



# Governor Raimondo's Task Force on Overdose Prevention and Intervention

August 8, 2018

**DIRECTOR NICOLE ALEXANDER-SCOTT, MD, MPH;** RHODE ISLAND DEPARTMENT OF HEALTH

**DIRECTOR REBECCA BOSS, MA;** RHODE ISLAND DEPARTMENT OF BEHAVIORAL HEALTHCARE, DEVELOPMENTAL DISABILITIES, AND HOSPITALS

**SENIOR ADVISOR TOM CODERRE,** OFFICE OF GOVERNOR GINA M. RAIMONDO



# **Creating Outreach About Addiction Support Together (COAAST)**

**“Drama In the Dunes”**

**Scenes from Act II of *Four Legs to Stand On***



**Thursday, September 13<sup>th</sup> 6 p.m.-8 p.m.**

**The Dunes Club, 137 Boston Neck Rd., Narragansett**



# Rally4Recovery



**Saturday, September 15<sup>th</sup> 2 p.m.-6 p.m.**  
**Roger Williams National Memorial, Providence**





REGISTRATION  
NOW OPEN  
**9.20.18**

**2018**

# HEALTH EQUITY SUMMIT

Building Healthy and Resilient Communities

**September 20, 2018**

Rhode Island Convention Center, Providence

Visit  
[health.ri.gov/equity](http://health.ri.gov/equity)  
to learn more.



## Truth Campaign Updates

- Truth's first ads in "The Truth About Opioids" campaign running since July 9th on cable and broadcast TV.
- Running online since August 1.
- The second set of ads, with an additional concept, is scheduled to launch at the end of September.
- Campaign concepts and near-final ads were well tested with the target audience prior to launch.
- During the development phase, more than 5,500 youth were involved in focus groups, online discussion boards, and surveys.
- More than 150 items that measured attitudes about prescription opioid misuse and dependence were tested to inform the concepts.



# Truth Campaign Updates

During the pre-testing of the actual ads, among the 1,600 youth who were surveyed after seeing the ads, there was:

- A 7% reduction in intent to use a prescription opioid;
- A 10% decrease in intent to take a non-prescribed opioid for pain;
- A 12% increase in intention to take action, such as sharing information about opioids; and
- A 10% increase in intent to talk to friends about the epidemic.



# COMMUNITY CONVERSATION: RHODE ISLAND'S INSURERS





# COMMUNITY CONVERSATION: RHODE ISLAND'S PHARMACIES





# PUBLIC COMMENT