



Opioid Misuse Prevention Project

\$300,000 Federal Grant Award Received

COLLABORATING PARTNERS

- Ascension Public Schools
- Fahrenheit Creative Group
- Mirror of Grace Outreach
- Evaluation Insights
- LA-SBIRT Project
- ICARE Program of EBR
- LDH Office of Behavioral Health

The Goal is to develop and implement evidence-based prevention strategies to increase awareness, knowledge and skills to prevent opioid misuse in the CAHS region.

Project Period: 3 years
Target population: Women age 45+ & Girls age 10-17

Project Director:
Vivian Gettys, RN, MPH
Prevention Division
Director
Vivian.Gettys@la.gov



The United States has seen an alarming rise in overdose deaths from prescription painkillers and nonprescription opioids among women. A unique combination of biological, health, and social factors has led to the growing opioid epidemic among women. Louisiana has more opioid prescriptions per year than it has residents. Rates are higher for women as compared to men.



Project Strategies Addressing the Opioid Epidemic

Strategies specifically targeting women and girls include (1) launching a media campaign; (2) conducting educational programs in schools and community settings; and (3) distributing consumer and provider educational materials.

Comprehensive Media Campaign to Increase Awareness: Print Media, Social Media, Radio & TV

“We Need To Talk” campaign encouraging family conversations about misuse of opioids.

Educational Programs to Build Skills and Resilience

Life Skills Curriculum in Ascension Public Schools 5th grade classes in 15 schools. Ascension parish has the largest under age 18 population in the region.

Active Parenting for Teens Curriculum in East Baton Rouge parish community for parents and their adolescent children. EBR has the largest population and highest rate of opioid overdose deaths in the region.

Community Workshops and Educational Materials

to increase knowledge and skills to improve social support, relieve stress and better manage pain.



Louisiana: High Rate of Opioid Prescriptions

1 in 4 patients receiving prescription opioids long term in a primary care setting struggles with addiction.

