

MINUTE RECORD

MICHIGAN DEPARTMENT OF COMMUNITY HEALTH, BUREAU OF SUBSTANCE ABUSE AND ADDICTION SERVICES PRESCRIPTION AND OVER THE COUNTER DRUG ABUSE WORKGROUP MEETING	
WORKGROUP NAME:	Prescription and Over-the-Counter (RxOTC) Drug Abuse Workgroup
DATE:	September 29, 2011
TIME:	2:30 – 4:00 p.m.
LOCATION:	Mich. Dept. of Community Health (MDCH), Lewis Cass Bldg., First Floor, North Conf. Rm., 320 S. Walnut St., Lansing, MI
CONFERENCE CALL:	Participation via phone was available
BUREAU OF SUBSTANCE ABUSE AND ADDICTION SERVICES (BSAAS):	Felix Sharpe, Director, Division of Prevention, Treatment & Recovery Services Larry Scott, Prevention Manager, and RxOTC Drug Abuse Project Manager
FACILITATOR(S):	Larry Scott
RECORDER:	Brenda Stoneburner, BSAAS and Dr. Su Min Oh, BSAAS
INTENDED MEETING OUTCOME AND ANNOUNCEMENTS	
<p>The intended outcome of this meeting was to continue to review and develop an action plan for the RxOTC Drug Abuse Workgroup.</p> <p>Strategic Prevention Enhancement Grant (SPE)</p> <ul style="list-style-type: none"> • Michigan is among one of the recipients that received an SPE grant for a period of one year for \$290,000. • The two main deliverable goals are: 1) develop a state level capacity and infrastructure plan to prevent and promote substance abuse prevention and mental health. Specifically, reduce drug abuse, reduce underage drinking, address adult drinking problems, and reduce RxOTC drug abuse; 2) develop a five-year, comprehensive strategic plan, including a workforce development plan, incorporating state policy related to goal number one. • Five communities have been chosen to be pilot sites (Kalamazoo, Riverhaven, Mid-South, Pathways, and Western Upper Peninsula Substance Abuse Services). • Start date is September 2011. • First deliverable is due in November 2011. <p>National Prevention Network Conference (9/20/11-9/23/11, Atlanta, GA)</p> <ul style="list-style-type: none"> • Mr. Scott urged the group to look over the <i>National Prevention Strategy</i> priority on page 31, entitled, <i>Preventing Drug Abuse and Excessive Alcohol Use for Strategies</i> and the <i>Action Items</i> on the following website: http://www.healthcare.gov/prevention/nphpphc/strategy/report.pdf. • RxOTC drug abuse misuse among older adults appears to be related to suicide attempts and completion of suicide. 	
SUMMARY OF KEY POINTS	
<p>Larry Scott welcomed the group. Everyone introduced himself or herself. Mr. Scott informed the group that Minou Carey’s Center for Substance Abuse Prevention Fellowship ended on September 14, 2011, and that he will now be the facilitator.</p> <p>The RxOTC Drug Abuse Workgroup approved the minutes of August 18, 2011.</p>	

Attached are the RxOTC Abuse Education and Media Campaign notes about discussion on the criteria and guidelines that the sub-workgroup will be using to meet the requirements of the first deliverable for goal number two of our action plan. Achilles Malta, Jill Worden, Lisa Coleman, and Dianne Perukel will be heading this task. A conference call took place on Wednesday, August 24th at 9:00 am, to facilitate this meeting. Ms. Worden will send out a “go to meeting notice” to the sub-group. Preliminary recommendations will be provided to BSAAS by September 1, 2011.

Research on RxOTC Tool Kits and Media Theme

- Ms. Coleman, Mr. Malta, and Ms. Worden met via webinar to review on-line resources.
- The Northern Michigan Substance Abuse Services’ (NMSAS) website (www.drugfreenorthernmichigan.com), *Rx Be the Solution*, was “very good.” Permission granted by NMSAS for the RxOTC Drug Abuse workgroup to use the information on a statewide basis, and NMSAS would like to be acknowledged and receive recognition.
- Chad Rogers with the Michigan Department of Environmental Quality commented about take back medication efforts. Mr. Rogers indicated that a stakeholder workgroup is working on changing the statute to make it easier to understand.
- It was noted that having limited places for medication drop-off is one of the barriers for take back medications. Federal law requires police involvement and drop-off boxes.

Environmental Scan

- The preliminary results were shared with the group.
- As of September 23, 2011, there have been 79 responses.
- Twenty-nine percent from Coalitions, 0 percent from Law Enforcement, few from Pharmacy industries.
- Survey extended another two weeks to obtain additional responses from the field.

Workgroup Action Plan

- Reviewed and updated.

Data Updates on the Unintentional Drug Deaths by Major Drug Type, Michigan Residents, 1999-2009

- Su Min presented a graph to the workgroup members present, as well as distribute to members who are not present. The term “Unspecified drugs” is used on the chart, as medical examiners did not have the resources to test for all other drugs.

ACTION ITEMS

Research on RxOTC Tool Kits and Media Theme

- The group would like to invite Sue Winter from NMSAS to learn more about NMSAS’ efforts to address the RxOTC Drug Abuse campaign, and resources. Mr. Scott will extend the invitation. All workgroup members will review the NMSAS website prior to the October 20, 2011, meeting.

Environmental Scan

- Dianne Perukel and Dominic Jacobellis to seek input from Law Enforcement and Pharmacy industries.

Workgroup Action Plan

- Action item related to broadening RxOTC drug abuse education and use of brief screens will be discussed at the next meeting. Mr. Scott will bring recommendations.
- Ken Dail reported that Prevention Network has been utilizing and conducting trainings on brief screenings and can assist.
- Timeline and workgroup recommendations will be presented to BSAAS management in January 2012.

ADDITIONAL COMMENTS				
None				
ATTENDANCE				
Member and Guest Names		Organization	Affiliation	Present
Dr. Zakia	Alavi	Michigan Dept. of Human Services	Member	No
Luanne	Beaudry	Prevention Network	Member	No
Nancy	Becker Bennett	Michigan State Police	Member	No
Lisa	Coleman	Genesee Coordinating Agency	Member	Yes
Ken	Dail	Prevention Network	Member	Yes
James E	Dillon	Michigan Dept. of Community Health	Member	Yes
Sheri	Falvay	Michigan Dept. of Community Health	Member	No
Deborah J.	Hollis	Michigan Dept. of Community Health	Member	No
Mindy	Hughes	Michigan Army National Guard	Member	Yes
Dominic	Jacobellis	Pfizer Pharmaceuticals	Member	No
Donna	Kitrick	Pathways Coordinating Agency	Member	No
Sara	Lurie	Eaton Intermediate School District	Member	No
Pam	Lynch	Whosoever, Inc.	Member	No
Achiles	Malta	Kalamazoo Coordinating Agency	Member	Conf. in
Dr. Su Min	Oh	Michigan Dept. of Community Health	Guest	Yes
Dianne	Perukel	Michigan State Police	Member	No
Chad	Rogers	Michigan Dept. of Environmental Quality	Member	Yes
Larry P.	Scott	Michigan Dept. of Community Health	Member	Yes
Felix	Sharpe	Michigan Dept. of Community Health	Member	No
Brenda	Stoneburner	Michigan Dept. of Community Health	Member	Yes
Mary	Teachout	Michigan Dept. of Education	Member	No
Jocelyn	Vanda	Michigan Dept. of Human Services	Member	No
Anica	Jankowski	Michigan Army National Guard	Member	Yes
Sue	Winter	Northern Mich. Substance Abuse Services	Member	No
Michael	Wissel	Michigan Dept. of Community Health	Member	No
Jill	Worden	Riverhaven Coordinating Agency	Member	Yes
NEXT MEETING				
DATE:	October 20, 2011			
TIME:	2:30 – 4:00 p.m.			
LOCATION:	Michigan Department of Community Health, Lewis Cass Building, 320 S. Walnut St., First Floor, North Conference Room, Lansing, MI			

Prescription and Over the Counter Drug Abuse Education and Media Campaign Criteria and Guidelines

Purpose: The following criteria and guidelines are to be used to suggest a general theme for the RxOTC Drug Abuse education and media campaign. The content in this document was developed during the RxOTC Drug Abuse Workgroup meeting that took place on August 18, 2011. Additional criteria and guidelines may be developed later:

1. Consider existing data when developing a new theme, materials, or suggesting existing messages and materials. Does the message speak to our data?
2. Pinpoint the desired goal of the message and materials. What do you want to achieve? What is the desired behavior change for the target audience?
3. Consider the audience. Who is the message targeting? Is it culturally sensitive and relevant?
4. Determine the cost and benefit for your target audience behavior modification. What is the motivation for your target audience to change their behavior?
5. Identify existing messages and materials before developing new ones. Are there existing campaign materials and messaging that meet your needs?
6. Use a multi-pronged strategic approach. How will the campaign educate the public about the effects and prevalence, proper disposal, and where to take unwanted or unused medications?
7. Remember positive messages work better than negative messages and scare tactics.
8. Consider using focus groups to help tailor messaging for specific audiences.
9. Determine if the overall message should be a statewide theme or community specific. What works best?
10. Simple is better. How can you make it easy for your audience to adopt the desired behavioral change?

Please visit <http://drugfreenorthernmichigan.com/> for an example from NMSAS.