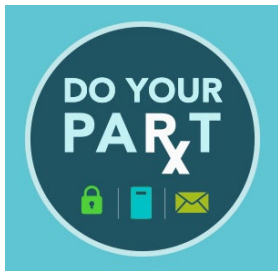


Vermont Substance Use Communication Campaigns

Public-Facing Campaigns



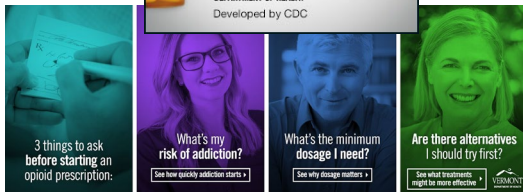
- [ParentUp](#) reaching parents and caregivers with tips and resources to help prevent teen substance use



- [Do Your Part](#) campaign with lock, drop, and mail messaging for safely storing and disposing of medications



- CDC's Prescription Opioid Awareness campaign and support messaging connecting people to the Health Department's [RxAware](#) page for more information



Public-Facing Campaigns



**YOU CAN QUIT.
WE CAN HELP.**

**FREE QUIT HELP FOR YOU AND
YOUR BABY**



Your Reason to Quit Smoking
Grows Every Day.



Vermont Department of Health

Audience-Focused Digital Campaigns

OUTLAST

- Alcohol and marijuana use prevention campaign reaching higher-risk teens age 13-17

**-CHECK-
YOURSELF**

- Binge drinking prevention campaign reaching young adults age 21-25

OVER THE DOSE

- Opioid misuse prevention campaign reaching higher-risk young adults age 18-25

UNHYPED

- Vaping prevention campaign reaching teens age 13-18

Targeted community outreach

Addressing the Dangers of Vaping in Vermont Schools

An Electronic Vapor Product Education Toolkit for Schools

APRIL 2019



- Toolkit for schools on how to address vaping at the administration, teacher, nursing and student levels
- Statewide initiative to educate and engage communities about the impact tobacco retail marketing has on youth

Provider Outreach

Prescribing Opioid Painkillers In the Emergency Department

For your safety, we do not:

- Prescribe long-acting opioid painkillers such as oxycodone, morphine, fentanyl patches or methadone
- Prescribe more than a short course of opioid painkillers 3 days in most cases

Refill lost, stolen or destroyed prescriptions

- Prescription opioid painkillers can be just as dangerous as illegal drugs.
- Keep your prescription opioid painkillers out of the hands of others, store securely.



Vermont Department of Health

Your provider is prescribing an opioid drug to treat pain.
Anyone can get addicted to these powerful drugs.

Ask yourself: Do I really need this?
Talk with your provider about why, how often you need to take it, and how long you need to take it.
If you decide to take this drug, here's what you need to know:

Using this drug may cause addiction.

- Opioid addiction is a chronic condition. It can start with just one prescription.
- Children and youth have a higher risk of future addiction if they take when they are young.

Take only what you need.

- You do not have to use all of your opioid prescriptions.

An overdose can happen in a minute.

- Don't take more opioids than your provider prescribed.
- Taking too much or taking it with alcohol or other drugs can cause an overdose. You might stop breathing, go into a coma, have brain damage, or die.
- Tell your provider if you are taking or have taken alcohol or drugs. Tell providers if you have used alcohol or drugs in the past.
- If you think you are at high risk of an overdose, talk to your provider at your appointment.

Do not drive or use heavy machinery.

- Opioids can slow your reaction time. They can also cause drowsiness or a confused judgment.

Store prescriptions properly.

- Keep prescriptions always locked up. Make sure kids, family, and guests get them. Never share your medications at all. Always keep in the bottle. Make sure the lid is on. Never share or give away your pain drug, even to family or friends.

Dispose of leftover medicine safely.

- Don't flush prescription drugs down the toilet or wash them down the drain. Drugs or fragments from empty can harm drinking water, wild plants and people. In Vermont, you can drop off your unused medicine permanent disposal site.

Go to this website for more information:
healthvermont.gov/DrugTakeback

Vermont Department of Health

WHAT YOU NEED TO KNOW ABOUT NON-OPIOID PAIN MANAGEMENT

This handbook will help guide you through talking with your health care provider about your pain management options. Bring this with you and take notes.

WHAT ARE ALTERNATIVE PAIN MANAGEMENT TREATMENTS?

Your provider will talk to you about your options. You can choose several options to use:

- Non-medication like ice, heat, massage, and light exercise
- Over-the-counter (OTC) medications like acetaminophen (Tylenol) and ibuprofen (Advil or Motrin)
- Prescription medications like NSAIDs (ibuprofen, celecoxib, naproxen, and others)
- Topical treatments (like OTC or prescription)
- Physical therapies like physical therapy (PT), massage, acupuncture
- Physical therapy and occupational therapy


Your provider may also recommend counseling or cognitive behavior therapy if you are experiencing long-term pain to help you deal with the emotional aspects of pain like stress, anxiety, fear, worry, etc.

WHAT ARE YOUR GOALS AND EXPECTATIONS FOR PAIN MANAGEMENT AND RECOVERY?

Use this space to take notes during your pain discussion with your provider.

Vermont Department of Health


The best prescription for pain may be the one that's never written.



Your doctor can suggest a number of options for managing your pain from injury or chronic pain. And most of these are not opioids. Talk to your doctor and find out which pain management approach is best.

Vermont Department of Health


The best prescription for pain may be the one that's never written.



Your dentist can suggest a number of options for managing your pain when recovering from dental work. And most of these are not opioids. Talk to your dentist and find out which pain management approach is best.

Vermont Department of Health

The best prescription for pain may be the one that's never written.



Your pediatrician can suggest a number of options for managing your child's pain from a sports injury. And most of these are not opioids. Talk to your doctor and find out which pain management approach is best.

Vermont Department of Health

- ❑ Opioid prescribing posters for the Emergency Department
- ❑ Opioid patient information sheet
- ❑ Provider-patient discussion tools
 - ▢ Contraindicated medications
 - ▢ Tapering off opioids
 - ▢ Naloxone
 - ▢ Non-opioid pain management options
 - ▢ Pain expectations
- ❑ Pain management information posters for primary care, dental, and pediatric practices

Provider Outreach

□ www.healthvermont.gov/help-me-help-my-patients

The screenshot shows the website's navigation menu on the left with categories like 'ALCOHOL & DRUG ABUSE', 'HOW TO GET HELP', 'ALCOHOL & DRUGS', 'PROGRAMS & SERVICES', 'GRANTEES & CONTRACTORS', 'HEALTH PROFESSIONALS', and 'PLANS & REPORTS'. The main content area features a 'QUICK LINKS' bar with 'ALERTS', 'GET HELP NOW', and 'HOW HEALTHY ARE WE?'. A search bar is present, and a tweet is displayed. The breadcrumb trail reads 'HOME / ALCOHOL & DRUG ABUSE / HEALTH PROFESSIONALS /'. The main heading is 'HELP ME HELP MY PATIENTS' with the subtext 'Help your patients with issues related to alcohol and other drugs.' A section titled 'Addiction Treatment in Vermont' includes a link to the 'Treatment Directory' and a 'Find Treatment' page. Another section, 'Alcohol, Marijuana, & Other Drug Use & Pregnancy', provides information on the dangers of substance use during pregnancy and offers support through '802Quits' and local WIC offices. A 'FIND LOCAL RESOURCES' button is also visible.

QUICK LINKS | ALERTS | GET HELP NOW | HOW HEALTHY ARE WE?

SEARCH

Do you know your A-B-Vs? The many options in the size & types of beer available means you could be drinking more a... <https://t.co/xymiBjuoOu> [Read More](#)   

HOME / ALCOHOL & DRUG ABUSE / HEALTH PROFESSIONALS /

HELP ME HELP MY PATIENTS

Help your patients with issues related to alcohol and other drugs.

~ Addiction Treatment in Vermont



The [Treatment Directory](#) lists contact information for statewide residential programs, opioid treatment hubs and the Health Department's preferred providers - which meet certification standards for providing substance use disorder treatment services. The [Treatment Resource Guides](#) have answers to common treatment questions as well as statewide and county-level treatment resources.

Visit the [Find Treatment](#) page to download these resources.

~ Alcohol, Marijuana, & Other Drug Use & Pregnancy

Alcohol, tobacco and drugs can be very dangerous for a baby. The best advice is not to use any alcohol, tobacco or other drugs during your entire pregnancy. Drinking any amount of alcohol can harm a baby's growth and development. Smoking or chewing tobacco can hurt a baby's growth too. Street drugs are very dangerous and harmful to a baby. If your patient who is pregnant is using drugs, it is best for them to stop.

If your need helps to stop smoking or using alcohol or other drugs during pregnancy, advise them to contact [802Quits](#) or their [local WIC office](#) for support.



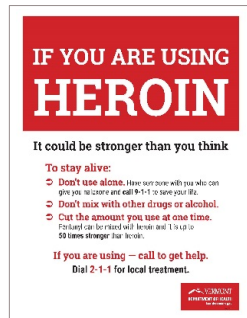
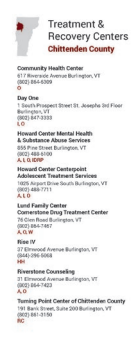
FIND LOCAL RESOURCES >

< RETURN

ALCOHOL

Alcohol can affect a baby's development in the very first weeks, even before you know you're pregnant. Prenatal alcohol exposure can result in birth defects that can affect a child's growth, appearance, cognitive development, and behavior — and it's 100% preventable.

Outreach for Accessing Treatment



- Vermont Substance Abuse Treatment & Recovery Directory
- Alcohol & Drug Treatment Resource Guide by County
- Treatment for Opioid Use Disorder referral cards (provided by emergency responders)
- Heroin & fentanyl advisory includes accessing treatment
- Rapid Access to Medication Assisted Treatment in Central Vermont



PACE Vermont

A decorative graphic consisting of several triangles in shades of orange, red, and maroon, arranged in a cluster that points towards the top right corner of the slide.

pace vermont

Policy and Communication Evaluation

Resources

- www.outlastvt.com
- www.parentupvt.com
- www.overthedosevt.com
- www.healthvermont.gov/rxaware
- www.healthvermont.gov/doyourpart
- www.pacevt.org
- <https://802quits.org/>
- <https://unhypedvt.com/>
- <https://checkyourselfvt.com/>
- <https://www.counterbalancevt.com/>
- www.healthvermont.gov/help-me-help-my-patients