

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

- COORDINATING:** S.C. Department of Behavioral Health and Developmental Disabilities – Office of Substance Use Services
- PRIMARY:** S.C. Law Enforcement Division; S.C. Department of Corrections; S.C. Department of Education; S.C. Department of Public Health; S.C. Emergency Management Division; S.C. Department of Juvenile Justice; S.C. Department of Labor, Licensing and Regulation; S.C. Department on Aging; S.C. Department of Probation, Parole and Pardon Services
- SUPPORTING:** S.C. Hospital Association; S.C. Medical Association; Chernoff Newman; S.C. Educational Television; S.C. School Boards Association; Blue Cross Blue Shield of South Carolina; Faith-Based Organizations

I. INTRODUCTION

- A. Attachment C of the South Carolina Opioid Emergency Response Plan describes the necessity and the method by which all agencies will educate and communicate residents and stakeholders about all efforts associated with the collaborative effort underway to combat the opioid crisis in South Carolina.
- B. Attachment C is intended to provide a mechanism to organize, integrate, and coordinate information to ensure timely, accurate, accessible, and consistent messaging across multiple jurisdictions and/or disciplines with nongovernmental organizations and the private sector locally and statewide.

II. PURPOSE

The successful elimination of opioid addiction and its consequences will depend heavily on robust public education and outreach efforts to stakeholders utilizing a cohesive, joint message that is consistent and easily communicated to a variety of audiences by organizations comprising the OERT. Education and outreach efforts must be collective and the result of all organizations being able to develop and utilize consistent products that can be easily understood by people of all backgrounds and comprehension capabilities. Organizations that combine efforts into one unified campaign will be able to amplify each individual agency's messaging by working together and sharing resources toward a common goal.

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

III. ASSESSMENT

A. Current Efforts:

1. **Public Outreach:** Since 2018, the Department of Alcohol and Other Drug Abuse Services (DAODAS) – now the Department of Behavioral Health and Developmental Disabilities’ Office of Substance Use Services has conducted a public education campaign to address the opioid epidemic in South Carolina. The Just Plain Killers campaign seeks to raise and deepen the public’s awareness of opioid use and misuse in the state. The foundations of the campaign are robust television, radio and social media messages, supported by a website (justplainkillers.com) that contains lifesaving information about naloxone availability; prescription storage, disposal and use; overdose and mortality statistics; and printable resources, including brochures, fact sheets and PowerPoint presentations. These resources are intended for partner agencies, law enforcement, fire and EMS professionals, schools, and religious organizations across the state.
2. **Healthcare Providers:** The S.C. Medical Association, S.C. Hospital Association, and Blue Cross Blue Shield of South Carolina have spearheaded a pain management campaign that includes the creation of educational materials that are shared and utilized throughout the medical community.
3. **Educators:** To date, there are no specific efforts that target educators.
4. **Opioid Use Disorder Stigma:** In 2021, DAODAS launched a public education campaign – Embrace Recovery SC – dedicated to ending the stigma surrounding people in recovery from substance use disorders (SUDs), including opioid use disorder. The campaign includes television, radio and social media messaging to raise awareness of the recovery process through which individuals improve their health and wellness, live self-directed lives, and strive to reach their full potential. The campaign is supported by a microsite (embracerecoverysc.com) that provides information on recovery community organizations, support groups, recovery options and the “language of recovery,” which stresses the need for person-first, recovery-focused and medically accurate language when discussing or describing SUDs. As part of the Embrace Recovery SC campaign, news organizations and other populations throughout the state have been asked to take a pledge to use the language of recovery when discussing issues related to SUDs.

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

IV. GOALS

- A. The OERT should establish a joint information system through which OERT member organizations can collaborate on messaging and products, share information relevant to the joint effort, and coordinate resources to educate and communicate together as one team.
- B. The OERT should promote awareness regarding the risks of opioid addiction amongst licensed healthcare professionals and the public.
- C. OERT agencies responsible for direct healthcare provider interactions should establish appropriate patient expectations at every encounter.
- D. OERT organizations should link addiction specialist teams at academic hubs with primary care clinicians in local communities.
- E. Relevant OERT member organizations should expand opioid education in school systems by working together to create and provide suitable messaging products that can be used in classrooms of all appropriate grade levels.
- F. Information and content developed as a result of the collaborative efforts of all OERT focus areas should shape content developed jointly.

V. CONCEPT OF THE OPERATION

- A. Joint Information System
 - OERT member organizations should identify staff responsible for coordinating joint public education and outreach efforts related to the OERT.
- B. Develop a statewide, cohesive public education campaign
- C. Provide information that expands and customizes joint education efforts
- D. Develop a method for tracking the effectiveness of public education and outreach efforts
- E. Share and create opportunities to partner in joint outreach endeavors locally and statewide

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

VI. AGENCY RESPONSIBILITIES

- A. Department of Behavioral Health and Developmental Disabilities – Office of Substance Use Services (OSUS)
 - 1. Serve as lead coordinator for the OERT Joint Information System (JIS)
 - 2. Develop materials associated with statewide public education campaigns
 - 3. Utilize and encourage usage of joint campaign materials among all OERT organizations to ensure message consistency
 - 4. Develop relationships with appropriate local, state, and federal partners interested in public education and outreach
 - 5. Offer and participate in partnership opportunities with OERT organizations as related to public education and outreach efforts
 - 6. Offer opportunities to customize and/or localize public outreach materials to increase messaging effectiveness
- B. S.C. Law Enforcement Division
 - 1. Serve as secondary lead coordinator for the OERT JIS
 - 2. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
 - 3. Share information and resources as appropriate and as related to stakeholder partnerships
 - 4. Serve as the primary liaison with local law enforcement community relations efforts regarding the opioid crisis
 - 5. Develop relationships with appropriate local, state, and federal partners interested in public education and outreach
 - 6. Offer opportunities to partner in public education and with outreach materials
- C. Department of Public Health
 - 1. Provide subject-matter expertise, as needed, for joint information efforts
 - 2. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

3. Share information and resources as appropriate and as related to stakeholder partnerships
 4. Serve as the primary liaison with statewide healthcare community relations efforts regarding the opioid crisis
 5. Develop relationships with appropriate local, state, and federal partners interested in public education and outreach partnerships
 6. Offer and participate in partnership opportunities with OERT organizations as related to public education and outreach efforts
- D. Emergency Management Division
1. Assist with interagency coordination and planning
 2. Support state and local agencies as requested
 3. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
 4. Assist with compliance for all Freedom of Information requirements
 5. Participate in partnership opportunities with OERT organizations as related to public education and outreach efforts
- E. Department on Aging
1. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
 2. Share information and resources as appropriate and as related to stakeholder partnerships
 3. Develop relationships with appropriate local, state, and federal partners interested in public education and outreach partnerships
 4. Offer and participate in partnership opportunities with OERT organizations as related to public education and outreach efforts
- F. Department of Labor, Licensing and Regulation
1. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
 2. Share information and resources as appropriate and as related to stakeholder partnerships

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

3. Develop relationships with appropriate local, state and federal partners interested in public education and outreach partnerships
4. Offer and participate in partnership opportunities with OERT organizations as related to public education and outreach efforts

G. Department of Corrections

1. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
2. Share information and resources as appropriate and as related to stakeholder partnerships
3. Develop relationships with appropriate local, state and federal partners interested in public education and outreach partnerships
4. Offer and participate in partnership opportunities with OERT organizations as related to public education and outreach efforts

H. Department of Probation, Parole and Pardon Services

1. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
2. Share information and resources as appropriate and as related to stakeholder partnerships
3. Develop relationships with appropriate local, state and federal partners interested in public education and outreach partnerships
4. Offer and participate in partnership opportunities with OERT organizations as related to public education and outreach efforts

I. Department of Juvenile Justice

1. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
2. Share information and resources as appropriate and as related to stakeholder partnerships
3. Develop relationships with appropriate local, state and federal partners interested in public education and outreach partnerships
4. Offer and participate in partnership opportunities with OERT organizations as related to public education and outreach efforts

ATTACHMENT C

OPIOID EMERGENCY RESPONSE TEAM – PUBLIC INFORMATION

- J. Department of Education
 - 1. Work with OERT partners to develop materials and programs appropriate for the classroom environment.
 - 2. Utilize and encourage usage of materials developed jointly as part of statewide public education and outreach campaigns
 - 3. Share information and resources as appropriate and as related to stakeholder partnerships
 - 4. Develop relationships with appropriate local, state and federal partners interested in public education and outreach partnerships
 - 5. Offer and participate in partnership opportunities with OERT organizations as related to public education and outreach efforts

VII. RESOURCES

- A. OSUS Websites: www.justplainkillers.com and www.embracerecoverysc.com
- B. DPH Website: www.dph.sc.gov
- C. LLR Website: <http://naloxonesavessc.org>