

# **Social Media Toolkit**

## **Title: Opioid Abuse Prevention**

*For use during week 31*

*Launch Date: 8/2/2020*

### **Introduction**

*\*Describe content of toolkit.*

*\*Describe background of topic*

*\*Describe the source(s) for the toolkit content*

This toolkit contains tools for local public health agencies to use in public education and outreach regarding Opioid Abuse Prevention. Prescription, synthetic, and street opioids can be extremely dangerous to individuals. An epidemic of opioid abuse accelerated in the 2010s. Over 67,000 people died from drug overdoses in 2018, with about 70% of those deaths attributable to a prescription or illicit opioid.<sup>1</sup> Opioid use disorder, as defined by the Centers for Disease Control and Prevention (CDC), is “a problematic pattern of opioid use that causes significant impairment or distress.”<sup>1</sup> Unfortunately, the age of the individuals dying from drug overdose is decreasing each year. This is especially why social media is a great resource for spreading awareness on this issue, as many drug users are part of the younger population that is very present on the internet.

As of 2018, Ohio is the fifth leading state in opioid-related deaths with 35.9 per 100,000 deaths (1). Some opioids are illegal, such as heroin, but others such as oxycodone (OxyContin®), hydrocodone (Vicodin®), codeine, and morphine are legal when prescribed by a physician. In 2018, Ohio providers wrote 53.5 opioid prescriptions for every 100 people, which is higher than the average rate in the United States of 51.4 (2). In the United States, 232,000 people died from overdoses involving prescribed opioids between 1999 and 2018 (1). The dangers of prescription misuse are a growing problem and this toolkit should help educate people of all ages on the possible dangers associated with opioids.

The CDC began their Rx Awareness Campaign in 2017, to address the growing and problematic trend of prescription opioid abuse. Prescription opioid abuse caused 200,000 deaths between 1999 and 2017. Of all opioid-related overdose deaths in the United States, approximately 36% involved prescription opioid use, with illicit opioid use implicated in the remainder.<sup>2</sup> Synthetic opioids, such as fentanyl and carfentanil, have also caused large numbers of overdose deaths over recent years.

Outreach by the CDC, advocacy organizations, and healthcare practitioners towards abuse prevention centers on several areas. It is important to equip local public health agencies and healthcare providers with adequate data, to understand and publicize the scope of the problem.<sup>3</sup> Insurance companies and pharmacies can do their part, through the utilization of formulary management strategies, which can include such instruments as prior authorization, quantity limits, and review.<sup>3</sup> Providers and physician should be properly apprised of proper prescribing guidelines. Patients should be made aware of resources and support groups within the community, so that they can be referred to the proper resources and support networks.<sup>3</sup>

Most of the material and information found in this week’s toolkit have been acquired from the CDC and other government agencies. Photos, videos, graphics, and captioning are provided, tailored for use on social media platforms, such as Facebook, Twitter, and Instagram. Guidance is provided on how, and with what frequency, to make posts.

### **Target audience/high-risk subsets**

*\*Describe target audience*

*\*Describe high-risk or sub-populations, if appropriate*

The target audience of this toolkit will be all members of the general public. It is important to emphasize that many Americans will be susceptible to substance misuse or may have family and friends who may be. Those receiving prescription pain medications may be at higher risk.

### **Target Audience Needs/Issues/Considerations**

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*\*Include considerations that the opposition may provide*

The discussion of addiction in the public discourse has sometimes been side-tracked on arguments over whether or not substance addiction and abuse can be viewed through a medical lens.<sup>4</sup>

## Supporting Campaigns

*\*Include organizations that would have credible information and would be likely to have their own campaigns*

- National Association of County and City Health Officials <https://www.naccho.org/programs/community-health/injury-and-violence/opioid-epidemic>
- American Hospital Association <https://www.aha.org/toolkitsmethodology/2017-10-23-aha-opioid-toolkit>
- U.S. Department of Health and Human Services <https://www.hhs.gov/opioids/prevention/index.html>
- Centers for Disease Control and Prevention <https://www.cdc.gov/drugoverdose/index.html>
- National Institute on Drug Abuse <https://www.drugabuse.gov/publications/research-reports/misuse-prescription-drugs/how-can-prescription-drug-misuse-be-prevented>
- Youth opioid abuse prevention toolkit from the White House <https://www.campusdrugprevention.gov/sites/default/files/WH-Youth-Opioid-Prevention-Toolkit.pdf>
- Athena social media toolkits <https://www.theathenaforum.org/opioid-prevention-campaign-social-media-toolkit>
- Truth Initiative <https://truthinitiative.org/research-resources/substance-use/expanding-our-mission-opioid-education-and-prevention-campaign>

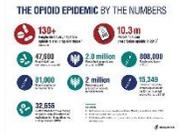
## References

- 1) Centers for Disease Control and Prevention. 2019. *Opioid Overdose | Drug Overdose | CDC Injury Center*. [online] Available at: <<https://www.cdc.gov/drugoverdose/index.html>> [Accessed 13 April 2020]. Centers for Disease Control and Prevention. (2019).
- 2) Centers for Disease Control and Prevention. 2018. *CDC's Rx Awareness Campaign*. [online] Available at: <<https://www.cdc.gov/rxawareness/index.html>> [Accessed 13 April 2020].
- 3) Cdc.gov. 2018. *Understanding the epidemic | Drug Overdose | CDC Injury Center*. [online] Available at: <<https://www.cdc.gov/drugoverdose/epidemic/index.html>> [Accessed 14 April 2020].
- 4) Centers for Disease Control and Prevention. (2017). *Drug overdose death data*. Retrieved from <https://www.cdc.gov/drugoverdose/data/statedeaths.html>.
- 5) National Institute on Drug Abuse. (2016). *Abuse of prescription (Rx) drugs affect young adults most*. Retrieved from <https://www.drugabuse.gov/drug-topics/opioids/opioid-summaries-by-state/ohio-opioid-involved-deaths-related-harms>
- 6) Vintiadis, E., 2020. *Is Addiction A Disease?*. [online] Scientific American Blog Network. Available at: <<https://blogs.scientificamerican.com/observations/is-addiction-a-disease/>> [Accessed 13 April 2020].

## Toolkit Content

<b>Please list:</b> <b>Developer(s)</b> <b>Affiliation(s)</b> <b>Title(s)</b>	Sterling Shriber, MD, NEOMED graduate Kyra Deep- B.S., Northeast Ohio Medical University Student																																					
<b>Estimated time used to create</b>	7.5 hours																																					
<b>Date submitted</b>	4-15-2020																																					
<b>DUE date &amp; TARGET date for release (Monday)</b>	Target date for release is 8/2/2020.																																					
<b>Approvals</b>  (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format &amp; language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Dr. Amy Lee</td> <td>7/31/2020</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Kim Trowbridge, MPH, MCHES, CHC</td> <td>7/22/2020</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td>Osman Ulvi, MBBS, MPH</td> <td>8/02/2020</td> <td>OU</td> <td>OU</td> <td>OU</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p><b>Approvers Instructions</b></p> <ul style="list-style-type: none"> <li>• Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.</li> <li>• Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td><b>Public health content</b></td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td><b>Social media content</b></td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td><b>Format and language</b></td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Dr. Amy Lee	7/31/2020	AL			Kim Trowbridge, MPH, MCHES, CHC	7/22/2020	KT	KT	KT	Osman Ulvi, MBBS, MPH	8/02/2020	OU	OU	OU						Reviewer	Items for review	<b>Public health content</b>	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	<b>Social media content</b>	Layout, imaging, length of posts	<b>Format and language</b>	Good grammar, punctuation, format compliant with toolkit guidelines.
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<b>Accuracy</b>	Sources of all data are provided (all credible sources) YES																																					
<b>Social Media Platforms Included</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>10</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>21</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>10</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>18</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>1</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td>0</td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td>0</td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	10	Twitter	10	21	Instagram	5	10	Hashtags (for Twitter or Instagram)	10	18	Video (YouTube)	Optional	1	Print media (e.g. press release)	Optional	0	Other (list): Photos Blog post ideas	Optional	0									
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**FACEBOOK**

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		<a href="https://www.hhs.gov/opioids/sites/default/files/inline-images/Opioids%20Infographic%20640x495_10-09-19.png">https://www.hhs.gov/opioids/sites/default/files/inline-images/Opioids%20Infographic%20640x495_10-09-19.png</a>	The opioid epidemic	4-14-2020	US Department of Health and Human Services
Facebook 2		<a href="https://health.mil/-/media/Images/MHS/Infographics/OpioidSafety_Infographic.ashx">https://health.mil/-/media/Images/MHS/Infographics/OpioidSafety_Infographic.ashx</a>	Opioid safety	4-14-2020	US Military Health System, Department of Defense
Facebook 3		<a href="https://www.cdc.gov/vitalsigns/heroin/images/heroin-use_1185px.jpg">https://www.cdc.gov/vitalsigns/heroin/images/heroin-use_1185px.jpg</a>	Facts about heroin use	4-14-2020	Obtained from the Centers for Disease Control and Prevention
Facebook 4		<a href="https://www.cdc.gov/vitalsigns/heroin/images/responding_1185px.jpg">https://www.cdc.gov/vitalsigns/heroin/images/responding_1185px.jpg</a>	Responding to the heroin epidemic	4-14-2020	Obtained from the Centers for Disease Control and Prevention
Facebook 5		<a href="https://www.cdc.gov/drugoverdose/images/prevention/OAD18-11.5Million.png">https://www.cdc.gov/drugoverdose/images/prevention/OAD18-11.5Million.png</a>	Millions of Americans struggle with addiction. Learn the risks and what you can do to help those you may know. <a href="https://bit.ly/2XBInfi">https://bit.ly/2XBInfi</a>	4-14-2020	Obtained from the Centers for Disease Control and Prevention
Facebook 6		<a href="https://www.cdc.gov/drugoverdose/epidemic/index.html">https://www.cdc.gov/drugoverdose/epidemic/index.html</a>	Thousands of Americans suffer from drug addiction. All opioids, especially when misused or combined with alcohol, have the potential to lead to deadly overdoses.	6/22/20	CDC
Facebook 7		<a href="https://www.drugabuse.gov/publications/opioids-facts-parents-need-to-know/letter-to-parents">https://www.drugabuse.gov/publications/opioids-facts-parents-need-to-know/letter-to-parents</a>	As a parent it can be difficult to talk to your child about drug abuse. The National Institute on Drug Abuse has great resources on how to start that conversation with your child(ren).	6/22/20	National Institute on Drug Abuse
Facebook 8		<a href="https://www.samhsa.gov/young-adults">https://www.samhsa.gov/young-adults</a>	Adolescent opioid abuse is a serious issue. Parents should talk to their children about the harm of drug misuse and why it is important to	7/22/20	SAMHSA

			avoid recreational drugs. Learn more today at		
<b>Facebook 9</b>	An infographic with a dark blue background and white text. It features three circular icons with arrows, each followed by a number and a percentage: '6.8 million (24%)', '5.5 million (21%)', and '4.2 million (16%)'.	<a href="https://www.samhsa.gov/young-adults">https://www.samhsa.gov/young-adults</a>	Drug addiction can be isolating. Reach out to those who are struggling, and you could save a life.	7/22/20	SAMHSA
<b>Facebook 10</b>	A photograph showing a white pill bottle with a label and several white, round pills scattered on a white surface.	<a href="https://www.drugabuse.gov/publications/drugfacts/prescription-opioids">https://www.drugabuse.gov/publications/drugfacts/prescription-opioids</a>	The misuse of prescribed opioids leads to thousands of deaths in the United States each year. Parents should talk to their children about the dangers of prescribed opioids if not taken correctly.	7/22/20	National Institute on Drug Abuse

## TWEETS

### Twitter best practices

- Keep it short and simple--although messages can be <280 characters now, keep them short anyway!
- Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations
- Post other relevant content from partners or followers
- Use relevant hashtags (maximum of 2 hashtags)

<b>Tweet 1</b>	Prescription #opioids are addictive and can be incredibly dangerous. Protect yourself and your family from addiction and loss. Learn more about your options and what can be done to prevent #addiction and #overdose. <a href="https://bit.ly/2VaGc0J">https://bit.ly/2VaGc0J</a>
<b>Tweet 2</b>	Luckily, there are steps you can take to prevent #opioid abuse and addiction. Speak with your doctor and know your options. <a href="https://bit.ly/3eo8so4">https://bit.ly/3eo8so4</a>
<b>Tweet 3</b>	There are several ways to manage pain that do not involve addictive opioid medications. Depending on your pain, these less dangerous options may even work better. Talk with your doctor about the risk of addiction and potential alternatives.
<b>Tweet 4</b>	#Addiction can be hard to kick on your own. Medication Assisted Treatment (MAT) can help those struggling with opiate addiction. Find local providers in your area willing to help with #MAT. <a href="https://bit.ly/3baaiaf">https://bit.ly/3baaiaf</a>
<b>Tweet 5</b>	You may be the first one to recognize an opioid #overdose. Know the signs, so you can call for help. Small, "pinpoint pupils," slow or shallow breathing, falling asleep or loss of consciousness, and choking or gurgling may be signs of an opioid overdose.
<b>Tweet 6</b>	Never take medicines more often than prescribed, and never share or exchange medicines with others. If you have unused medicines, dispose of them properly in a timely manner.
<b>Tweet 7</b>	If you, a family member, or a friend is suffering from substance use, you have support available to you. Start by calling the SAMHSA National Helpline -1-800-662-HELP- or go online: <a href="https://bit.ly/2XCrh14">https://bit.ly/2XCrh14</a>
<b>Tweet 8</b>	If you are struggling with opioid abuse or addiction, you have treatment options available. Check online to see what options may be available to you with your insurance status. <a href="https://bit.ly/2K6SBfS">https://bit.ly/2K6SBfS</a>
<b>Tweet 9</b>	Millions of Americans struggle with addiction. As of 2018, 70 percent of the 67,000 drug overdose deaths in America involved an opioid. Almost 4 Americans die per hour of an opioid overdose.
<b>Tweet 10</b>	#Opioids can include street drugs (heroin), man-made opioids (fentanyl), and prescription painkillers, like oxycodone, morphine, and codeine. Learn more about how you can protect yourself and your family from addiction. <a href="https://bit.ly/2VaGc0J">https://bit.ly/2VaGc0J</a>
<b>Tweet 11</b>	Opioid abuse is a serious issue. Say no to recreational drugs today #opioidabuse #saynotodrugs
<b>Tweet 12</b>	If you or a loved one is struggling with addiction, seek help today from resources such as SAMSHA.
<b>Tweet 13</b>	Opioid abuse in the United States is a Public Health Emergency! #Opioidcrisis
<b>Tweet 14</b>	On average, over 100 Americans die every day from an opioid overdose. Let's fight addiction together.
<b>Tweet 15</b>	No one deserves to fight addiction alone. Check out national resources that can help someone who is struggling with drug addiction at " <a href="https://www.samhsa.gov/find-help/national-helpline">https://www.samhsa.gov/find-help/national-helpline</a> "
<b>Tweet 16</b>	True or False: The age of people dying from drug overdoses is decreasing with time. #drugabuse
<b>Tweet 17</b>	Are you a parent who wants to talk to their child about drug abuse and opioid misuse? Check out these tips for #startingtheconversation : <a href="https://www.drugabuse.gov/publications/opioids-facts-parents-need-to-know/starting-conversation">https://www.drugabuse.gov/publications/opioids-facts-parents-need-to-know/starting-conversation</a> "
<b>Tweet 18</b>	Opioid addiction can happen to anyone. Pain killers are easy to get into and hard to escape. Learn more at <a href="https://www.cdc.gov/drugoverdose/data/prescribing/overview.html">https://www.cdc.gov/drugoverdose/data/prescribing/overview.html</a>
<b>Tweet 19</b>	Collaborate. Advocate. Educate. Let's fight to end opioid addiction today!
<b>Tweet 20</b>	Every 15 minutes someone in America dies from opioid abuse. End the epidemic today #opioidabuse
<b>Tweet 21</b>	It only takes a little to lose a lot. Say no to recreational drugs today #drugabuse #opioids

## INSTAGRAM

### Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		<a href="https://www.cdc.gov/drugoverdose/images/data/2018-Overdose-67K-Opioid-70percent.png">https://www.cdc.gov/drugoverdose/images/data/2018-Overdose-67K-Opioid-70percent.png</a>	Overdose deaths	4-13-2020	Obtained from the Centers for Disease Control and Prevention
Instagram 2		<a href="https://www.cdc.gov/drugoverdose/images/epidemic/2018-Opioid-Daily-128-nobanner.png">https://www.cdc.gov/drugoverdose/images/epidemic/2018-Opioid-Daily-128-nobanner.png</a>	Opioid overdose facts	4-13-2020	Obtained from the Centers for Disease Control and Prevention
Instagram 3		<a href="https://www.cdc.gov/rxawareness/images/flexslider-525x264/CDC__Billboard-image-flexslider-525x263.jpg">https://www.cdc.gov/rxawareness/images/flexslider-525x264/CDC__Billboard-image-flexslider-525x263.jpg</a>	Prescription opioids are dangerous	4-13-2020	Obtained from the Centers for Disease Control and Prevention
Instagram 4		<a href="https://www.cdc.gov/rxawareness/images/facebook-web/Noah-struggling-CDC_Facebook_20.jpg">https://www.cdc.gov/rxawareness/images/facebook-web/Noah-struggling-CDC_Facebook_20.jpg</a>	Millions of Americans have been affected by opioid abuse. Learn stories of survivors and connect with resources to help fight the opioid epidemic. <a href="https://bit.ly/3a8awNE">https://bit.ly/3a8awNE</a>	4-13-2020	Obtained from the Centers for Disease Control and Prevention
Instagram 5		<a href="https://www.surpriseaz.gov/ImageRepository/Document?documentID=39019">https://www.surpriseaz.gov/ImageRepository/Document?documentID=39019</a>	Opioid deaths	4-13-2020	Obtained from City of Surprise, Arizona
Instagram 6		<a href="https://www.cdc.gov/rxawareness/about/index.html">https://www.cdc.gov/rxawareness/about/index.html</a>	Opioid addiction can happen very quickly. Don't let yourself or a loved one fall victim to addiction. Learn more at <a href="http://www.cdc.gov">www.cdc.gov</a>	6/4/20	Source: CDC
Instagram 7		<a href="https://www.cdc.gov/drugoverdose/prevention/index.html">https://www.cdc.gov/drugoverdose/prevention/index.html</a>	The opioid crisis in the United States is a public health emergency. It is important to remain educated on ways to help those who are struggling. Organizations such as the Centers for Disease Control, the National Institute on Drug Abuse, and the	7/22/20	Source: CDC

			U.S. Department of Health and Human Services are great places to learn more!		
Instagram 8		<a href="https://www.samhsa.gov/find-help/national-helpline">https://www.samhsa.gov/find-help/national-helpline</a>	It is important to know the warning signs that show someone may be addicted to drugs. The national helpline is available 24 hours a day, 365 days a week.	7/22/20	Source: SAMHSA
Instagram 9		<a href="https://www.usda.gov/topics/opioids">https://www.usda.gov/topics/opioids</a>	Rural America is deeply affected by the opioid crisis. Learn more about how medical professionals are trying to help rural populations: <a href="https://www.usda.gov/topics/opioids">https://www.usda.gov/topics/opioids</a>	7/22/20	Source: USDA
Instagram 10		<a href="https://www.campusdrugprevention.gov/sites/default/files/WH-Youth-Opioid-Prevention-Toolkit.pdf">https://www.campusdrugprevention.gov/sites/default/files/WH-Youth-Opioid-Prevention-Toolkit.pdf</a>	Message: The White House campaign for youth opioid abuse prevention is a great resource to educate yourself on the opioid crisis and how to #STOP opioid abuse. Access the complete guide at <a href="https://www.campusdrugprevention.gov/sites/default/files/WH-Youth-Opioid-Prevention-Toolkit.pdf">https://www.campusdrugprevention.gov/sites/default/files/WH-Youth-Opioid-Prevention-Toolkit.pdf</a>	6/22/20	Source: White House.gov

## RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#RxAwareness
Hashtag 2	#OpioidEpidemic
Hashtag 3	#PrescriptionDrugs
Hashtag 4	#OverdoseCrisis
Hashtag 5	#OpioidCrisis
Hashtag 6	#OpiateAbuse
Hashtag 7	#Addiction
Hashtag 8	#Recovery
Hashtag 9	#OpioidJustice
Hashtag 10	#RoadtoRecovery
Hashtag 11	#opioidabuse
Hashtag 12	#drugabuse
Hashtag 13	#overdose
Hashtag 14	#prescriptionmisuse
Hashtag 15	#prescriptionoverdose
Hashtag 16	#opioidaddiction
Hashtag 17	#drugaddiction
Hashtag 18	#overdoseddeath

**VIDEO (OPTIONAL)**

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
<b>Videos</b>						
Video #1		<a href="https://www.youtube.com/watch?v=EsAgnVMWxBc&amp;feature=emb_title">https://www.youtube.com/watch?v=EsAgnVMWxBc&amp;feature=emb_title</a>	Some people might think prescription opioids are safer than alcohol or illegal drugs, but the truth is they carry serious risks and side effects. Talk with your doctor about your concerns and make informed decisions about pain management together.	4-14-2020	Sterling Shriber	Obtained from the Centers for Disease Control and Prevention