



**Community
Partners
Toolkit**

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



Community Partners Talking Points & Key Messages

Revised March 2020

Please note: The OC Health Care Agency's pre-identified spokespeople for this campaign are Dr. Nichole Quick, County Health Officer and Dr. Jeff Nagel, Director of Behavioral Health Services.

- 1. The OC Health Care Agency (HCA) has launched a new opioid public awareness and prevention campaign**
 - A new OC Health Care Agency campaign designed to raise public awareness about prescription opioid overdose and misuse launched in early February.
 - 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 will be featured in local print, television, digital and social media advertising.
 - The HCA simultaneously launched a new website: 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 has a higher per capita rate of overdose deaths than the state of California and all of the surrounding southern California counties.
 - Opioid overdose deaths here are more prevalent among older non-Hispanic white males who live in coastal and south Orange County cities.
 - We experienced the first decrease in opioid-related emergency department visits in 2018 - a decline of 6 percent from the previous year.
 - The number of opioid overdose deaths in Orange County decreased between 2016 and 2018, from 288 to 251 deaths.
 - Learn more at www.ochealthinfo.com/opioids.

- 3. Public awareness campaign focuses on at-risk adults first, then youth**
 - The adult-focused public awareness campaign launched in February 2020.
 - A prescription drug abuse prevention campaign focusing on youth and parents/caregivers will follow in late spring/early summer.
 - For the adult campaign, print ads will be featured in coastal publications including *Orange Coast*, *Laguna Beach* and *Newport Beach* magazines, the *Orange County Register*, and more.

Community Partners Newsletter Copy

New Opioid Public Education and Prevention Campaign Premieres

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 a new OC Health Care Agency (HCA) campaign that launched in early February.

Pointing Orange County residents to the educational website 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, careers and health faster than you might think.

The public awareness campaign debuts in local print, 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.

Print ads will be featured in coastal publications including *Orange Coast*, *Laguna Beach* and *Newport Beach* magazines, the *Orange County Register*, and more with the headline, “Ask your doctor if opioids are wrong for you.”

The County of Orange is investing in this educational campaign because the county has a higher per capita rate of overdose deaths than the state of California and all of the surrounding southern California counties.

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 website and take it to their doctor's office so they can gather the facts to help them take control over their own health.

Community Partners Social Media Posts

FACEBOOK

TEXT A:

Two important OC Health Care Agency public awareness campaigns launch in 2020 – one focusing on adults and one on youth. The adult campaign debuted in early February and emphasizes the need to understand the risks associated with taking prescription opioids like hydrocodone, oxycodone and fentanyl – which can become addictive quickly. Learn more at wrongforyou.com. #wrongforyou #opioids

TEXT B:

We are partnering with the OC Health Care Agency in its new public awareness and prevention campaign, wrongforyou.com, which focuses on our coastal and south Orange County cities where opioid overdose deaths are more prevalent. Look for print ads in coastal magazines and other publications as well as on television, digital advertising and social media advertising. #wrongforyou #opioids #alternatives

IMAGES:



TWITTER

TEXT A:

@ohealth has premiered a new public awareness campaign about how prescription opioids can ruin your relationships, health and career faster than you might think. There are other ways to manage pain – go to wrongforyou.com. #wrongforyou #opioids #alternatives

TEXT B:

Coastal and south #OrangeCounty cities are disproportionately hit by opioid overdose deaths. The new @ohealth public awareness campaign, wrongforyou.com, focuses messaging on that area of the county. Learn more at wrongforyou.com. #wrongforyou #opioids #alternative

IMAGES:

