

## **Awardee Toolkit for Office on Women’s Health Cooperative Agreements: *Prevention of Opioid Misuse in Women***

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Congratulations on your award. We encourage you to use this toolkit to share the news about your award. The Office on Women’s Health has developed a set of tools to simplify the process and help you find the words to share your good news. You can use the social media messages, blog language, and press release template below in your communications or create your own.

### **Background**

The United States has seen an alarming rise in overdose deaths from prescription painkillers and non-prescription opioids among women. According to the Centers for Disease Control and Prevention, between 1999 and 2015, overdose deaths from prescription pain killers increased 218 percent in men, while for women it increased over 471 percent. Between 2002 and 2013, heroin use among men increased 50 percent, compared to 100 percent in women.

A unique combination of biological, health, and social factors have led to this growing epidemic among women. According to the Centers for Disease Control and Prevention, women are more likely to experience chronic pain and to be prescribed opioid pain medications for longer periods and in higher doses than men. Women also have risk factors that are unique, or at least more common, for them. Psychological or interpersonal stress has also been identified as a greater risk factor for prescription opioid misuse among women.

Because of these disturbing facts, the U.S. Department of Health and Human Services Office on Women’s Health (HHS OWH) sought applications for gender-responsive projects to address the primary and/or secondary prevention of prescription and non-prescription opioid misuse by women across the lifespan by identifying underserved populations and potential gaps in the ability to reach these populations. The 16 projects selected for funding are located in 16 cities in 12 states. The organizations selected are:

- Volunteers of America of Los Angeles, Los Angeles, California
- Women Organized to Respond to Life-Threatening Diseases, Oakland, California
- Community Clinics Health Network, San Diego, California
- The Wheeler Clinic, Inc., Plainville, Connecticut
- Northeast Florida Healthy Start Coalition, Inc., Jacksonville, Florida
- Parent Child Center Community Wellness Center, Oak Park, Illinois
- Iowa Department of Public Health, Des Moines, Iowa
- Capitol Area Human Services District, Baton Rouge, Louisiana
- Western Maryland Area Health Education Center, Cumberland, Maryland
- Institute for Health and Recovery, Inc., Cambridge, Massachusetts
- Minnesota Department of Health, St. Paul, Minnesota
- National Council on Alcoholism and Drug Dependence of Middlesex, East Brunswick, New Jersey
- Rowan University School of Osteopathic Medicine, Stratford, New Jersey
- Cardea Services, Austin, Texas
- The Lakes Community Health Center, Inc., Iron River, Wisconsin
- City of Janesville, Janesville, Wisconsin

## Promote on Social Media

HHS OWH will announce the awards on our [Twitter](#) and [Facebook](#) channels. You are welcome to share our messages with your social networks or create your own:

Facebook	Twitter
<p>Just released! OWH awards \$1.6 Million to combat the opioid epidemic in women and girls. Read more about the announcement here: <a href="https://go.usa.gov/xR8db">https://go.usa.gov/xR8db</a></p>	<p>@womenshealth awards \$1.6 million dollars to states to fight opioid epidemic. Learn more about which states were funded: <a href="https://go.usa.gov/xR8db">https://go.usa.gov/xR8db</a></p>
<p>Opioid use disorder is increasing at an alarming rate for women. Learn how HHS is helping 16 organizations to prevent it: <a href="https://go.usa.gov/xR8db">https://go.usa.gov/xR8db</a></p>	<p>HHS @womenshealth funds 16 orgs to combat opioid misuse in women and girls. Read the announcement here: <a href="https://go.usa.gov/xR8db">https://go.usa.gov/xR8db</a></p>
	<p>Opioid use disorder is increasing at an alarming rate for women. Learn how HHS is helping states to prevent it: <a href="https://go.usa.gov/xR8db">https://go.usa.gov/xR8db</a></p>

## Add Information to Your Newsletter, Website, Blog

Tell your community and constituents about your award through your newsletter, blog, or website. You can use the language below or draft your own.

Sample Newsletter, Blog, or Website Text
<p>As part of the <a href="#">U.S. Department of Health and Human Services'</a> (HHS) strategy to combat the opioid epidemic in the United States, the HHS <a href="#">Office on Women's Health</a> (OWH) has awarded 16 cooperative agreements to public and private nonprofit entities across the nation. The programs supported by these awards will apply a gender-responsive approach to addressing primary and/or secondary prevention of prescription and non-prescription opioid misuse by women across the lifespan.</p> <p>The United States has seen an alarming rise in overdose deaths from prescription painkillers and nonprescription opioids among women. A unique combination of biological, health, and social factors have led to the growing opioid epidemic among women. According to the Centers for Disease Control and Prevention, between 1999 and 2015, overdose deaths from prescription pain killers increased 218 percent in men, while for women it increased over 471 percent. Between 2002 and 2013, heroin use among men increased 50 percent, compared to 100 percent in women. The approximate \$1.6M in federal assistance will fund 16 projects in 12 states over a 3-year period.</p> <p>[Include information about your organization and how the funds will be used.]</p> <p>In addition to the awards, OWH recently issued a <a href="#">report</a> that examines the impact of the opioid epidemic on women and highlights promising practices that address their specific needs.</p> <p>For more information, visit <a href="https://go.usa.gov/xR8db">https://go.usa.gov/xR8db</a>.</p>

## Share our Press Release

Here is the link to the <https://go.usa.gov/xR8db>. Please feel free to share it with your media contacts and let them know what your organization is specifically doing with the award to address the opioid epidemic.

## Federal Resources

Below is a selection of federal resources on opioids to help you further develop your project.

### U.S. Department of Health and Human Services (HHS)

- [Fact Sheet: Medication Treatment for Opioid Use Disorders: Increasing the Buprenorphine Patient Limit](#)
- [Medication Assisted Treatment for Opioid Use Disorders](#)
- [Opioids: The Prescription Drug & Heroin Overdose Epidemic](#)

### Agency for Healthcare Research and Quality

- [Infographic: Opioid Overuse on the Rise; More Widespread Across U.S.](#)
- [Shining a Spotlight on the Opioid Crisis Through the Power of Data](#)

### Centers for Disease Control and Prevention

- [Common Elements in Guidelines for Prescribing Opioids for Chronic Pain](#)
- [CDC Guideline for Prescribing Opioids for Chronic Pain](#)
- [July 2013 Vital Signs: Prescription Painkiller Overdoses](#)

### National Institute on Drug Abuse

- [Prescription Drug Abuse: Opioids](#)
- [Drugs of Abuse: Opioids](#)
- [NIDAMED: Medical & Health Professionals](#)
- [Substance Use in Women](#)
- [Review Article Outlines Strategies To Reduce Opioid Abuse Risk](#)
- [Drug Facts: Substance Use in Women](#)

### HHS Office of the Assistant Secretary for Planning and Evaluation

- [ASPE Issue Brief: Opioid Abuse in the U.S. and HHS Actions to Address Opioid-Drug Related Overdoses and Deaths](#)

### HHS Office of Disease Prevention and Health Promotion

- [National Action Plan for Adverse Drug Event Prevention](#)

## **The White House Office of National Drug Control Policy**

- [2014 National Drug Control Strategy](#)
- [Women, Girls, Families, and Substance Abuse](#)
- [Substance Abuse and Maternal and Child Health](#)
- [Women and Treatment](#)
- [Women Research and Resources](#)
- [Office of the National Drug Control Policy at the White House](#)

## **Substance Abuse and Mental Health Services Administration**

- [Medication-Assisted Treatment for Opioid Addiction in Opioid Treatment Programs: A Treatment Improvement Protocol. \(TIP 43\)](#)
- [Quick Guide for Clinicians Based on TIP 43: Medication-Assisted Treatment for Opioid Addiction in Opioid Treatment Programs.](#)
- [Clinical Guidelines for the Use of Buprenorphine in the Treatment of Opioid Addiction: A Treatment Improvement Protocol. \(TIP 40\)](#)
- [Quick Guide for Clinicians Based on TIP 40: Clinical Guidelines for the Use of Buprenorphine in the Treatment of Opioid Addiction.](#)
- [Clinical Use of Extended-Release Injectable Naltrexone in the Treatment of Opioid Use Disorder: A Brief Guide.](#)
- [Substance Abuse Treatment: Addressing the Specific Needs of Women: A Treatment Improvement Protocol \(TIP 51\).](#)
- [A Treatment Improvement Protocol: Managing Chronic Pain in Adults with or in Recovery from Substance Use Disorders \(TIP 54\).](#)
- [Medication-Assisted Treatment for Opioid Addiction. Fast Facts for Families and Friends.](#)
- [Methadone Treatment for Pregnant Women](#)
- [Alcohol, Tobacco, and Other Drugs: Opioids](#)

## **U.S. Department of Justice**

- [2015 National Drug Threat Assessment Summary](#)

## **U.S. Food and Drug Administration**

- [Opioid Medications](#)
- [General Principles for Evaluating the Abuse Deterrence of Generic Solid Opioid Drug Products. \(Draft Guidance\).](#)
- [Fact Sheet – FDA Opioids Action Plan](#)
- [A Proactive Response to Prescription Opioid Abuse](#)

## Other Resources

- [The Effectiveness and Risks of Long Term Opioid Treatment of Chronic Pain](#)
- [An HCUP Statistical Brief on Hospital Inpatient Utilization Related to Opioid Overuse Among Adults, 1993-2012](#)
- [Medication-Assisted Treatment Models of Care for Opioid Use Disorder in Primary Care Settings](#)
- [UN Women Policy Brief: A Gender Perspective on the Impact of Drug Use, the Drug Trade, and Drug Control Regimes](#)