

Opioid Council Summit

Opioid Misuse Prevention in Maine

LeeAnna Lavoie, MPH

Program Director,

Tobacco & Substance Use Prevention and Control Program
Maine CDC

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Learning Objectives

Today's goals are to understand:

- Primary prevention funding structure for the Maine CDC
- Opioid prevention strategies and program outcomes

Funding Structure

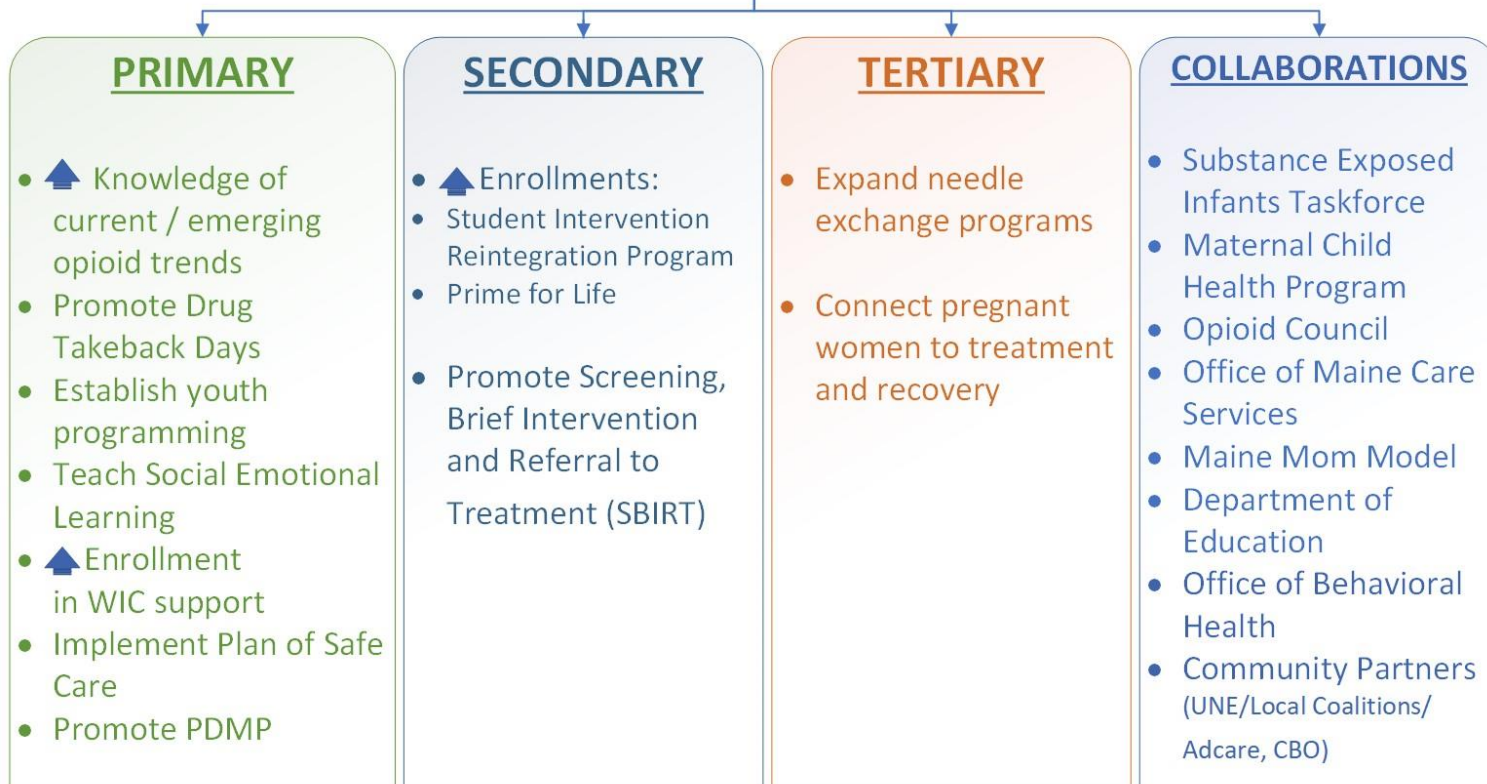
Opioid Misuse Prevention from Maine CDC



Prevention

Opioid Misuse Prevention from Maine CDC

Maine CDC SUBSTANCE USE PREVENTION



**Mass Reach Health Communication
Statewide Epidemiological Outcomes Workgroup**

Strategies and Interventions

Opioid Misuse Prevention from Maine CDC

Goal:

Prevent and Reduce Youth and Adult Misuse of Prescription Drugs

- Safe storage trainings
- Drug Takeback days
- Provider Education & Workforce Development



Strategies and Interventions

Opioid Misuse Prevention from Maine CDC

Goal:

Decrease Youth and Adult Risks for SUD:

- Target Disparate Health Populations
- Social-Emotional Learning (SEL)
- SIRP and Prime for Life offerings
- Engage Youth Groups



Eyes Open Campaign

Opioid Misuse Prevention from Maine CDC

Maine CDC Focus:

- It Can Happen to Anyone
- Warning Signs
- Safe Storage
- Drug Takeback
- Youth Prevention

www.eyesopenforme.org



Eyes Open Learnings and Next Steps

Opioid Misuse Prevention from Maine CDC

Top performing messages

- Know the warning signs in 2018 and 2019
- Safe Storage in 2020

Posters and Cards @ [Maine Prevention Store](https://www.maineopenforlife.org/)

Videos of Personal Stories



Recovery Is Possible.

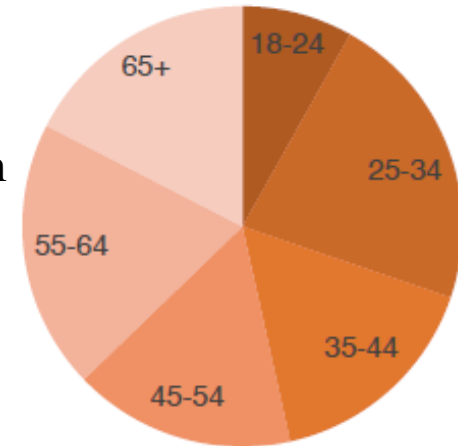


Eyes Open Outcomes

Opioid Misuse Prevention from Maine CDC

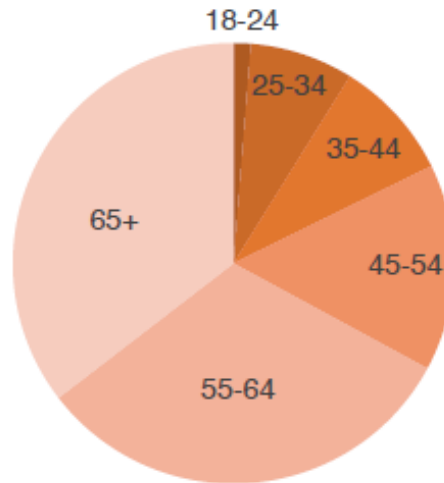
Paid Search (last 3 month campaign)

- “Drug” term drove more results than opioid, prescription, or heroin
- Impressions = 130,629, resulting in over 7K ad clicks, reaching →



Website (last 3 month campaign)

- Sessions = 32K+
- Who visited the website →



Plan to update/relaunch campaign March – May 2021

Community Education Success Story

Opioid Misuse Prevention from Maine CDC



Safe Storage Success Story

Opioid Misuse Prevention from Maine CDC



Success Story

An Open House to Your Client's Medicine Cabinet: Working with Realtors to Prevent Prescription Medication Theft When Selling a House.



**MAINE
PREVENTION
SERVICES**

Maine Center for Disease Control & Prevention
Department of Health and Human Services

Maine CDC Resources

- <https://preventionforme.org/>
- <https://www.eyesopenforme.org/>
- <https://goodtoknowmaine.com>
- <https://www.youareprevention.org/>
- <https://www.maine.gov/dhhs/mecdc/population-health/prevention/>

Questions?

LeeAnna Lavoie

**Program Director
Tobacco and Substance Use Prevention and Control Program
Maine CDC**

Leeanna.lavoie@maine.gov | 207-287-8917

