# Oregon Opioid Initiative / STR Health Education Campaign Logic Model

DRAFT January 3, 2018

Performance and Implementation Measurement

**Outcome Evaluation Measurement** 

#### **INPUTS**

CDC PDO (Prescription Drug Overdose) grant

Local PDO & ADPEP coord's

Oregon Opioid Initiative

SAMHSA STR grant (including expansion of opioid use disorder treatment)

Communications contractor (Brink)

Evaluation contractor TBD

OHA/PHD
Communications

External partners with opioids & communications expertise (change advisory team)

#### **ACTIVITIES**

Execute contracts/work orders

Convene Change Advisory Team

Conduct formative research to identify focus audiences and potentially effective messaging

Develop and test creative

Run campaign focusing on specific high-risk populations:

People at highest risk for developing opioid use disorder:

- Currently taking opioids
- High ACE scores
- History of emotional or physical trauma, exposure to violence
- Veterans
- Living with PTSD
- Native populations
- Living with generational trauma/post-traumatic slave syndrome

People at high risk for acute injury developing into chronic pain:

- Construction workers
- Athletes
- Young adults (wisdom tooth extraction)
- Others???

## **OUTPUTS**

Logic model

Work plan

Evaluation plan

Summary reports of formative research

Pilot media run

Pilot evaluation report

Creative products

Media plan

Media run

Campaign metrics (exposures)

Final evaluation report

#### Metrics:

# campaign exposures among populations of focus (survey)

## SHORT-TERM/INTERMEDIATE OUTCOMES

Increased (changed?)
knowledge, attitudes and
beliefs about effective nonopioid treatment for chronic
pain among specific highrisk populations
(see list to left)

Increased community
acceptance of medication
assisted treatment as an
evidence based means of
recovery from opioid use
disorder

Increased community awareness of the risks and limitations of treating pain with opioids

#### Metrics:

Changes in knowledge, attitudes and beliefs (survey)

LONGER-TERM OUTCOMES

Effective pain management among people in Oregon



Reduced rate of opioid use disorder in Oregon

#### Metrics:

Opioid use disorder rates (source?)

### Contextual factors:

- Widespread lack of access to medication assisted therapy in Oregon
- STR grant focus on treatment and recovery from opioid use disorder
- Bias against MAT as a means to recovery and wellness for people with opioid use disorder