

Health Resources in Action Introduction

Oversight & Advisory Council
Media Subcommittee meeting

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Health Resources in Action
Advancing Public Health and Medical Research

Introductions



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Who is HRiA: Vision & Mission

Vision: Healthy people thriving in equitable & just communities.

Mission: HRiA partners with individuals, organizations, & communities to transform the practices, policies, & systems that improve health & advance equity.



Who is HRiA: Values

Values

HRiA seeks sustainable solutions for complex problems using an anti-racist approach. We aim to be adaptable & flexible in meeting clients & partners where they are, offering decades of knowledge & resources to collectively realize our dream of equitable, sustainable health for all.

Health & Racial Equity

By identifying & addressing the root causes of health inequities, intentionally working to shift narratives & power imbalances & disrupt all systems of oppression.

Leading with Heart

By demonstrating our passionate commitment to our work, continuously challenging ourselves with humility & vulnerability, while pursuing & holding ourselves accountable to our mission.

Collaboration

By intentionally & respectfully leading, partnering, & following to strengthen relationships, uplift different voices, & build trust.

Innovation

By driving toward new strategies, questioning norms, & continuously learning & evolving to support the needs of our clients & communities.



Helpline experience

HRiA has decades of experience operating helplines:



Behavioral health & harm reduction experience

Other initiatives focused on advocacy, building capacity, and training & education:



BeHERE Workplace

An immersive learning experience exploring the intersection of opioids, pain, and the workplace

BeHERE Training

A suite of overdose prevention and harm reduction trainings for human service agencies



You Can

An awareness and education storytelling campaign with the goal of decreasing overdose deaths in MA

Project NOPE

Part of You Can, Project NOPE, is an outreach initiative addressing overdose with stimulant users



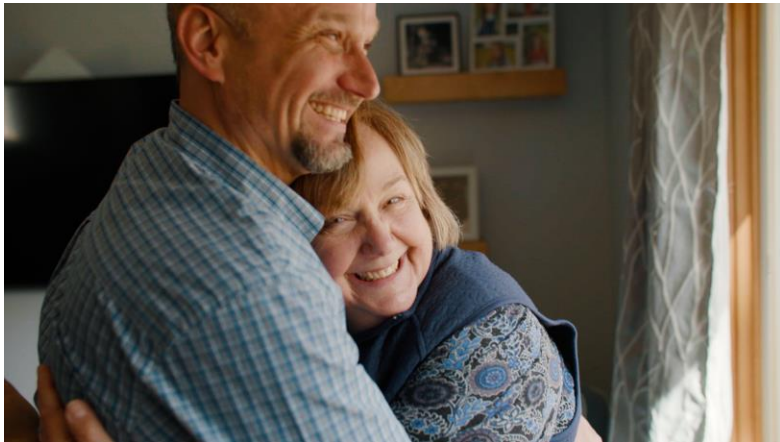
Helpline(s)
brand essence:

Creating connection



Helpline marketing

“The opposite of addiction
is connection.”



From the simplest forms of connection— such as listening compassionately to a caller’s concerns and offering information and/or referrals— to building and amplifying the power of community, HRiA’s helplines aim to create the human connections that foster wellness and recovery.



How we create connection and advance equity

- **Center those most impacted** in helpline service design and delivery
- Value and elevate **lived experience**, internally and externally
- Feature the experiences of **real people** to tell the story of **varying and diverse journeys** in substance use and recovery
- Build **relationship and bi-directional communication** through interpersonal outreach
- Create **helpline champions programs** to build community, leverage trusted relationships, and expand helpline reach
- Honor the **role and power of community** in wellness – from harm reduction to recovery
- Explore the **roles of racism and other systems of oppression** that create inequitable conditions and outcomes
- Advance **narratives, policies, and practices** that contribute to systems change



Campaign video examples

MA Helpline “Stories of Hope” campaign



Dallas' story

VT Helplink harm reduction campaign



Theresa's story



Helpline outreach and community engagement

- Identify and prioritize communities most impacted by the opioid epidemic, racist drug policies, barriers to accessing services, etc.
- Acknowledge and build on community strengths and assets
- Build and maintain relationships with individuals and organizations
- Bring community learnings back to Helpline staff, including calltakers
- Hold space for heartbreak; celebrate healing and change, no matter how small

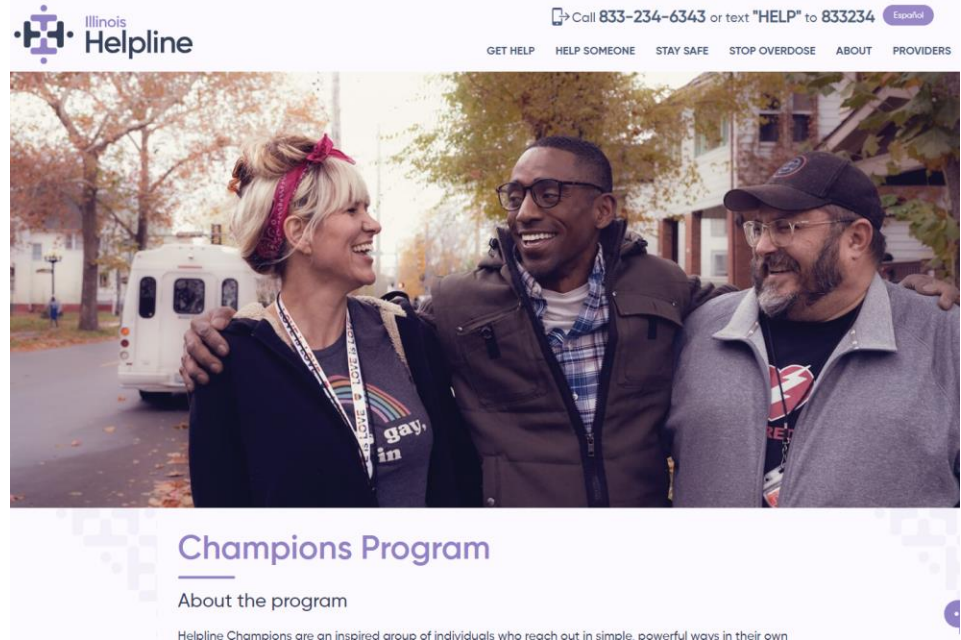


Helpline Champions

Powerful community advocates in MA & IL

The Helpline Champions program empowers people to take concrete action in their communities to increase the use of harm reduction, treatment, and recovery services.

The program welcomes all people to become Champions in their community.



The screenshot shows the Illinois Helpline website. At the top left is the Illinois Helpline logo, which consists of a stylized cross made of four colored squares (red, blue, green, yellow) and the text "Illinois Helpline". To the right of the logo is a navigation bar with the text "Call 833-234-6343 or text 'HELP' to 833234" and a "Español" button. Below the navigation bar are several menu items: "GET HELP", "HELP SOMEONE", "STAY SAFE", "STOP OVERDOSE", "ABOUT", and "PROVIDERS". The main content area features a large photograph of three people standing outdoors in a residential area with trees and a white van in the background. The person on the left is a woman with blonde hair tied up, wearing a black jacket and a lanyard with a rainbow flag and the text "gay, in". The person in the middle is a man with glasses and a brown jacket, smiling. The person on the right is a man with a beard and a grey jacket, also smiling. Below the photograph is the heading "Champions Program" in a purple font, followed by the sub-heading "About the program" and a short paragraph: "Helpline Champions are an inspired group of individuals who reach out in simple, powerful ways in their own".



HRiA's role in Oregon

HRiA will begin operating the Recovery Center Hotline on December 8, 2023, and will:

Upon launch:

- Consolidate two phone numbers into one toll-free number
- Accept calls and chats from people in OR seeking SUD treatment, recovery, & harm reduction information and referrals for themselves, loved ones, or clients
- Accept calls and chats from people in OR who have received a class E citation to provide screening, connections to services, & proof of completed screening

In 2024:

- Build & maintain a comprehensive website for the hotline, with live chat feature
- Offer follow-up calls to consumers to support service access
- Offer services via live SMS texting
- Promote the hotline's services throughout OR using outreach & marketing strategies



Marketing the hotline

HRiA will build on current marketing and outreach strategies to further relationships with BHRNs and promote awareness and use of the hotline

- Hire a full-time OR-based Outreach Associate
- Create a brand for the hotline, including a new name & logo
- Develop a full-service website with search and chat features (interim landing page to launch on day 1)
- Develop palm cards and work with BHRNs and Outreach Associate to increase distribution
- Run Google advertising campaign (Google display ads, search engine marketing)
- Explore additional marketing strategies based in OHA's goals



Communication activities timeline

Key activity	Start	Estimated delivery
Outreach Associate hiring process	11/1/2023	Early January 2024 (dependent on interview process)
Hold 2 virtual introductory meeting spaces for BHRNs		Wednesday Dec 6th, 12:30-1:30 pm PT Monday Dec 11th, 2-3pm PT
Build & launch interim landing page	11/20/2023	12/8/2023
Develop, test, & finalize brand concepts	11/29/2023	Early January 2024
Develop, test, print, & begin distribution of palm cards & any other potential materials	1/02/2024	Early February 2024
Develop & launch Google display ads & search engine marketing campaign	1/23/2024	Late February 2024



Thank you!

Open job postings

1. [Project Manager, Oregon Behavioral Health Resource Network \(BHRN\) Helpline](#)
2. [Community Outreach and Engagement Associate, Oregon Behavioral Health Resource Network \(BHRN\) Helpline](#)

