

## Raising Awareness about Heroin

1. *Identify the message* – the group met just once on March 9th and came up with the messages below. We were hoping the Atrium PR department could tweak the layout to look nicer. A major hold up to moving forward is which help number to put on the messages. We are waiting for confirmation/direction from the County Wide Opiate Task force, led by the Alcohol and Drug Addiction Services Board, as to what phone number to use countywide – 2-1-1 or 1-844-4crisis. It is important that everyone uses the same number and have a consistent message.



2. *Identify target areas and devise plan* – the county prosecutor has generously agreed to provide some funding for messaging but wants to meet with the group to see message and plan before disclosing the amount. Cincinnati State has agreed to give \$500 for banners once we have a plan as to size, location for them. The group came up with some no-cost awareness initiatives which have not been implemented as yet:
  - Create powerpoint to be presented to community groups including Chamber, Safety Council Occupational Group, civic orgs, parents, etc.
  - Begin talking about the heroin issue to our own agencies, employees, families, etc.
  - Make it a topic of discussion for Neighborhood Watch meetings – provide talking points

3. *Deliver the message* – many messaging ideas will require money so funding is a barrier. The following are ways the group came up with to deliver the message:

- Billboards
- Social media
- Posters in grocery stores
- Signs in businesses
- Banners

**Education** – Prevention education is a must and must be K-12. This group does not have the capacity to address curriculum issues. The Coalition for a Healthy Middletown will continue to work with the schools to implement more prevention education.