

# Erie County Opiate Task Force

## Community Education and Prevention Committee

# Goals

- Educate the community about the current opioid epidemic in Western New York and addiction in general
- Provide awareness, guidance, and direction to those directly and indirectly impacted by the crisis
- AND promote, encourage and educate the community about prevention

## What we have done/are doing

- Sponsor or promoted forums, resource fairs, trainings, panel discussions, etc.
- Continue to promote social media presence via Facebook.

# MEDIA VISITS

- Meeting with editorial/reporting staffs of local media outlets.
- The committee researched how the different outlets have been approaching the epidemic to date, types of stories being covered, etc.
- What is the task force, what resources available, and offering story suggestions.
- Well received.

# Target Audience-Elderly

- At our April meeting, we had a lengthy discussion about the epidemic and how it impacts the elderly, in particular, prescription medications.
- This discussion was based on the experience of one of our members and an elderly parent.
- A smaller subcommittee is being formed to brainstorm this area.
- Short term goal: work with Meals on Wheels to share an information sheet that will be attached to meals that are delivered to elderly population.

## School Messaging

- Curriculum has been developed
- Target audience--teachers, counselors, principals, vice-principals, etc.
- Staff in Williamsville; Sweet Home; Buffalo and Stanley G. Falk have received the training.

# Stigma

- Similar to our school messaging efforts, our focus now is on stigma; a small subcommittee was formed and a draft statement on stigma was designed
- The draft covers what is stigma; its levels and origins; and what we can do moving forward
- The goal is to educate the public and address myths, inaccuracies and misinformation
- Stigma is one of the topics covered in media briefings.