

# A Community Conversation on Opioid Use Disorder

June 26 and 27, 2024

Hosted by: Snohomish County Rural Opioid Response Project Consortium

Locations: Darrington Library, Monroe Community Center, and Snohomish County Department of Emergency Management (Everett)

## To-Do list:

What	Who	Due
Communications plan (this document)	Kari and Jen	By May 10 to Juliet and Lori By May 15 to Kelsey (Exec Comms) Finalized by May 20
Registration form (online)	Juliet and team	By May 15 to add to poster/flyer for final comms plan
Flyers and posters (English and Spanish)	SHD comms team	Draft by May 10 for review by Juliet and Lori Final due by May 20
Distribution of flyers and posters	Lori and team	Picking up posters May 21
News release	Kari	Draft due by May 10 as part of comms plan Final due by June 10, for sending June 12-13
Media management	Jen and Kari	Field questions ahead of event and coordinate coverage for media who want to attend. Pitch to KUOW specifically for potential radio spot. Jen will be lead on media questions. Kari will be unavailable to support beginning June 23.
Quotes (for news release and social media)	Kari, Lori, and Kelsey	Due by June 5 to be incorporated into news release and social media promos
Social media	Jen	Drafts due week of June 10 Finals publish weeks of June 13 and 20, leading up to the events.
Recording one of the sessions	TBD	In-person support required June 26 or 27.

## Summary

The Snohomish County Rural Opioid Response Project Consortium is hosting community events in June to have conversations around stigma and substance use disorder. They are free and open to the public.

- Wednesday, 6/26, 3:00-5:30 PM at The Darrington Library, 1005 Cascade St., Darrington (Community Conversation)
- Thursday, 6/27, 10:00a-1:00 PM at The Monroe Community Center, 17150 W Main St. Suite B (Community Conversation)
- Thursday, 6/27, 2:30-5:30 PM at the Department of Emergency Management Training Facility, 720 80th Street SW, Bldg A, Everett (Train the Trainer\*)  
*(\* This session aims to train a group of facilitators focused on continuing these conversations. Must attend one community conversation before attending train-the-trainer.)*

The consortium is a group of partners from organizations serving rural populations in Darrington and Sky Valley. The group formed as part of a grant-funded effort by the Snohomish County Health Department (then-District), which initially received funding in June 2019 from the Rural Communities Opioid Response Program Planning grant from the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services. Between that round of funding for planning and a second, implementation grant, HRSA has provided \$1.2 million toward this work.

The overall goal is to reduce the morbidity and mortality associated with substance use disorder, and opioid use disorder in particular, in high-risk, rural communities across the United States. This is achieved through strengthening and expanding prevention, treatment, and recovery services to enhance rural residents' ability to access treatment and move toward recovery.

The consortium completed [a gaps analysis](#) and is working on the priorities they identified, including:

- early intervention and prevention
- reducing community impacts of substance use disorder
- increasing availability of treatment options
- eliminating barriers to treatment and support
- increasing education and awareness about substance use disorder

Stigma around substance use and mental health in rural communities is a significant barrier and an area where education and awareness are needed. To that end, the consortium has invited Tedra Cobb with University of Rochester (UR) Medicine's Recovery Center of Excellence to lead community conversations for two rural areas of the county (Darrington and Sky Valley) as well as a separate train-the-trainer event that will teach others in the community how to be facilitators of ongoing community conversations. These conversations focus on reducing stigma and increasing people's willingness to reach out and ask for help, seek treatment, or provide supports for those who are seeking treatment or are in recovery.

The Snohomish County Health Department is providing support for promotion and outreach. Our goals:

- Raise the profile of these events in communities where the series is happening and bring in guests from leading agencies in the opioid response throughout the county.
- Get people to be present and be seen having these conversations about stigma.
- Gain interest from a variety of partners in the train the trainer to establish an ongoing conversation in our community.
- Highlight the importance of continuing this work in our rural communities.

## Social Media

Event promotion posts will go up on Snohomish Overdose Prevention channels, with shares from Health Department and additional county/departamental channels. There will be a push in the two weeks leading up to the events.

Posts to include:

- Sharing the flyer(s) for the event
- Creating a Facebook event for each of the community conversations so we can promote on FB
- A series of posts, each one featuring:
  - A quote from a local leader/trusted voice
  - Event info
  - If possible, a photo of the person quoted

Potential folks for quotes:

- County Exec
- Health Department's Health Officer and/or Director
- Tedra Cobb (event facilitator)
- Mayor Rankin from Darrington
- Another Darrington-area community partner
- Someone with law enforcement in Sky Valley or Darrington
- A leader and/or community partner in Sky Valley
- Someone with lived experience

## Flyers and poster

<Flyers and poster on the following pages are pending approval of information and addition of QR code. **Do not distribute current versions**>

- Darrington target audience flyer **8.5x11**
- Sky Valley target audience flyer **8.5x11**
- Train-the-trainer audience flyer (could be on hand at the events to encourage people to also come to train-the-trainer) **8.5x11**
- Poster with all event info **11x17**

### Distribution:

Share event flyers and information:

- In-person distribution to partners (Lori and team)
- Digital distribution of flyer and news release:
  - Request to include in Joint Information System update for the MAC Group JIS list
  - Send to school and city PIOs for consideration for e-newsletters or similar venues
  - Chambers of Commerce (or similar business groups) serving the area

# A Community Conversation on Opioid Use Disorder

Hosted by Snohomish County Rural Opioid Response Project Consortium  
in partnership with UR Medicine Recovery Center of Excellence



## Ending Stigma Starts with A Conversation

### Darrington Community Conversation

Wednesday, June 26 • 3:00-5:30 p.m.  
Darrington Library: 1005 Cascade Street, Darrington 98241

**Events are free and open to the public**

### Train the Trainer

Thursday, June 27 • 2:30-5:30 p.m.  
Department of Emergency Management Training Facility  
720 80th Street SW, Building A, Everett 98203

This session aims to train a group of facilitators focused on continuing these conversations. You must attend one community conversation before attending train-the-trainer. This is not an academic workshop about stigma. It is a conversation for participants to explore stigma, how we support people with substance use disorder (SUD) and their families, and how we work together in our communities to reduce stigma. We use portraits and videos of people with lived experience to facilitate discussion, making it very interactive.

### REGISTER:

Registration encouraged  
but not required.  
Refreshments provided.  
Transportation available.



*This HRSA RCORP RCOE program is supported by the Health Resources & Services Administration (HRSA) of the US Department of Health & Human Services (HHS) as part of an award of \$3.33M in the current year with 0% financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by HRSA, HHS or the US Government.*



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## Ending Stigma Starts with A Conversation

### Sky Valley Community Conversation

Thursday, June 27 • 10:00 a.m.-1:00 p.m.

Monroe Community Center: 17150 W. Main Street, Suite B, Monroe 98272

Events are free and open to the public

#### Train the Trainer

Thursday, June 27 • 2:30-5:30 p.m.

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Recovery Center of Excellence

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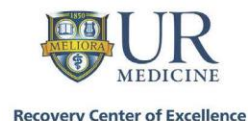
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# Community Conversations on Opioid Use Disorder

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## Ending Stigma Starts with A Conversation



### Darrington

Wednesday, June 26  
3:00-5:30 p.m.  
Darrington Library:  
1005 Cascade Street  
Darrington, WA 98241



### Sky Valley

Thursday, June 27  
10:00 a.m.-1:00 p.m.  
Monroe Community Center:  
17150 W. Main Street, Suite B  
Monroe, WA 98272



### Train the Trainer

Thursday, June 27  
2:30-5:30 p.m.  
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Management Training Facility  
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Everett, WA 98203

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**Events are free and open to the public**

**SCAN QR CODE TO REGISTER:**



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Recovery Center of Excellence

## News release

**DRAFT**

FOR IMMEDIATE RELEASE

June XX, 2024

### CONTACT:

[SHD-communications@co.snohomish.wa.us](mailto:SHD-communications@co.snohomish.wa.us)

### Join the conversation about substance use and stigma in rural communities

*The Snohomish County Rural Opioid Response Project Consortium is hosting community conversations June 26 and 27 in Darrington and Monroe.*

**SNOHOMISH COUNTY, Wash.** – Residents of rural communities are invited to be part of a community conversation about substance use disorder and stigma.

Free community events in Darrington and Monroe the last week of June will bring people together to talk. Topics include stigma in our communities, how we support people with substance use disorder and their families, and how to work together on reducing stigma. These interactive discussions will be facilitated by Tedra Cobb, a consultant with the University of Rochester Medicine Recovery Center of Excellence.

### “QUOTE”

Registration is encouraged but not required. People can register online at \_\_\_\_\_.

There will be two community conversations that are free and open to the public. Anyone who attends at least one of the community conversations may also attend a “train the trainer” workshop in Everett on June 27. During that workshop, participants will learn how to lead ongoing discussions about stigma in their communities.

### Community Conversations

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- Thursday, June 27, from 10 a.m. to 1 p.m. at the Monroe Community Center, 17150 W Main St. Suite B

### Train the Trainer\*

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### “QUOTE”

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County Health Department focused on reducing the impact of substance use disorder in rural communities, where access to services and recovery support often is more limited than in urban areas. Their work is supported by funding from the Rural Communities Opioid Response Program Planning grant from the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services.

The consortium has identified priorities for Darrington and Sky Valley, including:

- early intervention and prevention
- reducing community impacts of substance use disorder
- increasing availability of treatment options
- eliminating barriers to treatment and support
- increasing education and awareness about substance use disorder

Stigma can be a tremendous barrier to treatment and support. Education and conversations can help reduce that barrier for those seeking help for themselves or a loved one.

#### **“QUOTE”**

Last year in Snohomish County, 270 people died of opioid-related overdoses, [according to preliminary 2023 data](#). The majority of those deaths involved fentanyl. The number of fatal overdoses has increased alarmingly in recent years. This is a crisis that can impact anyone, regardless of age, gender, race, education, economic status, or where they live.

If you or someone you know is struggling with substance use disorder, help is available. It often takes more than one attempt to quit using, so don't give up. The Washington Recovery Help Line is staffed 24 hours a day, 7 days a week. Call or text: 1-866-789-1511.

**##END##**