

Opioid Awareness Toolkit–Cut Short

Opioid Awareness Toolkit – “Cut Short”

Project Goals

To raise awareness by identifying common opioids and risks of addiction, and to educate on safe disposal of unused opioids.

Project Description

In the Fall of 2019, HealthPartners created and sponsored “Cut Short,” a public awareness campaign. This campaign has continued to grow into additional tools and awareness ads.

- Digital media: A series of digital spots were created and launched on YouTube and Facebook in September 2019. Since then, the spots have run on Channel 45 during MN State HS Tournaments (football, basketball and hockey), and additional social media in 2020. All posts linked to a series of 5 blogs on opioids.
- Ads were posted in MN Daily paper, High school Sports Programs including Anoka, Apple Valley, Burnsville, Benilde St. Margaret’s, Centennial, Champlin Park, Spring Lake Park, St. Louis Park, Tartan, Wayzata, and Minnetonka)
- Worksite toolkit: With the success of the awareness campaign, HealthPartners created a toolkit for employers and the community. It assists people in recognizing the dangers of opioids and the importance of safely disposing

of unused prescription medication.

- Employer eBook: A guide for creating a safer, healthier and more profitable workplace and community

Entities Involved

Regions Hospital, HealthPartners Pain Clinic, HealthPartners Insurance Employer Group, Substance Abuse and Mental health Services Administration

How Health Plans Support the Project

HealthPartners created “Cut Short” campaign in the Fall of 2019.

Additional Information

<https://www.healthpartners.com/employer-public/home/toolkits/opioids-unused-medications/>

Questions?

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