

MINUTE RECORD

MICHIGAN DEPT. OF COMMUNITY HEALTH, BUREAU OF SUBSTANCE ABUSE AND ADDICTION SERVICES PRESCRIPTION AND OVER THE COUNTER (RxOTC) DRUG ABUSE WORKGROUP MEETING				
WORKGROUP NAME:		RxOTC Drug Abuse Workgroup		
DATE:		August 18, 2011		
TIME:		2:30 – 4:00 p.m.		
LOCATION:		Mich. Dept. of Community Health (MDCH), Lewis Cass Bldg., 1 st Floor North Conf. Rm., 320 S. Walnut St., Lansing, MI		
CONFERENCE CALL:		Participation via phone was available.		
BUR. OF SUBSTANCE ABUSE AND ADDICTION SERVICES (BSAAS):		Felix Sharpe, Director, Div. of Prevention, Treatment and Recovery Services Larry Scott, Prevention Section Manager and RxOTC Project Manager		
FACILITATOR(S):		Minou Carey, Center for Substance Abuse Prevention Fellow		
RECORDER:		Minou Carey		
INTENDED MEETING OUTCOME				
This meeting was conducted for the following purposes:				
<ul style="list-style-type: none"> • To continue to review and develop the action plan for the workgroup 				
SUMMARY OF KEY POINTS				
Attached are the criteria and guidelines that the sub-workgroup will use to meet the requirements of the RxOTC Drug Abuse Action Plan's first deliverable, goal number two: RxOTC Drug Abuse Education and Media Campaign. Achilles Malta, Jill Worden, Lisa Coleman, and Dianne Perukel will be heading this task. Jill will schedule a conference call for Wednesday, August 24th at 9:00 a.m., and will send out a meeting notice to the sub-group. By September 1, 2011, the preliminary recommendations for goal number two will be ready to send to the Bureau of Substance Abuse and Addiction Services (BSAAS).				
NEXT STEPS				
<ol style="list-style-type: none"> 1. Schedule a conference call for August 24, 2011, and send out a meeting notice to the sub-group. 2. On September 1, 2011, submit recommendations for goal number two to BSAAS. 3. Continue to finalize the action plan at the next meeting. 				
ADDITIONAL COMMENTS				
None				
ATTENDANCE				
<u>Member and Guest Names</u>		<u>Organization</u>	<u>Affiliation</u>	<u>Present</u>
Dr. Zakia	Alavi	Michigan Dept. of Human Services	Member	No
Luanne	Beaudry	Prevention Network	Member	No
Nancy	Becker Bennett	Michigan State Police	Member	No
Minou	Carey	Michigan Dept. of Community Health	Member	Yes
Lisa	Coleman	Genesee Coordinating Agency	Member	Yes
Ken	Dail	Prevention Network	Member	Yes
James E	Dillon	Michigan Dept. of Community Health	Member	Yes

ATTENDANCE				
<u>Member and Guest Names</u>		<u>Organization</u>	<u>Affiliation</u>	<u>Present</u>
Sheri	Falvay	Michigan Dept. of Community Health	Member	No
Deborah J.	Hollis	Michigan Dept. of Community Health	Member	No
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	Yes
Dianne	Perukel	Michigan State Police	Member	Yes
Larry P.	Scott	Michigan Dept. of Community Health	Member	Yes
Felix	Sharpe	Michigan Dept. of Community Health	Member	Yes
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
Roberta	Williams	Michigan Army National Guard	Member	No
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:	September 29, 2011			
TIME:	2:30 – 4:00 p.m.			
LOCATION:	Michigan Department of Community Health, Lewis Cass Building, 1 st Floor North Conference Room 320 S. Walnut St., 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 of 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 at a later date.

1. Consider existing data when developing a new theme or materials, or when suggesting the use of 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 of 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 modifying their behavior. What is the motivation for them to change their behavior?
5. Identify existing messages and materials before developing new ones. Are there existing campaign materials and messages 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 messages 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 behavior change?

Please visit www.drugfreenorthernmichigan.com for an example from NMSAS.