and Targeted Recruitment Using Facebook for an Online Survey of Young Adult Substance Use²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol and other substance use survey</td>
<td>Tobacco and other substance use survey</td>
</tr>
<tr>
<td>18-25 year olds in Vermont</td>
<td>18 – 25 year olds across the US</td>
</tr>
<tr>
<td>Postcards, FB Ads Posters, community organizations</td>
<td>FB only</td>
</tr>
<tr>
<td>6.5 weeks</td>
<td>13 months</td>
</tr>
<tr>
<td>Postcards N=333 $7.88 per respondent</td>
<td>FB N=2,569 $1.29 per respondent</td>
</tr>
<tr>
<td></td>
<td>N=1,548 $4.28 per survey</td>
</tr>
<tr>
<td>Vermont Young Adult Survey(^1)</td>
<td></td>
</tr>
<tr>
<td>----------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>OBJECTIVE</strong></td>
<td></td>
</tr>
<tr>
<td>Alcohol and other substance use survey</td>
<td></td>
</tr>
<tr>
<td><strong>TARGET POPULATION</strong></td>
<td></td>
</tr>
<tr>
<td>18-25 year olds in Vermont</td>
<td></td>
</tr>
<tr>
<td><strong>RECRUITMENT METHOD</strong></td>
<td></td>
</tr>
<tr>
<td>Postcards, FB Ads, Posters, community organizations</td>
<td></td>
</tr>
<tr>
<td><strong>TIMELINE</strong></td>
<td></td>
</tr>
<tr>
<td>6.5 weeks</td>
<td></td>
</tr>
<tr>
<td><strong>RECRUITMENT OUTCOMES</strong></td>
<td></td>
</tr>
<tr>
<td>Postcards: ( N=333 ), $7.88 per respondent</td>
<td></td>
</tr>
<tr>
<td>FB: ( N=2,569 ), $1.29 per respondent</td>
<td></td>
</tr>
<tr>
<td>Object</td>
<td>Study</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Objective</td>
<td>Tobacco and other substance use survey</td>
</tr>
<tr>
<td>Target Population</td>
<td>18 – 25 year olds across the US</td>
</tr>
<tr>
<td>Recruitment Method</td>
<td>FB only</td>
</tr>
<tr>
<td>Timeline</td>
<td>13 months</td>
</tr>
</tbody>
</table>
| Recruitment Outcomes | N=1,548
$4.28 per survey |
Maryland Public Opinion Survey on Opioids

Eligibility
18 years and older
Maryland resident

52-items
Demographics
Opioid use
Risk perception
Sources of opioids
Open ended comments
Survey Rationale

1. Inform local public awareness campaigns
2. Inform needs assessments
   - No data available on access, perceptions, awareness at the state or jurisdiction levels
   - Available data are aggregated
3. Obtain state-level baseline data for evaluation

Why a Web Survey?
- Statewide reach
- Limited time
  - 3 weeks
- Limited resources

Why Social Media Recruitment?

Maryland Public Opinion Survey on Opioids
- Eligibility:
  - 18 years and older
  - Maryland resident
- 52 items
  - Demographics
  - Opioid use
  - Risk perception
  - Sources of opioids
  - Open-ended comments
Survey Recruitment...

Targeted Ads
- Create the Ads
  - Paid likes
    - $10 daily

Reach through FB Pages
1. Identify FB groups and pages
2. Massage page administrators

Weekly Updates

...and administration

Create FB Page
- Paid FB ads
- Share with other FB pages
- Weekly updates
- Paid FB ads
- Share with other FB pages
- Weekly updates
Create FB Page

University of Maryland School of Pharmacy

Maryland Opioid Misuse Prevention Survey

The 2015 Maryland Opioid Misuse Prevention Survey is now closed. We received over 6,600 surveys from residents all across Maryland. Thanks so much for all who participated and for spreading the word! We’ll post again when findings from the survey are available. Thanks for making the Maryland Opioid Misuse Prevention Survey a success!

Maryland Public Opinion Survey on Opioids

249 people reached

Like, Comment, Share
Targeted Ads
Create the Ads

18 - 25 Year Olds

25 - 34 Year Olds

50 and Up

35 - 49 Year Olds

Paid likes

$20 daily
Create the Ads

1. Choose your audience
2. Set your ad strategy
3. Design your ad

Advertiser

90 characters

Headline

30 characters

Survey link

Description

200 Characters

oCPM = $25 daily per ad set
Choose your audience
2. Set your ad strategy

Status: On

Budget: Daily Budget: $25.00

Schedule:
- Run my ad set continuously starting today
- Set a start and end date

Start: 02/23/2015 9:28am
End: 3/16/2015 10:43am

For the remaining 0 days in your ad set, the most you'll spend is $0.00

Optimize For: Link Clicks to Website / Pay per Impressions

Pricing:
- You'll be charged each time your ad is served.
- Get more link clicks at the best price.
- Set the bid you're willing to pay per link click.

Ad Scheduling: Run ads all the time

Delivery Type: Standard - Show your ads throughout the day - Recommended

Prezi button:
- Cancel
- Save
3. Design your ad

Advertiser

Maryland Opioid Misuse Prevention Survey
Sponsored •

Are you a Maryland resident and at least 18 years old? If so, your community needs you!

90 characters

Headline

30 characters

What's your opinion?

Please complete a 10-minute survey about prescription opioids and heroin in your community. Enter our weekly drawing for a $50 gift card and a grand prize $100 gift card.

Survey link

WWW.SURVEYMONKEY.COM

Description

200 Characters

Learn More
18 - 25 Year Olds

Maryland Opioid Misuse Prevention Survey
Written by Francoise Pradel [?] · February 23 · ★

Are you a Maryland resident and at least 18 years old? If so, your community needs you!

What's your opinion?
Please complete a 10-minute survey about prescription opioids and heroin in your community. Enter our weekly drawing for a $50 gift card and a grand prize $100 gift card.

WWW.SURVEYMONKEY.COM

Learn More
Are you a Maryland resident and at least 18 years old? If so, your community needs you!

What's your opinion?

Please complete a 10-minute survey about prescription opioids and heroin in your community. Enter our weekly drawing for a $50 gift card and a grand prize $100 gift card.

WWW.SURVEYMONKEY.COM

Learn More
35 - 49 Year Olds

Maryland Opioid Misuse Prevention Survey
Written by Francoise Pradel (?) - February 23

Are you a Maryland resident and at least 18 years old? If so, your community needs you!

What's your opinion?
Please complete a 10-minute survey about prescription opioids and heroin in your community. Enter our weekly drawing for a $50 gift card and a grand prize $100 gift card.

WWW.SURVEYMONKEY.COM

Learn More
Are you a Maryland resident and at least 18 years old? If so, your community needs you!

What's your opinion?
Please complete a 10-minute survey about prescription opioids and heroin in your community. Enter our weekly drawing for a $50 gift card and a grand prize $100 gift card.

WWW.SURVEYMONKEY.COM

Learn More
Paid likes
$20 daily
Reach through FB Pages

1. Identify FB groups and pages
   - Health departments
   - Community groups
   - Law enforcement agencies
   - Hospitals
   - Media outlets

2. Message page administrators

Incentive
- Amazon Gift Card
  - $50
1 Identify FB groups and pages

- Health departments
- Community groups
- Law enforcement agencies
- Hospitals
- Media outlets

182
Francoise Pradel

Hello,

I am reaching out on behalf of the University of Maryland School of Pharmacy and the Department of Health and Mental Hygiene regarding a statewide opioid misuse prevention program. As part of the effort to reduce overdose deaths, we are conducting a survey on perceptions, awareness, and use of prescription opioids and heroin. We would appreciate it if you could share the below link on your page or share our page - Maryland Opioid Misuse Prevention Survey. Thanks!

Here is verbiage you may use when posting:

Are you a Maryland resident and at least 18 years old? If so, your community needs you! Please complete a 10-minute survey about prescription opioids and heroin in your community. Click here https://www.surveymonkey.com/r/mdopioidsurvey to take the survey and enter to win a $50.00 gift card.

365 Things To Do in Frederick

Sure, I'd be happy to share this. Best wishes.
Francoise Pradel

Hello,
I am reaching out on behalf of the University of Maryland School of Pharmacy and the Department of Health and Mental Hygiene regarding a statewide opioid misuse prevention program. As part of the effort to reduce overdose deaths, we are conducting a survey on perceptions, awareness, and use of prescription opioids and heroin. We would appreciate it if you could share the below link on your page or share our page - Maryland Opioid Misuse Prevention Survey. Thanks!

Here is verbiage you may use when posting:

Are you a Maryland resident and at least 18 years old? If so, your community needs you! Please complete a 10-minute survey about prescription opioids and heroin in your community. Click here https://www.surveymonkey.com/r/mdopioidsurvey to take the survey and enter to win a $50.00 gift card.

365 Things To Do in Frederick

Sure, I'd be happy to share this. Best wishes.
Are you a Maryland resident and at least 18 years old?
If so, your community needs you!
To complete a 10-minute survey about prescription opioids and heroin in your community..... See More
Weekly Updates

Congratulations to our first weekly prize winner! This week's winner comes from Harford County and will be receiving a $50 gift card to use at Amazon.com! #mdopioidsurvey

AND THE WINNER IS!....
Thanks to the over 900 Marylanders who have taken the survey so far! Only 10 days left to complete the survey. Please share this page or the survey link with your friends now so they don't miss their chance to participate and win up to $100! Your community needs you!

MARYLAND PUBLIC OPINION SURVEY ON OPIOIDS

933 people reached

Like Comment Share

like this.
Arundel Medical Center Official Facebook Page and 2 others

21 shares
Maryland Opioid Misuse Prevention Survey
Published by Marianne Gibson ⋆ March 2 ⋆ Edited

Congratulations to our first weekly prize winner! This week's winner comes from Harford County and will be receiving a $50 gift card to use at Amazon.com! #mdopioidsurvey

AND THE WINNER IS!....

326 people reached
Incentive

Amazon Gift Card

$50
Survey Recruitment...

Targeted Ads
Create the Ads
- Paid ads
- $10 daily

Reach through FB Pages
1. Identify FB groups and pages
2. Message page administrators

Weekly Updates
- Paid FB ads
- Share with other FB pages
- Weekly updates

...and administration
Welcome to the Maryland Public Opinion Survey!

You are being asked to take part in a research study that explores Marylander's perceptions, awareness and use of prescription opioids and heroin in your community. This study is being conducted by the University of Maryland Baltimore in collaboration with the Maryland Department of Health and Mental Hygiene's Behavioral Health Administration. We value your opinions and appreciate your participation. This survey was designed for Maryland residents older than 18. If you agree to participate in this anonymous study, you will be asked to complete a one-time-only online survey that will take approximately 10 minutes.

DO NOT take this survey if:

You are under 18

OR

You live outside of Maryland

Otherwise, please continue...

Important information for Respondents

Please read before proceeding:

• This survey is completely anonymous and does not record any personal identifying information. Please answer all questions truthfully.

• The survey is completely voluntary. You may choose not to participate at any time. You may skip any questions you are not comfortable answering.

• The information from the survey will be released in summary form only.

• At the end of the survey you will be able to enter a weekly drawing for a $50 gift card, as well as one time $100 grand prize gift card. Your contact information for the drawing will be collected in a separate location and can never be linked to your survey responses.

Prezi
Welcome to the Maryland Public Opinion Survey!

You are being asked to take part in a research study that explores Marylander's perceptions, awareness and use of prescription opioids and heroin in your community. This study is being conducted by the University of Maryland Baltimore in collaboration with the Maryland Department of Health and Mental Hygiene’s Behavioral Health Administration. We value your opinions and appreciate your participation. This survey was designed for Maryland residents older than 18. If you agree to participate in this anonymous study, you will be asked to complete a one-time-only online survey that will take approximately 10 minutes.

DO NOT take this survey if:

You are under 18

OR

You live outside of Maryland

Otherwise, please continue...

Important Information for Respondents

Please read before proceeding:

• This survey is completely anonymous and does not record any personal identifying information. Please answer all questions truthfully.

• The survey is completely voluntary. You may choose not to participate at any time. You may skip any questions you are not comfortable answering.

• The information from the survey will be released in summary form only.

• At the end of the survey you will be able to enter a weekly drawing for a $50 gift card, as well as a one time $100 grand prize gift card. Your contact information for the drawing will be collected in a separate location and can never be linked to your survey responses.
Outline

Opioid Misuse and Consequences
OMPP overview
Rationale
Survey Recruitment and Administration
Outcomes
Strengths & Limitations
FB Ads

605,912 impressions
4,325 clicks
$2,433 ($510 per ad set)
How many took the survey?
6,623
<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>%</th>
<th>MD&lt;sup&gt;a&lt;/sup&gt; (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>4,182</td>
<td>79.1</td>
<td>51.6</td>
</tr>
<tr>
<td>Male</td>
<td>1,048</td>
<td>19.8</td>
<td>48.4</td>
</tr>
<tr>
<td>Other</td>
<td>56</td>
<td>1.1</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Race/Ethnicity&lt;sup&gt;b&lt;/sup&gt;</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>4,823</td>
<td>91.6</td>
<td>60.5</td>
</tr>
<tr>
<td>Black/African American</td>
<td>255</td>
<td>4.8</td>
<td>30.1</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>78</td>
<td>1.5</td>
<td>9.0</td>
</tr>
<tr>
<td>Asian</td>
<td>74</td>
<td>1.4</td>
<td>6.1</td>
</tr>
<tr>
<td>Other</td>
<td>140</td>
<td>2.6</td>
<td>4.8</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-25</td>
<td>514</td>
<td>9.7</td>
<td>14.4</td>
</tr>
<tr>
<td>26-35</td>
<td>1,190</td>
<td>22.5</td>
<td>17.1</td>
</tr>
<tr>
<td>36-45</td>
<td>1,075</td>
<td>20.3</td>
<td>18.4</td>
</tr>
<tr>
<td>46-54</td>
<td>1,164</td>
<td>22.0</td>
<td>18.3</td>
</tr>
<tr>
<td>55-65</td>
<td>1,035</td>
<td>19.6</td>
<td>16.9</td>
</tr>
<tr>
<td>66-74</td>
<td>259</td>
<td>4.9</td>
<td>7.6</td>
</tr>
<tr>
<td>75 or older</td>
<td>52</td>
<td>1.0</td>
<td>7.3</td>
</tr>
</tbody>
</table>

<sup>a</sup> US Census, 2013

<sup>b</sup> May not add up to 100%, multiple selections allowed
Survey Findings

How many have misused?
How many have misused?

- 24.7% have taken a prescription opioid without a doctor's permission
- 6.7% have tried heroin
# MPOS & NSDUH

<table>
<thead>
<tr>
<th>Question</th>
<th>Past year NMUPO (%)</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1: During the past year, how many times have you taken a prescription opioid that was not prescribed to you? (N = 5,350)</td>
<td>8.82</td>
<td>MPOS 2015</td>
</tr>
<tr>
<td>Q2: During the past year, how many times have you taken prescription opioids that were prescribed to you only for the experience, feeling they caused, or to get high? (N = 5,358)</td>
<td>3.99</td>
<td></td>
</tr>
<tr>
<td>How many days have you used any prescription pain reliever that was not prescribed for you or that you took only for the experience or feeling it caused during the past 12 months?</td>
<td>4.16</td>
<td>NSDUH 2012-13</td>
</tr>
</tbody>
</table>
Sources

In your opinion, how do people get prescription opioids to get high?

<table>
<thead>
<tr>
<th>Non Users (n)</th>
<th>Users (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steal from family</td>
<td>Drug dealers</td>
</tr>
<tr>
<td>2,757</td>
<td>810</td>
</tr>
<tr>
<td>Drug dealers</td>
<td>Stealing from family</td>
</tr>
<tr>
<td>2,173</td>
<td>798</td>
</tr>
<tr>
<td>Friends provide</td>
<td>Friends provide</td>
</tr>
<tr>
<td>1,943</td>
<td>747</td>
</tr>
<tr>
<td>Doctors</td>
<td>Doctors</td>
</tr>
<tr>
<td>1,820</td>
<td>730</td>
</tr>
<tr>
<td>Steal from friends</td>
<td>Steal from friends</td>
</tr>
<tr>
<td>1,347</td>
<td>313</td>
</tr>
<tr>
<td>Fake prescriptions</td>
<td>Family provide</td>
</tr>
<tr>
<td>655</td>
<td>211</td>
</tr>
<tr>
<td>Family provide</td>
<td>Fake prescriptions</td>
</tr>
<tr>
<td>571</td>
<td>141</td>
</tr>
<tr>
<td>Internet</td>
<td>Pharm/Pharm T</td>
</tr>
<tr>
<td>191</td>
<td>56</td>
</tr>
<tr>
<td>Pharm/Pharm T</td>
<td>Internet</td>
</tr>
<tr>
<td>144</td>
<td>38</td>
</tr>
</tbody>
</table>
Ease of Access

Obtaining prescription opioids from a friend or family
84% said easy or very easy

County range: 76% - 89%

Obtaining prescription opioids from a doctor
52% said easy or very easy

County range: 34% - 69%
Perceptions of Risk

<table>
<thead>
<tr>
<th>In your opinion, are prescription opioids safer than...Heroin</th>
<th>%</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>48.8</td>
<td>2,799</td>
</tr>
<tr>
<td>No</td>
<td>39.5</td>
<td>2,262</td>
</tr>
<tr>
<td>Don't Know</td>
<td>11.7</td>
<td>669</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>5,730</td>
</tr>
</tbody>
</table>
Awareness

Heard of Good Samaritan Law 41%

Heard of naloxone 67%

Know where to refer someone for opioid use treatment 61%

Had a talk with pharmacist about risks of prescription opioids 10%

Had a talk with doctor about risks of prescription opioids 29%
Qualitative Findings

Access (n=142)
Treatment (n=127)
Lack of awareness (n=80)
Enforcement (n=60)
Stigma/Prejudice (n=30)
622

Access (n=142)

Treatment (n=127)

Lack of awareness (n=80)

Enforcement (n=60)

Stigma/ Prejudice (n=30)
## Access

<table>
<thead>
<tr>
<th></th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctors overprescribe</td>
<td>67</td>
<td>47.2</td>
</tr>
<tr>
<td>Heroin is affordable and easily accessible</td>
<td>41</td>
<td>28.9</td>
</tr>
<tr>
<td>Concern about access to prescription opioids for legitimate medical needs</td>
<td>13</td>
<td>9.2</td>
</tr>
<tr>
<td>People are selling or sharing their prescription opioids</td>
<td>7</td>
<td>4.9</td>
</tr>
<tr>
<td>More training on substance use disorder for prescribers</td>
<td>5</td>
<td>3.5</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>6.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>142</td>
<td>100</td>
</tr>
</tbody>
</table>

"I have several medical issues and I constantly find that even when I tell them no prescription pain medications, doctors try to push narcotics on me - they give me prescriptions even though I declined ‘just in case’. ...It would be so easy to fill that prescription and sell the pills!"

"My son and his friends started using heroin because one of the friends got prescriptions for back pain. Refills were becoming harder to get and heroin was cheaper."
## Access

<table>
<thead>
<tr>
<th>Issue</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctors overprescribe</td>
<td>67</td>
<td>47.2</td>
</tr>
<tr>
<td>Heroin is affordable and easily accessible</td>
<td>41</td>
<td>28.9</td>
</tr>
<tr>
<td>Concern about access to prescription opioids for legitimate medical needs</td>
<td>13</td>
<td>9.2</td>
</tr>
<tr>
<td>People are selling or sharing their prescription opioids</td>
<td>7</td>
<td>4.9</td>
</tr>
<tr>
<td>More training on substance use disorder for prescribers</td>
<td>5</td>
<td>3.5</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>6.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>142</td>
<td>100</td>
</tr>
</tbody>
</table>
“I have several medical issues and I constantly find that even when I tell them no prescription pain medications, doctors try to push narcotics on me - they give me prescriptions even though I declined ‘just in case’. …It would be so easy to fill that prescription and sell the pills!”

“My son and his friends started using heroin because one of the friends got prescriptions for back pain. Refills were becoming harder to get and heroin was cheaper.”
## Treatment

<table>
<thead>
<tr>
<th>Category</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>More treatment centers and options needed</td>
<td>58</td>
<td>45.7</td>
</tr>
<tr>
<td>Better quality treatment options needed</td>
<td>22</td>
<td>17.3</td>
</tr>
<tr>
<td>Anti medication-assisted treatment</td>
<td>20</td>
<td>15.7</td>
</tr>
<tr>
<td>Lack of insurance coverage or payment</td>
<td>16</td>
<td>12.6</td>
</tr>
<tr>
<td>Pro treatment</td>
<td>10</td>
<td>7.9</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>0.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>127</td>
<td>100</td>
</tr>
</tbody>
</table>

“There is a tremendous lack of resources for inpatient detox and treatment facilities. No one seeking treatment should have to be put on a 40 patients wait list.”

“The county resources are felt to be inadequate. My family was personally touched by addiction recently and we had to send my son to resources outside the county for help at greater cost and stress to all. Now he is in recovery and I am afraid for him to come back to the county.”
## Treatment

<table>
<thead>
<tr>
<th>Treatment</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>More treatment centers and options needed</td>
<td>58</td>
<td>45.7</td>
</tr>
<tr>
<td>Better quality treatment options needed</td>
<td>22</td>
<td>17.3</td>
</tr>
<tr>
<td>Anti medication-assisted treatment</td>
<td>20</td>
<td>15.7</td>
</tr>
<tr>
<td>Lack of insurance coverage or payment</td>
<td>16</td>
<td>12.6</td>
</tr>
<tr>
<td>Pro treatment</td>
<td>10</td>
<td>7.9</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>0.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>127</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
“There is a tremendous lack of resources for inpatient detox and treatment facilities. No one seeking treatment should have to be put on a 40 patients wait list.”

“The county resources are felt to be inadequate. My family was personally touched by addiction recently and we had to send my son to resources outside the county for help at greater cost and stress to all. Now he is in recovery and I am afraid for him to come back to the county.”
### Law Enforcement

<table>
<thead>
<tr>
<th>Opinion</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>More enforcement needed, particularly for drug dealers</td>
<td>25</td>
<td>41.7</td>
</tr>
<tr>
<td>Less enforcement and more treatment for those with substance use disorder</td>
<td>13</td>
<td>21.7</td>
</tr>
<tr>
<td>Punishment should include treatment</td>
<td>9</td>
<td>15.0</td>
</tr>
<tr>
<td>Crime as a consequence of drug use</td>
<td>5</td>
<td>8.3</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>13.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

“It is an epidemic in [my county] and nothing seems to be done about it. Why don’t they start arresting the drug dealers around here. Even I know who sells heroin around here and where they live and I don’t even use the stuff.”
<table>
<thead>
<tr>
<th>Description</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>More enforcement needed, particularly for drug dealers</td>
<td>25</td>
<td>41.7</td>
</tr>
<tr>
<td>Less enforcement and more treatment for those with substance use disorder</td>
<td>13</td>
<td>21.7</td>
</tr>
<tr>
<td>Punishment should include treatment</td>
<td>9</td>
<td>15.0</td>
</tr>
<tr>
<td>Crime as a consequence of drug use</td>
<td>5</td>
<td>8.3</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>13.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>
“It is an epidemic in [my county] and nothing seems to be done about it. Why don’t they start arresting the drug dealers around here. Even I know who sells heroin around here and where they live and I don’t even use the stuff.”
"I do not feel it is the properly prescribed ‘opioid’ that is the problem but the people who make the choice to abuse them. I have bulging disc in my back and have used pain medication when needed and as directed. Addiction is the only disease I know you can choose to stop. I am sure many cancer patients would love to have that much control."
Strengths
Large broad sample
Rapid
Cost-effective
Limitations
Representativeness
Generalizability
Acknowledgments

- Prevention Coordinators
- MSPF Coordinators
- Survey participants

Funding provided by the Behavioral Health Administration under the Maryland Department of Health and Mental Hygiene

Françoise Pradel, PhD
fpradel@rx.umaryland.edu
Funding provided by the Behavioral Health Administration under the Maryland Department of Health and Mental Hygiene

Françoise Pradel, PhD
fpradel@rx.umaryland.edu

Helenna Admassu, PharmD
hadmassu@rx.umaryland.edu

Marianne Gibson, MS
mgibson@rx.umaryland.edu

Nicole Sealfon, MPH
nsealfon@rx.umaryland.edu

A complete report of survey results can be found at http://hdl.handle.net/10713/4875
Opioid Misuse: Using Social Media to Capture a Statewide Audience

Francoise Pradel, PhD
Hellena Admassu, PharmD
Nicole Sealfon, MPH
Marianne Gibson, MS

University of Maryland School of Pharmacy
Department of Pharmaceutical Health Services Research