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Northern University

Evaluating a State-Wide Opioid Campaign Using the Health Belief Model and the Transtheoretical Model

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Opportunity: About the Opioid Epidemic

- Approximately 1.1 million prescriptions per year for opioids in North Carolina as of 2015.
- Opioid use disorder among adults increased by 15% in North Carolina from 2010 to 2015.

Opportunity: Opioids in North Carolina and More Powerful NC

- The Epidemic in North Carolina:
  - Since 1999, the number of medication and drug-povassures between 2016 and 2017, averaging five overdose deaths every day.

Approach

- More Powerful NC campaign began in 2016 aligning with the North Carolina's State Attorney General's efforts.
- Campaign duration: January 1, 2016, to October 31, 2017.
- Strategies: Preventing opioid misuse, providing information on the benefits of receiving treatment, and encouraging safe disposal of leftover opioid pain medication.

Results: Analysis of More Powerful NC Using the Health Belief Model

- "Anthem Video" Ad
  - Increasing perceived threat:
    - "Now what?"
    - What if you have a friend who:
      - Doesn't know that a change is possible
      - Doesn't know why your friend needs help

Impact: Problem Addressed

- Directing an Opioid Campaign to Reach Those Who Need It Most
  - Communication strategies targeting at-risk populations.

Impact Value Proposition

- An Opioid Awareness Campaign to Reach Those Who Need It Most
  - Efforts to increase awareness and reduce stigma through targeted messaging.

社会效益

- 麻醉品消费
- 依存症
- 治療
- 高リスク
- 健康

Benefits of treatment

- Treatment effectiveness
- Information about treatment
- Substance use disorder
- Treatment programs
- Health care providers
- Opioid-related overdose
- Health care providers
- Efforts to promote safe disposal
- Opioid misuse education
- Treatment availability

References