



# Opioid Message Toolkit

HEART Collaborative, Los Angeles County  
Help for Addiction Recovery & Treatment

## [Overview](#)

Evergreen messaging for social media, digital, and e-content focusing on education, prevention, and treatment.



Created September 2018, Version 1

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## Introduction

In response to the national epidemic on opioid use and misuse, Los Angeles County is addressing opioid use through a multi-agency and multi-level approach to bring comprehensive solutions and innovative treatment options to help people recover from opioid addictions. The County is working on many different prevention strategies to raise awareness, provide education, and inform people on what opioids are, how to use them safely, and what alternatives exist to reduce the risk of addiction and misuse.

This toolkit provides messaging options for County departments to use on their social media platforms and communications tools, such as e-newsletters, blogs, and websites. The toolkit will be updated on a regular basis to stay current and timely.

Downloadable assets such as videos, web banners and buttons, can be located here: *[Insert SAPC webpage link]*. Updated toolkits will also be accessible at this website.

For content suggestions, questions, or requests for specific material, please contact *[Add name & email address/phone number]*.

Below is a listing of suggested hashtags for Instagram posts for you to utilize in social media outreach:

#RxAwareness #opioids #opioid #painkillers #painmeds #painmedicine #painreliever #oxy #oxycodine  
#painkilleraddiction #OpioidAddiction #opioidcrisis #OpioidEpidemic #endoverdose #stopoverdose #Overdoseawareness  
#drugoverdoseawareness #substanceabuse #chronicpain #addictionawareness #addictiontreatment  
#endthestigmaofmentalhealth #substanceabuse #endstigma #seekhelp #OurHealthOurFuture #LAPublicHealth  
#LosAngeles #CountyofLA #publichealth

Thank you.

## Relevant Days and Months for Opioid Messages 2018-2019

**January 22-28** – National Drug and Alcohol Facts Week

**February 11-17** – Random Acts of Kindness Week (opportunity to promote Naloxone)

**February 17** – Random Acts of Kindness Day

**March 11-17** National Patient Safety Awareness Week

**March 18-24** – National Poison Prevention Week

**April TBD** – Prescription Drug Take Back Day

**April 2-8** – National Public Health Week

**April 7** – World Health Day

**Month of May** – Mental Health Awareness Month / Mental Wellness Month

**May 12-18** – National Prevention Week

**Month of June** – National Safety Month

**August 31** – International Overdose Awareness Day

**August 31** – Let's Talk Opioids: A Day of Awareness (SAMHSA)

**Month of September** – National Recovery Month

**Month of September** – Pain Awareness Month

**September TBD** – National Prescription Opioid and Heroin Epidemic Awareness Week

**September 22** – Opioid Painkiller Addiction Awareness Day

**October 6, 2018** – NAMIWalks Los Angeles County (National Alliance on Mental Illness)

**October 27, 2018** – National Prescription Drug Take-Back Day

# Education and Awareness

## What opioids are, misuse, and the characteristics of opioid use disorders

### Post # 1At (Twitter)

**Copy:** Anyone can get addicted to #painmeds, even when prescribed by a doctor. Talk to your doctor about non-opioid options to manage your pain. Learn more. → [http://bit.ly/ non-opioid\\_options](http://bit.ly/non-opioid_options) #OpioidAddiction

**Video:** Post 1At painmeds



(screen snip of thumbnail)

### Post # 1Bf (Facebook)

**Copy:** An epidemic of opioid overdoses is spreading across the U.S. Watch this video from @natgeo to understand why anyone's brain can get addicted to prescription pain medications.

Through treatment, the brain can recover and regain its balance. If you or a loved one may be addicted to prescription pain meds, treatment is available. → Call the Substance Abuse Service Helpline (SASH) at 844-804-7500 for help & support. 24 hours a day. 7 days a week. Or visit [http://bit.ly/treatment\\_near\\_me](http://bit.ly/treatment_near_me) to find services in your community. #OpioidAddiction #opioids

[https://youtu.be/NDVV\\_M\\_CSI](https://youtu.be/NDVV_M_CSI)

**Video:** (linked video thumbnail generated by URL at end of copy)



**Post # 1Bt** (Twitter)

**Copy:** The U.S. is having an #opioidoverdose epidemic. Anyone's brain can get addicted to prescription #painkillers. Through treatment, the brain can recover & regain its balance. Call the Substance Abuse Service Helpline (SASH) at 844-804-7500 for help. @natgeo [https://youtu.be/NDVV\\_M\\_CSI](https://youtu.be/NDVV_M_CSI)

**Image:** (linked video thumbnail generated by URL at end of copy)



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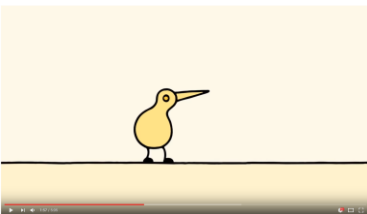
**Post # 1Cf** (Facebook)

**Copy:** Addiction is a disease that can be treated. Watch this video about Kiwi the bird and the golden nuggets to better understand addiction.

If you're addicted to prescription pain meds, you can recover! Support and treatment options → Call the Substance Abuse Service Helpline (SASH) at 844-804-7500. 24 hours a day. 7 days a week. You're not alone. Or visit [http://bit.ly/treatment\\_near\\_me](http://bit.ly/treatment_near_me) to find services in your community. #OpioidAddiction #OpioidEpidemic

<https://youtu.be/HUngLgGRJpo>

**Video:** (linked video thumbnail generated by URL at end of copy)



**Post # 1Ei** (Instagram)

**Copy:** Brenda never knew about the risks of addiction to prescription opioids.

**Video:** Post 1Ei Brenda



## The benefits and risks of using prescription pain medications (opioids)

**Post # 2Af** (Facebook)

**Copy:** Prescription pain medications can become addictive. Learn more & discuss non-opioid pain relief options with your doctor. → [http://bit.ly/about\\_opioids](http://bit.ly/about_opioids) #RxAwareness #opioids

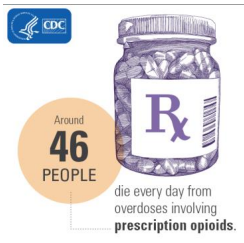
**Video:** Post 2Af RxAwareness



**Post # 2Bt** (Twitter)

**Copy:** Every year in LA County, over 700 people overdose on prescription #opioids. The most common drugs include methadone, oxycodone (such as OxyContin®), and Hydrocodone (such as Vicodin®). Talk to your doctor about other ways to manage pain. → [http://bit.ly/ OtherWays](http://bit.ly/OtherWays) #RxAwareness

**Image:** Post 2Bt 46



**Post # 2Ci (Instagram)**

**Copy:** Prescription pain medications can be addictive and dangerous if not used as prescribed. It only takes a little to lose a lot. Talk to your doctor about alternatives to manage pain.

**Image:** Post 2Ci consider



## Understanding dosages & managing consumption

**Post # 3Af (Facebook)**

**Copy:** If you have been prescribed a pain med, follow-up with your doctor if your pain is lasting longer than expected. It only takes a small amount of prescription pain meds to risk becoming addicted. Learn more. → [http://bit.ly/painkiller\\_rx](http://bit.ly/painkiller_rx)  
#RxAwareness #opioids

**Image:** Post 3Af follow-up





**Post # 3Bf** (Facebook)

**Copy:** Reduce your chances of prescription pain med overdose: Never take prescription painkillers in greater amounts or more often than your doctor prescribed. #opioidoverdose #OpioidAddiction

**Image:** Post 3Bf 115



**115**  
AMERICANS

die every day from an  
**opioid overdose**  
(that includes prescription  
opioids and heroin.)

**Post # 3Bi** (Instagram)

**Copy:** Reduce your chances of prescription pain med overdose: Never take opioids in greater amounts or more often than your doctor prescribed.

**Image:** Post 3Bi 115



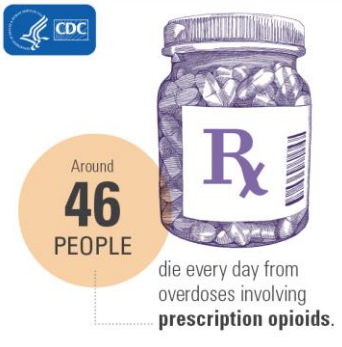
**115**  
AMERICANS

die every day from an  
**opioid overdose**  
(that includes prescription  
opioids and heroin.)

### Post # 3Ci (Instagram)

**Copy:** Reduce your chances of opioid overdose. Don't drink any alcohol while you're on prescription pain meds, and don't combine prescription pain meds with other medications like benzodiazepines (such as Xanax® and Valium®), muscle relaxants (such as Soma® or Flexeril®), hypnotics (such as Ambien® or Lunesta®), or other drugs.

**Image:** Post 3Ci 46



## Clues/signs a family member / friend may be experimenting with pain medications (opioids)

### Post # 4Af (Facebook)

**Copy:** Seven signs of opioid addiction ↓

1. Taking more meds than prescribed
2. Taking meds when not in pain
3. Mood changes
4. Changes in sleep patterns
5. Borrowing pain meds from others
6. "Losing" meds to get more prescribed
7. Putting self or others in danger

Learn more. → <http://bit.ly/7signs>

Help is here. → Call the Substance Abuse Service Helpline (SASH) at 844-804-7500 for treatment resources. 24 hours a day. 7 days a week or visit [http://bit.ly/treatment\\_near\\_me](http://bit.ly/treatment_near_me) to find services in your community. #OpioidAddiction #OpioidEpidemic

**Image:** Post 4Af everybody



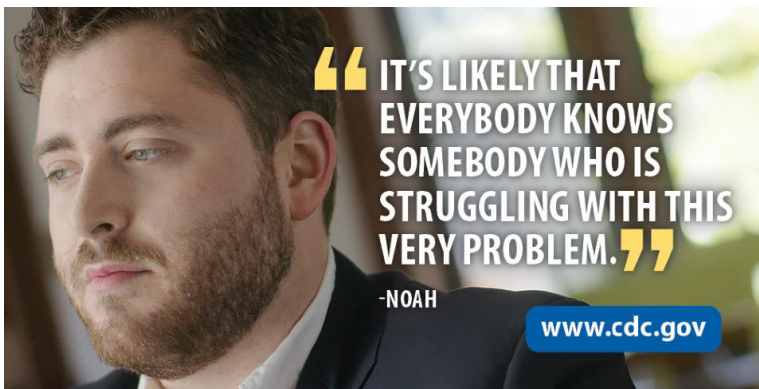
**Post # 4At (Twitter)**

**Copy:** 7 signs of #OpioidAddiction

1. Taking more meds than prescribed
2. Taking meds when not in pain
3. Mood changes
4. Changes in sleep patterns
5. Borrowing #painmeds
6. “Losing” meds
7. Endangering self/ others

Call 1-844-804-7500 for treatment resources. [http://bit.ly/ 7signs](http://bit.ly/7signs)

**Image:** Post 4At everybody



# Prevention

## Teen Operation Prevention Video Challenge

**Post # 5Ai** (Instagram)

***\*\*Dates for the Operation Prevention (DEA Educational Foundation) 2019 Video Challenge will be added once announced.\*\****

**Copy:** Hey Teen! Do you like making videos on your phone? Enter in the Operation Prevention Video Challenge for a chance to win \$10,000! Grab your friends & create a :30-:60 sec PSA to reach other teens and help stop the Opioid Epidemic. Go to the link in the bio to find out how.

**Image:** Post 5Ai teens



**Post Notes:** Link for bio: <http://bit.ly/PreventionVidChallenge>

Video Challenge sponsors to tag–

@discoveryed

@discoveryinctv

@thejusticedept

**Post # 5At (Twitter)**

***\*\*Dates for the Operation Prevention (DEA Educational Foundation) 2019 Video Challenge will be added to the social media messages.\*\****

**Copy:** Hey Teen! Do you like making videos on your phone? Enter in the Operation Prevention Video Challenge for a chance to win \$10,000! Grab your friends & create a :30-:60 sec #PSA to reach other teens and help stop the #OpioidEpidemic. Here's how. → [http://bit.ly/\\_PreventionVidChallenge](http://bit.ly/_PreventionVidChallenge)

**Image:** Post 5At teens



**Post Notes:** Video Challenge sponsors to tag–

@DiscoveryEd

@DiscoveryIncTV

@TheJusticeDept

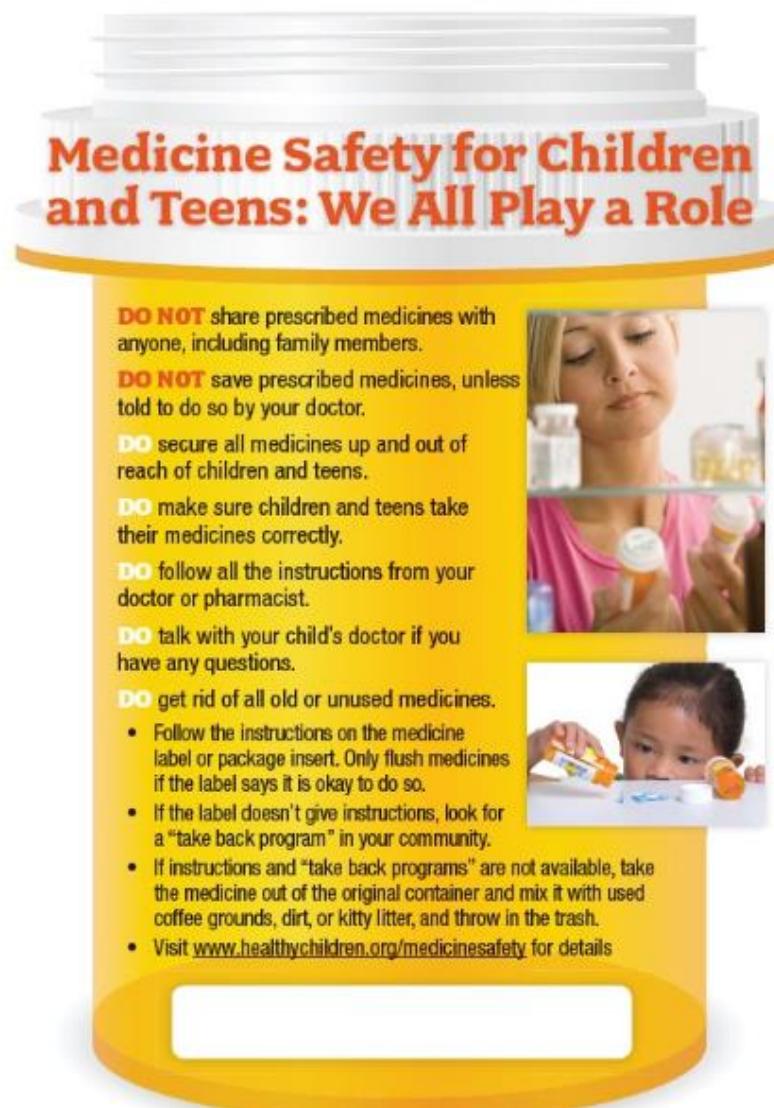
@DEAHQ

## How to properly store medication

Post # 6At (Twitter)

**Copy:** More than half of people misusing #opioids are getting them from family and friends. Learn how to safely store medications. → <http://bit.ly/HowToStorePainMeds> #OpioidEpidemic

**Image:** Post 6At safety



**Medicine Safety for Children and Teens: We All Play a Role**

**DO NOT** share prescribed medicines with anyone, including family members.

**DO NOT** save prescribed medicines, unless told to do so by your doctor.

**DO** secure all medicines up and out of reach of children and teens.



**DO** make sure children and teens take their medicines correctly.

**DO** follow all the instructions from your doctor or pharmacist.

**DO** talk with your child's doctor if you have any questions.

**DO** get rid of all old or unused medicines.

- Follow the instructions on the medicine label or package insert. Only flush medicines if the label says it is okay to do so.
- If the label doesn't give instructions, look for a "take back program" in your community.
- If instructions and "take back programs" are not available, take the medicine out of the original container and mix it with used coffee grounds, dirt, or kitty litter, and throw in the trash.
- Visit [www.healthychildren.org/medicinesafety](http://www.healthychildren.org/medicinesafety) for details



American Academy  
of Pediatrics



healthychildren.org  
Powered by pediatricians. Trusted by parents.  
From the American Academy of Pediatrics

PCSS

Providers  
Clinical Support  
System

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**Image Source:** <https://www.aap.org/en-us/about-the-aap/Committees-Councils-Sections/substance-use/Pages/poster-safe-storage.aspx>



## How to responsibly dispose of unused and unwanted prescription medications

### Post # 7At (Twitter)

**Copy:** Properly disposing of prescription medications prevents them from harming a pet, child, someone suffering from addiction, or the environment.

Find a drop-off location near you. → [http://bit.ly/safe\\_disposal\\_locations\\_LA](http://bit.ly/safe_disposal_locations_LA) #OpioidEpidemic #opioidcrisis

<https://t.co/aAFX9O8qIW>

**Video:** (linked video thumbnail generated by URL at end of copy)



Los Angeles County Medication Disposal White Board Video

California Product Stewardship Council

### Post # 7Bf (Facebook)

**Copy:** Don't flush your meds down the toilet! Protect the water supply, animals, and you! Locate a drop-off location for safe disposal. → [http://bit.ly/safe\\_disposal\\_locations\\_LA](http://bit.ly/safe_disposal_locations_LA) #opioids #OpioidEpidemic

<https://t.co/aAFX9O8qIW>

**Video:** (linked video thumbnail generated by URL at end of copy)



Los Angeles County Medication Disposal White Board Video

California Product Stewardship Council

## How can I speak to my doctor about safe pain med use or alternatives for pain relief?

### Post # 8Af (Facebook)

**Copy:** Prescription pain medications include hydrocodone, oxycodone, codeine, and morphine, and have serious risks and side effects when not used as prescribed. Bring this checklist with you to your next doctor's appointment to discuss your options with your doctor. → <http://bit.ly/checklist4appointment> #opioids #OpioidEpidemic

**Image:** (linked video thumbnail generated by URL at end of copy)



What to Ask Your Doctor Before Taking Opioids

Opioids can be used to treat certain kinds of chronic and acute pain. It doesn't mat...

# Help for Yourself

## How to find treatment if you think you have an issue/problem

### Post # 9At (Twitter)

**Copy:** Prescription pain meds are highly addictive. If you are interested in treatment, help is here → Call the Substance Abuse Service Helpline (SASH) at 844-804-7500. 24 hours a day. 7 days a week, or visit [http://bit.ly/treatment\\_near\\_me](http://bit.ly/treatment_near_me) to find services in your community. You are not alone. #RxAwareness #opioids

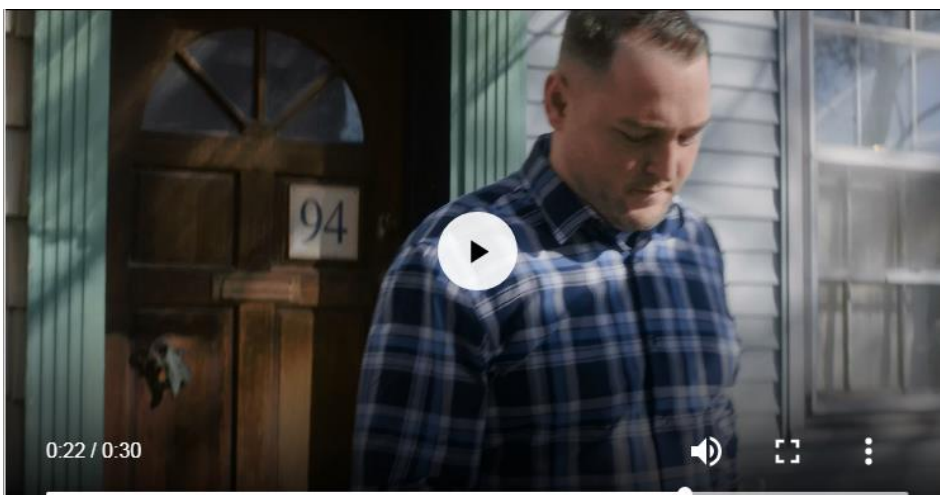
**Image:** Post 9At prescription



### Post # 9Bi (Instagram)

**Copy:** If you think you may be addicted to pain meds, help is here. You are not alone and treatment is available. → Call the Substance Abuse Service Helpline (SASH) at 844-804-7500. 24 hours a day. 7 days a week.

**Video:** Post 9Bi Mike





### Post # 9Cf (Facebook)

**Copy:** If you think you may be addicted to pain meds, you are not alone. Find treatment today. → Call the Substance Abuse Service Helpline (SASH) at 844-804-7500. 24 hours a day. 7 days a week or visit [http://bit.ly/treatment\\_near\\_me](http://bit.ly/treatment_near_me) to find services in your community. #RxAwareness #opioids

**Image:** Post 9Cf secrets



### Post # 9Ct (Twitter)

**Copy:** If you think you may be addicted to pain meds, you are not alone. Find treatment today. → Call the Substance Abuse Service Helpline (SASH) at 844-804-7500. 24 hours a day. 7 days a week, or visit [http://bit.ly/treatment\\_near\\_me](http://bit.ly/treatment_near_me) to find services in your community. #RxAwareness #opioids

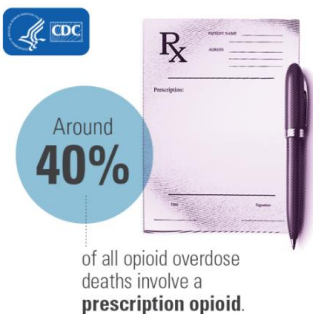
**Image:** Post 9Ct secrets



### Post # 9Di (Instagram)

**Copy:** The U.S. is experiencing an opioid epidemic. Prescription pain meds can be highly addictive but there is help to quit. Find treatment. → Call the Substance Abuse Service Helpline (SASH) at 844-804-7500. 24 hours a day. 7 days a week.

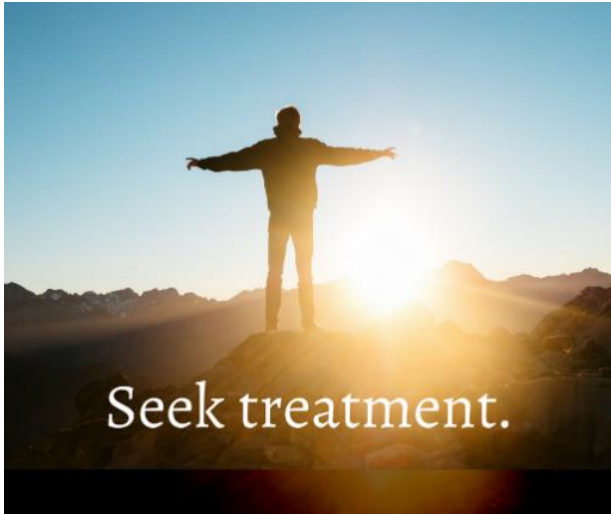
**Image:** Post 9Di 40



**Post # 9Ff** (Facebook)

**Copy:** If you're addicted to pain meds, there are effective treatments available. The FDA has approved several medications that can help, including methadone, buprenorphine, and naltrexone. Start your recovery today. → Call the Substance Abuse Service Helpline (SASH) at 844-804-7500 for help to quit. 24 hours a day. 7 days a week or visit [http://bit.ly/treatment\\_near\\_me](http://bit.ly/treatment_near_me) to find services in your community. #OpioidAddiction #OpioidEpidemic

**Image:** Post 9Ff seek

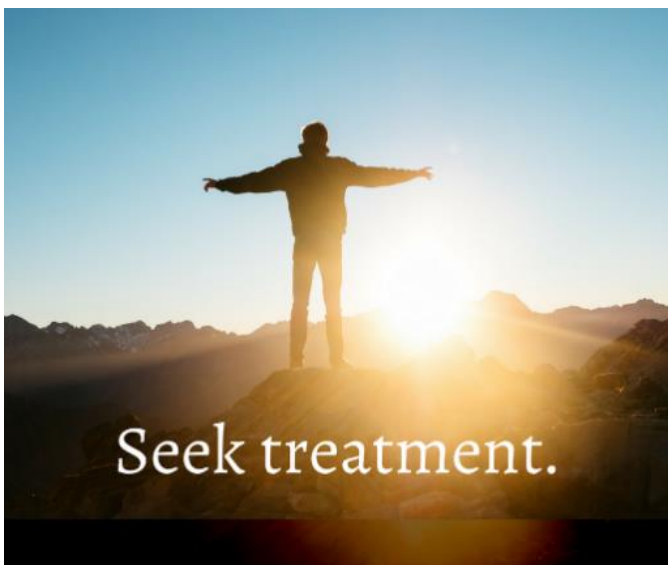


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**Post # 9Fi** (Instagram)

**Copy:** If you're addicted to pain meds, there are effective treatments available. The FDA has approved several medications that can help, including methadone, buprenorphine, and naltrexone. Start your recovery today. → Call the Substance Abuse Service Helpline (SASH) at 844-804-7500 for help to quit. 24 hours a day. 7 days a week.

**Image:** Post 9Fi seek



**Post # 9Gf (Facebook)**

**Copy:** People used to think that addiction had to do with “a criminal personality,” or that it was caused by being unmotivated or lazy. Now we know that addiction doesn’t work like that. Addiction is a chronic brain disease that you can recover from through treatment. If you’re addicted to prescription pain medications, there are treatments available, and you can recover. Help is here for you. → Call the Substance Abuse Service Helpline (SASH) at 844-804-7500. 24 hours a day. 7 days a week. Or visit [http://bit.ly/treatment\\_near\\_me](http://bit.ly/treatment_near_me) to find services in your community. #OpioidAddiction #OpioidEpidemic

<https://youtu.be/tMusvDyoIRI>

**Video:** (linked video thumbnail generated by URL at end of copy)



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**Post # 9Gt (Twitter)**

**Copy:** People used to think that addiction had to do with “a criminal personality” or laziness. Now we know addiction is a chronic brain disease that you can recover from through treatment. Call 844-804-7500 for treatment resources. #opioidcrisis #OpioidEpidemic <https://youtu.be/tMusvDyoIRI>

**Video:** (linked video thumbnail generated by URL at end of copy)



# Help for Loved Ones

## Overdose assistance and help

### Post # 10At (Twitter)

**Copy:** Learn the signs of a prescription drug overdose. → [http://bit.ly/\\_LearnTheSigns](http://bit.ly/_LearnTheSigns) via @HarmReduction #opioidoverdose #painmeds

**Image:** Post 10At learn



### Post # 10Cf (Facebook)

**Copy:** You can be a lifesaver. Learn the signs of overdose from pain meds. ⚠ Call 911, do a few rescue breaths (CPR-style, mouth-to-mouth resuscitation), administer naloxone, & continue rescue breathing. Administer a 2nd dose of naloxone if they don't recover in 3 min. #opioidoverdose #overdose

**Image:** Post 10Cf signs

Look for these potential signs and symptoms...

- Blue or purple fingernails and lips
- Unresponsiveness to voice or touch
- Pinpoint-sized pupils

### Recognizing an Opioid Overdose

When a person overdoses, breathing will slow dangerously and may stop altogether, eventually leading to brain damage or death.

- Slow heartbeat or low blood pressure
- Slow, irregular, or stopped breathing
- Pale, clammy skin

**JIDPH**

If you suspect an opioid overdose, call 911 and get emergency medical assistance immediately.

## Post# 10Ci (Instagram)

**Copy:** What to do if someone seems to be overdosing on an opioid, such as a prescription painkiller or heroin:

- 1  Call 911.
- 2  Perform a few rescue breaths (a.k.a. mouth-to-mouth resuscitation – open their airway; pinch their nose closed; breath into their mouth + watch their chest rise)
- 3  Administer naloxone.
- 4  Continue rescue breathing - 1 breath every 5 seconds.

Stay with them until emergency personnel arrive. Learn more: [@harmreductioncoalition](#)

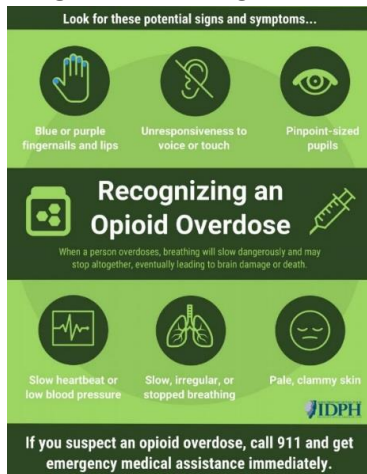
### Image: 10Ci signs



## Post # 10Ct (Twitter)

**Copy:** ⚠️ If someone shows signs of an overdose of #painmeds or heroin – Call 911, do a few rescue breaths (CPR-style, mouth-to-mouth resuscitation), administer naloxone, & continue rescue breathing. Administer a 2nd dose of naloxone if they don't recover in 2 min. #opioidOverdose

### Image: Post 10Ct signs



**Post # 10Df (Facebook)**

**Copy:** Learn to spot a prescription pain med or heroin overdose & give naloxone immediately to save a life. You can give naloxone by injecting it with a syringe or administering Narcan® Nasal Spray. #opioidoverdose #Overdose




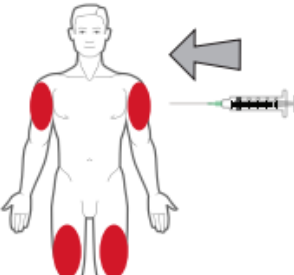
→ [http://bit.ly/how\\_to\\_inject\\_naloxone](http://bit.ly/how_to_inject_naloxone)

→ [http://bit.ly/how\\_to\\_give\\_Narcan](http://bit.ly/how_to_give_Narcan)

Images: PrescribeToPrevent.org & Adapt Pharma

**Images:** Post 10Df inject naloxone & 10Df give narcan

### Injectable naloxone

- 1** Remove cap from naloxone vial and uncover the needle. 
- 2** Insert needle through rubber plug with vial upside down. Pull back on plunger and take up 1 ml. 
- 3** Inject 1 ml of naloxone into an upper arm or thigh muscle.  **fill to 1 ml**  

- 4** If no reaction in 3 minutes, give second dose.

**KEY STEPS TO ADMINISTERING NARCAN® NASAL SPRAY:**

**PEEL**



Peel back the package to remove the device. Hold the device with your thumb on the bottom of the plunger and 2 fingers on the nozzle.

**PLACE**



Place and hold the tip of the nozzle in either nostril until your fingers touch the bottom of the patient's nose.

**PRESS**



Press the plunger firmly to release the dose into the patient's nose.



**Post # 10Dt (Twitter)**

**Copy:** Learn to spot a #painmeds or heroin overdose & give #naloxone immediately to save a life. You can give naloxone by injecting it with a syringe or administering Narcan® Nasal Spray.

→ [http://bit.ly/how\\_to\\_inject\\_naloxone](http://bit.ly/how_to_inject_naloxone)

→ [http://bit.ly/how\\_to\\_give\\_Narcan](http://bit.ly/how_to_give_Narcan)

Images: PrescribeToPrevent.org & Adapt Pharma

**Images:** Post 10Dt inject naloxone & 10Dt give Narcan

### Injectable naloxone

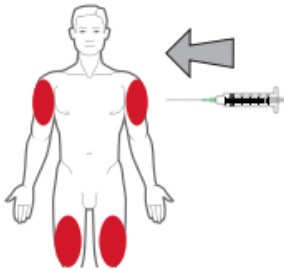
**1** Remove cap from naloxone vial and uncover the needle.



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### KEY STEPS TO ADMINISTERING NARCAN® NASAL SPRAY:

#### PEEL



Peel back the package to remove the device. Hold the device with your thumb on the bottom of the plunger and 2 fingers on the nozzle.

#### PLACE



Place and hold the tip of the nozzle in either nostril until your fingers touch the bottom of the patient's nose.

#### PRESS



Press the plunger firmly to release the dose into the patient's nose.

## Clues/signs a loved one may be addicted

**Post # 11Af** (Facebook)

**Copy:**

Drug abuse not only negatively affects the person with the drug problem, but also family and friends. Get help for someone you love. There are treatment options. Learn how you can help. → [http://bit.ly/ LovedOneDrugAbuse](http://bit.ly/LovedOneDrugAbuse)  
#OpioidAddiction #OpioidEpidemic

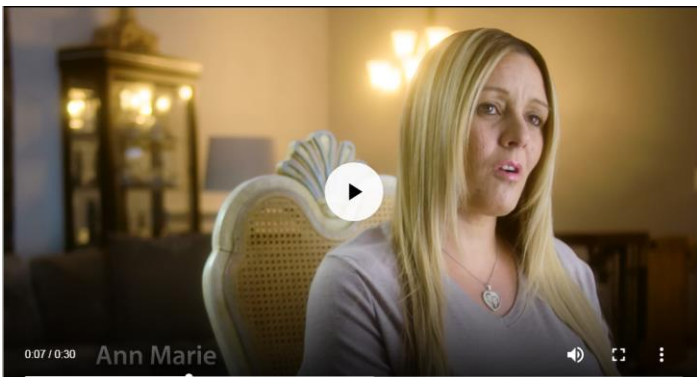
**Image:** Post 11Af love



**Post # 11Bt** (Twitter)

**Copy:** She never expected she'd lose her son to prescription #opioid overdose. Listen to Ann Marie's story.  
#RxAwareness

**Video:** Post 11Bt Ann Marie

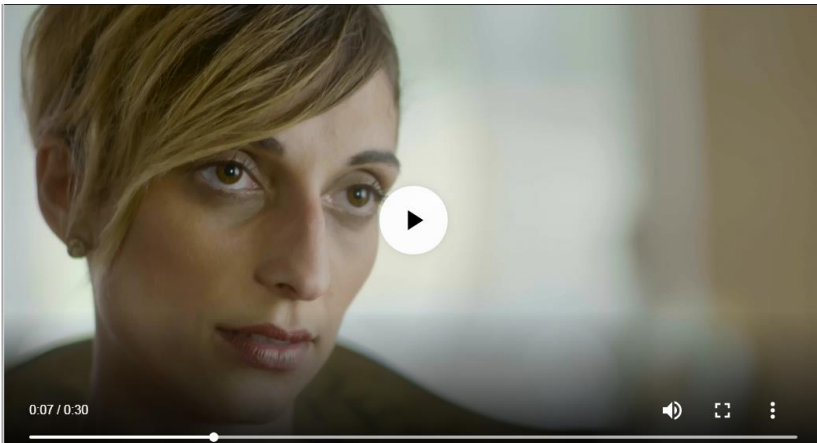




**Post # 11Ct (Twitter)**

**Copy:** She lost her brother at age 32 to a prescription #opioid overdose. Listen to Teresa’s story. #RxAwareness

**Video:** Post 11Ct Teresa



**Messaging: How to help**

**Post # 12At (Twitter)**

**Copy:** Substance use disorders (SUD) are brain diseases that can negatively affect a person’s behavior and personality. It’s common for people suffering from SUDs to act in a way that is alienating and destructive to their loved ones. Learn how you can help. → [http://bit.ly/ LovedOneDrugAbuse](http://bit.ly/LovedOneDrugAbuse) #opioids #RxAwareness

**Image:** Post 12At everybody



## Reducing Stigma

### Post # 13At (Twitter)

**Copy:** For someone who uses or has used drugs, stigma can impact every aspect of their life – including relationships with family, friends, employers, and doctors. Learn more. → [http://bit.ly/ Stigma](http://bit.ly/Stigma)

Image via @ShelbyTNHealth #OpioidEpidemic #opioidcrisis

**Image:** Post 13At stigma



Opioid misuse or abuse can happen to any of us, no matter our age, sex, race, career path, income, or neighborhood.

**Fight the problem, not the person.**

# Prescribers

**\*\*Messaging for prescribers and doctors can be used in e-newsletters, e-content, website content, email communications and other ways that your department communicates with health care providers.\*\***

## Prescribers and CURES (Controlled Substance Utilization Review and Evaluation System)

### Message # 14A

**Copy:** Prescription drug monitoring programs (PDMP) continue to be among the most promising state-level interventions to improve opioid prescribing. Learn more about the California PDMP & the Controlled Substance Utilization Review and Evaluation System (CURES). Prescribers should consult CURES whenever patients are taking controlled substances such as opioids and sedatives. The mandate to consult CURES prior to prescribing, ordering, administering, or furnishing a Schedule II–IV controlled substance goes into effect October 2, 2018.

CURES FAQs – [http://www.mbc.ca.gov/Licensees/Prescribing/CURES/CURES\\_FAQ.pdf](http://www.mbc.ca.gov/Licensees/Prescribing/CURES/CURES_FAQ.pdf)

CURES: Mandatory Use – <https://oag.ca.gov/sites/all/files/agweb/pdfs/pdmp/cures-mandatory-use.pdf>

**Image:** Message 14A CURES



## What resources/tools can help me talk to my patients about pain medications?

### Message # 15A

**Copy:** The recently updated SAMHSA toolkit is designed to help prescribers, families, and community members prevent overdose deaths related to opioid use. [https://store.samhsa.gov/shin/content/SMA14-4742/Overdose\\_Toolkit.pdf](https://store.samhsa.gov/shin/content/SMA14-4742/Overdose_Toolkit.pdf)

**Image:** Message 15A SAMHSA



### Message # 15B

**Copy:** Calling all Docs: The CDC Guideline for Prescribing Opioids for Chronic Pain provides recommendations on appropriate prescribing of prescription and other treatment options to improve pain management and patient safety.

<https://www.cdc.gov/mmwr/volumes/65/rr/pdfs/rr6501e1.pdf>

**Image:** Message 15B CDC



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### Message # 15C

**Copy:** Prescribers, learn about the safe way to prescribe pain medication to your patients. Utilize three key principles when prescribing. This safe pain prescribing toolkit is available online.

<http://www.safemedla.org/safe-prescribing-2.html>

**Image:** Message 15C toolkit



## Message # 15D

**Copy:** Training on implementing safe opioid prescribing policies and procedures into your practice is available on-line. Topics on opioid tapering and post-operative prescribing are also available. Supplemental training modules on dental pain, overdose prevention, Naloxone rescue kits, office systems and more are also available.

<https://www.scopeofpain.com>

<https://www.opioidprescribing.com>

**Image:** Message 15D training

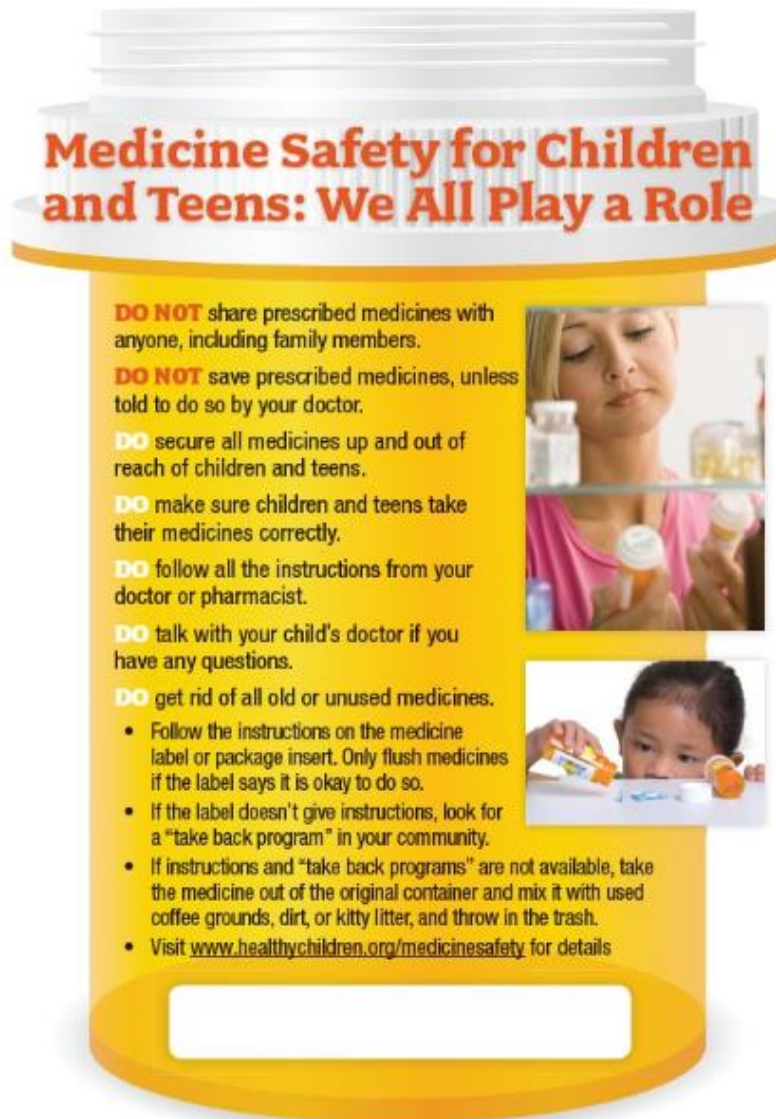


## Message # 15E

**Message:** More than half of people misusing opioids are getting them from family and friends. Talk to your patients about properly storing and disposing of their medication. <https://www.end-opioid-epidemic.org/wp-content/uploads/2017/05/opioid-safe-storage-and-disposal.pdf> (Source: AMA)

**Image:** Message 15E safety

Image Source: <https://www.aap.org/en-us/about-the-aap/Committees-Councils-Sections/substance-use/Pages/poster-safe-storage.aspx>



**Medicine Safety for Children and Teens: We All Play a Role**

**DO NOT** share prescribed medicines with anyone, including family members.

**DO NOT** save prescribed medicines, unless told to do so by your doctor.

**DO** secure all medicines up and out of reach of children and teens.



**DO** make sure children and teens take their medicines correctly.

**DO** follow all the instructions from your doctor or pharmacist.

**DO** talk with your child's doctor if you have any questions.

**DO** get rid of all old or unused medicines.

- Follow the instructions on the medicine label or package insert. Only flush medicines if the label says it is okay to do so.
- If the label doesn't give instructions, look for a "take back program" in your community.
- If instructions and "take back programs" are not available, take the medicine out of the original container and mix it with used coffee grounds, dirt, or kitty litter, and throw in the trash.
- Visit [www.healthychildren.org/medicinesafety](http://www.healthychildren.org/medicinesafety) for details



American Academy  
of Pediatrics

 [healthychildren.org](http://healthychildren.org)  
Powered by pediatricians. Trusted by parents.  
from the American Academy of Pediatrics

**PCSS**

Providers  
Clinical Support  
Systems

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## Message # 15F

**Copy:** Four things can you do to help your patients safely use prescription opioids:

- Talk to your patients about the benefits and risks of using prescription pain medications
- Decide when to initiate or continue opioid therapy
- Offer non-opioid alternatives for pain management
- Assess and address the risks and harms of opioid use

Online trainings offer CME, CNE, and CEU continuing education credits: [www.cdc.gov/drugoverdose/training](http://www.cdc.gov/drugoverdose/training)

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## Message # 15G

**Copy:** Prescription opioids can be prescribed to treat moderate to severe pain but can also have serious risks and side effects leading to addiction. Consider alternatives to help your patients manage chronic pain.

**Image:**



**Post notes:**

<https://youtu.be/xkpftmVL7MA>

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## Message # 15H

**Copy:** Prescribers: Manage chronic pain, prevent opioid use disorder, and refer to the CDC Guideline for Prescribing Opioids for Chronic Pain to minimize patient risk and save lives. <https://youtu.be/EfojmJtnvFU>



## How to identify addiction?

### Message # 16A

**Copy:** Prescribers, learn how to recognize opioid addiction in your patients: <https://pcssnow.org/wp-content/uploads/2014/02/5B-DSM-5-Opioid-Use-Disorder-Diagnostic-Criteria.pdf> (via APA)



### Message # 16B

**Copy:** Learn how to screen for drug use in general medical settings: <https://www.drugabuse.gov/publications/resource-guide-screening-drug-use-in-general-medical-settings/nida-quick-screen>

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### Message # 16C

**Copy:** Prescribers, a brief patient self-assessment to monitor chronic pain patients on opioid therapy. Read more: <http://mytopcare.org/wp-content/uploads/2013/05/COMM.pdf>

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### Message # 16D

**Copy:** The Opioid Risk Tool (ORT) is a brief, self-report screening tool designed for use with adult patients in primary care settings to assess risk for opioid abuse among individuals prescribed opioids for treatment of chronic pain. Learn more: <https://www.drugabuse.gov/sites/default/files/files/OpioidRiskTool.pdf>

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### Message # 16E

**Copy:** Learn how this Change Guide can assist primary care clinicians and leaders to integrate care for patients with unhealthy alcohol and/or other drug use into routine medical care. Learn how: [https://www.thenationalcouncil.org/wp-content/uploads/2018/03/021518\\_NCBH\\_ASPTReport-FINAL.pdf](https://www.thenationalcouncil.org/wp-content/uploads/2018/03/021518_NCBH_ASPTReport-FINAL.pdf)

## What are Medications for Addiction Treatment (MAT) and how can they be helpful?

### Message # 17A

**Copy:** There is more than one path to recovery. It is important to understand how medications in combination with counseling can help in addiction treatment. Learn more here: <http://publichealth.lacounty.gov/sapc/mat/index.html>

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### Message # 17B

**Copy:** See the full ASAM National Practice Guideline for the Use of Medications in the Treatment of Addiction involving Opioid Use. The National Practice Guideline was developed to provide information on evidence-based treatment of opioid use disorder and is the first to address all of the FDA-approved medications available to treat opioid addiction and opioid overdose in a single document.

<https://www.asam.org/resources/guidelines-and-consensus-documents/npg>



**Message # 17C**

**Copy:** Do you need more information about medications for opioid use disorder? SAMHSA has references available on FDA-approved medications and other strategies and services needed to support recovery for people with Opioid Use Disorder (OUD).

<https://store.samhsa.gov/product/SMA18-5063FULLDOC>

<https://store.samhsa.gov/product/SMA16-4892PG>

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**Message # 17D**

**Copy:** Providers, over the past 10 years opioid prescribing has increased 4x, and prescription opioid addiction has increased more than 5x. You are in a key position to balance the risks and benefits of opioid prescribing. Consider a continuing education program such as SCOPE of Pain, which can help you more-safely manage patients' chronic pain using opioids: <https://www.scopeofpain.com/>