



In 2016, the Substance Abuse and Mental Health Services Administration (SAMHSA) released a notice of funding opportunity named the Strategic Prevention Framework for Prescription Drugs (SPF-Rx). The Health Department was awarded grant funding to address prescription opioid misuse among youth and young adults by raising awareness about the dangers of sharing medications. This grant also included working with pharmaceutical and medical communities to educate about opioid prescribing to youth and young adults. Over the last 6 years, the Health Department has funded several interventions, from community and provider outreach to education to a media campaign and more. It also successfully engaged stakeholders, creating productive relationships with these key partners, which provides solid groundwork for future interventions. Highlights and outcomes from some of these activities are outlined below.



Over the Dose Young Adult Media Campaign

The SPF-Rx program funded a behavior change campaign targeted to young adults about the risk of prescription drug misuse. This campaign was nominated under the PSA category at the 3rd Annual Shorty Social Good Awards and has since been adapted by Rhode Island. During the course of the grant there were five phases of media and message packages.



From 2017-2021, Over the Dose had over 26 million impressions!



Additionally, through the Policy and Communication Evaluation ([PACE](#)) Vermont study – a research and evaluation partnership between the Health Department and the University of Vermont Center on Behavior and Health – the Health Department was able to assess awareness of and behavior change due to Over the Dose. Of all campaigns included in the survey, Over the Dose had the highest level of awareness among respondents (33%).



Of the 383 Young Adults who were aware of the campaign, nearly 15% indicated that they took action because of what they learned from the messaging.



Healthcare Provider Training and Education

Several SPF-Rx activities targeted healthcare providers. This included outreach to dental providers, a pharmacy education project, and education and training for pediatricians, primary care providers, school nurses and staff of youth serving organizations. The evaluation results of a training to improve the knowledge about prescribing and opioid misuse among adolescents showed the training provided new information to these providers.

Percent of respondents who agreed or strongly agreed to the following statements:

This training increased my knowledge of opioid misuse among adolescents.	85%
This training increased knowledge of opioid prescribing.	77%



Cultural Brokers

SPF-Rx funded the translation of educational materials for patients about prescription opioids in partnership with the Vermont Cultural Brokers' program. They were translated into seven languages including African French, Somali, Burmese, Arabic, Spanish, Nepali and Kirundi. In total, over 1,500 copies were printed and distributed. In addition, the Cultural Brokers provided outreach, trainings, and screenings to their respective communities. Since the start of the program, 4,239 people were screened for substance use and depression.

Risk of substance use and depression	Overall	Nepali/ Bhutanese	Central Africa/ Congo	Somali/ Somali Bantu	Arabic
Alcohol and Drug Risk	10%	12%	11%	4%	16%
Depression	28%	19%	35%	28%	34%



Key Takeaways

Vermont successfully used the SPF-Rx funds to raise awareness of and address prescription opioid misuse among youth and young adults. A highlight of the grant was the award-winning “Over the Dose” campaign which had high recognition among the target group and resulted in behavior change. Additionally, healthcare workers increased their knowledge of prescription opioid misuse and translated materials made the information more accessible to people. These activities can continue to be used by the Health Department going forward.

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