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The Doorway-New Hampshire

NO WRONG DOOR FOR OPIOID SAFETY: HOW TO COMMUNICATE FOR IMPACT
The New Hampshire Opioid Problem

http://ontheworldmap.com/usa/state/new-hampshire/new-hampshire-location-on-the-us-map.html
The New Hampshire 2015 Response

The New Hampshire Opioid Problem 2018
The Solution (research findings):

1. Language: empowering, collaborative, trauma-informed
2. Highlight the client’s needs
3. Beyond opioids
4. Emphasize immediate help
5. Success/recovery is achievable
6. Reach friends and caregivers
7. Inform about the Good Samaritan Law and Naloxone
8. Personal stories from a people with lived experience
9. Clear action step – call 2-1-1 or visit TheDoorway.NH.gov
The Solution – Campaign Creation
Overcoming Pushback
Overcoming Pushback (Cont.)
Successes:

Lessons for trying to build this communications strategy, or other communication approaches for their local opioid response -

1. Decision Maker
2. Use “Real People” in recovery
3. Engage your partners
Successes (Cont.):

3 actionable things you can do now to get the ball rolling to strengthen your approach -

1. Research
2. Test content
3. Engage funder in process
New Hampshire Resources:

https://thedoorsway.nh.gov/home This newly created resource connects NH residents to SUD information and services

https://nhtreatment.org/ This NH resource lists treatment agencies and individual practitioners offering substance use disorder services, including evaluation, withdrawal management (detoxification), outpatient counseling, residential treatment, recovery supports and other types of services

https://healthcommunication.jsi.com/ Check out the JSI Health Communication Portfolio, which highlights how we combine our decades of public health experience with approaches that inform and support people to change their behavior