Welcome to Denial, OH.

A partner communications playbook.

Developed by Paul Werth Associates for the Ohio Library Council.
September 10, 2019
FACTS ABOUT THE OPIOID EPIDEMIC

- 134 Americans die each day from an opioid overdose.
- 80% of Americans in treatment for heroine report first misusing prescription opioids.
- Opioids account for 83% of all drug overdose deaths in Ohio.
- Among those with leftover opioids, over 60% reported keeping them for future use rather than properly disposing of them.
- 42% of teens who misuse prescription drugs get them from their parents’ medicine cabinet.
ABOUT THE OHIO OPIOID EDUCATION ALLIANCE

- Formed in 2018 to prevent the misuse and abuse of prescription opioids.
- Primary prevention campaign.
- Denial, OH campaign.
- Public-private partnership with over 85 organizations.
- Growing statewide.
DENIAL, OH CAMPAIGN

- Research-based campaign.
  - 66% of Americans believe that opioid misuse is a problem but only 15% think it could happen to their kid.
  - Talking to your kids about drugs can reduce their risk of misuse and abuse by up to 50%.
  - Among those with leftover opioids, over 60% reported keeping them for future use rather than properly disposing of them.
  - 42% of teens who misuse prescription drugs get them from their parents’ medicine cabinet.
- Ads have been effective.
HOW YOU CAN HELP

• Social media
• Website and email
• Hang posters and handout fact cards
• Handout drug disposal bags
• Bookmarks
• Guest blog or magazine article
• Podcast
• Host a town hall or forum
• Be a community ambassador
• Talk to your kids about opioids
• Dispose of your leftover prescription opioids

Contact Paul Werth Associates if you need help or have other ideas.
WHAT OTHERS ARE DOING

November 7, 2018
Library joins Ohio Opioid Education Alliance to share the dangers of opioid abuse

COLUMBUS—Columbus Metropolitan Library (CML) has joined the Alcohol, Drug and Mental Health Board of Franklin County (ADAMH) and other businesses and civic and community partners as a member of the Ohio Opioid Education Alliance.

As a member, CML will amplify the messages shared through a media campaign to engage parents and caregivers about the dangers opioids have on our communities, particularly on children. The media campaign, “Denial, Ohio,” is based on research that shows most people are aware of the opioid crisis, but significantly underestimate the risks opioids pose to their own children, families and communities.

“We are located right in the heart of the nation’s opioid crisis,” says CML CEO Patrick Losinski. “And as a public library, we are uniquely positioned to share resources that have the power to save lives.”

CML has already begun sharing “Don’t Lie, Ohio” messaging on its website, columbuslibrary.org, which receives more than 9 million visits a year.

Columbus Metropolitan Library has served the people of Franklin County, Ohio since 1873. With its Main Library and 22 branches, CML is well known for signature services and programs, like Homework Help, Read-a-Thon Galleries, Summer Reading Challenge and Ready for Kindergarten. The library’s Strategic Plan supports the vision of “a thriving community where wisdom prevails,” which positions CML to respond to areas of urgent need: kids unprepared for kindergarten, third grade reading proficiency, high school graduation, college and career readiness and employment resources.

CML was named a 2018 National Medal Winner by the Institute for Museum and Library Services for work in community service, the highest honor for libraries and museums. CML was also named 2010 Library of the Year by Library Journal.

Dreamland Book Discussions
Read Dreamland by Sam Quinones and learn more about the origins of our current opioid epidemic. Then join us at one of two book discussions and learn how you can help. This program is in partnership with Harbor.

(Tu) Sept. 24 | 7 p.m. | Sanger
(M) Nov. 18 | 7 p.m. | Kent

Fostering New Spaces
MONDAY, AUGUST 19
5:30P
MEMORIAL BOOK ROOM

A Community Conversation
Authors David Skinner & Berkely Franz will lead a discussion on building spaces that support recovery from addiction.
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Want to be part of the monthly email list?
Send us your email address.
Don’t live in Denial, OH.

Talk to your kids about opioids.