

# Today's moderator



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# No Wrong Door for Opioid Safety: 4 Part Webinar Series

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## **Building Partnerships (October 8, 2019)**

*“What are the elements of successful partnerships that we can apply to strengthen our response?”*

## **Local Data for Local Action (November 5, 2019)**

*“How is locally available data being used for measurable results to save lives?”*

## **Communicating for Impact (TODAY)**

*“What are the most effective messages and means of communication to mobilize local opioid crisis response?”*

## **Sustaining Our Response (Date TBD)**

*“How can we ensure that our most effective strategies are secure for as long as they are needed?”*



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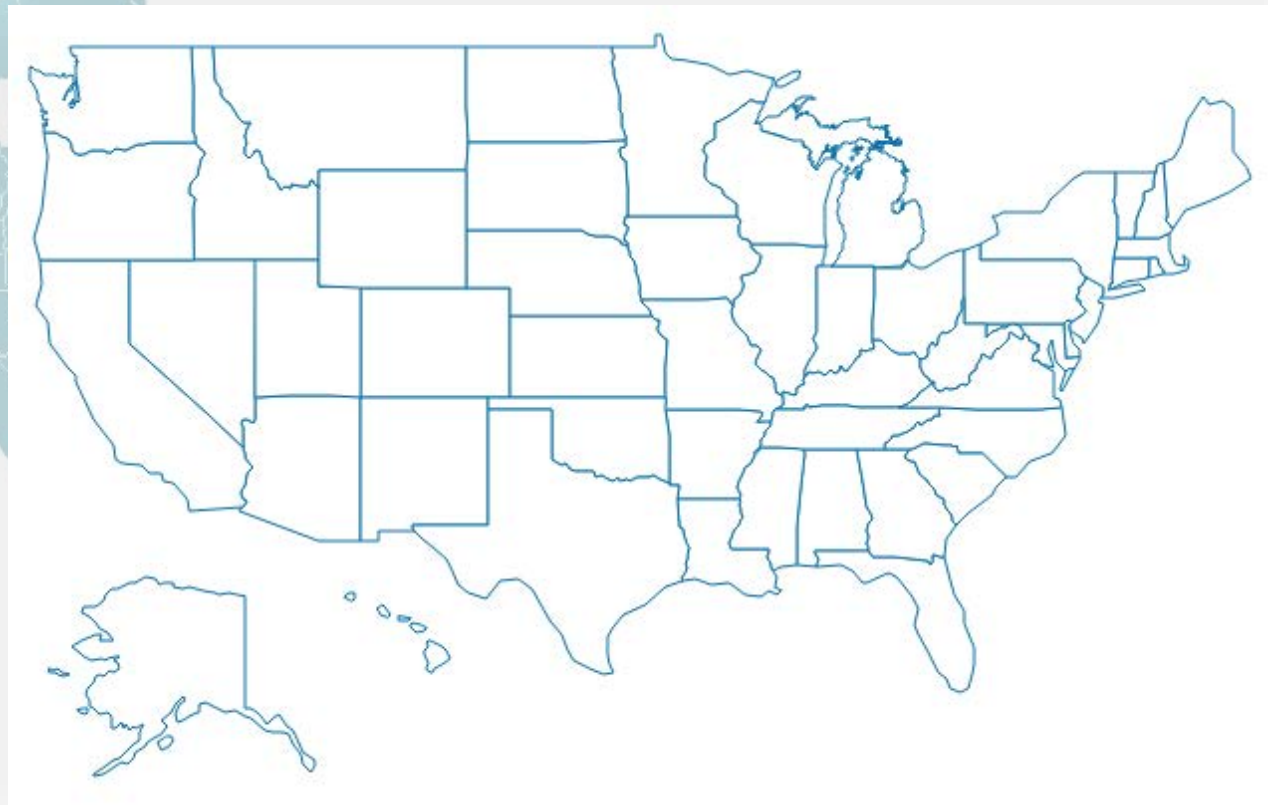
COSN is a network of coalitions and organizations working at the forefront of the epidemic.

We provide access to knowledge, training and resources to implement proven strategies that save lives.

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# A rise in opioid overdoses is detected. What now?

CDC: Partnerships across sectors are necessary for effective response.

Remember... strong messaging and communication strategies are the 'glue' to an effective local response.



# Think about...

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- What communications strategies do we currently have in place?
- What is our communications goal, who is our target audience, and what is our call to action?
- Who do we currently involve in developing our key messages?
- Are there ways our language may be stigmatizing?
- What elements of existing public campaigns could we start to build now?

Opioid Safety Strategies

Building a Healthy Coalition

Measurement & CQI

Sustainability Planning

Communicating for Impact



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