Wireless Access SSID: cwag2017

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EFFECTIVE OPIOID PREVENTION
THEORY OF REASONED ACTION

STEP 1
RAISE AWARENESS
Increase Knowledge
Consumers see/hear messaging

STEP 2
CHANGE ATTITUDES
Contemplate Information
Consumers’ belief strengthened

STEP 3
CHANGE INTENTIONS
Commit/Re-commit
Determination to commit and help others do same

STEP 4
CHANGE BEHAVIOR
Sustain/Advocate
Behavior changed and helping others do same

EVALUATION AND MEASUREMENT AT EACH STAGE
Opioids kill more than pain.
KILL SOMEONE, NO.  GET ARRESTED, YES.
OPIOID PHYSICAL DEPENDENCY CAN HAPPEN IN AS LITTLE AS SEVEN DAYS.
1-IN-4 PEOPLE PRESCRIBED OPIOIDS FOR ACUTE PAIN RELIEF ARE STILL USING THEM A YEAR LATER.
DON’T ADD ADDICTION TO INJURY
Not all #fails need opioids.
EVALUATION AND MEASUREMENT AT EACH STAGE

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Evaluation and measurement at each stage.
83% BELIEVE THAT OPIOIDS ARE ADDICTIVE

87% HAD DISCUSSION WITH DOCTOR ABOUT OPIOID ALTERNATIVES

18% USED AN OPIOID IN PAST YEAR (33% DECLINE)
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