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# Storytelling with Data and Beyond

Using strategic communications  
and LiveStories to promote opioid  
safety

California Health Care Foundation  
Opioid Safety Coalitions Network  
May 25, 2016

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**i.e. communications, LLC**  
strategy. partnerships. results.

# Housekeeping

- This session will be recorded
- Slides and recording will be posted within a week on the CHCF website:  
[www.chcf.org/oscn](http://www.chcf.org/oscn)
- All attendees will be muted for the duration of the presentation.
- To ask a question:
  - Logistical questions: Use CHAT to the Host
  - Questions for Speakers: Use CHAT to ALL
- Survey: Please take a moment at the end of the webinar to give feedback

# Today's Speakers

Liz Galicia

Vice President, i.e. communications; acting communications officer for the OSCN

Laura Saponara

Communications strategist and consultant

Laura



Liz

# Today's Objectives

- Offer a **strategic approach** to promoting opioid safety
- Begin working with **tools** and **assets** for effective communications
- Gain a working knowledge of the **LiveStories** platform

# AGENDA

What does it mean to be *strategic* in communicating about opioid safety?

Getting a GAME Plan

Examples of LiveStories

Building a LiveStory

Spreading the Word

# Why Strategic Communic

Oliver Munday

- Awareness  $\uparrow$   $\neq$  Understanding  $+$  Action
- Complex issue



# What's Your GAME Plan?

**Goal**

**Audience**

**Message**

**Engagement**



**Goal**

**Reduce opioid prescriptions**

**Audiences**

**hospitals**

**physicians**

**dentists**

**Messages**

Define/describe what an appropriate and judicious use of opioids looks like.

"You can work with patients on high-dose or risky regimens to get to lower and safer doses."

"Here 's a series of steps to follow to help you limit new starts on chronic opioid therapy. "

**Engagement**

Distribute/publicize to primary care providers and specialists, organizations that train prescribers, medical societies. Presentations, Facebook, Twitter.

**Goal** Inform parents about the dangers of opioid medications.

**Audiences**



**parents**



**PTAs**

**Messages**

Describe what opioid medications are, when they are helpful, and when they can be dangerous.

Inform parents of the signs and symptoms related to opioid abuse. "Here's what you can do."

Where appropriate, ask parents to talk with their children about opioids, how addiction can take hold, why it's dangerous, what young people can do, what adults can do.

**Engagement**

Collaborations with national and local PTA, pitch stories/interviews to media outlets that reach parents, host overdose awareness events at schools and in after school settings. Social media!

**Goal** Help patients/consumers to understand the dangers of opioids and to be open to alternatives

**Audiences**



**Messages**

Prescription medication is a temporary support for mitigating pain.

There are other strategies and actions you and your provider can take to address pain.

Opioids can have long-term, dangerous effects on your health.

**Engagement**

# LiveStories as a Strategic Communications Tool

# RxSafe Marin

<https://marincountyhhsdatahome.livestories.com/s/rx-safe-marin-report-card/55db656da750b306155874e2/>



# San Luis Obispo

<https://insight.livestories.com/s/opioid-safety-coalition/56de2385ed199d001448f314/>



San Luis Obispo County  
**Opioid Safety Coalition**



## **Falls In San Luis Obispo County**

**The Current Landscape & Future Need**

[Home](#)

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# Our Story



-  Coalition materials
-  Social Media
-  Infographics\_Visua...
-  Safe Prescribing St...
-  Spokespeople
-  Toolkits \_ Handboo...
-  Videos and Photo L...
-  Spanish Language ...
-  Misc
-  National Data\_Calif...
-  Issue Briefs \_ FAQs...

# Assets Library



# Tips for Working in LiveStories

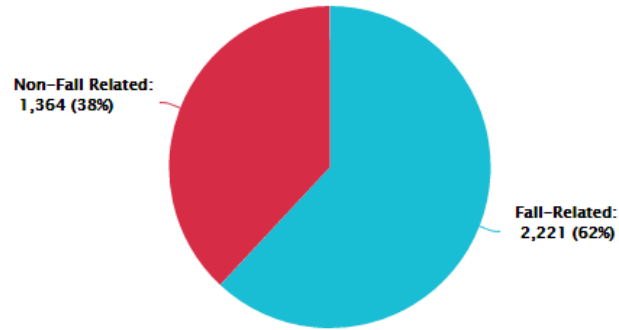
## 7. Working With A Small Team? Choose Roles.



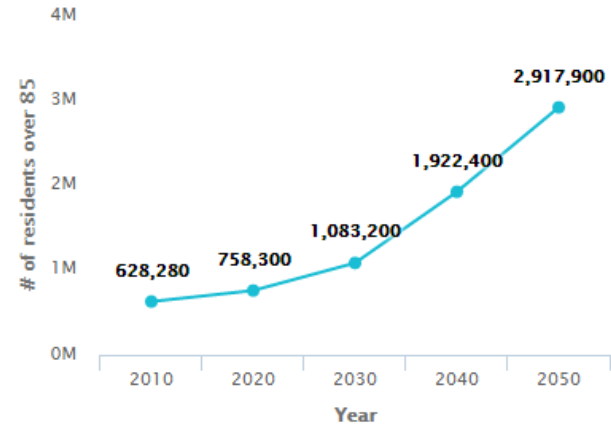
**Choose roles**

## EMS Trauma Transports, 2014

Source: SLO Emergency Medical Services (EMS) Agency



## California Residents, ages 85+



**Less is (very often) more**



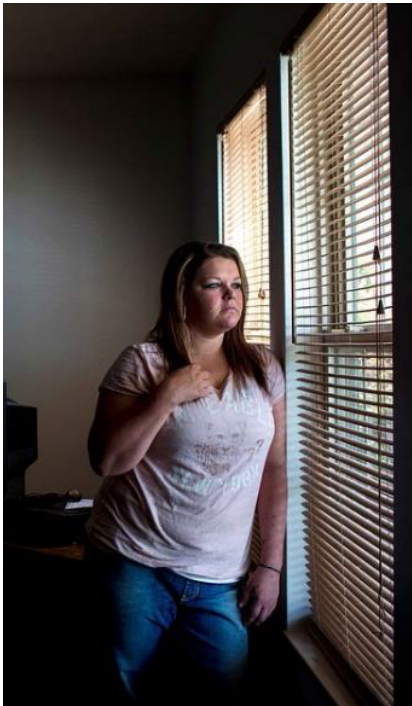
**Humans of New York**

December 13 at 4:24pm · 🌐

We're currently in the middle of a series about a young Iraqi refugee named Aya. As many of you know, Aya's story does not yet have a happy ending. After years of hardship, her application for resettlement in the United States was rejected. She has just begun an appeal process. As we learn the rest of the story, if you feel inclined to lend your voice in support of her appeal, I have created a petition for that purpose. It's not a petition, actually. We're not asking tha... [See More](#)



**“Something for the heart and something for the head”**



time

Follow

4,553 likes

50w

time The Price of Relief – Picture 1 of 4  
This is not a story about dark alleys and drug dealers. It starts in doctors' offices with everyday people seeking relief from pain and suffering. Around the nation, doctors frequently prescribe the drugs known as opioids for chronic pain from conditions like arthritis, migraines and lower-back injuries. The longer patients stay on the drugs, the higher the chances users will become addicted. And when doctors, regulators and law-enforcement officials try to curb access, addicted patients will seek relief on the black market. Tiffany Turner (pictured here) is one of them. When her doctor cut off her pain medication two years after a car accident, she turned to the black market. Read her story and that of many other Americans in this week's issue of TIME and on TIME.com. (Photograph by Natalie Keyssar for TIME – follow her on Instagram

♥ Add a comment...



# Collect local stories

weather: ☁ San

## The Mercury News

# BREAKING NEWS

News ▾ Sports ▾ Business ▾ Entertainment ▾ Lifestyle ▾ Opinion ▾ My Town

1to officers cleared in Dec. 25 shooting

Killing of Millbrae resident: Suspects to appear in court

Personalized greeting for your graduate! *Congratulations*

## Son's overdose makes San Ramon woman a tireless crusader

By *Jeremy Thomas* | [jethomas@bayareanewsgroup.com](mailto:jethomas@bayareanewsgroup.com)





**Headlines matter**



**Who are your best messengers?**






Invest in photography

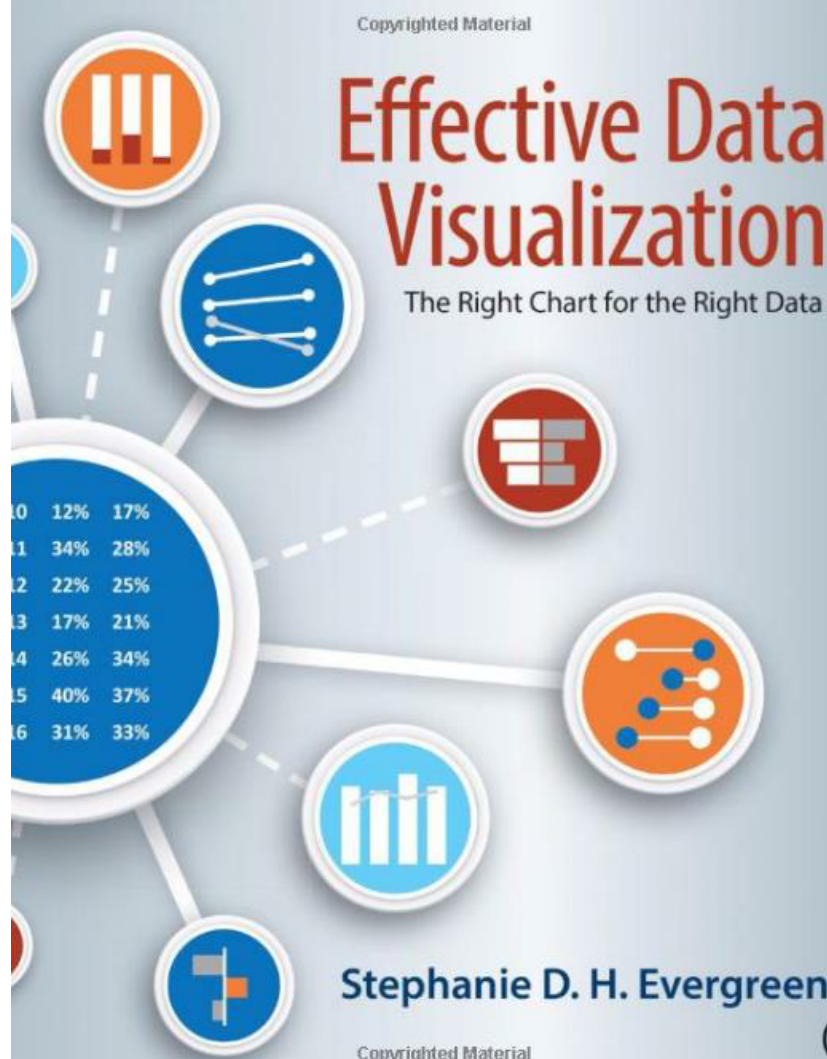
*"But even if you have never been sick, that doesn't mean you will never get sick. If your loved ones have never been in a car accident, does that mean they shouldn't have to wear a seat belt? I hope your answer to that is NO!"*

**Dr. Sayone Thihalolipavan**  
County's Deputy Public Health Officer



# Effective Data Visualization

The Right Chart for the Right Data



0	12%	17%
1	34%	28%
2	22%	25%
3	17%	21%
4	26%	34%
5	40%	37%
6	31%	33%

Visualize data well

Stephanie D. H. Evergreen



*“Did you know that **narcotic prescriptions have more than doubled in Marin– and so have ER visits and overdoses related to their misuse?***

We’re coming together to fix this, and your voice is important. Come join our coalition.”



**Include a “call to action”**



# Distribut



# Questions & Discussion

# Save these Dates!

- Upcoming Webinars (<http://www.chcf.org/oscn/> for registration information)

June 8, 2016 From 12:30-1:30 pm. Buprenorphine for pain: a safer alternative to high-dose or long-term opioid. Dr. Howard Kornfeld.

June 28, 2016 From 12:30-1:30 pm. CURES: What a Busy Clinician Needs to Know. Mike Small, Director of CURES, Dr. Roneet Lev from San Diego, and Jessica Moore, FNP, a primary care provider from Petaluma Health Center

- Opioid Safety Coalitions Network fall convenings (similar agendas):

- September 22, 2016 Northern California (Oakland and live video remote sites)
- November 1, 2016 Southern California (site TBD)
- Keynotes: Dr. Andrew Kolodny, Dr. Corey Waller, Dr. Andrea Rubinstein, and others TBD

# We Are Here for You

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