

# Branding on a Budget

## *Public Health Communications Webinar Series*

June 17, 2019



# Webinar Objectives

- Understand the importance of a strong brand
- Discuss basic principles of branding and tips for defining your brand
- Share recommendations for how best to normalize use of brand among health department staff
- Outline the elements of a brand roll-out



# Agenda

- **Branding 101**

- Kara Basabe, Senior Art Director, Burness Communications

- **Case Study: South Carolina Department of Health & Environmental Control**

- Brian Conner, MPH, Immunization Outreach Coordinator, Division of Immunization

- **Case Study: Snohomish Health District (WA)**

- Heather Thomas, MA, MPA, Public & Government Affairs Manager

# Kara Basabe

- Senior Art Director at Burness
- Has advised nonprofits and private-sector organizations on branding and identity for 10+ years



# Agenda

- Goals
- Branding Basics (10 minutes)
- How to Define Your Brand (15 minutes)
- Rolling Out a New Brand (10 minutes)
- Case Studies (20 minutes)
- Q&A (15 mins)

# Our goal for today's session

- Understand what a brand is, why it matters, and how you can define your own brand on a budget

# Branding Basics

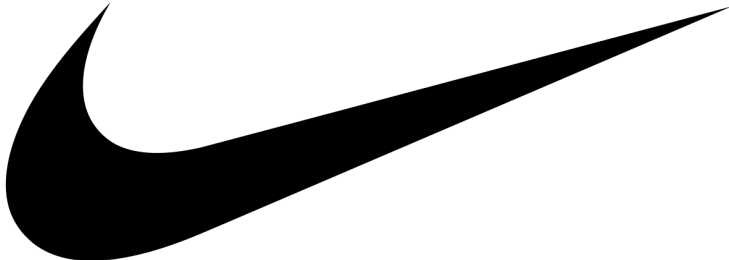
What is a brand?





# Definition of a brand

A brand is more than just a logo.





***A brand is the sum of all expressions by which an entity (person, organization, company, business unit, city, nation, etc.) intends to be recognized.***

Source: [Interbrand](#)



# Why does branding matter?

- Establishes credibility and trust
- Critical to creating partnerships with your audiences
- Grounds an organization in a common set of values and a way to express them

# Elements of a brand



# Elements of a brand

- Mission statement

*Our unwavering mission is to help extraordinary people tell their stories for the good of the world.*

- Values



# Elements of a brand

- Brand Persona and Promise

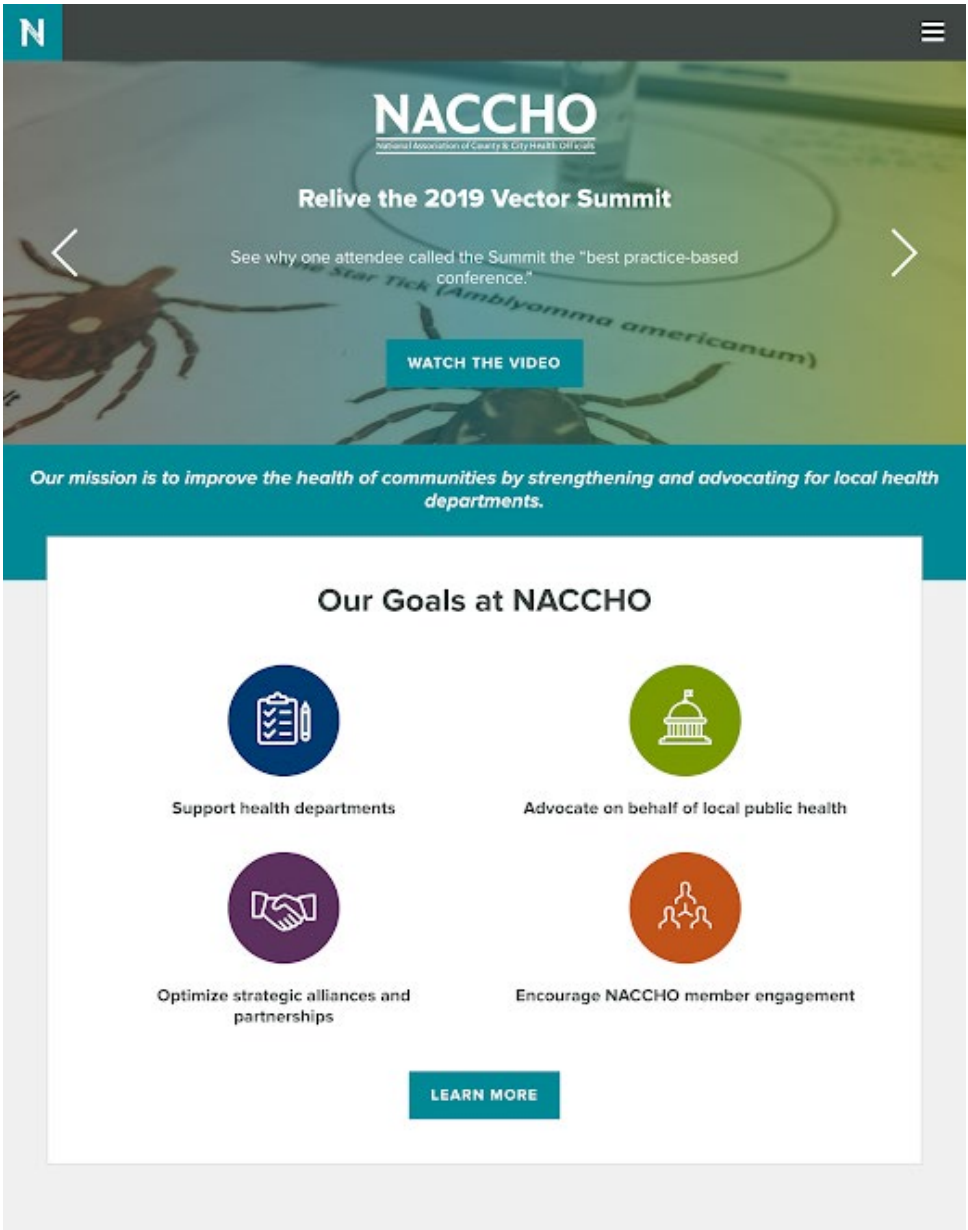
*We are impatient for action—for impact sooner than later—to confront poverty and improve health.*

*We are seasoned communicators who help drive change.*



# Elements of a brand

- Visual expressions



**burness**

# How to Define a Brand





# How to Define a Brand

1. Form a Brand Committee
2. Discovery and research phase
  - a. Collecting information from key partners (internal and external) via online survey/questionnaire or interviews
  - b. Meeting with Brand Committee to analyze/distill answers and research



# How to Define a Brand

3. Draft a brand strategy document
  - a. Findings from discovery phase compiled into a brand strategy
4. Visual Identity
  - a. Hiring a designer (firm, freelance, in-house)
  - b. Logo concepts, supportive assets, style guide
  - c. Brand Guidelines Document
    - i. Includes both brand messaging and visual identity components
    - ii. A “How to use this guide” section



# How to Define a Brand

5. Getting buy-in from internal staff
  - a. Transparency: Include them in this process!

# Rolling Out a New Brand



# Rolling Out a New Brand

1. Audit of existing products
2. Prepare external communications prior to rollout
  - a. Stationery (e.g., letterhead, business cards)
  - b. Publications (e.g., brochures, factsheets, etc)
  - c. Website (update with new identity, messaging, or redesign)
  - d. Social media images (e.g. profile photos and banners)



# Rolling Out a New Brand

3. Distribution of Brand Guidelines Document to all staff
4. Prepare a “Why” statement
  - a. Why we did this, why it’s important
5. Announcement Event for Staff and Partners (optional)
  - a. Consider internal swag for staff: buttons, pins, branded notepads
6. Email campaign, blog post
  - a. “Why” statement can form foundation

# Case Studies



# Case Study: School Flu Toolkit





# The Background

2017 presented an opportunity to improve messaging.

- School flu vaccination clinics

Issues:

- Inconsistent Resources
- Outdated Resources
- Requests for materials from the Regional Nursing Staff

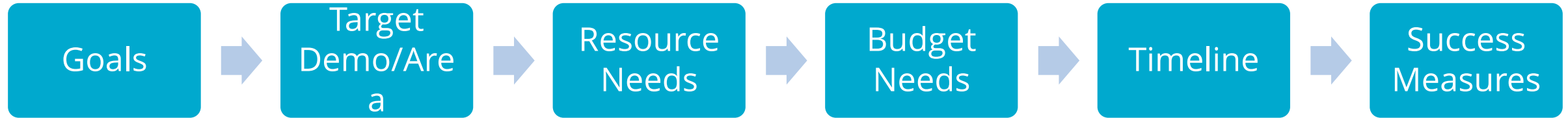


# The Approach

Important Considerations:

- Asset Mapping
- Relationship Building
- Collective Impact

# The Process





# School Flu Toolkit



# PDF Handouts and Resources

Use the following resources as handouts for your students or parents, in school clinics, or post them on your website or social media to help promote flu vaccination this season.

**TAKE 3 ACTIONS TO FIGHT THE FLU**

# FIGHT FLU

**INFLUENZA**

Influenza (flu) is a contagious disease that can be serious. Every year millions of people get sick, hundreds of thousands are hospitalized, and thousands to tens of thousands of people die from flu. CDC urges you to take the following actions to protect yourself and others from flu.

**GET YOURSELF AND YOUR FAMILY VACCINATED!**

A yearly flu vaccine is the first and most important step in protecting against flu viruses.

Everyone 6 months or older should get an annual flu vaccine. Protect Yourself. Protect Your Family. Get Vaccinated. #FightFlu

**TAKE EVERYDAY PREVENTIVE ACTIONS TO HELP STOP THE SPREAD OF FLU VIRUSES!**

## STOP THE SPREAD

Avoid close contact with sick people, avoid touching your eyes, nose, and mouth, cover your coughs and sneezes, wash your hands often (with soap and water).

**TAKE ANTIVIRAL DRUGS IF YOUR DOCTOR PRESCRIBES THEM!**

## FLU ANTIVIRALS

Antiviral drugs can be used to treat flu. These drugs can make flu milder and shorten the time you are sick.

#FIGHT FLU  
www.cdc.gov/flu

“Fight Flu” Super Hero Poster  
[www.cdc.gov/flu/pdf/partners/cdc-fight-flu-poster-print.pdf](http://www.cdc.gov/flu/pdf/partners/cdc-fight-flu-poster-print.pdf)

# FIGHT FLU

Get your family vaccinated against flu this season. It's the best way to protect you and your loved ones from getting the flu.

www.cdc.gov/fightflu

“Fight Flu” Poster  
[www.cdc.gov/flu/pdf/freeresources/general/fight-flu-poster-green.pdf](http://www.cdc.gov/flu/pdf/freeresources/general/fight-flu-poster-green.pdf)

## Flu Information

# The Flu: A Guide for Parents

**Protect your child**

**How can I protect my child from flu?**  
 The first and best way to protect against flu is to get a yearly flu vaccine for yourself and your child.

- Flu vaccination is recommended for everyone 6 months and older every year. Flu shots and nasal spray flu vaccines are both options for vaccination.
- It is especially important that young children and children with certain long-term health problems get vaccinated.
- Children of children at high risk of flu complications should get a flu vaccine. (Children younger than 6 months are at high risk for serious flu complications, but too young to get a flu vaccine.)
- Pregnant women should get a flu vaccine to protect themselves and their baby from flu. Research shows that flu vaccination protects the baby from flu for several months after birth.
- Flu viruses are constantly changing and so flu vaccines are updated often to protect against the flu viruses that research indicates are most likely to cause illness during the upcoming flu season.

**What parents should know**

**How serious is flu?**  
 While flu illness can vary from mild to severe, children often need medical care because of flu. Children younger than 5 years and children of any age with certain long-term health problems are at high risk of flu complications like pneumonia, bronchitis, sinus and ear infections. Some health problems that are known to make children more vulnerable to flu include asthma, diabetes and disorders of the brain or nervous system.

**How does flu spread?**  
 Flu viruses are thought to spread mainly by droplets in air when someone with flu coughs, sneezes or talks. These droplets can land in the mouth or nose of people nearby. A person also can get flu by touching something that has flu virus on it and then touching their mouth, nose, or eyes.

**What are flu symptoms?**  
 Flu symptoms can include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills, feeling tired and sometimes vomiting and diarrhea (more common in children than adults). Some people with the flu will not have a fever.

**Is flu vaccine safe?**  
 Flu vaccines are made using strict safety and production measures. Millions of people have safely received flu vaccines for decades. Flu shots and nasal spray flu vaccines are both options for vaccination. Different types of flu vaccines are licensed for different ages. Each person should get one that is appropriate for their age. CDC and the American Academy of Pediatrics recommend an annual flu vaccine for all children 6 months and older.

**What are the benefits of getting a flu vaccine?**

- A flu vaccine can keep you and your child from getting sick. When vaccine viruses and circulating viruses are matched, flu vaccination has been shown to reduce the risk of getting sick with the flu about half.
- Flu vaccines can keep your child from being hospitalized from flu. One recent study showed that flu vaccine reduced a child's risk of flu-related pediatric intensive care unit admissions by 74%.

Flu Guide for Parents  
[www.cdc.gov/flu/pdf/freeresources/family/flu-guide-for-parents-2018.pdf](http://www.cdc.gov/flu/pdf/freeresources/family/flu-guide-for-parents-2018.pdf)

## Why get a flu vaccine? FIGHT FLU

Yearly flu vaccination is the best tool currently available to protect against influenza (flu), a serious disease which sickens millions of people each year.

The Centers for Disease Control and Prevention (CDC) recommends a yearly flu vaccination as the first and most important step in protecting against flu and its potentially serious complications. Millions of people have safely received flu vaccines for decades. Flu vaccination can reduce flu illness, doctor visits, and missed work and school due to flu, as well as prevent flu-related hospitalizations.

**Reasons to get a flu vaccine:**

- Flu vaccination can keep you from getting sick from flu.
- Flu vaccination can reduce the risk of flu-associated hospitalization, including among children and older adults.
- A 2014 study showed that flu vaccine reduced children's risk of flu-related pediatric intensive care unit (PICU) admission by 74% during flu seasons from 2010-2012.
- Another study published in the summer of 2016 showed that people 65 years and older who get a flu vaccine reduced their risk of getting hospitalized from flu by 57%.
- Flu vaccination is an important preventive tool for people with chronic health conditions.
- Vaccination was associated with lower rates of some cardiac events among people with heart disease, especially among those who had a cardiac event in the past year.
- Flu vaccination also has been shown to be associated with reduced hospitalization among people with diabetes (70%) and chronic lung disease (52%).
- Vaccination helps protect women during and after pregnancy. Getting vaccinated also protects the baby several months after birth.
- A study that looked at flu vaccine effectiveness in pregnant women found that vaccination reduced the risk of flu-associated acute respiratory infection by about one half.
- Another study found that babies of women who got a flu vaccine during their pregnancy were about one-third less likely to get sick with flu than babies in unvaccinated women. This protective benefit was observed for four months after birth.
- Flu vaccination also may make your illness milder if you do get sick.
- Getting vaccinated yourself also protects people around you, including those who are more vulnerable to serious flu illness, like babies and young children, older people, and people with certain chronic health conditions.

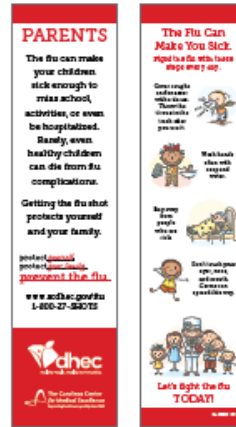
For more information, visit:  
[www.cdc.gov/flu](http://www.cdc.gov/flu)  
 or call 1-800-CDC-INFO

CDC U.S. Department of Health and Human Services  
 Center for Disease Control and Prevention

“Why Get the Flu Vaccine?” Flyer  
[www.cdc.gov/flu/pdf/freeresources/general/why-get-a-flu-vaccine.pdf](http://www.cdc.gov/flu/pdf/freeresources/general/why-get-a-flu-vaccine.pdf)

## Order Free Printed Materials from DHEC

These flu resources can either be printed or ordered for free via the DHEC Educational Materials Library. You will have to create a free account, and then Browse Library, Program "Immunizations" to view materials and order.



**"The Flu Can Make You Sick." Bookmark**  
[www.scdhec.gov/sites/default/files/Library/ML-025532.pdf](http://www.scdhec.gov/sites/default/files/Library/ML-025532.pdf)



**"Protect Your Family" Flyer**  
[www.scdhec.gov/sites/default/files/Library/ML-025667.pdf](http://www.scdhec.gov/sites/default/files/Library/ML-025667.pdf)



**"Protect Your Family" Flyer**  
[www.scdhec.gov/sites/default/files/Library/ML-025670.pdf](http://www.scdhec.gov/sites/default/files/Library/ML-025670.pdf)



**"Protect Your Family" Flyer**  
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**"Protect Your School" Flyer**  
[www.scdhec.gov/sites/default/files/Library/ML-025669.pdf](http://www.scdhec.gov/sites/default/files/Library/ML-025669.pdf)



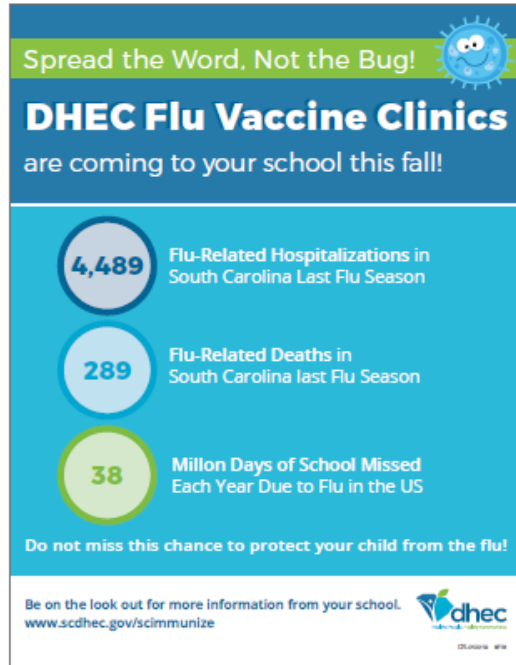
**"Protect Your School" Flyer**  
[www.scdhec.gov/sites/default/files/Library/ML-025672.pdf](http://www.scdhec.gov/sites/default/files/Library/ML-025672.pdf)



**"Protect Your School" Flyer**  
[www.scdhec.gov/sites/default/files/Library/ML-025673.pdf](http://www.scdhec.gov/sites/default/files/Library/ML-025673.pdf)

# Materials for DHEC Flu Vaccine Clinics

The following materials are for if you are promoting your school located DHEC flu vaccine clinic. These resources will help you promote your partnership. Post them around the school so that your parents know flu clinics are on the way!



Spread the Word, Not the Bug!

**DHEC Flu Vaccine Clinics**  
are coming to your school this fall!


**4,489** Flu-Related Hospitalizations in South Carolina Last Flu Season

**289** Flu-Related Deaths in South Carolina last Flu Season

**38** Millon Days of School Missed Each Year Due to Flu in the US

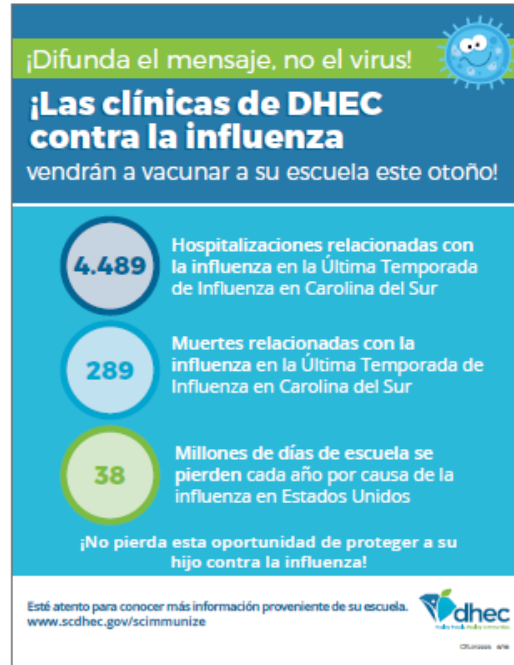
Do not miss this chance to protect your child from the flu!

Be on the look out for more information from your school.  
[www.scdhec.gov/scimmunize](http://www.scdhec.gov/scimmunize)



## Flu Clinic “Spread the Word” Flyer

[www.scdhec.gov/sites/default/files/Library/CR-012219.pdf](http://www.scdhec.gov/sites/default/files/Library/CR-012219.pdf)



¡Difunda el mensaje, no el virus!

**¡Las clínicas de DHEC contra la influenza**  
vendrán a vacunar a su escuela este otoño!


**4,489** Hospitalizaciones relacionadas con la influenza en la Última Temporada de Influenza en Carolina del Sur

**289** Muertes relacionadas con la influenza en la Última Temporada de Influenza en Carolina del Sur

**38** Millones de días de escuela se pierden cada año por causa de la influenza en Estados Unidos

¡No pierda esta oportunidad de proteger a su hijo contra la influenza!

Esté atento para conocer más información proveniente de su escuela.  
[www.scdhec.gov/scimmunize](http://www.scdhec.gov/scimmunize)



## Flu Clinic “Spread the Word” Flyer (Spanish)

[www.scdhec.gov/sites/default/files/Library/CR-012223.pdf](http://www.scdhec.gov/sites/default/files/Library/CR-012223.pdf)

## Materials for the Web

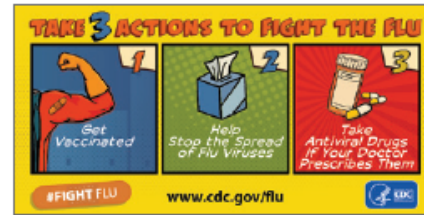
Have your public information officers use the following resources on the school website! Have them post these prepared social media posts to Twitter, Facebook, and your school webpage.

**Flu Social Media Posts for Schools:**

**Twitter Posts:**  
Are you sick with the flu? Stay home and avoid close contact with others, except if you need medical care. #FluFight  
#FluFight helps stop the spread of flu viruses at home, work and school with these 3 easy steps:  
1. Get vaccinated. 2. Help stop the spread of flu viruses. 3. Take antiviral drugs if your doctor prescribes them.  
Flu is more dangerous than the common cold for children. Parents and caregivers should know when to seek care for their child. #FluFight  
You may be able to pass the flu to others even if you are sick. #FluFight  
The right time to get the flu shot is before you start school each year. If you're already at school, #FluFight  
Children are 2-3 times more likely than adults to get sick with the flu. Avoid these times as they are important for kids and school success.  
It's easier to stay well than to have to get well. Get your child and family vaccinated for flu. #FluFight  
Don't get the flu. Don't spread the flu. Get a flu shot.  
To find a flu vaccine provider in South Carolina go to [www.flu.gov](http://www.flu.gov) to search for the location closest to you.  
The flu vaccine is available throughout South Carolina. You can get the flu vaccine at doctor's offices, clinics, pharmacies, college health centers, schools, workplaces or CDC county health departments.  
**Facebook Posts:**  
Flu and the common cold are both respiratory illnesses, but they are caused by different viruses. It can be difficult to tell the difference between the two based on symptoms alone. See the chart of symptoms of flu and the common cold below.  
Flu is more dangerous than the common cold for children. Parents and caregivers should know when to seek care for their child. #FluFight  
You may be able to pass the flu to others even if you are sick. #FluFight  
The right time to get the flu shot is before you start school each year. If you're already at school, #FluFight  
Children are 2-3 times more likely than adults to get sick with the flu. Avoid these times as they are important for kids and school success.  
It's easier to stay well than to have to get well. Get your child and family vaccinated for flu. #FluFight  
Don't get the flu. Don't spread the flu. Get a flu shot.  
To find a flu vaccine provider in South Carolina go to [www.flu.gov](http://www.flu.gov) to search for the location closest to you.  
The flu vaccine is available throughout South Carolina. You can get the flu vaccine at doctor's offices, clinics, pharmacies, college health centers, schools, workplaces or CDC county health departments.

### Example Text for Facebook and Twitter Posts

[www.scdhec.gov/sites/default/files/Library/CR-012264\\_SMSPosts.pdf](http://www.scdhec.gov/sites/default/files/Library/CR-012264_SMSPosts.pdf)



### "Take 3" Social Media Image

[www.cdc.gov/flu/images/partners/3ActionsToFightTheFlu\\_Twitter.jpg](http://www.cdc.gov/flu/images/partners/3ActionsToFightTheFlu_Twitter.jpg)



### "Prevent Flu!" CDC Video

[https://youtu.be/QvyaE\\_eXDJU](https://youtu.be/QvyaE_eXDJU)



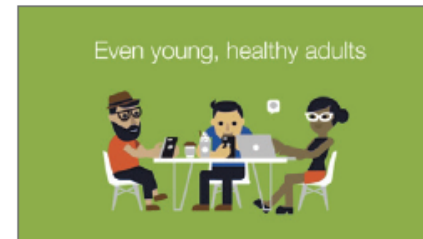
### Families and General Audience (Animated GIF)

[www.cdc.gov/flu/resource-center/freeresources/graphics/animated-family-general.htm](http://www.cdc.gov/flu/resource-center/freeresources/graphics/animated-family-general.htm)



### Families with Young Children (Animated GIF)

[www.cdc.gov/flu/resource-center/freeresources/graphics/animated-family-children.htm](http://www.cdc.gov/flu/resource-center/freeresources/graphics/animated-family-children.htm)



### Young Adults (Animated GIF)

[www.cdc.gov/flu/resource-center/freeresources/graphics/animated-young-adult.htm](http://www.cdc.gov/flu/resource-center/freeresources/graphics/animated-young-adult.htm)



# 03 The Rollout

- Shared the Resource with Lead School Nurse Consultant
- Shared with our Regional Staff
- Shared with the Department of Education
- Engaged Other Stakeholders
  - South Carolina Immunization Coalition
  - South Carolina Adolescent Immunization Task Force
  - SC Hospital Association
  - Local Health Departments



## Contact Us

Brian Conner  
Immunization Outreach Coordinator

Office: (803) 898-0821  
Fax: (803) 898-0326  
[connermb@dhec.sc.gov](mailto:connermb@dhec.sc.gov)



## Stay Connected



# Branding on a Budget: How Public Health Can Work with Partners on Shared Initiatives or Campaigns

June 2019



**SNOHOMISHOVERDOSEPREVENTION**

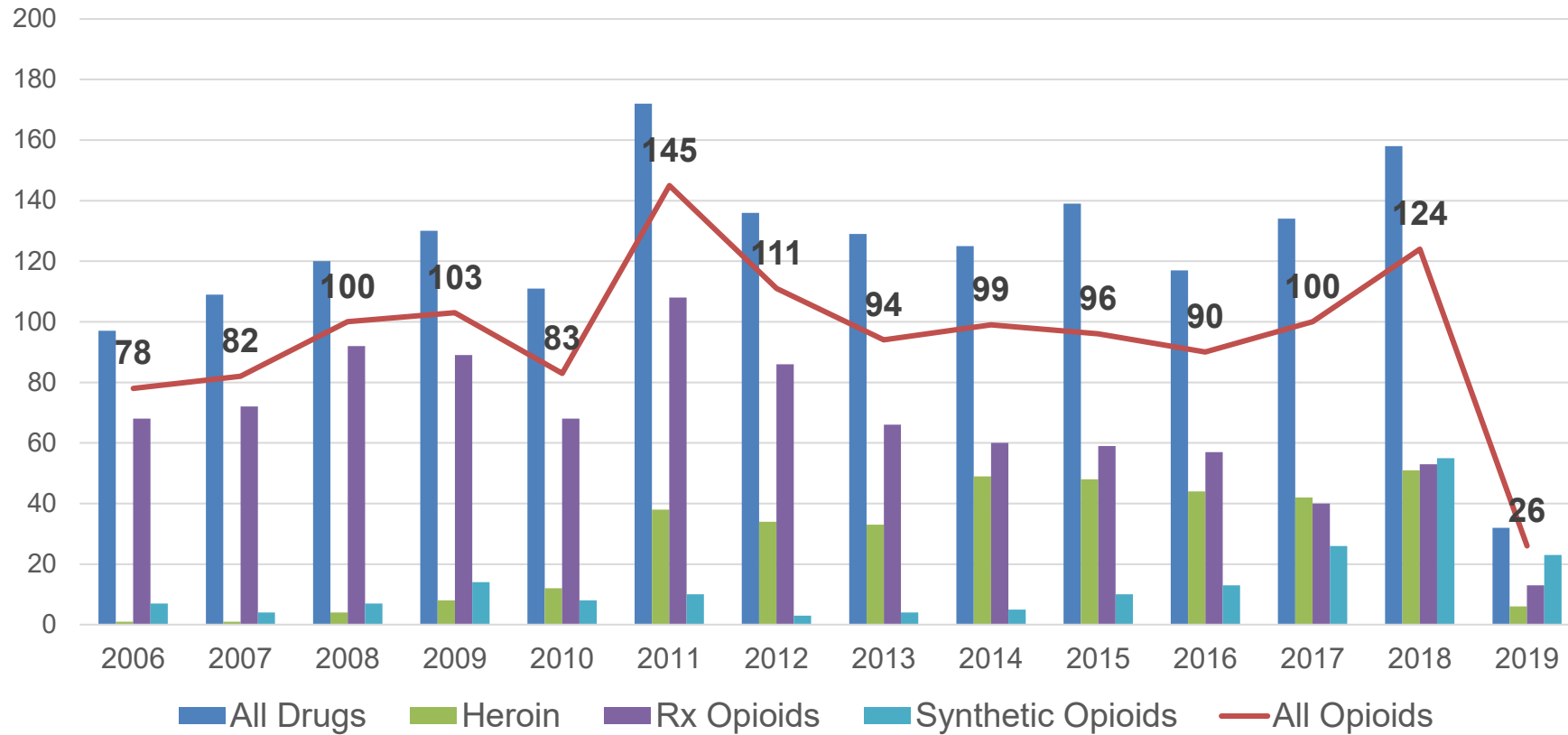
**A COMMUNITY COMING TOGETHER TO STOP  
SNOHOMISH COUNTY'S OPIOID EPIDEMIC**

# Where is Snohomish County?

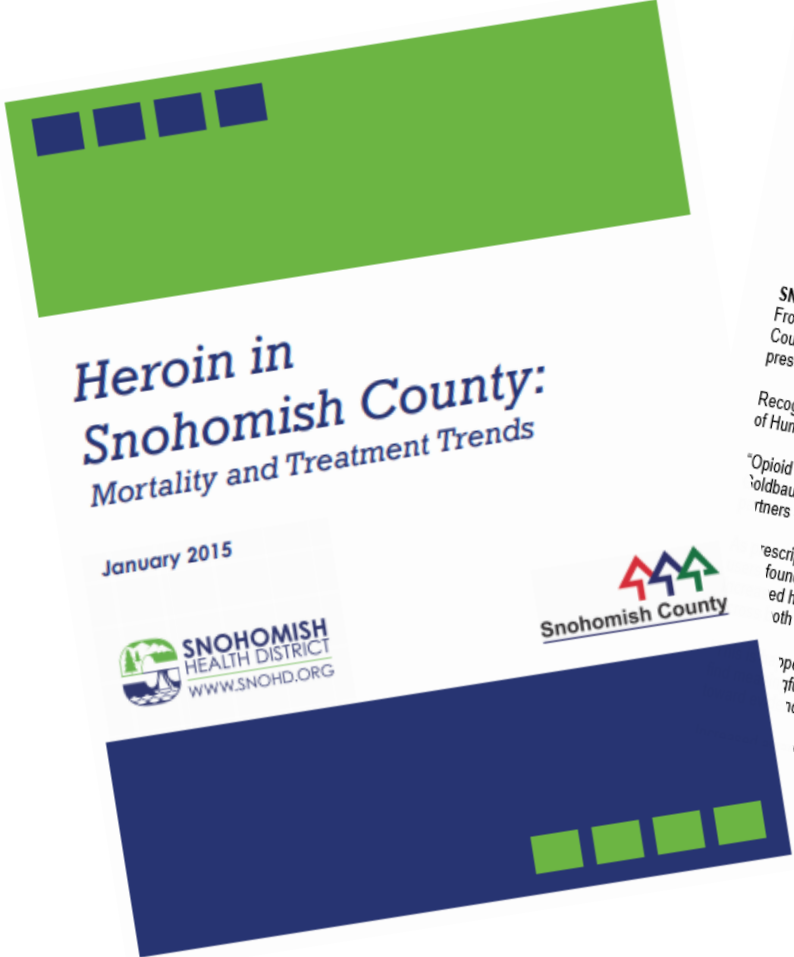


# Opioid-Related Deaths by Type

Snohomish County, 2006-2019\*  
(\*2018 & 2019 data is preliminary as of 5/1/19)



# Rewind: Houston, We Have a Problem



FOR IMMEDIATE RELEASE  
January 27, 2015

CONTACT: Heather Thomas, 425.338.8688  
[hthomas@snohd.org](mailto:hthomas@snohd.org)

Rebecca Hover, 425.338.3883  
[rebecca.hover@snohd.org](mailto:rebecca.hover@snohd.org)

### Heroin deaths at epidemic levels in Snohomish County

*New report highlights need for coordinated efforts to disrupt supply and prevent overdoses*

**SNOHOMISH COUNTY, Wash.** – Heroin and prescription opioid usage in our county is a serious problem. From 2011 to 2013, approximately one out of every five heroin deaths in the state occurred in Snohomish County, a county with only one-tenth of the total population in Washington. In 2013 alone, heroin and prescription opioid overdoses represented two-thirds of the 130 accidental overdose deaths in the county.

Recognizing the need to coordinate efforts, the Snohomish Health District and Snohomish County Department of Human Services recently partnered to look at what these statistics mean for our community.

“Opioid use, and heroin in particular, have become a persistent problem in Snohomish County,” said Dr. Gary Goldbaum, health officer for the Snohomish Health District. “This report demonstrates the need for multiple partners to intervene at targeted points.

“Prescription opioids like oxycodone or hydrocodone were more tightly regulated beginning in 2008, drug found heroin as a potent and inexpensive replacement. This trend of decreased opioid use and increased heroin use is also seen in local detoxification admission and outpatient treatment programs, and both youth and adult demographics.

“Opening right here in our community, and it’s a problem that requires us to work together in order to find effective solutions,” said Ken Stark, director of Snohomish County Human Services. “We need to move away from one-size-fits-all practices if we want lasting change.”

“The passage of the Good Samaritan Law, additional detoxification capacity, and the evaluation of

# Developing a Road Show



**And Then...**





# Voila! A One-Stop Resource Portal

FIND TREATMENT OR SUPPORT

NEWS & ALERTS

**SNOHOMISH OVERDOSE PREVENTION**  
— A COMMUNITY COMING TOGETHER TO STOP —  
SNOHOMISH COUNTY'S OPIOID EPIDEMIC

ABOUT OPIOIDS

PREVENTION

FIND TREATMENT OR SUPPORT

RESOURCES

ACTION PLAN

DATA



There's no easy answer when it comes to stopping the opioid epidemic. This website was created to be a one-stop shop for resources. Whether you're trying to understand the problem, prevent addiction, or save a life, this is a place to find information for that first next step.

**SNOHOMISH OVERDOSE PREVENTION**  
— A COMMUNITY COMING TOGETHER TO STOP —  
SNOHOMISH COUNTY'S OPIOID EPIDEMIC

# Lots of Cooks in the Kitchen...LOTS!

- The Snohomish County Opioid Response MAC Group began meeting in late-summer 2017
  - Pushed **HARD** for Snohomish Overdose Prevention to be the common website/platform
- Officially launched on November 20, 2017
- Agency representatives meet bi-weekly (Mondays)
- Activation extended by County Executive for 2019

## A Coordinated Response to the Opioid Epidemic in Snohomish County

### IMPACTS OF THE OPIOID EPIDEMIC

#### It costs lives daily

Snohomish County experiences around 18% of all heroin-related deaths in Washington although the county comprises only 10% of the state's population. In 2018, approximately 1 out of every 6 heroin deaths in Washington State occurred in Snohomish County. The number of opioid-related deaths in Snohomish County is more than two-and-a-half times the number of motor vehicle fatalities for the past six years (1999 opioid deaths compared to 239 traffic deaths for 2011 through 2016).



#### Its costs billions annually

From clearing up nuisance properties to treating opioid withdrawal in the jail and at local hospitals to spikes in crime, unmitigated opioid addiction impacts everyone in our community. According to a 2017 study by the National Safety Council, the cost in lost productivity now exceeds \$20 billion nationally in 2015. I also found that seven in 10 employees have felt effects in their workplaces through absenteeism, positive drug tests, or decreased job performance.



### THE OPIOID RESPONSE MULTI-AGENCY COORDINATION (MAC) GROUP



In order to better address this epidemic, Snohomish County Executive Dave Simons, Sheriff Ty Toney, the Snohomish County Council and the Snohomish Health District Board of Health signed a joint resolution on November 8, 2017. This resolution affirmed their commitment to ending the opioid epidemic in Snohomish County through strong partnerships, coordination and collaboration.

Executive Simons also directed the Department of Emergency Management to partially activate its Emergency Coordination Center. While not a formal declaration of emergency, as typically used during natural disasters, this directive facilitates better coordination and communication across multiple jurisdictions, government agencies and service providers. These agencies and governments throughout the county have formed an Opioid Response Multi-Agency Coordination (MAC) Group.

**SNOHOMISH OVERDOSE PREVENTION**  
A COMMUNITY COMING TOGETHER TO STOP  
SNOHOMISH COUNTY'S OPIOID EPIDEMIC

# A Need for Collaboration

- **Break down silos**
- **Increase efficiencies**
- **Maximize limited resources**
- **Identify common message and education opportunities**
- **Create awareness of the scope of the problem**

# A Shared Social Media Platform



"The Snohomish County jail is the largest de facto detox facility in the county, even though it was never designed to be one."  
- Nurse Julie Farris

A Day in the Life:  
Opioid Response Efforts Across Snohomish County

**SNOHOMISH OVERDOSE PREVENTION**  
A COMMUNITY COMING TOGETHER TO STOP  
SNOHOMISH COUNTY'S OPIOID EPIDEMIC

**Tune In:**  
Wednesday, July 25 at 2:00 p.m. for a joint press conference featuring Dr. Mark Beatty and Executive Dave Somers to release 7-day point-in-time data. You can watch it LIVE on Facebook and Twitter. Like and follow Snohomish Overdose Prevention @NoOverdoseSnoCo to stay updated.  
#CommunityComingTogether



41,200 syringes collected  
40,500 exchanged  
4 people tested for Hepatitis C  
2 with positive rapid tests.

A Day in the Life:  
Opioid Response Efforts  
Across  
Snohomish County

**SNOHOMISH OVERDOSE PREVENTION**  
A COMMUNITY COMING TOGETHER TO STOP  
SNOHOMISH COUNTY'S OPIOID EPIDEMIC

## Are these in your medicine cabinet?

- Codeine
- Dilaudid
- Fentanyl
- Hydrocodone (Vicodin)
- Hydromorphone
- Methadone
- Meperidine
- Morphine
- Morphine
- MS Contin
- Oxymorphone (Opana)
- Oxycodone (OxyContin)
- Percocet

They're all opioids. #KnowYourMeds  
**SNOHOMISH OVERDOSE PREVENTION**  
A COMMUNITY COMING TOGETHER TO STOP  
SNOHOMISH COUNTY'S OPIOID EPIDEMIC

# Cohesive Branding



**SNOHOMISH OVERDOSE PREVENTION**  
A COMMUNITY COMING TOGETHER TO STOP SNOHOMISH COUNTY'S OPIOID EPIDEMIC

## NEEDLE CLEAN-UP KIT

Once filled, these containers can be dropped off for free at:

**Snohomish County Recycling Areas**  
10700 Minuteman Drive, Everett, WA 98204  
19600 63rd Avenue NE, Arlington, WA 98223  
21311 61st Place West, Mountlake Terrace, WA 98043  
M-F: 10 a.m. to 5 p.m.  
Sat/Sun: 8 a.m. to 4 p.m.

**Snohomish Health District**  
3020 Rucker Ave, Ste 104, Everett, WA 98201  
M-F: 8 a.m. to 5 p.m.

**Monroe Police Department**  
818 West Main St, Monroe, WA 98272  
M-F: 8 a.m. to 5 p.m.

## SAFETY WARNING

### Counterfeit Pills Laced with Fentanyl

Snohomish County has had an increase in overdoses from "Perc-30" pills being sold on the street. These counterfeit fentanyl-laced pills are dangerous and can cause a fatal overdose.



For more safety information, visit <http://snohomishoverdoseprevention.com/for-current-users>

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You now have a place to go for treatment options, resources and information about Snohomish County's opioid epidemic.

[www.snohomishoverdoseprevention.com](http://www.snohomishoverdoseprevention.com)



f t y i

# Coordinated Press Releases/Media

## **SNOHOMISH OVERDOSE PREVENTION** — A COMMUNITY COMING TOGETHER TO STOP — **SNOHOMISH COUNTY'S OPIOID EPIDEMIC**

FOR IMMEDIATE RELEASE  
July 25, 2018

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Shari Ireton, 425.249.6263  
[shari.ireton@snoco.org](mailto:shari.ireton@snoco.org)



Snohomish County Solid Waste Operations Manager Dave Schonhard shows the new disposal site for sealed sharps containers, which are included in free needle clean-up kits, at the recycling and transfer station off Airport Road. (Kari Bray / The Herald)

## More needle cleanup and disposal kits available to residents

The free kits, which include gloves, are designed to help people safely get rid of discarded syringes.

By Kari Bray

Tuesday, April 24, 2018 6:14am | LOCAL NEWS | EVERETT



EVERETT — A program that provides free kits to help people safely clean up and dispose of needles is set to expand around Snohomish County.

Starting Wednesday, needle clean-up kits are to be available at five locations. New safe disposal sites are being added, as well.

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# Inside the 7-day "Point in Time" Count

## 2nd Annual Point-in-Time July 9-15 2018

### Opioids in Snohomish County: A Point-in-Time Survey of Overdoses

Partners from across Snohomish County took part in a coordinated data collection project focused on opioid overdoses. The information shown below represents reports from local fire, police, EMS, hospitals, the syringe exchange and the medical examiner's office over seven days.

Overdoses were mostly men, with 24 males and 20 females and 3 cases where gender was not recorded.

The youngest age was 17 and the oldest was 78, with 21 of the overdoses being 20-29 year olds.

Saturday had the highest number of overdoses, with Thursday and Friday having the lowest.

Nearly one-third of the overdoses (27 total) happened between noon and 6 p.m.

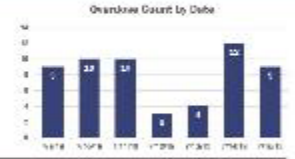
When looking at race and ethnicity, 77% of the patients were White. Eight were unknown, and the remaining 16 were either Alaska Native, American Indian or Hispanic/Latino.

Of the 57 individuals who overdosed, 18% did not have 911 called in response to their medical emergency.

**DISCLAIMER:** The data included in this summary is based on voluntary reports received from partners. Data should not be considered exhaustive or full-spectrum.

**OVERDOSES AND DEATHS**  
During the 7 day period, a total of 57 overdoses were reported that appeared to be related to opioids. Unfortunately, 3 of those overdoses resulted in death.

**12 overdoses in one day** recorded on July 14, 2018.



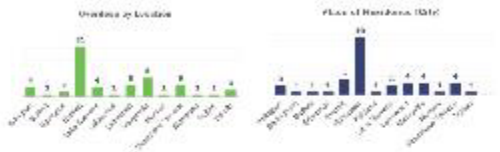
**USE OF NALOXONE/NARCAN**  
Naloxone, also known as Narcan, is an overdose reversal drug. It is not addictive, nor can it harm a person if used improperly. During this 7-day survey, 72% of the reported overdoses received naloxone or Narcan.

**40 lives saved** because naloxone was given during an overdose.

**33 patients** received naloxone or Narcan from police or EMS.

**7 people** were given naloxone by a friend, family member or bystander.

**LOCATION AND CITY OF RESIDENCE**  
Data was gathered on the location of overdoses, both zip code and city, as well as where the patient identified as place of residence. All but two patients were Snohomish County residents. Due to the recording room, we were not able to differentiate between city limits and unincorporated areas of the county.



# Inside the 7-day “Point in Time” Count

FIND TREATMENT OR  
SUPPORT



SHARE YOUR STORY

REPORT AN OVERDOSE

NEWS & ALERTS

## SNOHOMISH OVERDOSE PREVENTION

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[ABOUT OPIOIDS](#) | [PREVENTION](#) | [FIND TREATMENT OR SUPPORT](#) | [RESOURCES](#) | [ACTION PLAN](#) | [DATA](#)

## Seven Days of the Opioid Epidemic

**A New Kind of Survey.** The Snohomish Health District conducted its second point-in-time survey in July 2018, tracking overdoses and other impacts of the opioid epidemic in Snohomish County communities. This journal provides a behind-the-scenes look at each day during that week in July, and how opioid addiction affected families and neighborhoods.

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# The “10 Things to Know” Campaign

## 10 THINGS TO KNOW ABOUT OPIOIDS

*“DO THE BEST YOU CAN UNTIL YOU KNOW BETTER.  
THEY WHEN YOU KNOW BETTER, DO BETTER.”*  
-- MAYA ANGELDU

This guide was developed to help you know better and do better when it comes to opioids. Equip yourself with the information and resources to help you. To help your friends and family. To help your community.



**KNOW YOUR MEDS,  
LOCK YOUR MEDS**  
See page 6



**TALK TO  
YOUR PROVIDER**  
See page 18



**TAKE BACK  
UNWANTED MEDS**  
See page 8



**TALK TO  
SENIORS**  
See page 20



**LEARN ABOUT  
ADDICTION**  
See page 10



**TALK TO  
YOUR KIDS**  
See page 22



**KNOW HOW  
TO HELP**  
See page 12



**GET  
INVOLVED**  
See page 24



**KNOW WHO  
TO CALL**  
See page 16



**GIVE  
RESPONSIBLY**  
See page 26

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# Community Outreach Events

Upcoming Event  
**OVERDOSE PREVENTION NIGHT**



**Everett AquaSox**  
Everett Memorial Stadium  
Saturday, September 1  
Gates open at 5:00 p.m.  
First pitch of doubleheader at 6:05 p.m.

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 SNOHOMISH PUBLIC HEALTH  
www.sno.wa.gov

This event is presented by the Snohomish Health District with support from the Prostate Cancer Research Foundation and the Washington State Department of Health.



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# Pocket Resource Guides

## For Current Drug Users

- Don't use when you are alone. Carry naloxone or Narcan, and let others know if it's your first.
- If you have been in rehab or jail, your body's tolerance to opioids has changed. Use less than you are "used to" to prevent overdose.
- Don't share needles/syringes or equipment. Even used syringes, needles and equipment can be re-used.
- Get tested for Hepatitis C and STDs, and get treated if you test positive.

If you need Project Med's harm-reduction services, please call Monday-Friday. Follow [www.med-project.com](http://www.med-project.com) or email [thead@med-project.com](mailto:thead@med-project.com) or call 425-248-2472 for daily schedule, testing information, naloxone training, etc.

## After an Overdose, Detox, or While in Treatment

- An overdose is a medical emergency and you should seek help. Even after naloxone or Narcan is used, you can overdose again.
- Many providers in Snohomish County can now provide buprenorphine, which can cut your risk of death from overdose by 50 percent.
- Try to avoid your old hangout spots or crowds, as they can be triggers that cause you to relapse.
- Find a sponsor, counselor, or peer support network that can help you stay on the road to recovery.

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Notes:

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## Pocket Resource Guide

Looking for information? Ready for a change?  
We're here to help.

## Prevent Opioid Misuse & Abuse

- Talk with your provider for safe and less addictive options for pain.
- If you do need an opioid medication, use the lowest dosage for the fewest days possible. Prescription guidelines for those under 24 is less than 3 days, and no more than 7 days for adults.
- Lock your meds – both over the counter and prescription – in a locking bottle, box or cabinet.
- Take back unused, unwanted and expired medicine to a MED-PROTECT drop near you. Visit [www.med-protect.org/locations](http://www.med-protect.org/locations) or call 844-633-7763 for more information.

## Learn the Signs & Symptoms of an Overdose

- Loss of consciousness
- Slow, shallow, or no breathing
- Blue/gray lips or skin tone
- Pulse is slow or not at all there
- Body is limp
- Face is pale/clammy
- Blue lips or fingernails
- Vomiting

If a person is unresponsive to a sleeping position/laying up. If they don't respond, try shaking them, calling their name or rubbing your knuckles over their chest bone.

Never let someone "sleep it off!"

## Know How to Help

Carry naloxone or Narcan. Find locations here:  
<http://stopoverdose.org/section/find-naloxone-near-you>

If you see an overdose, call 911. Washington's Good Samaritan Law protects you and the victim from being charged for drug use, possession or underage drinking.

Administer the naloxone or Narcan if you have it. Know, do, call. Get help, always.

Talk to someone. It can be unsettling to witness an overdose. Reach out to someone you trust, or call 800-504-3378 or chat at [med-project.org](http://med-project.org) for free, confidential support.

## Know Who to Call

Ready for a change? Here are local resources for help getting back on the path to recovery.

Washington Recovery Help Line: 1-800-300-1011 or 360-461-3219 (24/7)

Washington 2-1-1: 211 is an easy-to-remember number for health and human services information and referrals.

Snohomish Overdose Prevention: Search for treatment options and support services near you at [www.snohomishoverdoseprevention.com](http://www.snohomishoverdoseprevention.com).

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# Shared (and Informed) Messaging

**Addiction**



**Substance Use Disorder**

**A moral failing**



**A disease**

**Solution:  
incarceration**



**Solutions: treatment,  
prevention**

**Addicts**



**Julia, Chandell, Hallie,  
Monte**



**BONUS!**

**Sneak peeks at a couple of other examples**

# National Prevention Week

 Snohomish County Council  
May 13 · 🌐

It's National Prevention Week and today our topic is Prescription and Opioid Misuse.

Talk to the youth in your life about the dangers of addiction. Make it clear that prescription pills are only to be used as prescribed. Even occasional recreational use can easily get out of hand; prescription pain pills are highly addictive.

Find tips and toolkits for talking to youth at [www.drugfree.org](http://www.drugfree.org).  
#NationalPreventionWeek... See More





 **29.6%** of sophomores in Snohomish County say they don't have a trusted adult to turn to when they feel sad or hopeless.

Worried or struggling? Go to [imhurting.org](http://imhurting.org) or call 800-584-3578

**Inspiring Action. Changing Lives.**




  




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**Inspiring Action. Changing Lives.**



**16.1%** of high school sophomores in Snohomish County say they recently rode in a vehicle driven by someone who had been drinking alcohol.

**Inspiring Action. Changing Lives.**

# Public Health is Essential



Home What's At Stake Supporters Get Involved Media Contact Us



publichealthisessential.org



## STATE FUNDING FOR CORE PUBLIC HEALTH SERVICES

Tracking, responding to, and preventing costly food and water contamination and disease outbreaks is *essential* to protecting the public's health. Yet new, complex threats and recession budget cuts have made it harder for the public health system to protect and serve Washington's families and communities.

### Public Health is a shared responsibility.

Providing public health services and response is a shared state and local responsibility. Some public health services are so critical that they must be provided to every resident of Washington state. Other public health needs may be unique to certain regions of our state, so each community determines and implements locally-driven priorities based on local needs.



- FOUNDATIONAL PUBLIC HEALTH IN WASHINGTON STATE**  
Ensuring all residents can depend on a core set of services which only governmental public health can provide.
- PROGRAMS**  
A basic set of programs that are accessible in every community across the state.
- CAPABILITIES**  
Capabilities & infrastructure to support foundational programming.
- MEETING LOCAL NEEDS**  
In addition to these core programs and capabilities, there are other services implemented to meet community-driven needs.

### What's at stake:

Washington's population has grown by more than one million residents since 2000. In that same time, when adjusted for inflation and population growth, public health funding has decreased by 40%. Disease epidemics like Ebola and Zika are more complex, increasing investigation time; and our population is expected to grow by another 2 million residents by 2025. Our families and communities deserve reliable and efficient public health services, information and response.





# thank you

## **contact information**

For more info, please contact:

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425.339.8688

Q&A



# Thank You