

ANNEX 1

FOCUS AREA – EDUCATE AND COMMUNICATE

COORDINATING AGENCIES:	S.C. Medical Association (SCMA), S.C. Hospital Association (SCHA)
PRIMARY AGENCIES:	BlueCross BlueShield of South Carolina (BCBSSC); S.C. Department of Alcohol and Other Drug Abuse Services (DAODAS); S.C. Department of Health and Environmental Control; S.C. Department of Labor, Licensing and Regulation; Chernoff Newman
SUPPORTING AGENCIES:	S.C. Department of Health and Human Services, S.C. Educational Television, S.C. School Boards Association, Behavioral Health Services Association of South Carolina Inc., Faith-Based Organizations, Local Coalitions, Hospitals & Medical Practices, Other Professional Associations & Private Sector Partners

I. INTRODUCTION/PURPOSE

The Focus Area 1 communication and education initiative supports existing efforts in South Carolina to help address the opioid crisis. The two coordinating agencies – joined by BCBSSC – will work to advance the conversation that physicians have with their patients regarding pain and pain management, as well as to raise general population awareness of the dangers of opioid use.

- A. Focus Area 1 will endeavor to encourage open dialogue between physicians and their patients, family members, and the community at large around realistic expectations for experiencing and managing pain to help stem the opioid crisis and surge in overdose deaths.
- B. Potential measurable objectives include:
 - i. Reduction in the number of opioid prescriptions dispensed annually by South Carolina physicians
 - ii. Increases shown in alternative modes of therapy used by patients for pain management
- C. Focus Area 1 will also continue existing efforts to educate and inform the people of South Carolina about the grave consequences associated with prescription pain killer/opioid abuse.
- D. Measurable objectives for this goal include:
 - i. Raising the general population awareness of the dangers of opioid use, as measured by research
 - ii. Providing county alcohol and drug abuse authorities, other partners, and stakeholders throughout the state with the tools they need to directly impact populations throughout the state.

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II. ASSESSMENT

- A. The new initiative noted above is primarily centered on implementing and elevating key discussions on opioids, pain, and prescribing. These conversations occur:
 - i. Physician to physician
 - ii. Physician to patient
 - iii. Hospital to physician
 - iv. Hospital to patient
 - v. Insurance carrier to hospitals, physicians, and patients
- B. The following guidelines will inform this first initiative’s development:
 - i. Tagline development
 - ii. Messages, materials, and calls to action with a common voice, look, and feel
 - iii. Creation of all calls to action to specifically resonate with each audience
- C. The ongoing initiative noted above – the “Just Plain Killers” campaign created by DAODAS and Chernoff Newman – will continue to disseminate messages and resources via:
 - i. www.JustPlainKillers.com
 - ii. Social media (i.e., Facebook, Twitter, Instagram)
 - iii. Paid traditional and social media

III. GOALS & TIMELINE

- A. Plan campaign that seeks to create realistic expectations of pain and its management, as well as develop campaign messages.
- B. Engage in campaign design and initial implementation.
- C. Conduct strategic dissemination of pain management campaign and the campaign’s initial evaluation.
- D. Refine the campaign and conduct final evaluation.
- E. Execute Year 2 of the “Just Plain Killers” campaign with messages that support the pain management campaign spearheaded by SCMA, SCHA, and BCBSSC.

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Goal 1: Plan campaign that seeks to create realistic expectations of pain and its management, as well as develop campaign messages

(near-term [30-120 days], mid-term [6-12 months], long-term [12 months and beyond])

Agency	Objective	Timeline	Measure of Success	Progress
SCMA, SCHA, BCBSSC	Conduct formative research through environmental scan.	near-term	Complete scan	On target
SCMA, SCHA, BCBSSC, DAODAS, Chernoff Newman	Meeting of campaign partners to confirm priorities and availability of information to guide campaign development and evaluation thereof, including potential metrics.	near-term	Consensus on campaign priorities & identification of metrics	To be scheduled
SCMA, SCHA, BCBSSC, DAODAS, Chernoff Newman	Message testing and testing of campaign visual identity concepts with partners.	near-term	Completion of message and visuals testing	On target
SCMA, SCHA, BCBSSC, DAODAS	Begin to develop strategic outline for campaign implementation, including a dissemination plan.	near-term	Completion of strategic outline	On target

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Goal 2: Engage in campaign design and initial implementation

(near-term [30-120 days], mid-term [6-12 months], long-term [12 months and beyond])

Agency	Objective	Timeline	Measure of Success	Progress
SCMA, SCHA, BCBSSC, DAODAS	Finalize strategic outline for campaign implementation including dissemination plan.	near-term mid-term	Completion of strategic outline	On target
SCMA, SCHA, BCBSSC	Create Pain Management Treatment Protocol to support provider/patient communication (and their family members).	near-term mid-term	Creation of protocol	On target
SCMA, SCHA	Incorporate new overarching messages into existing materials/websites including opportunities for SCMA and MUSC CME training programs (telehealth and Project ECHO for rural physicians).	near-term mid-term	Insertion of new messages into existing platforms	To be scheduled
SCMA, SCHA, BCBSSC	Create new materials for each partner with tested messages and concepts that highlight effective communication strategies between physicians and their patients.	near-term mid-term	Creation of materials	To be scheduled
SCMA, SCHA, BCBSSC, DAODAS	Develop brief social media research and execution plan targeting physicians and patients to inform social media teaser campaign/dissemination	near-term mid-term	Development of plan	To be scheduled
SCMA, SCHA, BCBSSC	Begin social media teaser campaign and begin dissemination of activities and materials	near-term mid-term	Launch of social media teaser campaign & material distribution	To be scheduled
SCMA, SCHA, BCBSSC, DAODAS, Chernoff Newman	Check in with partners initially monthly (move to quarterly as appropriate) for review of available metrics	near-term mid-term	Monthly meetings	To be scheduled

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Goal 3: Conduct strategic dissemination of pain management campaign and the campaign’s initial evaluation

(near-term [30-120 days], mid-term [6-12 months], long-term [12 months and beyond])

Agency	Objective	Timeline	Measure of Success	Progress
SCMA, SCHA, BCBSSC, DAODAS	Working with partners, continue to implement dissemination and evaluation activities by audience.	mid-term	Continuation of dissemination of evaluation	To be scheduled
SCMA, SCHA, BCBSSC, DAODAS, Chernoff Newman	Check in with partners initially monthly (move to quarterly as appropriate) for review of available metrics	mid-term	Monthly meetings	To be scheduled
SCMA, SCHA, BCBSSC, DAODAS	Refine campaign activities as appropriate based on evaluation findings	mid-term	Refinement of campaign	To be scheduled

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Goal 4: Refine the campaign and conduct final evaluation

(near-term [30-120 days], mid-term [6-12 months], long-term [12 months and beyond])

Agency	Objective	Timeline	Measure of Success	Progress
SCMA, SCHA, BCBSSC, DAODAS	Engage in final campaign refinement based on evaluation results.	long-term	Refined campaign	To be scheduled
SCMA, SCHA, BCBSSC, DAODAS, Chernoff Newman	Check in with partners initially monthly (move to quarterly as appropriate) for review of available metrics	long-term	Monthly meetings	To be scheduled
SCMA, SCHA, BCBSSC, DAODAS	Confirm final evaluation plan that encompasses both initial and refined campaign activities	long-term	Creation of final evaluation plan	To be scheduled
SCMA, SCHA, BCBSSC, DAODAS	Finalize evaluation analysis	long-term	Completion of evaluation analysis	To be scheduled
SCMA, SCHA, BCBSSC	Develop report on evaluation results	long-term	Creation of evaluation report	To be scheduled

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Goal 5: Execute Year 2 of the “Just Plain Killers” campaign with messages that support the pain management campaign spearheaded by SCMA, SCHA, and BCBSSC

(near-term [30-120 days], mid-term [6-12 months], long-term [12 months and beyond])

Agency	Objective	Timeline	Measure of Success	Progress
DAODAS, Chernoff Newman, SCMA, SCHA, BCBSSC	Meet with partners to discuss separation of messaging between “Just Plain Killers” and new physician/patient campaign.	near-term	Meeting held	On target
DAODAS, Chernoff Newman	Conduct benchmark survey of South Carolinians regarding expectation around pain management.	near-term	Survey completed	On target
DAODAS, Chernoff Newman	Develop tag line, messaging, and visuals regarding pain management.	near-term	Development of campaign elements	To be scheduled
DAODAS, Chernoff Newman	Test campaign elements with various focus group and the county alcohol and drug abuse authorities.	near-term	Completion of focus group testing	To be scheduled
DAODAS, Chernoff Newman	Launch television PSAs, outdoor, radio, website elements, and social media channels.	near-term mid-term	Launch through various media	To be scheduled
DAODAS, Chernoff Newman	Conduct post-campaign awareness survey.	mid-term	Survey completed	To be scheduled
DAODAS, Chernoff Newman, SCMA, SCHA, BCBSSC	Meet to discuss post-campaign evaluation.	mid-term	Meeting held	To be scheduled

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IV. CONCEPT OF THE OPERATION

- A. The new physician/patient campaign will encourage open dialogue between physicians and their patients, family members, and the community at large around realistic expectations for experiencing and managing pain to help stem the opioid crisis and the surge in overdose deaths. Potential measurable objectives include: 1) reduction in the number of opioid prescriptions dispensed annually by South Carolina physicians; and 2) increases shown in alternative modes of therapy used by patients for pain management.
- B. The continuation of the “Just Plain Killers” campaign – and integration of other Opioid Emergency Response Team efforts under this umbrella – will raise general population awareness of the dangers of opioid use, as measured by research. The campaign also seeks to reduce the stigma surrounding the issue of opiate-related drug misuse/abuse in South Carolina, and to support local offices, partners, and stakeholders throughout the state by providing them with the tools they need to directly impact South Carolina’s various populations.

V. AGENCY RESPONSIBILITIES

- A. Each agency listed above is responsible for:
 - i. Outreach to community partners, as related to each agency's initiatives
 - ii. Tracking of progress
 - iii. Updating annex as needed
- B. Each agency commits to attending regular meetings regarding this annex.

VI. RESOURCES *(To be added at a later date)*