

NIH
HEAL
INITIATIVE

HEALing Communities Study

5/18/2021

Engaging Communities for Action: *Campaigns to reduce stigma and drive demand for evidence-base practices*

Presented by: Jennifer Reynolds, Oak Ridge Associated Universities (ORAU)



HEALing Communities Study



multi-site implementation
research study



3 core components:

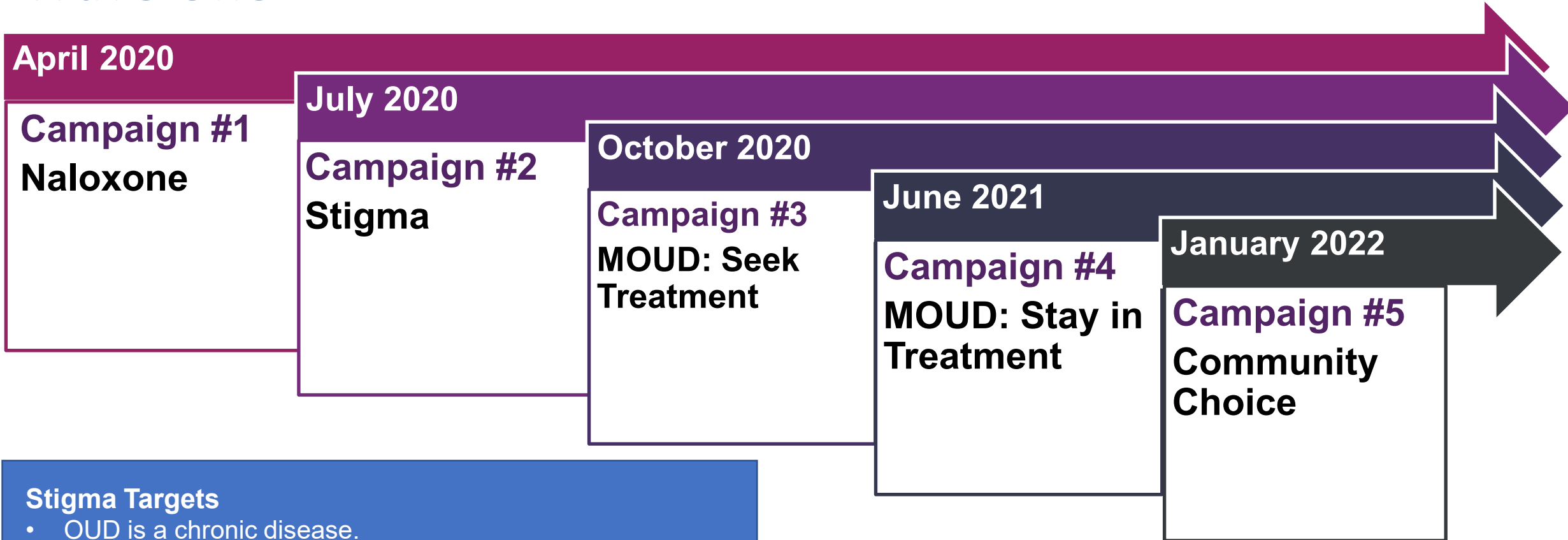
- ▶ Community engagement
- ▶ The Opioid Reduction Continuum of Care Approach (ORCCA)
- ▶ Community-based communication campaigns

STUDY GOAL

To reduce opioid-related overdose deaths by 40 percent over the course of three years.

HCS Communications Campaign Timeline

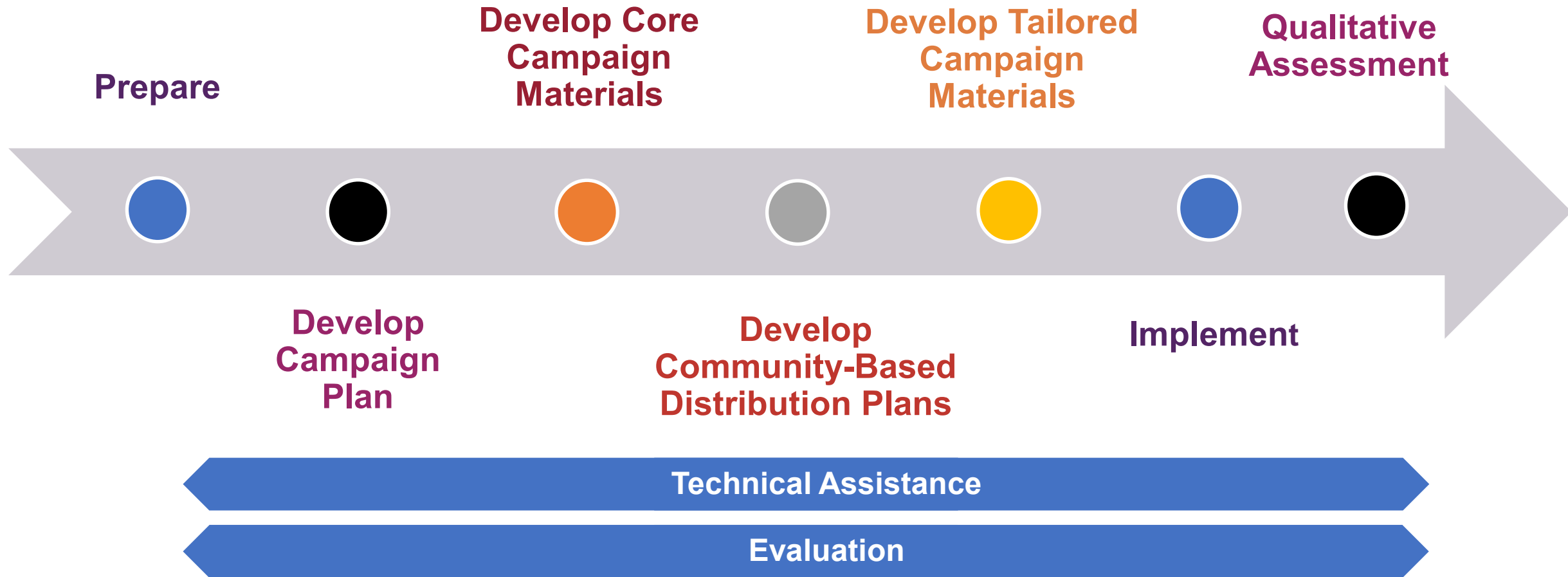
Wave One



Stigma Targets

- OUD is a chronic disease.
- People with OUD deserve the best medical care possible.
- Anyone can develop an OUD.
- MOUD is “real” recovery.
- MOUD is not “substituting one drug for another”.
- POUD on MOUD should have access to the resources that will help their recovery.

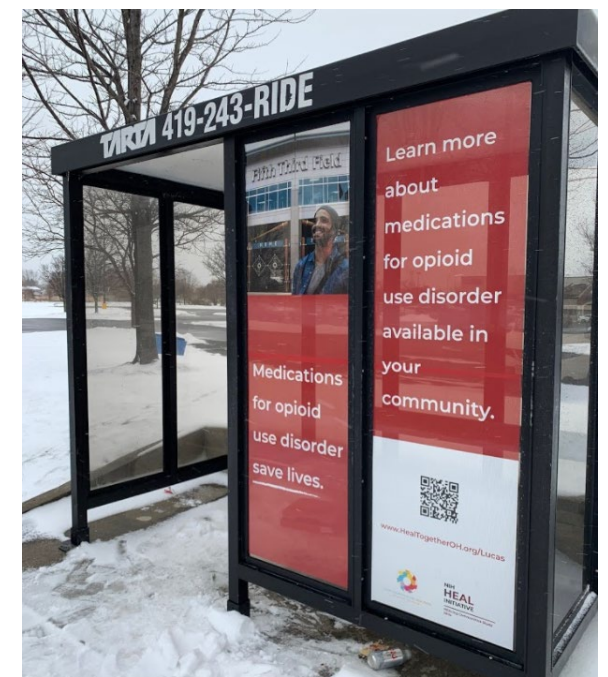
HCS Communications Campaign Cycle




Distribution Planning

Small budgets – lots of partners and creativity!

- Informed by data & community knowledge
- Define priority groups, tactics, and materials needed to reach groups with HCS messages
- Strive for multi-media distribution & frequent message exposures





“I am a proud dad of three boys, a mechanic, and a movie fan. I also take buprenorphine.”

MEDICATIONS TO TREAT
OPIOID USE DISORDER
HELP IMPROVE LIVES.

NIH
HEAL
INITIATIVE

HEALing Communities Study
Ohio

Learn how medications can be part
of the solution.

HealTogetherOH.org/Athens

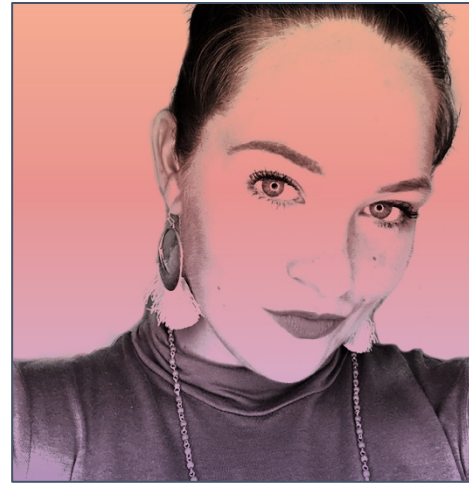


"I am strength. I am hope. I am not alone. I took buprenorphine and am in recovery."

**NIH
HEAL
INITIATIVE**
HEALing Communities Study
New York

Overcoming opioid use disorder takes more than willpower. Learn how medication to treat opioid use disorder helps improve lives.

HealTogetherNY.org/Cayuga



"I am a granddaughter, daughter, and mother to three beautiful girls. I am a volunteer and recovery support specialist. I take buprenorphine to support my recovery"

**NIH
HEAL
INITIATIVE**

HEALing Communities Study
Kentucky

Learn how medication can be part of the solution

HealTogetherKY.org/Franklin



**«Soy la tía favorita de mis sobrinos, camarera y artista. También tomo buprenorfina».
Los medicamentos contra el trastorno por consumo de opioides pueden ser parte de la solución.**

**NIH
HEAL
INITIATIVE**

HEALing Communities Study
Massachusetts



"I am a devoted father, waiter, and coach. I also take buprenorphine."

Medications for opioid use disorder can be part of the solution.

**NIH
HEAL
INITIATIVE**
HEALing Communities Study
Ohio

**Together, we can
HEAL
our communities.**



Acknowledgments

Boston Medical Center

- Dr. Michael Stein, Director
- Dr. David Rosenbloom, Advisor
- Dacia Beard, MPH, Manager
- Dr. Katherine (Casy) Calver, Writer-Editor
- Abbigayle (Abbi) Monssen, MPH, Specialist
- Jenny Eriksen Leary, Consultant

Columbia University

- Dr. Robin Kerner, Senior Project Director
- Emma Rodgers, MS, Associate Director
- Sydney Bell, Research Coordinator

Ohio State University

- Dr. Michael Slater, Director, School of Communication
- Sarah Mann, Communications Program Manager
- Brooke Crockett, Communications Coordinator

University of Kentucky

- Dr. Don Helme, Professor, Department of Communication
- Dr. Nicky Lewis, Assistant Professor, Department of Communication
- Heather Donofrio, MPA, Community Coordinator
- Courtney Rogers, Administrative Assistant

Acknowledgments

National Institute on Drug Abuse

- Dr. Carol Krause, Senior Advisor (c)
- Dr. Redonna Chandler, HCS Director

Oak Ridge Associated Universities (ORAU)

- Kara Stephens, MPH, Health Communication Specialist Project Manager (NY)
- Kristin Mattson, MPH, Health Communication Specialist Project Manager (MA)
- Kelli Bursey, MPH, Health Communication Specialist Project Manager (OH)
- Ben Wilburn, Campaign Development and Video production
- Michael Hyneman, Graphic Design and video production

RTI International (HCS Data Coordinating Center)

- Olivia Burrus, MPH, HCS Communications Manager
- Jenna Frkovich, MPH, Communications Campaign Specialist
- Haley Hedrick, Communications Campaign Specialist
- Dr. Craig Lefebvre, Lead Change Designer, Center for Communication Science
- Stephen Levin, HCS Website Manager
- Ally Elspas, Graphic Design
- Chelsea Gieck, Web Development
- Renee Kennedy, Web Design
- Mark Koyanagi, Web Development
- Shari Lambert, Graphic Design

SAMHSA

- Dr. Carter Roeber, Social Science Analyst

Appendix

