



Oregon Health Authority
Pain Management Communications & Outreach Project
Change Advisory Team Overview | January 18, 2017

PROJECT GOALS

Guided by in-depth research and community engagement, Brink Communications will work with the Oregon Health Authority to develop an effective and equitable communications campaign that addresses Oregon's opioid epidemic by changing upstream beliefs and behaviors around pain management.

Our approach will center:

1. the patient-provider relationship,
2. the historical impacts of disparities in health care,
3. cultural beliefs about bodies, healing and pain, and
4. the complex links between physical and psychological health and equity.

Research for the project will take place from December 2017 through July 2018, and will include the following:

- Literature review and media audit
- Individual interviews
- Focus groups
- Online focus groups
- Pilot project and evaluation

CHANGE ADVISORY TEAM (CAT) OVERVIEW

Purpose

The purpose of the Change Advisory Team (CAT) is to provide constructive feedback and strategic input to the project team at key stages throughout the project. CAT members will receive in-depth briefings on research findings, and will be asked for direction on draft messaging and proposed tactics. Team members may also be asked to brief the team and project staff on specific subject areas in which they have expertise.

Roles

CAT members have been carefully selected to provide specific expertise and experience of value to the project. All team members are encouraged and expected to think critically and creatively, share their ideas, raise appropriate questions and offer recommendations. Although the CAT is not a decision-making body, active participation by members will be vital to the success of the project.

Responsibilities

Each CAT member is expected to attend all four of the meetings in-person, and to review briefing materials in advance of each meeting. Delegates will not be allowed.

CHANGE ADVISORY TEAM: MEETING SCHEDULE

All CAT meetings will be held in Portland.

1. February 13, 2018

Full-Day: 9:00 AM – 4:00 PM

Presentation of findings from Literature Review and Media Audit

2. April 19, 2018

Half-Day: Time TB

Presentation of Findings from In-Depth Interviews

3. July 2018

Date TBD

Full-Day: 9:00 AM – 4:00 PM

Presentation of Findings from Focus Groups

Presentation of Findings from Video Messenger and Online Message Testing Survey

4. September 2018

Date TBD

Half-Day: Time TBD

Presentation of Online Survey Findings, Communications Recommendations