Governor Raimondo’s Task Force on Overdose Prevention and Intervention
August 8, 2018

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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 13th 6 p.m.-8 p.m.
The Dunes Club, 137 Boston Neck Rd., Narragansett
Rally4Recovery

Saturday, September 15\textsuperscript{th} 2 p.m.-6 p.m.
Roger Williams National Memorial, Providence
HEALTH EQUITY SUMMIT
Building Healthy and Resilient Communities
September 20, 2018
Rhode Island Convention Center, Providence
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