



# Educating & Empowering Rural Montana about Opioid Misuse

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# Rural Montana Opioid Use & Misuse Project

USDA RHSE: (9/18-9/20)

- Focus:
  - ✓ rural areas
  - ✓ aging populations
  - ✓ understanding perceptions and attitudes about opioid use and misuse (community focus groups, statewide survey)
  - ✓ Awareness & education about opioids: common Rx opioids, signs of an overdose, proper storage & disposal of Rx meds (reduce accidental exposure, reduce elder abuse)

SAMHSA ROTA: (10/18-10/20)

- Focus:
  - ✓ additional 3 rural areas
  - ✓ tribal communities
  - ✓ provide TA to tribal communities:
    - based upon SP conducted by Kauffman & Associates
    - prior needs assessments
  - ✓ provide TA statewide
    - in-home caregivers
    - pregnant women
  - ✓ produce awareness & education resources
    - videos (8-10)
    - hard copy materials



# Opioid Use & Misuse in Rural Montana Project [USDA & SAMHSA funded]

1.) Gain an **understanding of community perceptions and knowledge-level** related to opioid use by working with county Extension Faculty to coordinate forums in rural communities across Montana;



2) Use information obtained from the forums to **develop MT-specific materials and resources** to assist communities in raising awareness of opioid misuse and proper disposal of opioid-based medications; and



3) **Collaborate with rural communities** to initiate their own prescription medicine collection and disposal programs.

# Educational/Marketing Materials

- Promoting best practices for the disposal of household medications (take-back boxes, disposal bags, coffee grounds, kitty litter)
- Promoting most up-to-date recommendations on acceptable medications to flush
  - Being sensitive to rural areas and the prevalence of households on septic systems
- Safe storage of medications in the household
- PSAs in counties who have expressed interest
- Awareness and education videos

# The difference our team would like to see in our Montana communities...

- The stigma around Opioid Use Disorder (OUD) becomes lessened.
- That those who need help (or know someone who does) know where to go for help.
- Stakeholders better understand the need to reach our very rural areas with resources related to OUD/SUD.