

# OPIOID AWARENESS CAMPAIGN

City-County Heroin, Opioid, and Campaign Task Force | July 26, 2019



# Background

- In 2018, 276 individuals died from an overdose in the City of Milwaukee.
  - 58% were White, 33% Black
  - 68% Male
  - 27% between the ages of 50-59, 25% between the ages of 30-39
- MHD received a \$20,000 grant from the WI Division of Public Health to develop an opioid awareness campaign.

# Campaign Audience:

Individuals who are, or may be, prescribed prescription opioids.

# Campaign Goals:

1. Increase awareness that opioids can be addictive and dangerous.
2. Increase the number of individuals who avoid using opioids nonmedically (recreationally).
3. Increase the number of individuals who choose options other than opioids for safe effective pain management.

# Campaign Development Process



# Campaign Image 1



# Campaign Image 2



# Educational Materials

## OPIOD OVERDOSE: HOW TO SAVE A LIFE

**SIGNS AND SYMPTOMS AN OPIOID OVERDOSE:**

- Unconscious / non-responsive
- Slowed, shallowed or stopped breathing.
- Snoring or gurgling sounds

**WHAT TO DO IF THERE ARE SIGNS OF AN OVERDOSE:**

- Shake, tap or shout at the person to get a response
- Keep them awake if they respond
- Call 911 and place in over-recovery position

**IF YOU THINK SOMEONE IS OVERDOSING, DON'T WAIT!**

### OVERDOSE RECOVERY POSITION

1. Turn to one side, place hand against chin
2. Tilt head back, chin to open airway
3. Bend upper knee against the floor
4. Tilt head back, open airway. Wait for emergency help

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This material is available in alternative formats for individuals with disabilities upon request. Contact the City of Milwaukee ADA Coordinator at (414) 286-3475 or ADA.Coordinator@cityofmilwaukee.com. Provide a 72 hour advance notice for large print and 7 days for Braille documents.

## WHAT ARE OPIOIDS?

Opioids are an addictive group of drug that include fentanyl and prescription pain relievers such as oxycodone, hydrocodone, codeine, and morphine. The illegal drug heroin is also an opioid. Anyone who takes opioid is at risk for addiction and a FATAL overdose.

**91 AMERICANS DIE EVERY DAY FROM OPIOID OVERDOSE**

**IN 2017, 916 PEOPLE IN WISCONSIN DIED FROM OPIOID OVERDOSES**

**THAT'S MORE THAN CAR CRASH DEATHS!**

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### FENTANYL

Fentanyl is a powerful synthetic, opiate narcotic prescription drug. Heroin, cocaine and other drugs can be cut with fentanyl and users might not even know. You can't see it, smell it or taste it!

**FENTANYL IS 50 TIMES MORE POTENT THAN HEROIN AND 100 TIMES MORE POTENT THAN MORPHINE.**

**IT CAN SHUT DOWN BREATHING IN LESS THAN A MINUTE!**

**OVERDOSE DEATHS ARE INCREASING FASTER AMONG BLACK AND LATINO AMERICANS THAN AMONG WHITES.**

**MEN ARE DYING DUE TO OPIOID OVERDOSES 3X THE RATE OF WOMEN IN THE U.S.**

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## HOW TO USE NARCAN

NARCAN® (naloxone HCl) Nasal Spray is used for the treatment of an opioid emergency or a possible opioid overdose. This was developed to be used at home without the need for any medical training.

### STEP 1: IDENTIFY OVERDOSE

Identify opioid overdose and check response. Ask the person if he or she is okay and shout their name. Shake shoulders and firmly rub the middle of their chest.

Check for signs of opioid overdose: will not wake up or respond to voice or touch; breathing is very slow, irregular, or stopped; center of the eye is irregular and very small, "pin point pupils".

Lay the person on their back to receive a dose of NARCAN Nasal Spray.

### STEP 2: GIVE NARCAN

**PEEL** Peel back the package to remove the device. Hold the device with your thumb on the bottom of the plunger and 2 fingers on the nozzle.

**PLACE** Place and hold the tip of the nozzle in either nostril until your fingers touch the bottom of the patient's nose.

**PRESS** Press the plunger firmly to release the dose into the patient's nose.

### STEP 3: CALL 911!

Call for Emergency Medical Help, evaluate and support. Move the person on their left side after giving NARCAN Nasal Spray.

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# Next Steps

- Finalize campaign images and educational materials
  - Translate educational materials into Spanish
- Purchase campaign materials and advertisement space
  - Transit shelters, bus cards, bus tails: 5 weeks
  - Junior billboards, standard billboards: 8 weeks
  - Social media ads: Throughout campaign
- Launch: Campaign press conference
- Evaluate and determine next steps





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