

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

- COORDINATING:** S.C. Department of Alcohol and Other Drug Abuse Services
- PRIMARY:** S.C. Law Enforcement Division; S.C. Department of Corrections; S.C. Department of Education; S.C. Department of Health and Environment Control; S.C. Department of Juvenile Justice; S.C. Department of Labor, Licensing and Regulation; S.C. Department of Probation, Parole and Pardon Services; S.C. Lieutenant Governor’s Office on Aging
- SUPPORTING:** S.C. Hospital Association; S.C. Medical Association; Chernoff Newman; S.C. Educational Television; S.C. School Boards Association; Faith-Based Organizations

I. INTRODUCTION

- A. Attachment 1 of the South Carolina Opioid Emergency Response Plan describes the necessity and the method by which all agencies will educate and communicate residents and stakeholders about all efforts associated with the collaborative effort underway to combat the opioid crisis in South Carolina.
- B. Attachment 1 is intended to provide a mechanism to organize, integrate, and coordinate information to ensure timely, accurate, accessible, and consistent messaging across multiple jurisdictions and/or disciplines with nongovernmental organizations and the private sector locally and statewide.

II. PURPOSE

The successful elimination of opioid addiction and its consequences will depend heavily on robust public education and outreach efforts to stakeholders utilizing a cohesive, joint message that is consistent and easily communicated to a variety of audiences by organizations comprising the OERT. Education and outreach efforts must be collective and the result of all organizations being able to develop and utilize consistent products that can be easily understood by people of all backgrounds and comprehension capabilities. Organizations that combine efforts into one unified campaign will be able to amplify each individual agency’s messaging by working together and sharing resources toward a common goal.

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

III. ASSESSMENT

- A. Currently (as of March 2018), there are many independent efforts underway to educate the public about the opioid crisis. Very few, if any, are education campaigns that are utilized by more than one local or state agency, resulting in conflicting and uncoordinated messaging for residents to consume.
- B. Current Efforts:
1. **Public Outreach:** There currently exist several local and statewide efforts underway to educate the public and communicate about the ongoing opioid crisis in South Carolina. For example, in January the Department of Alcohol and Other Drug Abuse Services (DAODAS) launched a public education campaign to address the opioid epidemic in South Carolina. The Just Plain Killers campaign seeks to raise and deepen the public’s awareness of opioid use and abuse in the state while destigmatizing those affected by opioid use disorder. The foundation of the campaign is a website (justplainkillers.com) containing lifesaving information about prescription storage, disposal and use, as well as printable resources, including a brochure, fact sheet and PowerPoint presentation. These resources are intended for partner agencies, law enforcement, fire and EMS professionals, schools, and religious organizations across the state. The campaign asks elected officials, business leaders, school administrators, and residents to take a pledge to educate themselves and their loved ones about the potential dangers of opioid use, and the resources available in our state.
 2. **Healthcare Providers:** In 2017, the South Carolina Medical Association Alliance designed a poster titled “Your Physician Wants You to Know: Prescription Drug Misuse Is an Epidemic” for distribution to physicians, hospitals, and emergency departments across the state.
 3. **Educators:** To date, no specific efforts exist that target educators.
 4. **OUD Stigma:** See “Public Outreach” above.

IV. GOALS AND TIMELINE

- A. Goals:
- The OERT should establish a joint information system through which OERT member organizations can collaborate on messaging and products, share information relevant to the joint effort, and coordinate resources to educate and communicate together as one team.
 - The OERT should promote awareness regarding the risks of opioid addiction amongst licensed healthcare professionals and the public.

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

- OERT agencies responsible for direct healthcare provider interactions should establish appropriate patient expectations at every encounter.
- OERT organizations should link addiction specialist teams at academic hubs with primary care clinicians in local communities.
- Relevant OERT member organizations should expand opioid education in school systems by working together to create and provide suitable messaging products that can be used in classrooms of all appropriate grade levels.
- Information and content developed as a result of the collaborative efforts of all OERT focus areas should shape content developed jointly.

V. CONCEPT OF THE OPERATION

A. Joint Information System

- OERT member organizations should identify staff responsible for coordinating joint public education and outreach efforts related to the OERT.

B. Develop a statewide, cohesive public education campaign

C. Provide information that expands and customizes joint education efforts

D. Develop a method for tracking the effectiveness of public education and outreach efforts

E. Share and create opportunities to partner in joint outreach endeavors locally and statewide

F. The OERT will be able to function within a joint information system by conducting the following tasks within a prescribed timeline upon ratification of the S.C. Opioid Emergency Response Plan:

1. **30 Days:** All OERT primary organization representatives should identify communication and education staff to serve as coordinators with the OERT lead public information officers (DAODAS and SLED).
 - a. Identified staff members should currently be serving in a media relations or public outreach role within the organization and have approval from organization leadership to be a member of the OERT Joint Information System (JIS).
2. **60 Days:** Once OERT JIS members are identified, lead PIOs will set up a method of communication and coordination for all JIS participants.

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

3. **90 Days:** The OERT JIS will conduct a coordination meeting of all members for the purposes of sharing information and developing a joint communications plan.
4. **120 Days:** The OERT JIS lead PIOs will present a joint communications plan to the OERT Primaries for approval by majority vote.
5. **150 Days:** OERT JIS PIOs will have successfully begun implementing the joint communications plan as approved by the OERT Primaries.
6. **Six Months:** The OERT JIS will begin planning at least one (1) joint public education and outreach event involving more than one OERT organization. Partnerships with local organizations should be highlighted and encouraged.
7. **One Year:** The OERT JIS members should compile and submit to the OERT Lead PIOs a report on all independent and collaborative efforts undertaken regarding education and communication about the opioid crisis in South Carolina. These reports will be compiled into one document summarizing all works completed by the OERT JIS.

VI. AGENCY RESPONSIBILITIES

- A. Department of Alcohol and Other Drug Abuse Services
 1. Serve as lead coordinator for the OERT Joint Information System (JIS)
 2. Develop materials associated with statewide public education campaigns
 3. Utilize and encourage usage of joint campaign materials among all OERT organizations to ensure message consistency
 4. Develop relationships with appropriate local, state, and federal partners interested in public education and outreach
 5. Offer and participate in partnership opportunities with OERT organizations as related public education and outreach efforts
 6. Offer opportunities to customize and/or localize public outreach materials to increase messaging effectiveness
- B. S.C. Law Enforcement Division
 1. Serve as secondary lead coordinator for the OERT JIS
 2. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

3. Share information and resources as appropriate and as related to stakeholder partnerships
4. Serve as the primary liaison with local law enforcement community relations efforts regarding the opioid crisis
5. Develop relationships with appropriate local, state, and federal partners interested in public education and outreach
6. Offer opportunities to partner in public education and with outreach materials

C. Department of Health and Environmental Control

1. Provide subject-matter expertise, as needed, to joint information efforts
2. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
3. Share information and resources as appropriate and as related to stakeholder partnerships
4. Serve as the primary liaison with statewide healthcare community relations efforts regarding the opioid crisis
5. Develop relationships with appropriate local, state, and federal partners interested in public education and outreach partnerships
6. Offer and participate in partnership opportunities with OERT organizations as related public education and outreach efforts

D. Emergency Management Division

1. Assist with interagency coordination and planning
2. Support state and local agencies as requested
3. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
4. Ensure compliance with all Freedom of Information requirements
5. Participate in partnership opportunities with OERT organizations as related public education and outreach efforts

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

- E. Lieutenant Governor’s Office on Aging
 - 1. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
 - 2. Share information and resources as appropriate and as related to stakeholder partnerships
 - 3. Develop relationships with appropriate local, state, and federal partners interested in public education and outreach partnerships
 - 4. Offer and participate in partnership opportunities with OERT organizations as related public education and outreach efforts

- F. Department of Labor, Licensing and Regulation
 - 1. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
 - 2. Share information and resources as appropriate and as related to stakeholder partnerships
 - 3. Develop relationships with appropriate local, state and federal partners interested in public education and outreach partnerships
 - 4. Offer and participate in partnership opportunities with OERT organizations as related public education and outreach efforts

- G. Department of Corrections
 - 1. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
 - 2. Share information and resources as appropriate and as related to stakeholder partnerships
 - 3. Develop relationships with appropriate local, state and federal partners interested in public education and outreach partnerships
 - 4. Offer and participate in partnership opportunities with OERT organizations as related public education and outreach efforts

- H. Department of Probation, Parole and Pardon Services
 - 1. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

2. Share information and resources as appropriate and as related to stakeholder partnerships
 3. Develop relationships with appropriate local, state and federal partners interested in public education and outreach partnerships
 4. Offer and participate in partnership opportunities with OERT organizations as related public education and outreach efforts
- I. Department of Juvenile Justice
1. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
 2. Share information and resources as appropriate and as related to stakeholder partnerships
 3. Develop relationships with appropriate local, state and federal partners interested in public education and outreach partnerships
 4. Offer and participate in partnership opportunities with OERT organizations as related public education and outreach efforts
- J. Department of Education
1. Work with OERT partners to develop materials and programs appropriate for the classroom environment.
 2. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
 3. Share information and resources as appropriate and as related to stakeholder partnerships
 4. Develop relationships with appropriate local, state and federal partners interested in public education and outreach partnerships
 5. Offer and participate in partnership opportunities with OERT organizations as related public education and outreach efforts

VII. RESOURCES

- A. DAODAS Website: www.justplainkillers.com
- B. DHEC Website: www.scdhec.gov
- C. LLR Website: <http://naloxonesavessc.org>