



**FIGHTING  
OPIOID MISUSE**

# **Massachusetts Opioid Screening and Awareness Day<sup>®</sup>**

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# **Event Manual**

**In Collaboration With:**

**BRIGHAM HEALTH**



**BRIGHAM AND  
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## MASSACHUSETTS OPIOID SCREENING & AWARENESS DAY

Thank you for your participation in Massachusetts Opioid Screening and Awareness Day, the statewide awareness, education, and screening event. The objectives of this year's event are:

- To offer free, anonymous online screenings for opioid misuse to individuals and/or loved ones.
- To educate community members on the signs, symptoms, facts, and dangers of opioid misuse and disorder so the disorder is better recognized, treatment options become more visible, and stigma is reduced.
- To give participants and their loved ones a clear picture of whether the behaviors and symptoms that they or their loved ones have been exhibiting may be indicative of opioid misuse/disorder. The online screenings provide a quick, simple, and easy way to do this.
- To connect at-risk participants with quality treatment options.

This manual is designed to provide participating facilities with information about Massachusetts Opioid Screening & Awareness Day. Due to the COVID-19 pandemic, the 2020 event will now be held online.

### WHY SCREEN?

Every day, 5 people in Massachusetts die of opioid overdoses. A staggering 275,000 citizens of the Commonwealth struggle with Opioid Use Disorder at any given time.

Currently, only 10% of individuals with Opioid Use Disorders present for treatment.

Massachusetts Opioid Screening & Awareness Day aims to address this glaringly low treatment rate by increasing awareness of current Massachusetts treatment resources, including those available at your own facility.

### SCREENING TOOL

The opioid screening tool that will be used has been adapted from the World Health Organization's Alcohol Smoking and Substance Involvement Screening Test (ASSIST). The screening tool can be used by both individuals and concerned loved ones. It can be accessed at the *Fighting Opioid Misuse* website: [www.opioidscreening.org](http://www.opioidscreening.org).

Participants can self-administer the screening tool on a computer, tablet, or mobile device in the privacy of their home. All screenings are free and anonymous.

It is recommended that persons either bring their screening results to one of the participating treatment facilities or contact the Massachusetts Substance Use Helpline (1-800-327-5050) for consultation and referral to an appropriate treatment resource. The Massachusetts Substance Use Helpline is available Monday through Friday from 8 am to 10 pm and on weekends from 8 am to 6 pm.

Follow-up screenings will continue as part of the routine clinical care provided at your site.





## VIRTUAL SCREENING EVENT COMPONENTS: AN OVERVIEW

### WHAT WILL THE SCREENING EVENT OFFER?

- An anonymous, free, online screening tool for opioid use disorder
- Referrals to local healthcare providers who can discuss screening results and provide evidence-based treatment, if indicated.
- A variety of educational resources targeted to both clinicians and the general public, which are available on the *Fighting Opioid Misuse* website: [www.opioidscreening.org](http://www.opioidscreening.org)
- A free webinar with up-to-date information about opioid use disorder, hosted and moderated by experts in the field. A link to the webinar will be provided.

### WHEN WILL THE EVENT BE CONDUCTED?

Massachusetts Opioid Screening & Awareness Day is a virtual event that will be held on September 15, 2020. All accompanying resources, including the webinar, will remain available on the *Fighting Opioid Misuse* website for public use after the day of the event.

### WHAT SHOULD I DO PRIOR TO THE SCREENING EVENT?

To familiarize yourself with the purpose of Massachusetts Opioid Screening & Awareness Day, take some time to review the informational materials available on the websites: [www.opioidscreening.org](http://www.opioidscreening.org) or [www.bcore.brighamandwomens.org](http://www.bcore.brighamandwomens.org)

The Downloadable Resource Center on the *Fighting Opioid Misuse* is designed to maximize promotional efforts for the event. It includes electronic versions of:

- Educational Materials and Resources
- Publicity and Promotional Materials / Templates
  - Press Release Template
  - Calendar Listing Template
  - Social Media Posts Template
  - Promotional Emails Template





## PUBLICITY AND PROMOTION TIPS

- Get creative! Feel free to use the provided publicity, marketing, and promotional materials on the following websites: [www.opioidscreening.org](http://www.opioidscreening.org) or [www.bcore.brighamandwomens.org](http://www.bcore.brighamandwomens.org), including the customizable press release that you can send out to local newspapers. We made it easy for you to insert your individual organization's information!
- You can extend your reach even further by promoting this event electronically. Send emails, post on Facebook, tweet on Twitter, make announcements at meetings and throughout the community. Word of mouth can go a long way. You can also advertise this event in your facility's e-newsletters or blog.

## IMPORTANT REMINDERS

**SCREENINGS ARE EDUCATIONAL:** It is important to emphasize that Massachusetts Opioid Screening & Awareness Day is a public education program and that screenings are informational, not diagnostic. A complete substance abuse evaluation will be needed after screening to make an actual diagnosis and develop a treatment plan. Furthermore, even if the score on the online screening tool places a person or their loved one in the low-risk range, persons with concerns about opioid use or health-related problems will be referred to an evaluation and treatment resource in their local community.

## WHO WE ARE: THE DIRECTORS

### DOUGLAS JACOBS, M.D.

Dr. Jacobs has been on the Harvard faculty for over 40 years and is a recognized expert in suicide assessment and intervention. In the early 90s, he initiated the concept of large-scale mental health screening for mental disorders. He has combined both of these professional interests to address the current epidemic involving opioid disorders, thus combining screening for opioid disorder and suicide risk. He is the founder of *Fighting Opioid Misuse*.

### SCOTT WEINER, M.D.

Dr. Weiner is an associate professor at Harvard Medical School. He is also an emergency physician at Brigham and Women's Hospital and the Director of the Brigham Comprehensive Opioid Response and Education (B-CORE) Program, a health system-wide stewardship program dedicated to reducing opioid-related morbidity and mortality.

