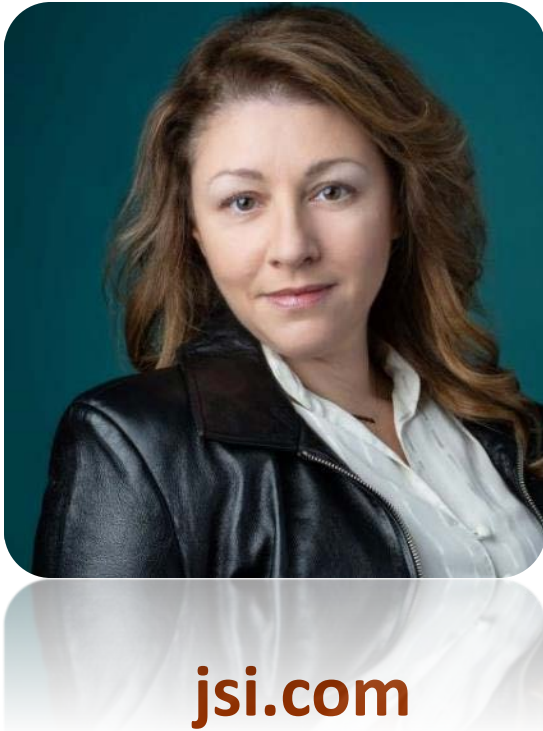




jsi.com

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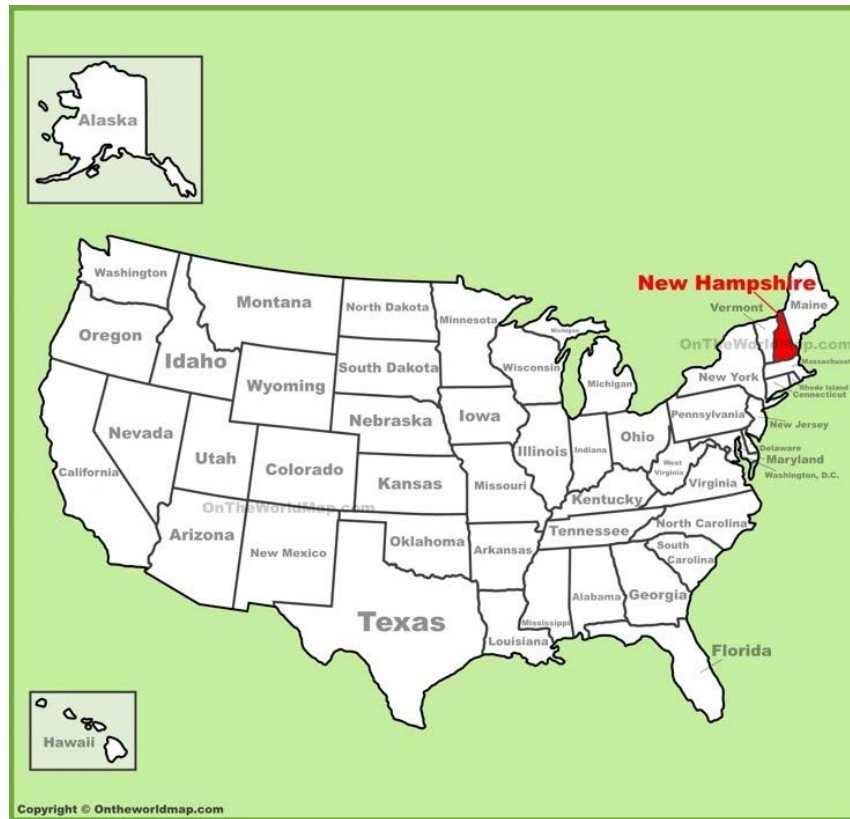
Marketing & Communications Project
Director

JSI Research & Training Institute, Inc.
Community Health Institute

The Doorway-New Hampshire

NO WRONG DOOR FOR OPIOID SAFETY:
HOW TO COMMUNICATE FOR IMPACT

The New Hampshire Opioid Problem



<http://ontheworldmap.com/usa/state/new-hampshire/new-hampshire-location-on-the-us-map.html>

The New Hampshire 2015 Response



U.S. Department of Health and Human Services, Office of the Surgeon General, *Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs, and Health*. Washington, DC: HHS, November 2016

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The New Hampshire Opioid Problem 2018



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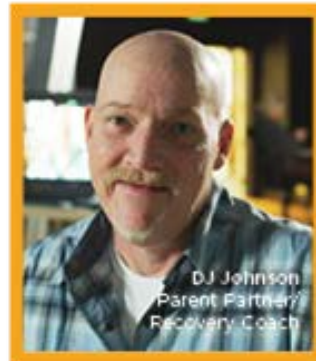
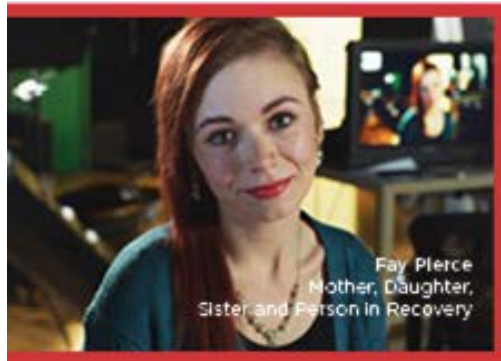
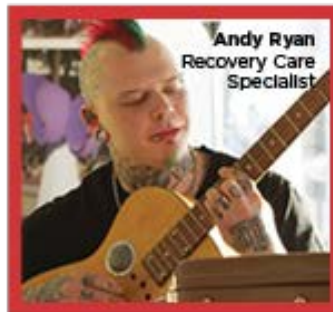


CALIFORNIA
Opioid Safety
Network

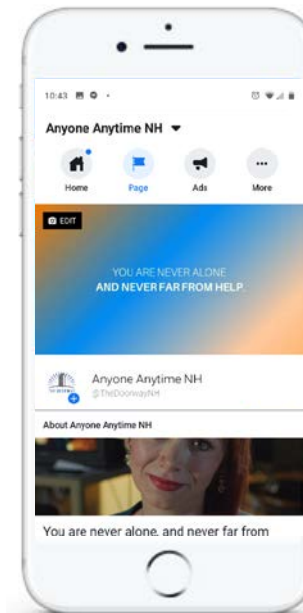
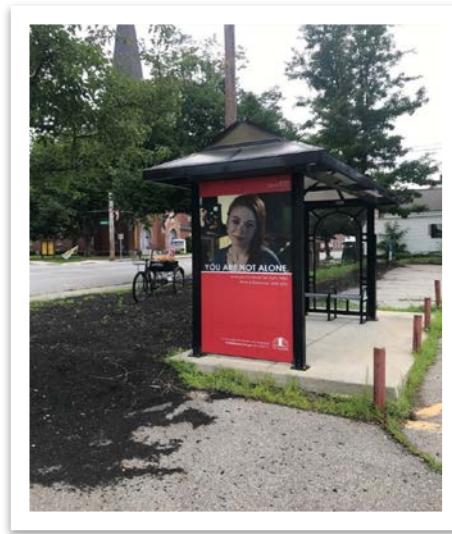
The Solution (research findings):

1. Language: empowering, collaborative, trauma-informed
2. Highlight the client's needs
3. Beyond opioids
4. Emphasize immediate help
5. Success/recovery is achievable
6. Reach friends and caregivers
7. Inform about the Good Samaritan Law and Naloxone
8. Personal stories from a people with lived experience
9. Clear action step – call 2-1-1 or visit TheDoorway.NH.gov

The Solution – Campaign Creation



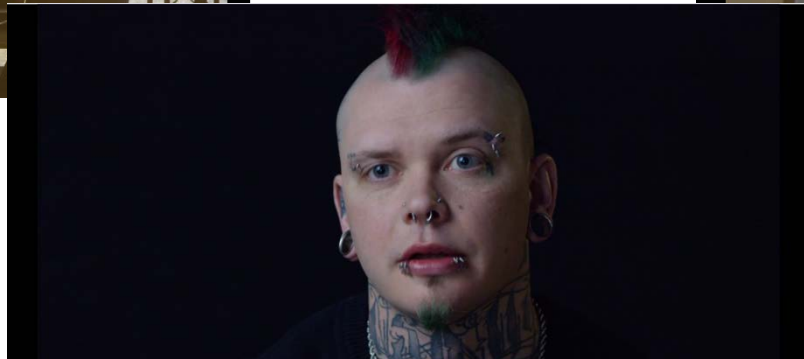
Overcoming Pushback



YOU ARE NOT ALONE.
And you're never far from help.
Find a Doorway near you.
For more information on alcohol and drug issues visit
www.theDoorway.NH.gov or Call 2-1-1.



Overcoming Pushback (Cont.)



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Successes:

Lessons for trying to build this communications strategy, or other communication approaches for their local opioid response -

1. Decision Maker
2. Use “Real People” in recovery
3. Engage your partners



Successes (Cont.):

3 actionable things you can do now to get the ball rolling to strengthen your approach -

1. Research
2. Test content
3. Engage funder in process

New Hampshire Resources:

<https://thedoorway.nh.gov/home> This newly created resource connects NH residents to SUD information and services

<https://nhtreatment.org/> This NH resource lists treatment agencies and individual practitioners offering substance use disorder services, including evaluation, withdrawal management (detoxification), outpatient counseling, residential treatment, recovery supports and other types of services

<https://healthcommunication.jsi.com/> Check out the **JSI Health Communication Portfolio**, which highlights how we combine our decades of public health experience with approaches that inform and support people to change their behavior

Reach Out!

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DECEMBER 5, 2019

