

Painkillers are killing more than just pain

The Problem

Our youth are dying

Prescription painkillers kill more people than heroin and cocaine combined. Americans lead the world in consumption of painkillers.

The national statistics are frightening:

- Each day, 2,000 young adults will use painkillers for the first time.
- 44% of teens have at least one friend who abuses painkillers.
- Vicodin and Oxycontin are the two most misused prescription drugs in the country.
- 15,000 people a year die from painkillers. More than half of abusers are between the ages of 12 and 25.

Western New York is no exception

- The rate of substance abuse among young adults ages 18-25 is one out of five.
- Between 1995 and 2005, treatment admissions increased by more than 300%.
- 65% of young adult drug abusers choose painkillers.
- Fewer than 1 in 10 young adults receive treatment.

Community-wide initiatives

BlueCross BlueShield of Western New York has led a community-wide initiative to raise awareness of the danger of painkiller addiction, educate, and provide access to help. This initiative has broad commitment and partnership. Doctors, dentists, pharmacies, schools, parents, young adults, media, philanthropy, and corporations have committed over \$1.6 million in resources.

The goals are to:

- Increase awareness and provide education to the medical community.
- Increase awareness of the issue to the community-at-large.
- Increase awareness and education, and provide resources to parents and young adults.

“As the leading health insurer in Western New York, it is our responsibility to make sure our community remains vibrant and healthy. We are in a position to make this happen, and we are committed to making sure it does.”

David Anderson
President and CEO
BlueCross BlueShield of
Western New York

healthy changes
everything.®



BlueCross BlueShield
of Western New York

Metrics of success:

- Awareness
- Less addiction
- Fewer deaths

The campaign has several components:

- A continuing medical education course for 250 health care professionals was held on September 19, 2013.
- A 30-minute documentary that will air multiple times began on October 22, 2013 on WNED, WKBW, WGRZ, WIVB, and WUTV.
- Education in middle and high schools to include resource and curriculum plans and the viewing of the documentary.
- Robust advertising campaign produced by Eric Mower + Associates and made possible by media leadership representing television, radio, print, and outdoor.
- A unique website managed by Horizon Health Services to serve as a central resource, including access to a 24/7 toll-free hotline, 1-855-969-HOPE.
- Information cards distributed at local pharmacies (Tops, Wegmans, and Walgreens), doctors' offices, and schools.
- Public art projects at various locations, including college campuses, spearheaded by photo artist Max Collins to call attention to the effort.
- Promotion of WNY Prescription Drug Drop-Off events, including one sponsored by the U.S. Drug Enforcement Agency on October 26, 2013.

painkillersKILL.org website

Painkillers Kill

GET HELP NOW Visit Horizon Health » or Call us 24/7 at 855-969-HOPE

painkillersKILL.org

About Us Painkiller Addiction Treatment Additional Resources

PAINKILLERS KILL MORE THAN PAIN.

Did you know that 44% of teens have at least one friend who abuses painkillers? Know the facts.

LEARN MORE

This is truly a community-wide initiative. In less than six months, more than 50 partners came together, collectively investing more than \$1.2 million to ensure that every household in our region would see the campaign. The campaign ultimately garnered more than \$3 million of earned media with 50 million regional impressions (Buffalo/Niagara MSA – eight counties of Western New York).

Success for this initiative will be gauged by the following:

- Doctors educate patients and prescribe differently
- Community understands the risks of addiction to painkillers
- Young adults are informed; documentary viewed by 70,000+
- Young adults choose not to abuse
- Less addiction in the community
- Fewer deaths from addiction to painkillers

Phase I results

Consumer awareness study after five months

Study objectives:

- Measure the awareness of the painkillersKILL campaign with consumers in the Western New York region.
- Identify where consumers recall seeing the campaign.
- Determine if the message is being understood.
- Identify what, if any, action has been taken.

Methodology:

Survey Design: Online

Sample Source: Consumers from online research panels

Field/Close Dates: March 4 – 11, 2014

Survey Duration: 4 minutes

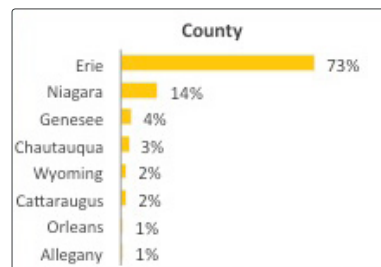
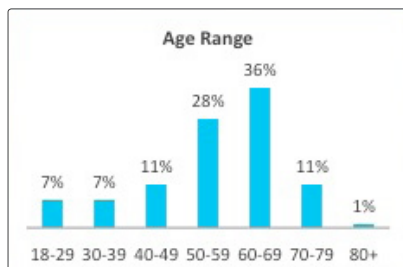
Geography: 8 counties of Western New York*

Sample Size: 414 completes

*Includes Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans, and Wyoming

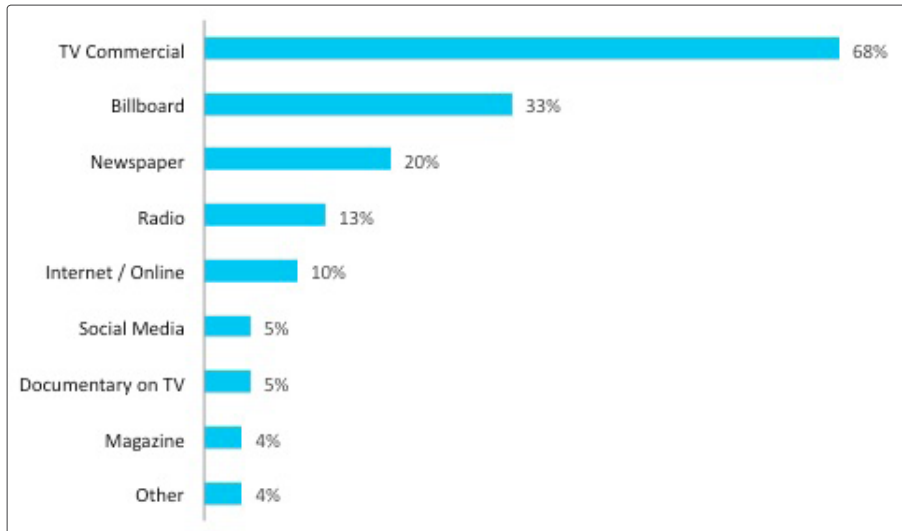
Demographics of respondents:

- 37% male
- 63% female



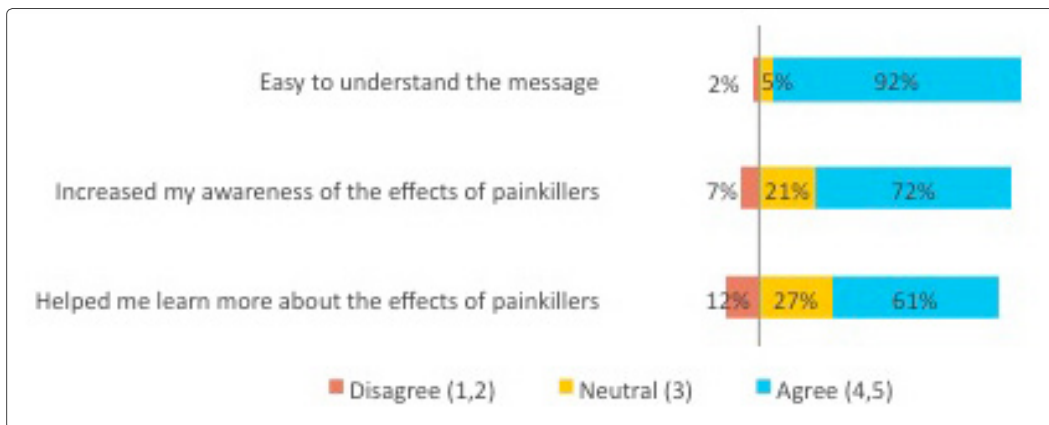
Awareness:

About 2 in 3 consumers recall seeing the campaign. Consumers most frequently recall seeing the campaign on TV and billboards.



Assessment:

A successful start - 72% of the consumers who recalled the campaign stated that the information provided through the collaboration increased their awareness of the effects of painkillers.



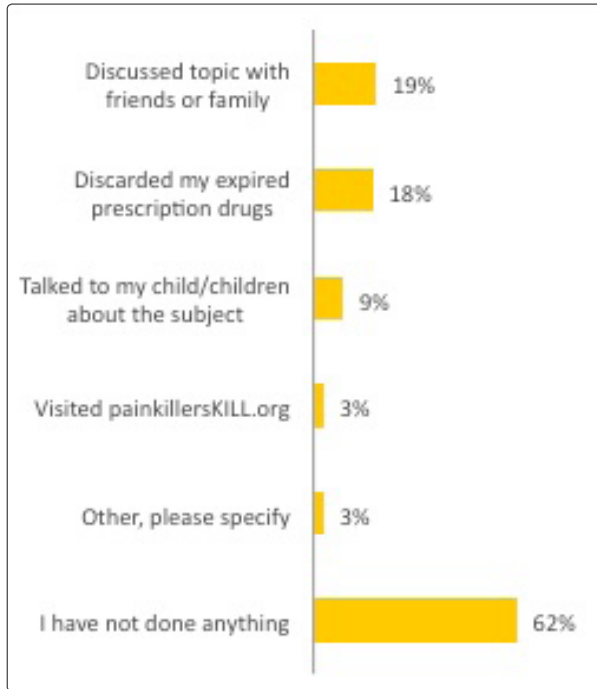
*Rated on a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree"

Education:

- 95% of consumers recognize that prescription painkillers are highly addictive.
- One-third stated painkillers are a synthetic form of heroin.
- Educational efforts are moving forward over the next two years to continue consumer outreach and awareness.

Actions taken:

Over one in three consumers took action based on the campaign; most often by discussing the topic with friends and/or family, or by discarding their expired medications.



What consumers are saying:

Almost all consumers had positive feedback about the campaign.

- “I hope it continues to grow! As a former addict, I believe there is not enough information available on this subject.”
- “It’s a pretty powerful campaign.”
- “I will remember the dangers and pass this on to friends and family.”
- “If it stops just one more person from dying, it is worth it.”

Health care provider CME survey results

Methodology:

Survey Design: Paper form

Sample Source: Attendees at CME events

Field/Close Dates: September 19, 2013

Survey Duration: 2 minutes

Geography: 5 counties of Western New York

Sample Size: 184 (Includes provider types: RN, NP, DDS, RPH, MD, and PA)

Upon completion of the program I am able to:

