

Joint Opioid Task Force
Community Education Committee Work Plan
 Chair: Abigail Moore

Outcome Goal: Provide community education on the safe disposal of prescribed opioids and the effect of heroin and other opioids, especially on adolescents

ACTION PLAN

STRATEGY: Media campaign for community and Social Media campaign for youth. Website and materials to disseminate to key stakeholder.

Activity	Target Date	Resources Required	Lead Person/Organization	Anticipated Product or Result	Progress Notes
Target Youth – Capacity – Districts have clear policies on ATOD and Safe and Drug free programs Work with SHAC Activities – Townhall meeting targeting the school districts, partnering with ESC Region 20. Social media campaign, specific to San Antonio. Slogan, Logo, tagline	Spring 2018	Hiring an ambassador to help get the word out.	Townhall and school district education—SACADA can assist		

<p>Safe Storage and Disposal of Prescriptions</p> <p>Where to dispose & how to dispose? FDA website</p> <p>Poison Control and UT Health Help –</p> <p>What are the opioid names * Public Square* Laymen’s term.</p> <p>Activities – Engage Pharmacy</p> <p>Post all website of treatment facilities services</p> <p>Inventory sorted out, what collateral people, etc.</p> <p>Planned communication strategy in the city.</p> <p>Media Campaign- be directed to the landing page.</p> <p>Resources Needed – Social Media Manager</p> <p>Pharmacy student to inventory of literature, both English and Spanish</p>	<p>Website will list dates and location of RX drop sites</p> <p>Promote use of Carbon Bags</p> <p>Work with pharmacies to educate patients as they pick up meds</p>	<p>Website</p> <p>Training materials</p>			
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<p>Community Education: The groups stated community education can be done through a City Wide Campaign (Spanish and English).</p> <p>Create educational materials that are age appropriate and disseminate to partners to increase communication sphere. (City of SA, Big Employer Companies, Military Community, Hospitals, nonprofits, work with Youth Group as well, Faith-Based Communities and colleges.</p>	<p>Spring 2018</p>	<p>Marketing Campaign Specialist</p> <p>\$\$</p> <p>Website</p>			
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