

Statewide Prescription Drug Abuse and Newborns Task Force
Objective #4 – Public Awareness and Prevention Education
Chairperson, Dr. Stephanie Haridopolos
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Task

Develop policy recommendations for a statewide public awareness media campaign that focuses on reducing the rate of substance exposed newborns, with particular emphasis on newborn exposure to prescription drug narcotics.

- Prevention messaging will be targeted to expectant mothers, healthcare professionals, and the general public.
- Messaging content needs to be consistent across the state.

Updates

Assessing media campaign projects/initiatives around the state

- The Department of Health, Tobacco-Free Marketing Campaign Office is providing detail about their effective campaign strategies and the costs associated with their marketing campaign.
- Department of Children and Families, Substance Abuse Prevention Office has shared information about their proposed legislative budget request which would implement substance abuse prevention education programs which include prescription drug abuse prevention awareness initiatives.
- Assessing local campaigns such as Hillsborough's Zero Exposure Project, a media campaign directed at expectant mothers.
- Assessing other non-governmental organizations (NGOs) whose mission includes prescription drug abuse prevention.

Need for good media messaging: a catchy slogan/ brand/image with consistent sound bites

- Have contacted the national organization, Partnership at Drugfree.org, to work with Florida to create specific media materials focused on educating pregnant women about the dangers of addictive prescription drugs.
- Tap the suggestions of direct service providers in the medical and treatment arenas who work with this population of expectant mothers.

Move forward on statewide and national exposure

- Central Florida Spotlight; Flashpoint - Dr. Haridopolos discusses the Prescription Drug Abuse and Newborns Task Force
- Provide op-eds in Florida newspapers such Florida Today
- Reach out to national media to promote awareness of this substance exposed newborn issue.

Request a Proclamation for a Prescription Drug Abuse Prevention Day or Week

- Set a special timeframe for signing any legislation related to prescription drug abuse and diversion and/or publicizing the Task Force's policy recommendations.

