

Pain Management Access to Support a Diverse Population

“LISTEN & LEARN”

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About NCPIE

*Working to promote the wise use of medicines through trusted communication
for better health*

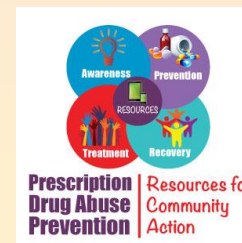
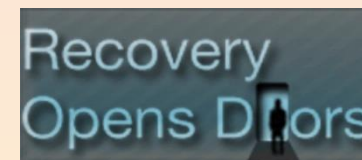
- NCPIE is a nonprofit coalition of consumer, government, patient advocacy, health professional, industry and public health organizations working together to improve health & stimulate high-quality conversation between patients and their healthcare team members about the safe, appropriate use of medicines.
- NCPIE's 35 year legacy -- Raising awareness about the value of enhanced patient-HCP communication in promoting good health and medicine safe use.

NCPIE Educational Programs

- Flagship educational campaigns include [Talk Before You Take](#), **Talk About Your Medicines Month** (TAYMM) each October, **MUST for Seniors**, [SCOUTStrong](#), [BeMedWise Award](#), [Recovery Opens Doors](#).
- **TAYM Month** keeps the spotlight on the role that high quality medicine communication can play in promoting better medicine use and better health outcomes.
- **NCPIE New Website will launch May 2017– New URL www.BeMedWise.org**



Discuss the Benefits and Risks of Prescription Medicines



Customization of Acetaminophen Safe Use Messaging to Multiple User Audiences



Multiple Audiences / Distinct Styles & Messaging

- College Students
- Adult Teen Influencers
- Older Adults



Engaging (and Learning from) Students of Color

“Listen & Learn” Campus Dialogues

- NCPIE conducted series of **Campus Dialogues**, convening African American, Hispanic, Latino/a, American Indian/Alaska Native, Asian American and Pacific Islander young adults at traditional and community college campuses in TX, MD, KS, CA, Guam, Washington, DC.
- Much of the focus was on gaining deeper understanding of historical, familial and cultural influencers that can put young people at-risk, or, protect them from prescription and other forms of drug misuse and abuse.
- Students, staff and faculty shared short- and long-term recommendations on how to make interventions culturally relevant, what services are critical and lessons on how to better engage students.

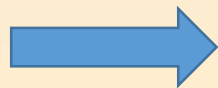
Engaging (and Learning from) Student of Color

“Listen & Learn” Campus Dialogues

Campus Dialogues resulted in creation of specific & broad-based, adaptable strategies ranging from how to deal with study drugs, opioids and other drugs of misuse, to exploration / implementation of campus- and culturally-based prevention strategies designed to provide alternatives to drug and/or alcohol misuse. Strategies include:

- Increasing access to culturally-based prevention, treatment and recovery services
- Training staff and faculty to communicate more effectively with students
- Incorporating prescription drug abuse prevention into existing training options

• NEXT SLIDE



Engaging (and Learning from) Student of Color

“Listen & Learn” Campus Dialogues

- Educating young people about the risks and benefits of prescription medications, as well as “prescription medicine etiquette” (proper storage, disposal and “no-sharing practices)
- Identifying /addressing stressors associated with trying to achieve academic excellence and their connection with prescription drug abuse

Engaging (and Learning from) Student of Color “Listen & Learn” Campus Dialogues

HBCU Campus Dialogue on Prescription Drug Abuse Prevention, Treatment & Recovery. The following institutions were invited to convene at Howard University:

- Bowie State University, Bowie, MD
- Coppin State University, Baltimore, MD
- Howard University, Washington, DC
- Morgan State University, Baltimore, MD
- Trinity University, Washington, DC
- University of the District of Columbia, Washington, DC
- University of MD Eastern Shore, Princes Anne, MD



Engaging (and Learning from) Student of Color “Listen & Learn” Campus Dialogues

- **HBCU Dialogue participants** identified and agreed that the following six influencers, referred to as a “cycle of influence,” negatively impact students’ perceptions and abilities to cope with campus life and that students’ response to these influencers can lead to misuse and abuse of prescription medicines.
 - Economic incentives
 - Availability or overprescribing
 - Misinformation
 - Peer pressure
 - Transitional stress
 - Racial disparity

Engaging (and Learning from) Student of Color “Listen & Learn” Campus Dialogues

HBCU Dialogue participants agreed that they wanted to bring Rx drug abuse out of the shadows – creating a culture of connection, helping to ensure that a system of help was in place before crisis hits. They understood that student engagement and creating support systems, even before students enter school as freshmen, are key.

Participants identified 6 areas for change.

1. Identify system challenges.
2. Shift the viewpoint.
3. Articulate provocative possibilities – what would change look like in five years or ten 10 years?
4. Identify strategies to get there.
5. Create prototypes at the micro level.
6. Exploit conditions to “viralize” change.

Engaging (and Learning from) Student of Color “Listen & Learn” Campus Dialogues

HBCU Dialogue participants also identified 6 actions or Prototypes for Change that campuses can immediately integrate and/or do over time that relate to:

1. Norms
2. Institutional Bias
3. Transitional Stress
4. Availability or Over-prescribing
5. Lack of Resources
6. Social Media

Engaging (and Learning from) Student of Color

“Listen & Learn” Campus Dialogues

(from Haskell Indian Nation University)


- Staff, faculty & students recommended immediate and “near future” (within next 3-5 years) strategies. Immediate recommendations focused on providing more & extended services. Near future recommendations required university administration buy-in, as well as a commitment to policy, financial and programmatic changes.
- **Immediate** -- Continue to support / incorporate NA/AN traditions into campus activities, and address barriers that get in the way of students practicing their traditions. Culturally-specific activities include:
 - Growing and working in the gardens
 - Cooking classes
 - “Sweats,” Saturday Night Sweat Lodges in particular
 - Drumming, dancing and singing
 - Weekly reindeer-style Pow Wows

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Near Future

- Through the business department, have the students create and run a coffee shop, juice bar, other business(es). Obtain support from local businesses and U.S. Department of Labor’s American Job Center.
- Find and engage Haskell alumni into student lives, showing students that they can go to college and be successful.  *Key Influencers*
- Integrate behavioral health in the Indian Health Service clinic, and engage IHS pharmacy staff to teach classes on drug abuse education.

Engaging (and Learning from) Students of Color

“Listen & Learn” Campus Dialogues

What Student, Faculty & Staff said about the *“Listen & Learn”* HBCU Campus Dialogue (one word responses):

Optimistic Inspired Hopeful Positive Enlightened
Informative Eye-opening Empowered Refreshing Change-Agents
Encouraged Expansion Transformative Motivated Wow
Re-invention Possibilities Grateful Light Switch Innovative
Practical Provocative Change

Some Listen & Learn Take-Aways

Pain Management Access to Support a Diverse Population

- Considerations to help support safe and appropriate medicine use are unique & distinct across diverse collegiate young adult student populations of color – as are perceptions and attitudes, all of which is influenced by history, family and culture.
- One policy, program or message not likely to fit all.
- We don't know what we don't know. We think we know or we surmise that we know.

surmise -verb; suppose that something is true without having evidence to confirm it.
synonyms: guess, conjecture, suspect, deduce, infer, conclude, theorize, speculate or divine.

- Want to really know --- **Listen & Learn.**