

**Patient & Community Education Workgroup Agenda  
Prescription Pain Medication Program  
November 12, 2008, 3 pm  
Human Services Building, RM 212, SLC**

**3:00 – 3:10 Welcome/Introductions**

Jason Carlton  
Cindy Kindred  
Marty Malheiro  
Nancy Cheney  
Leigh Ann Turner  
Erin Johnson  
Sandra Kresser  
Linda Player  
Jonathan Anderson  
Kathy Hoenig  
Andy Murphy  
Charlotte Vincent

**3:20 – 3:30 Review/Discuss Purpose Statement & Goals - Erin**

*Purpose Statement:*

Develop well-defined educational interventions for both patients and the community that will assist in preventing deaths and other negative outcomes due to prescription opioids and other prescription medications.

*Goals*

1. Elimination of unintentional overdose deaths – *We won't know for sure for a while. 2006 to 2007 opioid deaths decreased by 15: strictly pain medication deaths. Last year 317 total deaths due to prescription drugs.*
2. Decreased illicit use of prescription medications – *Ben is not here to comment on this.*
3. Increase awareness of unauthorized use of prescription medications may be lethal.
4. Use of prescription medications are very helpful but must never be used without physician direction (cannot be used like NSAID's). – *Sandra: Patient education. Just because the doctor is offering it, doesn't mean you need to take it.*  
*Leigh Ann - And it doesn't mean it is being prescribed in a responsible manner.*  
*Erin - Should we modify this bullet?*  
*Nancy – spoke to someone who was taking suboxone. She stopped taking suboxone because she was told she couldn't get a pain killer while on suboxone. Instead, let's encourage dialogue with doctors.*  
*Leigh Ann – Feels suboxone is safer. Pain management Dr.'s are prescribing beyond their parameters.*  
*Erin – We are trying to educate doctors as well as the patient and community. Dept of Health is trying to stay on the middle ground because pain killers are helpful too.*  
*Leigh Ann – could we think about educating about the long-acting and short-acting components of medications? Don't think patients are educated enough about the drugs they are taking.*  
*Nancy – could you determine if deaths were caused by crushing?*  
*Sandra – About 10% are from crushing. Majority of deaths are not from crushing, but ingesting.*  
*Sandra – Question about physician education, and healthcare providers knowing that prescribing pain meds with other drugs such as benzos is dangerous: Is the message getting through to doctors? It is supposed to be common knowledge among physicians that it is lethal, but I hear about people being prescribed it all of the time.*

*Erin – The drugs often go hand-in-hand because anxiety comes with the pain or vice versa.*

*Marty – We don't want to do anything that would be hurtful to prescribing.*

*Nancy – Make sure that your dr is aware of all medications you are taking, whether herbal, homeopathic, etc. We want to educate about using only one pharmacy. The pharmacist plays an important role in safety of your medications/prescriptions.*

*Leigh Ann – Would like to see message that brings home the point that addiction is epidemic, but not necessarily your fault, so that people don't feel blamed with this.*

*Nancy – Addiction is something that happens to our bodies.*

*Leigh Ann - The pain medication is costing more than the actual treatment of the condition. We are out of control in terms of our drug use. We need to find a better way to deal with life, is there a way to get that message out there? There are physicians not prescribing responsibly.*

*Sandra – There is inappropriate prescribing.*

*Nancy – Physicians are in a position to want to help, so patients come seeking drugs and patients want life/comfort back that are being masked by taking narcotic pain meds. Education about accepting changes that happen to all of us, accepting that your life may take a different path. Not to say that you just get over it, but what are those people using to help them live a life that includes chronic pain but still includes fulfilled life. What is it that helps people overcome? Meditation? Hobby?*

*Erin – 100% relief may not come, but you can still control your life without a lot of drugs.*

*Leigh Ann – Some blame should be pointed at drug companies that promote oxycontin.*

5. Alcohol should never be consumed when using prescription analgesics (pain killers).

*Erin - There's a good, cohesive message that all groups can promote.*

6. Must prevent illicit use by locking up all prescription medications.

7. Throw away unused prescription analgesic (in an environmentally protected way).

*Erin - We're still trying to change habits.*

*Erin – any other goals that we should add?*

*Marty – on #1 “eliminate” or “reduce”? Change to “reduce.”*

*Marty – Are overdose deaths really unintentional? Can you determine differences?*

*Erin – Jonathan is currently working on a study to determine the differences between deaths of drug seekers & truly unintentional/accidental deaths*

*Nancy – Could you put in a goal to reduce addiction?*

*Erin – We are trying to focus on deaths that are preventable and not substance abuse. We could have a goal about educating about addiction? Very few people become addicted.*

*Nancy – That's what leads to drug-seeking and death...the peer-reviewed journals that cite that statistic that 3% get addicted is what is causing dr's to over-prescribe. I have heard that it is 1 in 5 that have a propensity to addiction.*

*Erin – Addiction is a difficult topic for us to tackle.*

*Leigh Ann – Can we somehow distinguish between acute and chronic pain?*

*Nancy – On #3 change the word, “unauthorized” to “misuse.”*

*Erin – We'll adjust #4, 5, 6, 7 to sub-parts of #3 to “Increase awareness” of these issues. Via email we'll make these concrete.*

*Kathy – Making people aware that maybe there is an alternative way to taking meds? Increase awareness of alternatives.*

### **3:30 – 3:40 Review Milestones – Erin**

- Media Campaign Established - Logo, Slogan, Collateral Materials, TV & Radio Spots, Website.
- Campaign Awareness Week – Gov Declaration, Public Forum, Op Eds, TV & Radio Interviews, Displays.
- Booths.
- One of only states that are addressing, acknowledging this problem.  
*Andy - We are cutting edge, ahead of the curve.*  
*Leigh Ann – Counterparts in other states are facing this issue as well.*

### 3:40 – 4:00 Review/Discuss Vanguard 2009 Work Plan – Erin, Jason, Cindy

*We have \$100,000 until June 2009.*

*Nancy – request that bookmark goes into every prescription bag for every narcotic. Something that is more direct than the legal document that usually goes in the prescription bag. Refrigerator magnets, pill tracker magnets.*

*Marty – pill-minders are not necessarily that great. Especially elderly who get their pills all mixed up if the box accidentally gets opened and spills. Get calls all of the time from people who have that problem.*

*Jason – “collateral materials” is a catch-all for a lot of marketing options that could be pursued under the work plan..*

*Nancy – I think print materials should be bilingual.*

*Marty – We have to weigh the cost-benefit, only 5% of deaths are Hispanic. That’s less than the percentage of Hispanics in the total population in Utah.*

*Jason – The website has seen spikes during media hits and campaign awareness week.*

*Erin – Doing a survey to identify public awareness of the materials. We have to figure out a way to do that.*

*Jason – We haven’t allocated funds to do a follow-up survey.*

*Nancy – Employee benefit fairs for big companies would be good for setting up a booth.*

*Sandra – What about schools?*

*Erin – It is difficult to get into schools. There are a lot of hoops to jump through. There’s a health curriculum in place that talks a little bit about prescription drug abuse. There are Pharmacy students at U who can volunteer to do presentations in high schools with a ppt we developed.*

*Marty – Has there been a zipcode analysis? If there’s an area where the rate is higher we should focus on that. It would be worth looking at rates per county.*

*Erin – We haven’t done smaller than county/health district.*

### 4:00 – 4:20 Discuss Future Goals/Objectives - Jonathan

*FY09 Proposed Activities:*

- Educate senators (Hatch, Bennett) & Congressmen: *They do newsletters to constituents, which are highly circulated and read. Tell the legislators what to say, so that nobody has to think. What would be the specific message we would want them to get out?*

**Assignment** – Decide what we could say to educate Utah’s legislators about this issue. It needs to be clear, concise, and usable for the general public.

- Disposal programs (Law enforcement, Pharmacies help w/disposal). *Marty – we are developing a pharmacy bag that we can recommend to help with proper disposal. Cindy – Laws are difficult to work around. Certain law enforcement groups are making it difficult.*
- Strategic Planning Framework – *Would take too much time to develop, we only have until June.*
- Formal way of transitioning from this workgroup. What next? Sustainability of efforts? *Ben could lead the group, and formally, it’s no longer a prescription pain med program.*
- Speakers for future meetings? (subjects, presentations, we need more info on what?)
- **Meet next month: December 10<sup>th</sup>, 2008 @ 3 pm.**