

Opportunity in the Opioid Crisis

The leadership role for hospitals

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Agenda

- The Opioid Crisis
 - Hospitals at the frontlines of the opioid crisis
- Washington State's Response
 - The *Starts with One* public education campaign
- The Opportunity for Brands
 - What you can do to show leadership and how it benefits your brand
- Hospitals as Community Champions
 - How hospitals are shaping the conversation around this issue

Learning Objectives

1. Learn how to become a trusted source of information on the opioid crisis in your own community and integrate communication into your marketing content without feeling cynical or self-serving.
2. Learn how to use positive social norming to build brand messages designed to not only raise awareness about the issue, but also to promote positive behavior changes in your community.
3. Learn how to position your hospital as a community champion, build brand affinity, and track it.

Washington State's Response

The Starts with One public education campaign

Opioids in the News

The Economic Cost of the Opioid Epidemic in Washington State

The cost and breadth of the opioid epidemic across the country continues to grow; the Centers for Disease Control and Prevention (CDC) recently found the epidemic is only getting worse as the number of opioid-related overdoses continue to rise. This report adapts the methodology employed by a November 2017 report by the Council for Economic Advisers (CEA), which found that previous analyses of the economic cost of opioids significantly underestimate the total costs of the epidemic. CEA found that in 2015, the economic cost of the opioid crisis nationwide was over \$500 billion – as much as six times larger than previous estimates.

In 2016, the economic cost of the opioid epidemic in Washington State was over **\$9.19 billion**.

Type of Cost	Cost (in millions)
Opioid-related Fatalities	\$7,177.37
Health Care Spending	\$922.72
Addiction Treatment	\$99.79
Criminal Justice	\$270.85
Lost Productivity	\$723.35
Total	\$9,194.09

Congress isn't doing enough to stop opioid abuse



APPROXIMATELY 60,000 people died from non-methadone opioid overdoses in the United States last year, according to preliminary data from the Centers for Disease Control and Prevention. If you squint at the CDC statistics very hard, you can barely make out a positive trend: the growth in deaths attributable to heroin and common forms of prescription opioids seems to have slowed between 2015 and 2017. However, that sliver of progress was more than offset by a wave of death from synthetic opioids, primarily fentanyl, which killed 29,406 people in 2017 – up from roughly 3,000 in 2015.

The United States' opioid addiction and overdose epidemic, in short, is not withering away but morphing

The nation's opioid crisis is taking its toll on children across the Puget Sound region. Here's how schools could offer hope



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The nation's opiate addiction crisis draws attention but less visible are the effects on addicts' children, in school. Across the Puget Sound region, these kids are reeling, and their life outcomes are often dire. But schools could offer hope to stem a looming social crisis.

By Claudia Rowe



Help Save the Endangered Southern Resident Orca

Washington Attorney General Ferguson says opioid abuse a frequent factor in child-welfare cases



Nearly half of the Washington State Attorney General's child dependency cases — which involve children who are abused, neglected or abandoned — involve opioid abuse, according to a survey of lawyers in the office taken in July.

The nationwide opioid epidemic is becoming a common factor in child-welfare cases across Washington, according to new internal data from the Washington State Attorney General's Office.

Nearly half of the office's child-dependency cases, which involve children who are abused, neglected or abandoned, involve opioid abuse, according to a survey of lawyers in the office taken in July.



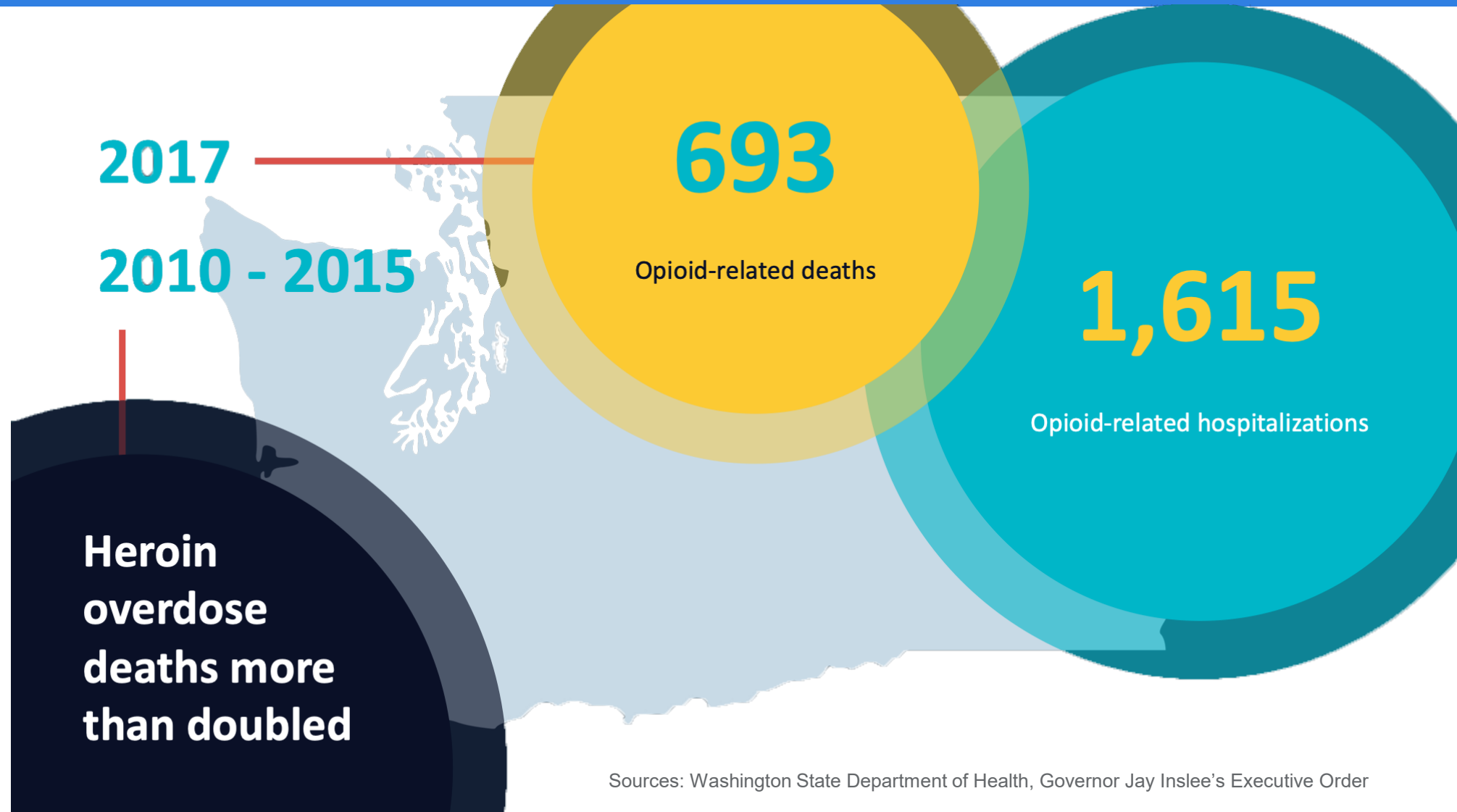
Feds say heroin, fentanyl remain biggest drug threat to US



WASHINGTON (AP) — Drug overdose deaths hit the highest level ever recorded in the United States last year, with an estimated 200 people dying per day, according to a report by the U.S. Drug Enforcement Administration. Most of that was the result of a record number of opioid-related deaths.

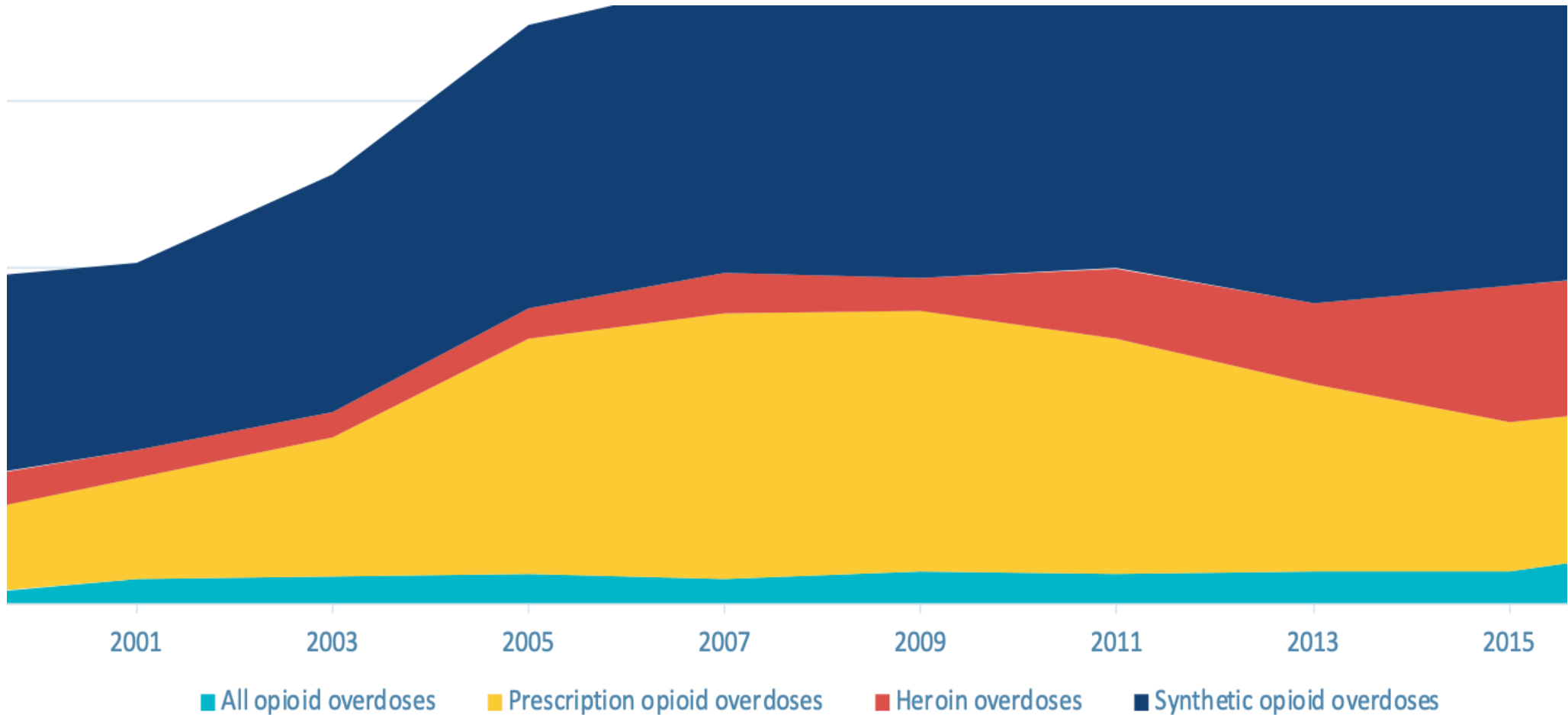


Opioid Impact on Washington State



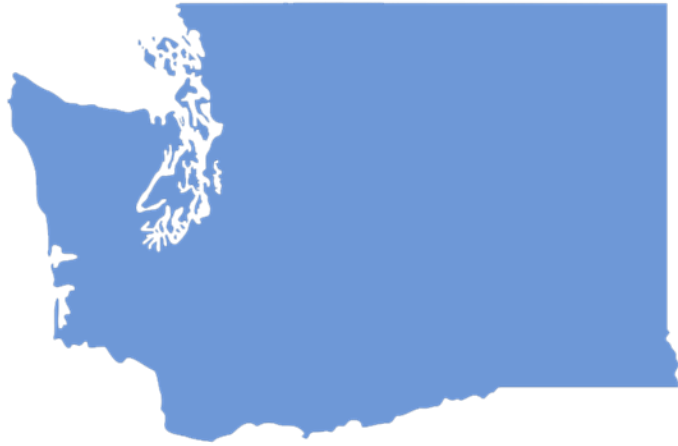
Sources: Washington State Department of Health, Governor Jay Inslee's Executive Order

Opioid Related Overdose Deaths by Type of Opioid | WA 2000-2017



*Data for 2017 are preliminary as of 5/30/2018.

At the Front Lines



Public Priorities

To-Do List

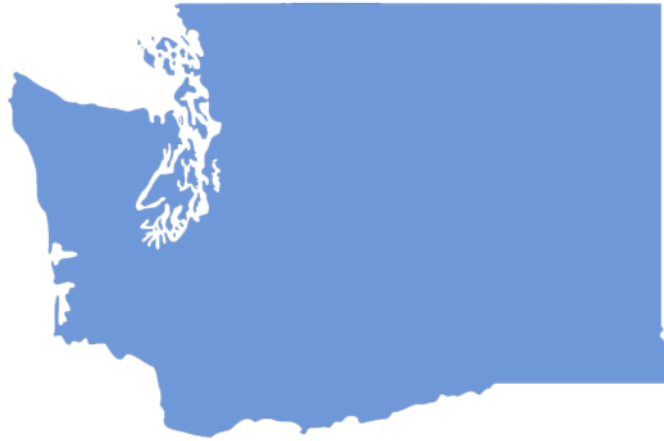
- Laundry
- Shopping
- Get presentation ready for Friday
- Buy Anniversary gift – Don't forget this year!
- Try to solve national opioid crisis

Research Results

“I would never get addicted to anything my doctor prescribed.”

“I know opioids are a problem, but what can I do?”

“It won’t affect me or my family.”



“I’ve talked to my kids about drugs.”

“My grandkids would never go through my medicine cabinet.”

“My family knows to treat drugs responsibly.”

Best Practice Research



SHOCK AND SCARE TACTICS IN PREVENTION EFFORTS

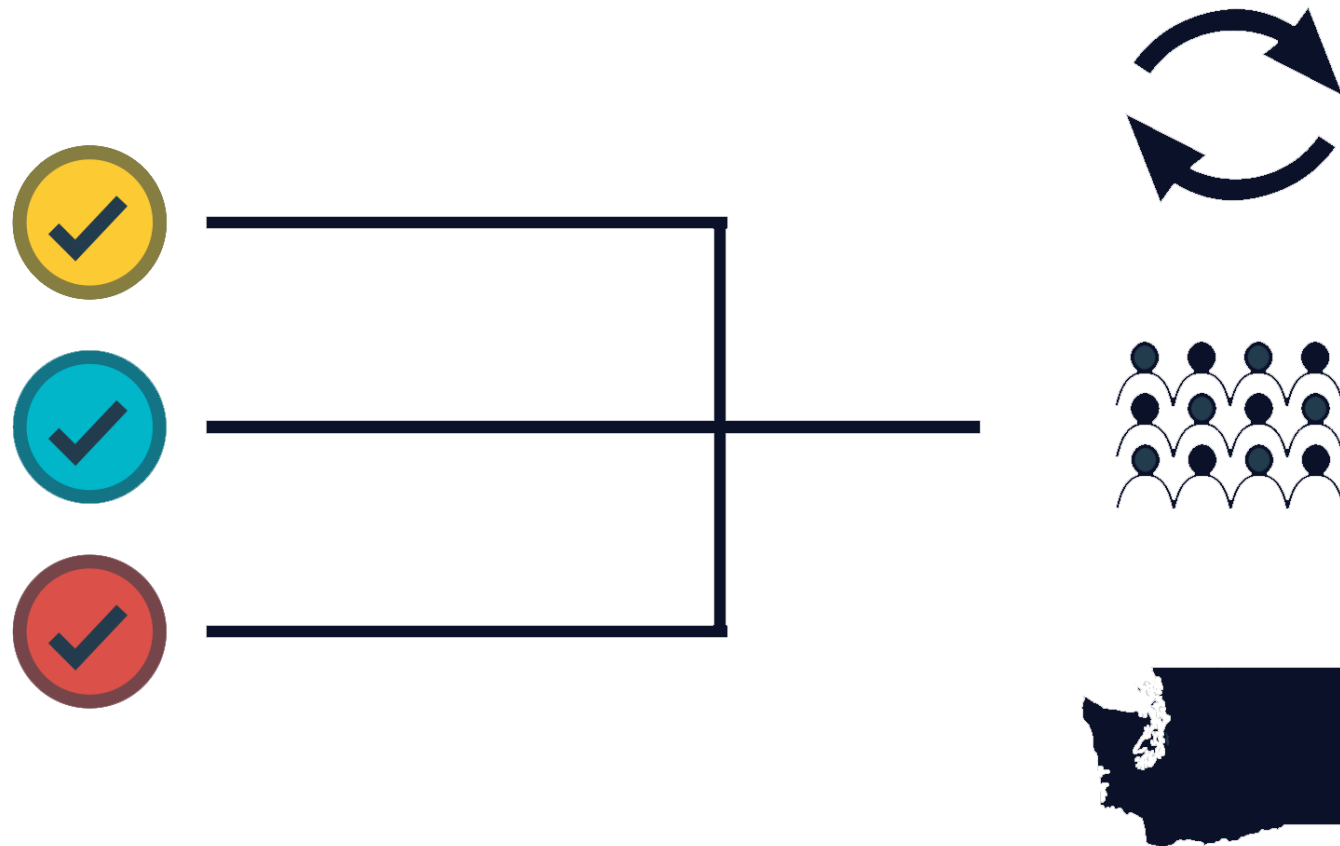
Shock and scare messaging designed to shock and instill fear are the most common strategies employed to reduce substance use. This strategy, often featuring graphic images, statistics, and graphic messaging, has gained popularity as a response to the opioid crisis. Though used widely since the 1980s, research is mixed on its effectiveness in substance abuse prevention.

A 2017 peer-reviewed research published in the Journal of Substance Abuse Treatment found that the use of scare tactics and fear appeals was not effective in preventing substance abuse. This research suggests that prevention planners should consider alternative communication campaigns and focus on the effectiveness of these strategies. Prevention planners should consider when implementing such

Other Campaigns



The “Ah-Ha Moment”



Audiences



Starts with One



Starts with One



Starts with One



one

honest
conversation

Starts with One



one

simple
step

Starts with One



The Opportunity for Hospitals

Building your brand by taking on community issues.

A Quick Poll:

How many of you would say your hospital or healthcare organization has a strong brand?

A Quick Poll:



How many of you would say your brand strongly positions you as a local community champion?

A Quick Poll:

How many of you are concerned about the impacts the opioid crisis is having in your community?

A Quick Poll:

How many of you would say you are a trusted leader specific to the opioid crisis in your communities?

How Big of an Issue is the Opioid Crisis in the Minds of the Public?

- A majority of Americans (76%) say the abuse of prescription drugs are an extremely or very serious issue in this country (Pew Research Poll 2017).
- Rural Americans cite drug/opioid abuse as the biggest problem facing their local community (25%), followed by economic concerns (21%) (New England Journal of Medicine).

Who's Responsible?

- The majority of the public (61%) think doctors are not doing enough to address the problem of opioid addiction to prescription pain (PBS–Marist, 2017).
- Asked about general responsibility beyond government, nearly half (47%) said the medical and mental health community bears the most responsibility for fighting opioid addiction (PBS–Marist, 2017).

Hospitals at the Front Lines

Hospitals are in a unique position:

- Emergency response to overdoses
- Connecting patients to addiction treatment
- Working directly with pain management patients
- Accommodating new prescribing guidelines

Opportunity

Becoming a Force for Positive Change in Your Community.

- Owning the health of your community as part of your brand
- Assuming visible, authentic thought-leadership
- Leads to brand preference / patient loyalty / positive reputation + positioning

The Power of a Socially Conscious Brand



- More than half of people (53 percent) believe that brands can do more to solve social ills than the government (Edlemen Earned Brand Survey 2018)
- Nearly two-thirds (64 percent) of consumers around the world will buy or boycott a brand solely because of its position on a social or political issue, an increase of 13 points from last year. (Edlemen Earned Brand Survey 2018)
- More than half (55%) of respondents say they are willing to pay extra for products and services from companies that are committed to positive social and environmental impact (Neilson Research 2014)

Define Your Brand's Role

- Define how this issue aligns with your brand values
- Understand what's already being done in your community
 - Where is there opportunity to partner/support/lead
- Identify your available resources
 - What can you contribute to impact the issue
- Develop a plan to make a positive difference in your community
- Get buy-in from C-Suite
- Integrate the social change work and messaging into your brand communication/marketing channels

Starts with One



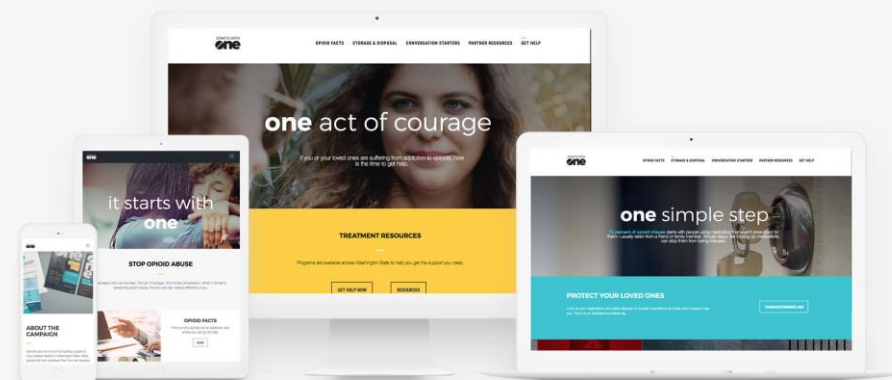
Coalition to host drug take-back event

By: Statesman-Examiner
WEDNESDAY, OCTOBER 24, 2018

WELLPINT — Children of the Sun Prevention Coalition will be hosting a prescription drug take-back event on Oct. 26 from 10 a.m. to 2 p.m. at David C. Wynecoop Memorial Clinic, 6203 Agency Loop Road. This event is for the public to dispose of unused or expired prescription and over-the-counter medication in a safe and easy way.

This event supports the Washington State Health Care Authority's Starts with One campaign, which informs and educates adults, parents and young adults about the dangers of prescription drug misuse and the importance of safe storage, use and disposal.

According to the campaign website, "75 percent of opioid misuse starts with people using medication that wasn't prescribed for them — usually taken from a friend or family member." Simple steps, like safely disposing of medications, can stop them from being misused.



The right messages

Behavior change messages where hospitals can show leadership:

- Safe prescribing practices
- Safe storage and disposal of medication
- Alternatives to opioids for pain management
- Treatment for opioid use disorder
- Integrating behavioral health and primary care
- Supporting vulnerable populations

Leverage your own channels

How can hospitals communicate this message?

1. Owned media channels

- eBlast / eNews
- Social media channels
- Environmental signage

2. Paid media channels

- Event sponsorships + signage
- Integrate into your media buy (digital and traditional)

3. Earned media channels

- Pitch news about the issue in conjunction with partner organizations
- Pitch features about the impact your team is making in real lives

Tap into experts



The image shows a screenshot of a Facebook post from the Washington State Health Care Authority. The post is dated April 18 and features a promotional graphic for a live Q&A event with Dr. Charissa Fotinos. The graphic includes a photo of Dr. Fotinos and text encouraging users to join the event at 3pm to discuss opioid use disorder. The post also includes a link to the event: <https://loom.ly/BDqAylw>. The left sidebar of the Facebook profile is visible, showing the HCA logo and navigation options like Home, About, Photos, Videos, and Posts.

Like **Share** **Suggest Edits** **...**

 **Washington State Health Care Authority**
April 18 · 🌐

Join our live Facebook Q&A event starting at 3pm today with Dr. Charissa Fotinos. We'll be talking about effects opioids have on the brain, why people become addicted, & treatment options. Bring your questions!
Event: <https://loom.ly/BDqAylw>

Washington State Health Care Authority
@WAHealthCareAuthority

Home
About
Photos
Videos
Posts

 Questions about opioid use disorder? Join the Live Q&A today at 3pm!

Washington State Health Care Authority
Facebook Live with Dr. Charissa Fotinos

Examples

Hospitals leading with a community-focused brand message.

Best Practice Example

UW Medicine

Best Practice Example



Best Practice Example



Best Practice Example



On the Front Lines

Group Discussion:

What challenges has this crisis presented in your work?

Where could you lead on this issue?

Questions?

Please be sure to complete the session evaluation on the mobile app!

Christine Varela

Christine Varela, Partner, DH

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Christine Varela has worked with a variety of health care clients, leading national and international programs across a spectrum including hospital branding, public relations campaigns and mergers and acquisitions. She has led community-centered brand refresh initiatives for Jefferson Healthcare and Virginia Mason Memorial Hospital, and research for hospital systems like MultiCare and Providence Health. She is also the chief architect behind the *Starts with One* opioid prevention campaign in Washington State. Prior to her work with DH, Christine was the Director of Communications for Deaconess Medical Center.

Amy Blondin

Amy Blondin, Chief Communications Officer
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As the executive leader of the Health Care Authority's Communications Division since 2014, Amy helps share the story of the agency's innovative work across Washington State. Amy and her team manage strategic communications, media relations, online communications, social marketing, and graphic design. From provider outreach to public education, she works across health care divisions to develop and execute a wide range of communications. Prior to her time with the Health Care Authority, Amy oversaw communications at the Washington State Department of Early Learning.

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