



MOON Study
Maximizing OpiOid safety with Naloxone



Maximizing OpiOid safety with Naloxone (MOON) Study

Poster Contest Participant Materials

Comprehensive Guide to Creating a Submission

Boston Medical Center
Department of Emergency Medicine
V1.0 January 14, 2016

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About the MOON Study

2 MAXIMIZING OPIOID SAFETY WITH NALOXONE

Research shows us that increasing the availability of naloxone in a community saves lives. In Rhode Island and Massachusetts, the laws were recently changed to allow patients to get naloxone from the pharmacy directly, without having to see a medical prescriber first. In both states, pharmacists have been trained and most pharmacies can provide naloxone in this way.

The MOON Study is a 3-year demonstration project funded by the Agency for Healthcare Research & Quality (AHRQ). Researchers from the Boston Medical Center, Boston University, Lifespan Hospitals of Rhode Island, and the University of Rhode Island are working together with local pharmacies to determine the best way to provide naloxone in the pharmacy setting.

Our pharmacy partners include CVS/pharmacy, Baker Pharmacy, Eaton Apothecary, Boston Medical Center Shapiro Pharmacy, and Lifespan Outpatient Pharmacy. In addition, we are grateful to the Advisory Board members serving our study. Representatives on the Advisory Board consist of stakeholders in pharmacy, the community, research, and public health in Rhode Island and Massachusetts.

- Principal Investigator: Dr. Traci C. Green, PhD, MSc
- Co-Investigators: Dr. Alex Walley, MD, MSc; Dr. Janette Baird, PhD; Dr. Dina Morrissey, MD, MPH; Dr. Josiah Rich, MD, MPH; Dr. Angela Robertson Bazzi, PhD, MPH; Dr. Mari-Lynn Drainoni, PhD; and Dr. Jeffrey Bratberg, PharmD, BCBS

The following activities, below, are planned for completion over the next 3 years:

- Focus groups with patients, caregivers, and pharmacists
- Public Awareness Campaign Contests
- Fidelity checks, i.e. secret shoppers
- Surveys to pharmacists and patients
- Evaluation of impact of naloxone availability
- Assessment of pharmacy and community characteristics
- Dissemination of findings

MOON Study Poster Contest

3 OPIOID SAFETY AND NALOXONE PUBLIC AWARENESS POSTER CONTEST



The MOON Study is looking to find a poster (or 2 or more!) that can speak to the public and inform them about Opioid Safety and Naloxone Use.

Posters will be judged from within 2 categories and should include the specific requirements noted in the Step Process below.

The Contest will take submissions from January 15, 2016 - March 31, 2016.

Posters will be judged by a diverse panel of experts and advocates for Opioid Safety and Naloxone awareness. Judging will be based on several criteria including overall look, originality, and persuasiveness. For more details regarding eligibility and the judging process, please see the Official Contest Rules and judging rubric.

There are a total of 4 prizes (2 per category*). The winners will be announced by May 1, 2016.

**Categories detailed in "Step 2" below.*

Please feel free to share our contest details with friends. Our official poster contest flyer is on the next page.

ARE YOU LOOKING TO MAKE A DIFFERENCE IN PUBLIC HEALTH?

Are you interested in using your artistic skills to raise awareness about a major health crisis?

WHO: Anyone talented, creative and motivated to help can enter!

WHAT: Create a poster that:

1. Raises public awareness about opioid safety and overdose **OR**
2. Informs public about obtaining naloxone

DEADLINE FOR SUBMISSION: Thursday, March 31, 2016

PRIZES:
2-\$1000
2-\$500



Unintentional overdose is now the leading cause of accidental deaths for adults. Naloxone is a medication that reverses overdose and prevents death. Help us design a poster to spread the word about how to prevent overdose deaths!

**FOR MORE INFORMATION AND TO ENTER,
PLEASE VISIT BMC.ORG/MOON-STUDY.HTM**



MOON Study Poster Contest

4 POSTER CONTEST DETAILS – STEP PROCESS

Follow these steps and use the tools below to enter:



Step 1: Learn about opioids and naloxone

- Opioid Epidemic Facts Sheet [PDF]
- Naloxone Facts Sheet [PDF]
- PrescribeToPrevent.org



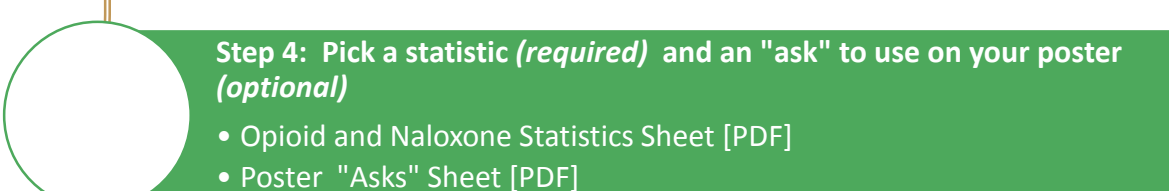
Step 2: Pick a theme for your poster (*required*)

- Raise awareness about opioid overdose and safety, OR
- Inform about obtaining naloxone



Step 3: Pick a target audience for your poster (*required*)

- Patients taking prescription pain medications, and their loved ones, OR
- People who use illicit drugs, like heroin



Step 4: Pick a statistic (*required*) and an "ask" to use on your poster (*optional*)

- Opioid and Naloxone Statistics Sheet [PDF]
- Poster "Asks" Sheet [PDF]



Step 5: Make your poster

- Helpful Tips for Posters [PDF]
- Poster Example 1 and 2 [PDF]
- Poster Example 3 and 4 [PDF]



Step 6: Submit your Poster!

- Here! <https://dinamorrissey.wufoo.com/forms/moon-study-poster-contest/>

MOON Study Poster Contest Details

5 STEP 1: LEARN ABOUT OPIOIDS AND NALOXONE

5.1 OPIOID EPIDEMIC FACTS SHEET

What are opioids?

Opioids are substances commonly used to relieve pain. Some examples of prescribed opioid medications can be found below. Opioids can also include illicit drugs, such as heroin.

To the right is a list of generic and brand names for some of the most commonly prescribed opioids.

Generic Name	Brand Name
Hydrocodone	Vicodin, Lorcet, Lortab, Norco, Zohydro
Oxycodone	Percocet, OxyContin, Roxicodone, Percodan
Morphine	MSContin, Kadian, Embeda, Avinza
Codeine	Tylenol with Codeine, TyCo, Tylenol #3
Fentanyl	Duragesic
Oxymorphone	Opana
Hydromorphone	Dilaudid
Methadone	Dolophine, Methadose
Buprenorphine	Suboxone, Subutex, Zubsolv, Bunavail, Butrans

Side effects of opioid use include drowsiness, constipation, difficulty breathing, opioid dependence, addiction, and even overdose.

What is opioid use disorder?



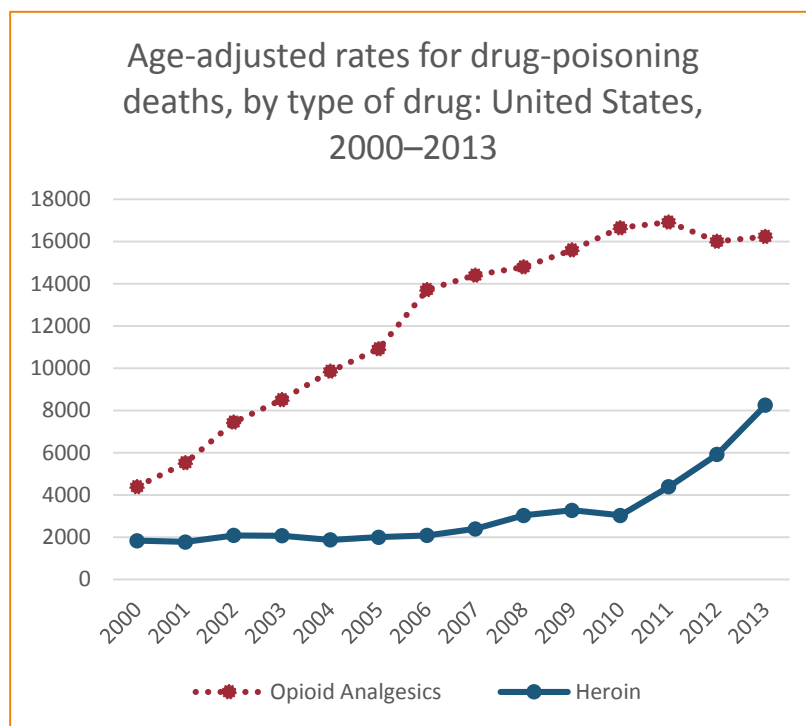
Opioid use disorder is a problematic pattern of use of opioids that causes clinical or functional impairment.¹ Opioid use disorder may lead to health problems, disability, and failure to meet social responsibilities at home, work, or school.²

Doctors and researchers now understand that there are many factors that influence an individual’s risk of addiction including environment, biology and genes, brain mechanisms, and the drug itself.³

What is the “opioid epidemic?”

“Opioid epidemic” is a term used to refer to the staggering increase in opioid use, opioid use disorder, and opioid related overdose in recent years.

How big is the epidemic?



Data from National Center for Health Statistics⁵

Opioid Use: The number of opioid prescriptions has nearly tripled from 76 million prescriptions 1991 to 207 million prescriptions 2013.⁴

Opioid Use Disorder: In 2014, an estimated 1.9 million people with opioid use disorder related to prescription opioids, and an additional 586,000 people with opioid use disorder associated with heroin use.²

Opioid Overdose: In 2013, nearly 25,000 people died of opioid related drug overdose, or approximately 67 deaths per day.⁵ Drug overdoses involving opioids have nearly quadrupled since 2000.⁵

How can fatal overdoses be prevented?

Get naloxone! Naloxone is an emergency medicine that can reverse opioid overdose. Research shows us that increasing availability of naloxone in a community saves lives.⁶

Learn more about naloxone in the Naloxone Facts Sheet (<http://www.bmc.org/moon-study-public-awareness-campaign-contest.htm>) or Prescribe to Prevent (<http://prescribetoprevent.org/>).

Where can I learn more about the opioid epidemic?

- National Institute on Drug Abuse (<http://www.drugabuse.gov/drugs-abuse/opioids>)
- Centers for Disease Control- Injury Prevention and Control: Prescription Drug Overdose (link: <http://www.cdc.gov/drugoverdose/>)
- MOON Study Resources <http://www.bmc.org/moon-study-resources.htm>)

1. <http://pcssmat.org/wp-content/uploads/2014/02/5B-DSM-5-Opioid-Use-Disorder-Diagnostic-Criteria.pdf>
2. <http://www.samhsa.gov/disorders/substance-use>
3. <http://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction/drug-abuse-addiction>
4. <http://www.drugabuse.gov/about-nida/legislative-activities/testimony-to-congress/2015/americas-addiction-to-opioids-heroin-prescription-drug-abuse>
5. <http://www.cdc.gov/nchs/data/databriefs/db190.pdf>
6. <http://www.cdc.gov/drugoverdose/data/overdose.html>

5.2 NALOXONE FACTS SHEET

What is naloxone?

Naloxone, commonly referred to as Narcan, is a drug to reverse opioid overdose. Opioid overdose can cause breathing to slow down (known as respiratory depression) and even stop, which causes death.

How does naloxone work?

Naloxone is an opioid receptor competitive antagonist. Essentially, naloxone will “kick” the opioid off the opioid receptors of the brain and take its place. By blocking the receptor, naloxone prevents the body from responding to the opioids, reverses the overdose, and allows the body to breathe again.

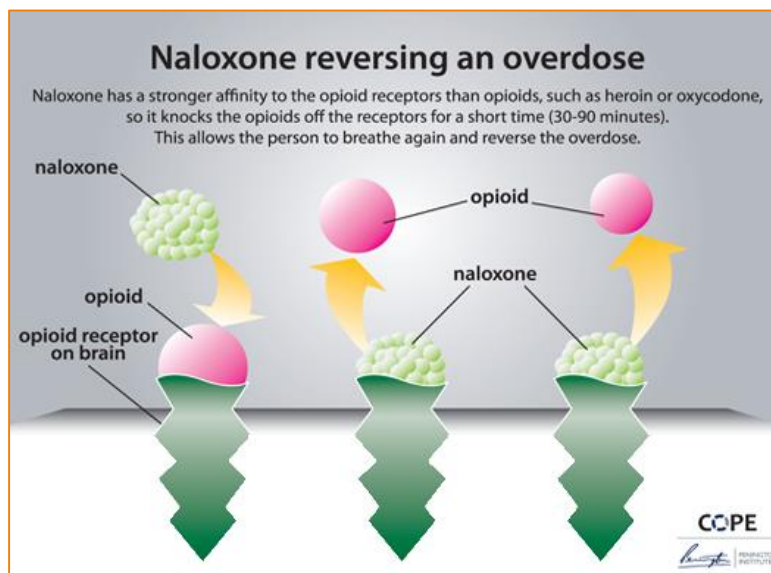


Diagram from COPE Australia¹

Does naloxone work on prescription opioids?

YES! Naloxone works on ANY opioid whether it be prescription opioids or illicit drugs like heroin. Naloxone **ONLY** works on opioids and has no effect if opioids are not present.

Is naloxone safe?





YES! Naloxone is safe. It has been an FDA approved medication for the treatment of respiratory depression caused by opioids for over 40 years.

Does naloxone availability encourage drug users to engage in riskier behavior?

Research does not suggest that harm-reduction tools encourage riskier behavior.² Research shows us that increasing availability of naloxone in a community saves lives.²

Are there different ways to administer naloxone?

Naloxone can be administered by the intranasal or intramuscular route.

			
<p><i>Evszio naloxone auto-injector</i></p>	<p><i>Intramuscular naloxone</i></p>	<p><i>Intranasal naloxone</i></p>	

Do you need a prescription for naloxone?

No. In Rhode Island and Massachusetts laws were recently changed to allow individuals to get naloxone from the pharmacy directly without having to see a medical prescriber first. These new laws allow friends, family members, or caregivers of people taking opioids to obtain naloxone at the pharmacy. If you prefer, you can still obtain a prescription for naloxone from your physician.

Where in RI and MA can you get naloxone?

Check out our **Naloxone Resources** (<http://www.bmc.org/moon-study-resources.htm>) page for a list of community organizations and participating pharmacies where you can get naloxone.

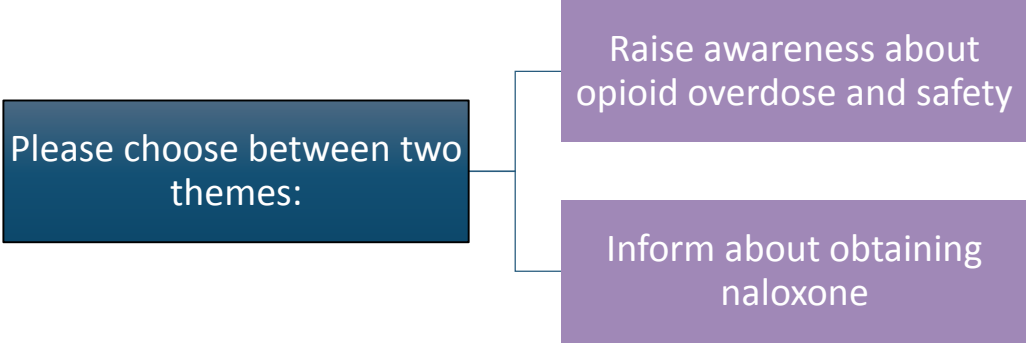
Where can I learn more about naloxone?

- Prescribe to Prevent (<http://prescribetoprevent.org/>)
- MOON Study Resources (<http://www.bmc.org/moon-study-resources.htm>)
- Medline Plus (link: <https://www.nlm.nih.gov/medlineplus/druginfo/meds/a612022.html>)

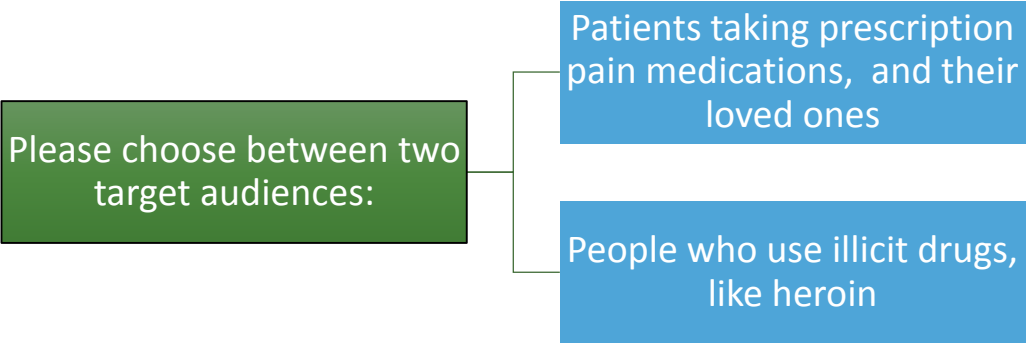
1. <http://www.copeaustralia.com.au/wp-content/uploads/FAQs-about-Naloxone1.pdf>
2. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4688551/>

MOON Study Poster Contest Details

6 STEP 2: PICK A THEME FOR YOUR POSTER (REQUIRED)



7 STEP 3: PICK A TARGET AUDIENCE FOR YOUR POSTER (REQUIRED)



MOON Study Poster Contest Details

8 STEP 4: PICK A STATISTIC (REQUIRED) AND AN "ASK" TO USE ON YOUR POSTER (OPTIONAL)

Studies have shown that factual information plus a sympathetic narrative increases public support for naloxone education and distribution. Please use the following pages below to help inform the messaging of your poster.

8.1 OPIOID AND NALOXONE STATISTICS SHEET

Instructions: If you choose to include a statistic on your Public Awareness poster, please only use one of the statistics from the list below. This is to ensure the accuracy and validity of the statistics that appear on poster submissions. You are free to reword the sentence as long as it retains its statement as valid. Thank you!

Statistics	
1	Drug overdose ranks as the leading cause of adult accidental deaths in the U.S. ¹
2	Heroin-involved overdose deaths nearly doubled between 2011 and 2013; more than 8,200 people died of heroin overdose in 2013 alone. ²
3	People who abuse or are dependent on prescription opioid pain medications are 40 times more likely to abuse or be dependent on heroin. ²
5	For adults ages 25-64, drug overdose caused more deaths than motor vehicle accidents in 2013. ³
6	Prescription drug use and misuse resulted in 1.4 million visits to the emergency department in 2013. ³
7	During 2014, 47,055 people died from drug overdose in the United States, representing an increase of 6.5% from 2013. ⁴
8	As heroin abuse or dependence has increased so has heroin-related overdose deaths. From 2002 through 2013, the rate of heroin-related overdose deaths nearly quadrupled. ⁵
9	In 2013, nearly two million Americans used prescription pain medications nonmedically. ⁶
10	Each day, almost 7,000 people are treated in emergency departments for using prescription pain medications in a manner other than as directed. ⁶
11	The amount of prescription pain medication dispensed in the U.S. quadrupled since 1999. ⁷

¹ <http://www.cdc.gov/nchs/fastats/accidental-injury.htm>

² <http://www.cdc.gov/media/releases/2015/p0707-heroin-epidemic.html>

³ <http://www.cdc.gov/drugoverdose/data/overdose.html>

⁴ http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6450a3.htm?s_cid=mm6450a3_w

⁵ <http://www.cdc.gov/nchs/deaths.htm>

⁶ <http://www.cdc.gov/drugoverdose/epidemic/index.html>

⁷ http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6043a4.htm?s_cid=mm6043a4_w#fig2

12	Deaths from prescription pain medications have quadrupled since 1999, killing more than 16,000 people in the U.S. in 2013. ⁸
13	Nearly two million Americans, aged 12 or older, either abused or were dependent on opioids in 2013. ⁹
14	Between 2013 and 2014, Massachusetts has had an 18% increase in overdose deaths, from 1,081 deaths in 2013 to 1,289 deaths in 2014. ¹⁰
15	Health care providers wrote 259 million prescriptions for pain medications in 2012, enough for every American adult to have a bottle of pills. ¹¹
16	In 2014, 61% (28,647, data not shown) of drug overdose deaths involved some type of opioid, including heroin. ⁴
17	Heroin overdose death rates increased by 26% from 2013 to 2014 and have more than tripled since 2010. ⁴
18	More people died from drug overdoses in the United States in 2014 than during any previous year on record. ⁴
19	From 2000 to 2014 nearly half a million persons in the United States have died from drug overdoses. ⁴
20	In 2014, there were approximately one and a half times more drug overdose deaths in the United States than deaths from motor vehicle crashes. ⁴
21	Commonly prescribed opioid pain relievers, like oxycodone and hydrocodone, are involved in more overdose deaths than any other opioid type. ⁴
22	Opioid pain reliever prescribing has quadrupled since 1999 and has increased in parallel with overdoses involving the most commonly used opioid pain relievers. ⁴
23	Most nonmedical users obtained their opioid pain relievers from friends and relatives for free. ¹²
24	Most nonmedical users reporting frequent use of opioid pain relievers obtained them from physicians. ¹²
25	Nearly 70% of the opioid pain medication poisoning deaths in 2013 involved opioid analgesics such as hydrocodone, morphine, and oxycodone. ¹³
26	Opioid overdose death rates were reduced by half in communities providing access to naloxone. ¹⁴
27	Most laypersons who report using naloxone to save someone from overdosing are persons who use drugs. ¹⁴
28	An average of 3,300 children under the age of 5 are exposed to and poisoned by opioids each year. ¹⁵
29	An average of 6,000 children and adolescents are exposed to or poisoned by opioids each year. ¹⁵

⁸ <http://www.cdc.gov/nchs/deaths.htm>

⁹ Substance Abuse and Mental Health Services Administration, Results from the 2012 National Survey on Drug Use and Health: Summary of National Findings, NSDUH Series H-46, HHS Publication No. (SMA) 13-4795. Rockville, MD: Substance Abuse and Mental Health Services Administration, 2013.

¹⁰ <http://www.cdc.gov/drugoverdose/data/statedeaths.html>

¹¹ <http://www.cdc.gov/drugoverdose/data/prescribing.html>

¹² Sources of Prescription Opioid Pain Relievers by Frequency of Past-Year Nonmedical Use United States, 2008-2011 Christopher M. Jones, PharmD, MPH1; Leonard J. Paulozzi, MD, MPH1; Karin A. Mack, PhD1JAMA Intern Med. 2014;174(5):802-803. doi:10.1001/jamainternmed.2013.12809

¹³ http://www.cdc.gov/nchs/data/factsheets/factsheet_drug_poisoning.htm

¹⁴ <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4688551/>

¹⁵ Burghardt, L.C., et. al. (2013). Adult prescription drug use and pediatric medication exposures and poisonings. Pediatrics, 132(1), 18-27.

30	Drug overdose is the leading cause of accidental death in RI. ¹⁶
31	Adult medication use is associated with exposures and poisonings in children. ¹⁵
32	92% of pediatric opioid poisonings occur in the child's home. ¹⁷
33	Up to 20% of childhood prescription drug poisonings involve a grandparent's medication. ¹⁸
33	Opioid addiction disease occurs in every American state, county, socio-economic and ethnic group. ¹³
34	More than half of Americans say they personally know someone who has used, become addicted, or has died from using prescription pain medications. ¹⁹
35	46 Americans die each day from prescription opioid overdoses... that's two deaths an hour and 17,000 deaths annually. ²⁰
36	Americans use 80% of the world's opioids but constitute less than 5% of the world's population. ²¹
37	Approximately 70% of people that abuse opioids in the United States get them from family and friends. ²¹
38	More than half of patients report storing unused or expired medication in their home. ²²
39	Less than ten percent of cancer patients report locking up their opioid medications. ²¹
40	In 2014, 243 people in RI died of an overdose, more than the number of homicides, motor vehicle accidents, and suicides combined. ²³
41	70% of people who abuse prescription drugs get them from family or friends. ²⁴
42	52 million people in the US, over the age of 12, have used prescription drugs non-medically in their lifetime. ²⁵
43	60% of teens who abuse prescription drugs get them free from friends and relatives. ²⁶
44	More than 1000 Rhode Islanders have died of a drug overdose in the past 5 years. ²⁷
45	Two-thirds of people who died 2014-2015 of overdose received a controlled substance from a pharmacy the year prior to their death. ²³

¹⁶ <http://www.health.ri.gov/healthrisks/drugoverdose/>

¹⁷ Bailey, J.E., et al. (2009). The underrecognized toll of prescription opioid abuse on young children. *Annals of Emergency Medicine*, 53(4), 419-424. doi:10.1016/j.annemergmed.2008.07.015

¹⁸ <http://www.safekids.org/research-report/safe-storage-safe-dosing-safe-kids-report-nation-safe-medication-march-2012>

¹⁹ <http://kff.org/health-reform/poll-finding/kaiser-health-tracking-poll-november-2015/>

²⁰ <http://www.cdc.gov/vitalsigns/opioid-prescribing/>

²¹ Reddy, A. et al. (2014). Patterns of storage, use, and disposal of opioid among cancer outpatients. *The Oncologist* (19), 780-785.

²² Seehusen, D.A. and J. Edwards. (2006). Patient practices and beliefs concerning disposal of medications. *Journal of the American Board of Family Medicine* 19(6), 542-547. doi: 10.3122

²³

<https://static1.squarespace.com/static/55d208f6e4b04baeaff02618/t/563a81abe4b0c152700ce49f/1446674859170/Strategic+Plan.pdf>

²⁴ <https://www.whitehouse.gov/ondcp/news-releases-remarks/national-survey-shows-friends-and-family-are-primary-sources-of-abused-painkillers>

²⁵ <http://www.samhsa.gov/data/NSDUH/2k11Results/NSDUHresults2011.htm>

²⁶ <https://www.dosomething.org/us/facts/11-facts-about-teens-and-drug-use>

²⁷ <http://www.health.ri.gov/data/drugoverdoses/>

8.2 POSTER “ASKS” SHEET

Instructions: Your Public Awareness poster can include an “ask” from this Poster “Asks” Sheet. A poster “ask” is something that you are asking or directing the audience to do. To ensure the accuracy and consistency of the “asks” that appear on the poster submissions, we encourage the use of phrases below. If you have a question about one of the “Asks” or have another one you would like to use, please email (Victoriana.schwartz@bmc.org) or call us (617) 414-4936 first and we will work with you. Rewording of any phrase below is acceptable and we encourage the use of our Helpful Tips Sheet to aid in development of other “Asks.” Thank you!

“Ask your pharmacist about naloxone.”

“Visit the pharmacy for naloxone.”

“Get naloxone.”

“Be prepared, get naloxone.”

“Just in case, get naloxone.”

“Save a life, get naloxone.”

“Protect your household, get naloxone.”

“Protect your family, get naloxone.”

MOON Study Poster Contest Details

9 STEP 5: MAKE YOUR POSTER!

We have outlined several helpful tips to further aid in your poster creation below.

9.1 HELPFUL POSTER TIPS

You may use these helpful tips to create your poster. They are tips identified by discussion in MOON Study focus groups and published social sciences research.

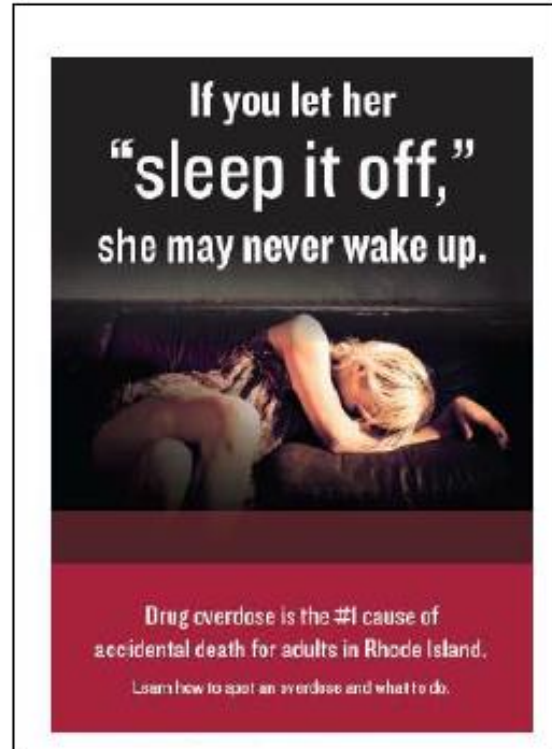
TIPS FOR COLORS, PICTURES, AND FONT	
•	Try to avoid “highlighter-type” colors and color that may not contrast well in poster. - For example, if using a dark background, use lighter colors for wording.
•	Use proper font size. - Try not to use font that is too small to read from a distance, or on the other hand, try not to use font that is too large for poster. Large font could distract from the rest of the poster.
•	Use appropriate pictures for your target audience. - Make sure picture (or pictures) are clear and easy to understand. Picture should link directly to message.
TIPS FOR MESSAGING	
•	Avoid stigmatizing words and language. - This includes words like “druggie”, “junkie”, and “addict” - Accusatory language which isolates individuals or addiction as a personal problem. ○ Example: “Don’t be an addict.”
•	Use empowering positive language and words. - Empowering language can include statements such as “Get Naloxone Now!” Other examples of asking the public to take “charge” can be found in our “Asks” sheet.
•	In a study that surveyed the perception of naloxone distribution in the public it was found the combination of factual information plus a sympathetic narrative yielded higher support of increased education and distribution of naloxone. ¹ - For example, in the study, portrayals of people who lost family members or friends from opioid overdose were most effective in increasing support for naloxone distribution.
•	Messaging that is educational and informative can improve support for naloxone distribution. ¹ - The use of messaging that answers concerns or questions people have can also be effective. - For example, a statement that answers concern about unintended consequences of naloxone distribution can include validated statistics such as: “Most laypersons who report using naloxone to reverse an overdose are persons who use drugs.”
•	Messaging that portrays persons with successfully treated mental illness and drug addiction can improve public attitudes toward persons with these conditions. ²

1. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4488484/>
 2. <http://www.sciencedirect.com/science/article/pii/S0277953614007990>

9.2 POSTER EXAMPLES



1



2

¹ Poster example, used with permission from Informed Families/The Florida Family Partnership, Inc (<http://www.informedfamilies.org/campaigns/lock-your-meds>).

² Poster example, used with permission from Rhode Island Department of Health.

Are you or someone you know at risk of accidental **overdose from an **opioid prescription** or **illicit drug**?**

Ask your pharmacist how you can get a Nasal Naloxone Rescue Kit. It could be a lifesaver.

Naloxone is a special medication that can reverse the effect of narcotic medications or drugs – even an overdose from prescription and non-prescription opioids such as heroin.

Naloxone is safe and effective, and comes in a nasal spray. Talk to your pharmacist to learn more – you could save a life.

And, always call 911 when faced with a potential overdose situation.

A message from the Massachusetts Pharmacists Association and the University of Massachusetts Medical School.

Do you take strong pain medications?

For example:
Percocet, Vicodin, methadone, oxycodone, morphine, MSContin, Dilaudid, fentanyl, or any other “opiate” medication?

Ask your provider for naloxone!!

Naloxone is an antidote sprayed into the nose if you are too sleepy or can't be woken up due to these pain medications.

Talk to your provider for more information.

Examples of text-based messaging for Opioid Safety and Naloxone Awareness.

³ Poster example, used with permission from UMass Medical School.

⁴ Poster example, used with permission from San Francisco Department of Public Health.

MOON STUDY POSTER CONTEST DETAILS

10 STEP 6: SUBMIT YOUR POSTER!

Before completing form and submitting poster, we encourage you to review the Official Contest Rules below.

10.1 2016 POSTER CONTEST OFFICIAL RULES

1. Eligibility: The 2016 MOON poster contest is open to the general public. Boston Medical Center (and its affiliates) employees and their immediate family members are ineligible to participate.
2. Contest dates: The contest will begin on January 15, 2016 and will end on March 31, 2016.
3. How to enter: All entrants must complete this official entry form. This entry form is available at www.BMC.org/MOON-Study.htm . You can access the entry form directly at: <https://dinamorrissey.wufoo.com/forms/moon-psa-poster-contest/>. All entries become the property of the Injury Prevention Center at the Boston Medical Center.
4. Submission guidelines:
 - All submissions must be the original creation of the entrant.
 - Up to 2 submissions in total are permitted per entrant
 - All posters must be submitted in a .pdf or .jpg file.
 - The submission(s) must not contain any material that violates or infringes on the rights of others, including, but not limited to, privacy, publicity or intellectual property rights (including copyright, trademark or patent rights) or constitutes copyright or trademark infringement.
 - The submission(s) must not defame or invade the privacy rights or privacy of any person, living or deceased.
 - The submission(s) must not contain any tortious, slanderous or libelous materials.
 - The submission(s) must not contain inappropriate, indecent, obscene, hateful or discriminatory material as determined by the sponsors in their sole discretion.
5. Prizes:
 - 2 - First prizes - \$1000 each
 - 2 - Second prizes - \$500 each

If Boston Medical Center cannot reach a winning entrant to notify him/her of his/her prize, Boston Medical Center will either provide the prize to another entrant or will use the prize money for another purpose it decides appropriate.
6. Judging: A panel of judges, as determined by MOON study personnel, will select the winners, in their sole discretion, from among all eligible submissions based on creativity, technical quality, persuasiveness of the message and overall presentation. All decisions of the judges are final. You may download a copy of the judging rubric on the MOON study website (<http://www.bmc.org/moon-study.htm>).
7. Release: By participating in or entering this contest, entrant agrees to defend, indemnify, release and hold harmless sponsor including its respective directors, trustees, officers, committees, subsidiaries, affiliates, employees, agents, assigns, third party information providers and representatives from and against all claims (including, claims of patent,

trademark, and copyright infringement), demands, actions, damages, losses, costs, liabilities, expenses (including reasonable attorneys' fees and other legal expenses), awards, fines and judgments asserted against or recovered from sponsors arising out of or related to entrant's participation in Contest or Submission, arising out of any act, conduct, omission, negligence, misconduct, or unlawful act (or act contrary to any governmental order or regulation) by entrant, and including, but not limited to, personal injury, damage or loss of property, breach or violation of these Official Rules or rights of another by entrant. Sponsor shall not be liable in any way for injuries to persons or damages to property incurred or suffered by entrant or any of entrant's subcontractors, agents, heirs, successors or assigns, or any person related to entrant in any way.

8. All entries become the property of Boston Medical Center and will not be returned. Boston Medical Center may use poster entries in awareness campaigns as it deems appropriate and is not required to notify the entrant of its further use or pay any compensation for the use. **Entrees may be publicly disseminated with no prior communication to entrants.**
9. Participant must agree to the 2016 MOON Study Poster contest official rules by marking the check box and initialing the submission form online. By completing these steps and submitting form and artwork, the participant agrees with all terms and conditions of Contest Rules.

Website link to submit your poster(s):

<https://dinamorrissey.wufoo.com/forms/moon-study-poster-contest/>

MOON Study Poster Contest Details

11 JUDGING POSTERS

Posters will be judged from within 2 categories (Theme 1 and 2) and should include the specific requirements noted in the [Step Process](#).

The Contest will take submissions from January 25, 2016 - March 31, 2016. Final deadline to submit is Thursday, March 31, 2016. Please do your best to adhere to this deadline.

Posters will be judged by a diverse panel of experts and advocates for Opioid Safety and Naloxone awareness. Judging will be based on several criteria including overall look, originality, and persuasiveness. For more details regarding eligibility and the judging process, please see the [Official Contest Rules](#) and [judging rubric](#) below.

11.1 JUDGING RUBRIC

Poster Entry Number:

Judge Number:

CATEGORY	4	3	2	0
Graphics – Originality	Several of the graphics used on the poster reflect an exceptional degree of contestant creativity in their creation and/or display	Some of the graphics used on the poster reflect contestant creativity in their creation and/or display	The graphics are made by the contestant, but are based on the designs or ideas of others	No graphics made by the contestant are included
Graphics – Relevance	All graphics are related to the topic and make it easier to understand	All graphics are related to the topic and most make it easier to understand	Most graphics relate to the topic	Most graphics do not relate to the topic
Attractiveness	The poster is exceptionally attractive in terms of design, layout, and neatness.	The poster is attractive in terms of design, layout and neatness.	The poster is acceptably attractive though it may be a bit messy.	The poster is distractingly messy <u>or</u> very poorly designed. It is not attractive.
Mechanics	Capitalization, spelling, grammar, and punctuation are correct throughout the poster.	There is 1 error in capitalization, spelling, grammar, or punctuation.	There are 2 errors in capitalization, spelling, grammar, or punctuation.	There are more than 2 errors in capitalization, spelling, grammar, or punctuation. <u>Citations for data NOT present.</u>
Originality of message	Poster depicts an important and original message in a novel, creative manner.	message is not original, but if displayed in a novel and creative manner.	message is not original. Method of display is creative, but not novel.	Message is not original. Method of display is not creative or original.
Persuasiveness of the safety message (<u>Double Points</u>)	Poster conveys a clear and important message in a powerful and persuasive manner (8)	Poster clearly conveys message. (6).	Poster hints at a message (4).	No message is conveyed (0).
Overall Impression	One of the best entries	Above average	Average	Below average

TOTAL SCORE:

MOON Study Poster Contest

12 CONTACT INFORMATION

Please contact our study team members below if you have any questions about the contest.

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