



**Community  
Partners  
Toolkit**

**“Ask Your Doctor If  
Opioids Are Wrong For You”  
Marketing Campaign**



# Community Partners Talking Points & Key Messages

Revised April 2021

Please note: The OC Health Care Agency's pre-identified spokesperson for this campaign is Dr. Jeff Nagel, Director of Behavioral Health Services.

## **1. The OC Health Care Agency (HCA) continues to promote its opioid public awareness and prevention campaign**

- The campaign is designed to raise public awareness about prescription opioid overdose and misuse, which was initially launched in February, 2020.
- The key messages are that if you get prescribed opioids, you may end up wishing you hadn't. Opioid misuse and addiction can affect anyone; fortunately, there are other ways to help manage pain.
- The campaign also includes the website: [wrongforyou.com](http://wrongforyou.com), which offers alternatives to taking opioids as well as a printable Q&A checklist to take to your doctor's office to help facilitate a dialogue.
- We encourage patients to ask their health care professional questions and to be informed.

## **2. Opioid misuse and addiction is a national crisis, and Orange County is no exception**

- Orange County is one of many counties that has a higher overdose death rate than the state of California.
- Opioid overdose deaths are more common among individuals living in coastal and south Orange County cities, men, adults ages 45-54 years old, and non-Hispanic Whites.
- We continue to see a decrease in opioid-related emergency department visits.
- The number of opioid overdose deaths in Orange County decreased between 2016 and 2019.

Sources: CA Department of Public Health. California Opioid Overdose Surveillance Dashboard; California Comprehensive Death File.

## **3. Public awareness campaign focuses on adults who are at higher risk first, then youth**

- The adult-focused public awareness campaign originally ran from February – May, 2020 and re-launched in early 2021.
- A prevention campaign focusing on prescription drug misuse among youth is planned before summer begins.

## Community Partners Newsletter Copy

### Opioid Public Education and Prevention Campaign

Prescription opioids are not the best way to manage pain for everyone. Patients are encouraged to ask their health care provider questions and become informed about their options. Opioid misuse and addiction can affect anyone; fortunately, there are other ways to help manage pain. That's the message behind the OC Health Care Agency (HCA) campaign.

Pointing Orange County residents to the educational website [wrongforyou.com](http://wrongforyou.com), the HCA wants residents to understand the risks associated with taking prescription opioids like hydrocodone, oxycodone and fentanyl - which can become addictive quickly and ruin relationships, health and career faster than you might think.

The public awareness campaign has been featured in local print, cable television, digital and social media advertising and suggests that before filling a prescription you may always regret, you can learn how to prevent opioids from taking control of your life at [wrongforyou.com](http://wrongforyou.com).

The County of Orange has invested in this educational campaign because Orange County has a higher per capita rate of overdose deaths than the state of California.

The website offers options for dealing with pain other than taking prescription opioids such as over-the-counter medicines, exercise, chiropractic care, acupuncture and massage. Orange County residents are encouraged to print out the Q&A checklist on the [wrongforyou.com](http://wrongforyou.com) website and take it to your doctor's office so you can gather the facts to help you take control over your health.

## Community Partners Social Media Posts

### FACEBOOK

#### TEXT A:

Learn the risks associated with taking prescription opioids like hydrocodone, oxycodone and fentanyl. Please join us and the @ohealth to spread the word that opioid misuse and addiction can happen quickly and to anyone. Learn more at [wrongforyou.com](http://wrongforyou.com). #wrongforyou #opioids #alternatives

#### TEXT B:

We are partnering with the OC Health Care Agency and hope you will too in an effort to stop the misuse and addiction caused by prescription opioids. This epidemic is especially concerning in coastal and south Orange County where opioid overdose deaths are more prevalent. Learn more at [wrongforyou.com](http://wrongforyou.com). #wrongforyou #opioids #alternatives

#### IMAGE:





## TWITTER

### TEXT A:

@ohealth has a public awareness campaign about how prescription opioids can ruin your relationships, health and career faster than you might think. For other ways to manage pain - go to [wrongforyou.com](http://wrongforyou.com). #wrongforyou #opioids #alternatives

### TEXT B:

Coastal and south #OrangeCounty cities are disproportionately hit by opioid overdose deaths. The @ohealth public awareness campaign, [wrongforyou.com](http://wrongforyou.com), focuses messaging on that area of the county. Learn more at [wrongforyou.com](http://wrongforyou.com). #wrongforyou #opioids #alternatives

### IMAGE:

