

# Report to the Legislature

## Opioid Misuse Awareness Public Radio Campaign

2023



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## Executive Summary

The 2021 Biennial Budget {Engrossed Substitute Senate Bill 5092.PL} appropriated \$800,000 of the general fund-state appropriation to the Department of Health “to contract with a community based nonprofit organization in the Yakima Valley to develop a Spanish-language public media campaign aimed at preventing opioid use disorders through education outreach programs”. This document is an end-of-year report on the work described in Project Plan DOH-OPIOIDS. Northwest Communities’ Education Center/Radio KDNA (NCEC/KDNA), in association with Sea Mar Community Health Centers, was awarded Contract #CBO26880 from January 14<sup>th</sup>, 2022, through June 30, 2023, in the amount of \$788,954.00 by The Washington State Department of Health (DOH).

The project aims to develop a Spanish and English media campaign designed to promote awareness and prevention of opioid use disorders through an array of educational outreach programs.

The purpose of the project is to utilize the capabilities of Radio KDNA for community opioid education outreach in Yakima County, coupled with a trained staff through in-person presentations, teleconference modality (i.e., Zoom), and radio programming in Spanish and English. The Opioid Work Plan implementation takes into consideration that it be culturally and linguistically appropriate. Also, it must be further amplified through collaboration with partners who will ascertain that the educational materials and radio programs are evidence-based, according to the CDC, SAMSHA, and the Washington State Department of Health. NCEC/KDNA has been working with the Eastern Washington Opioid Consortium since 2019 for guidance and quality assurance. We work closely with the Yakima Health District and have engaged new stakeholders such as Fred Hutchinson, PaVac-UW, Washington Growers League, and the Washington State Employment Security.

This collaborative work is crucial in producing culturally relevant radio programs for farmworkers and creating radio novelas, foto novelas, informational capsules, and educational materials in Spanish and English. The focus population for this project is essential workers, from farm laborers to grocery workers, primarily of Latino descent. Farmworkers often travel to work in groups and often live in crowded conditions. Most national housing studies by the

United States Department of Agriculture (USDA) indicate that poor, crowded housing conditions are directly related to poor health. NCEC/KDNA has made the extra effort to include H2A workers by collaborating with WAFLA, a national labor contractor, and the Washington Growers League.

The media campaign aims to reach underserved populations with limited literacy and are experiencing cultural and informational isolation and those essential workers in grocery stores and warehouses. NCEC/KDNA is to focus on prevention, education, and treatment. The collaborations with the stakeholders are intended to ensure quality assurance of all Opioid outreach educational materials to be scientific, evidence-based information according to DOH and the CDC. The radio programs, informational Opioid Radio Capsules, and educational materials identified in the Scope of Work Project Plan DOH-OPIOIDS from 01/14/22 to 6/30/23 are in conformance (accordance/compliance) with the DOH Contract #CBO26880.

The department contracted with Northwest Communities Education Center/Radio KDNA (NCEC/KDNA), in association with Sea Mar Community Health Centers, to develop and deploy the Opioid Prevention Project through a multi-pronged outreach campaign, events and in-person/virtual visits, workshops, and an evaluation component.

## **Opioids Misuse awareness Public Radio Campaign**

Developing the Plan of Action to implement the project started as an Outline of Opioid Activities, which included four workshops and two conferences for year one. The COVID-19 pandemic continues to require NCEC/KDNA to adapt to how the community acquires information. The implementation strategy includes developing an opioid educational curriculum using a multi-media approach. This new path has increased the use of the NCEC/KDNA website with internet connections to Facebook, radio/webinars/Zoom, and collaboration with local school districts. For remote opioid education outreach, foto novela have been published.

Opioid misuse, abuse, and addiction have reached epidemic proportions and were exacerbated by the COVID-19 pandemic. NCEC/KDNA has documented Hispanic people calling in to express enthusiastic support for programming on opioid use and abuse. Mothers have called

NCEC/KDNA opioid staff to talk about their sons who became addicted to opioids after purchasing synthetic fentanyl at a high cost on the streets. According to a report issued by the Yakima Health District, the Yakima County Coroner's Office indicated that during 2021, 98 people died of opioid overdoses. Of those 98 individuals, 45 died from fentanyl overdose. This data indicates that rural counties, such as Yakima County, have shown a sharp increase in fentanyl-related deaths.

The goal of the project is to strategically reach underserved populations who are at high risk of opioid abuse, have limited literacy, and who experience cultural and informational isolation.

## Eastern Washington Opioid Consortium (EWOC)

The Eastern Washington Opioid Consortium (EWOC) was assembled several years ago by NCEC/Radio KDNA. Its main function is to provide thought partnership with the collaborative design and implementation of project activities. The Eastern Washington Opioid Consortium (EWOC) includes 38 members from organizations represented across the state (see Appendix A) and is leveraged to disseminate project-related information through their network widely. EWOC members represent Yakima Valley schools, local community partners, public health clinics, non-profits, and law enforcement. EWOC members serve not only as advisors to the Opioid Misuse Awareness Public Radio Campaign project but as engaged project participants. Members have volunteered as guest radio speakers, workshop presenters, and conference presenters. Radio KDNA and the EWOC have taken the lead in addressing the opioid epidemic rampant in the Yakima Valley through concerted outreach programming. Since the inception of the EWOC, opioid experts have been tapped/consulted for culturally relevant and evidence-based information to inform the development of opioid capsules and radio/foto novelas. Consortium members have also reviewed the foto novelas and provided feedback for improvements. Below is a table that outlines when the EWOC met during the project and the purpose of each meeting.

<b>Eastern Washington Opioid Consortium (EWOC) Meetings</b>	
<b>Date</b>	<b>Purpose of Meeting</b>
January 13, 2022	The purpose was to discuss and to solicit input on the events and outreach activities plan, as well as to establish subsequent meeting dates. The Department of Health representatives were also in attendance.
February 10, 2022	During this meeting, Radio KDNA shared with the consortium (12 members present) the specific topics covered within the radio programs and outreach activities conducted to date. Also discussed were upcoming radio programs and ideas to incorporate within the outreach campaign.
March 10, 2022	Topics discussed during this meeting included the upcoming radio programming, the outline of the foto novela, and upcoming events. Thirteen members were in attendance.
April 14, 2022	The purpose of this meeting was to provide an update on local opioid statistics, talk through the upcoming end-of-year report, and share resources amongst consortium members.
May 12, 2022	Martin Yanez reflected on the project to date. Dorelis discussed the foto novelas and requested members to review and provide their feedback.
June 9, 2022	Gilbert Alaniz asked the group for suggestions on a billboard promoting opioid awareness. Narcan and Naxal one training was discussed as individuals received training at Sunnyside High School and Wapato and White Swan community centers. Consortium members provided suggestions on local topics and concerns regarding opioids in the Yakima Valley.
July 14, 2022	Introduce year#2 scope of work and set up the work plan to participate in the radio campaign
August 11, 2022	Set up a schedule of events and set an update for the consortium.
September 15, 2022	The meeting focused on Radio Programs -Jim Curtis, JR Camacho, and State Patrol Officer Mosqueda. Also, events-Health and Resource Fair at Radio KDNA on 9/15/2022, and Takeback Day on October 29, 2022, were discussed. Update on Billboard Hwy 97 close to Wapato
October 13, 2022	NCEC/Radio KDNA provided an Opioid Progress Report. Opioid Overdose Report by Jim Curtis Coroner. Fentanyl Discussion-Martin. Future event Skate Fest- Jose Ochoa
November 10, 2022	Announcement of Grant Prevention Introduction-Martin, Vicente, Kimberly. Opioid Progress Report- Dorelis Zapien. Continue with the Fentanyl Discussion-Martin.

December 8, 2022	Partnerships History- Martin Yanez, Opioid Progress Report. Presented the Radio Program Training. Go over January Events
January 12, 2023	NCEC/Radio KDNA provided an Opioid Progress Report. Went over the upcoming events. Open for Questions and Suggestions from members
February 9, 2023	Updates on DOH Opioids Grant - Radio programs and future events. Open the discussion to discuss collaborations and new ideas for activities or other topics to cover on the one-hour programs or activities.
March 9, 2023	During this meeting, members identified topics for Jardin de los Ninos and provided feedback on an upcoming opioid presentation.
April 10, 2023	Update on the topics covered and that will be covered for the last two months.
May 4, 2023	Update on the topics cover and that will be covered for the last two months.
June 14, 2023	Presentation of the final report and what it was accomplished

## Project Plan

The project plan stipulated that NCEC/Radio KDNA develop a comprehensive outreach campaign comprising various outreach events led by project staff and coordinated with another lead agency. NCEC/Radio KDNA in the first year hosted four workshops and two conferences, and 8 workshops in the second year focused on opioid use prevention and treatment. Additionally, as part of the outreach component, radio programs focused on opioids have been developed and uploaded onto the KDNA website (<https://kdna.org/opioid-project-wa/#RadioPrograms>). Social media was also leveraged to promote events and radio programming.

## Project Implementation

Project implementation began on January 14, 2022, and during the first month of the project, the initial priorities were recruiting and hiring high-quality staff. Three project staff were hired, and Elizabeth Torres, currently the Director of Operations, dedicated part of her time to serve as a program manager for this project. The onboarding process for the newly hired project staff included a review of the project's scope of work and timeline. The project staff followed the scope of work, coordinated project activities, and met with consortium members and community organizations to refine proposed activities for implementation and meet project

goals. In developing the scope of work, project staff grounded their activities based on current research, consulted with health professionals, and infused cultural elements relevant to the migrant farmworker population. There was no staff turnover during this project, which facilitated stability in service delivery. The Eastern Washington Opioid Consortium met monthly to discuss project activities, review both local and national local trends related to Opioids, and share resources amongst consortium members.

The work plan included the development of a foto novela, presentations, public service announcements (PSA)/informational, 48 (1) hour radio programs, visiting at least two farms every month, posting a billboard along a Yakima County corridor, and organizing four workshops, and organizing two conferences. Outreach activities were coordinated and conducted in collaboration with EWOC members and other local community partners.

### **Service Delivery Approach**

The COVID-19 pandemic has impacted how information is shared and services are delivered across sectors. NCEC/KDNA has adapted to this expansion while still retaining its core identity in enhancing how they disseminate information to the community it serves. In addition to utilizing their radio station to reach listeners, project staff amplified opioid awareness through social media. Moreover, listeners of Radio KDNA can retroactively listen to radio programming they may have missed. Technology was also leveraged to convene EWOC members on at least a monthly basis, which led to savings for travel, time, and opportunity for broad participation in the EWOC meetings.

In year 2 of the project, EWOC members continued to add input with project activities, such as serving as speakers on radio programs, providing feedback on informational capsules, and reaching out to parents and students to encourage attendance at workshops and conferences. A key element to EWOC's input was keeping equity and the culture (Mexican) of the target population at the forefront when designing and implementing all its activities. Examples of this were providing outreach material in Spanish and English, hiring bilingual project staff, and considering the reading levels of listeners. The foto novela was created in English and Spanish



and was designed to provide educational opioid information according to the levels of limited-literacy readers and young children/teens.

Radio Cadena used its 100+ mile reach as a platform for the station and partner consortium health providers to deliver a year-long radio campaign of live and prerecorded radio talk shows during prime time slots, such as the “Aqui y Alla” programs that garnered huge radio Spanish-speaking listeners. Radio ads promoting opioid-related programming were strategically placed in the time slots with the most ratings, such as “El Jardin de los Ninos,” “El Cambalache,” and “Puro Tejano.” The goal was to ensure that more audience members of the most listened-to radio shows were aware of opioid education programming.

Foto novelas are a series of captioned photographs, like a traditional comic book format. Foto novelas are widely used among Latinos and are visually insightful, especially in addressing community issues. Radio and foto novelas have been demonstrated as an effective means of providing outreach and education to people with limited reading literacy. This portion of the project is time and resource intensive but has proven to be the most cost-effective educational media innovation for preventive health education.

## **Outreach Programming**

Outreach programming consisted of regularly scheduled radio programs, pop-up clinics, setting up booths at Farmer’s markets and schools, and visits to farms to meet with agricultural workers. In-person outreach exceeded expectations as outreach workers could reach/serve a total of 28,977 people throughout this two-year project.

The project aimed to develop a comprehensive radio media campaign to provide listeners with up-to-date opioid overdose prevention information for opioid users, for those who may know an opioid user, and for the general listening audience. The culturally relevant and bilingual content developed for the radio programming was based on input from members of the Eastern Washington Consortium, evidence-based research, and local health professionals. This approach helps to ensure that farm-working families and others in the local community better

relate to the information. Radio KDNA capitalized on its credibility and reach to implement the radio campaign continuously through an array of radio media.

#### Events: Pop-Up Clinics, Farm Visits, and Community Events

Radio KDNA coordinated and hosted weekly pop-up clinics at their center to offer COVID-19 vaccination to the public. During these events, opioid project staff would meet with those receiving a vaccination and any other individuals who may have accompanied them to provide them with opioid-related resources. Project staff also visited farm-working parents and adults at several farms and affordable housing camps throughout central Washington to conduct presentations on opioid awareness and prevention. After the presentations, outreach staff would answer questions and converse with the farm workers.

On January 20, 2022, Radio KDNA partnered with the Yakima Health District and the Washington State Department of Health to host a pop-up vaccine clinic where 21 vaccines were distributed. Radio KDNA used this opportunity to ensure visitors were given Opioid-related resources and flyers. On January 22, 2022, Radio KDNA was invited to Fiesta Foods in Yakima to distribute resources at a pop-up vaccine clinic. A total of 250 individuals were given opioid-related resources. All individuals who received outreach were Latino and between 18-64. Although project staff had been hired for less than a month, the implementation of activities began quickly, and February was a busy month.

On February 3, 2022, Radio KDNA hosted a vaccine clinic where 50 individuals were vaccinated. This event was leveraged to also share with these individuals and five others (55 total), information and flyers about opioid awareness and resources. On February 8, 2022, representatives from WorkSource Employment Security Department partnered with Radio KDNA staff to visit 50 farm laborers at Windy Point Farms to share information on Opioids and to distribute related materials. Radio KDNA hosted another pop-up clinic on February 10, 2022, and distributed opioid information, which included brochures and flyers to 20 adults and five children. On February 16, 2022, Radio KDNA was invited to present to a group of nine parents with the focus of the presentation on opioid resources, medication safety, and how parents can talk to their children about drug safety. Radio KDNA partnered with the Yakima Health District

Team to provide information and resources on opioids with those who received a vaccination. On February 17, 2022, NCEC/Radio KDNA hosted a pop-up clinic and provided information on opioids. During this outreach event, 14 people were personally contacted. On February 18, 2022, outreach staff traveled to Agri Macs in Othello, presented to 45 H2A workers, and provided opioids resources and information. The following week, on February 24, 2022, Radio KDNA partnered with local community organizations to distribute opioid awareness flyers, resources, and foto novelas to 20 individuals. Radio KDNA staff and two staff members from Labor and Industries traveled to Agri Mac's farm in Othello to meet with H2A workers with opioid resources and information. A presentation was given to 26 H2A workers, and 45 resource bags were distributed. Three Radio KDNA staff members traveled to Shinn and Son farms on February 28, 2022, to meet with 50 farm workers and share resources.

On March 3, 2022, Radio KDNA distributed Opioid resources at a pop-up clinic held at the radio station. This event was conducted in partnership with the Yakima Health District. A total of six resource bags were handed out to individuals. Lewis & Clark Middle School (Yakima) held a parent and student resource fair on March 10, 2022. NCEC/Radio KDNA and community agencies, such as law enforcement, health care professionals, and businesses, were invited to set up a booth. Most parents were English speakers and received opioid flyers/resources in English. This event yielded 120 youth and parents, in large part to the promotion by the school and PSAs by the radio station. Radio KDNA was invited to hand out resources to a vaccine pop-up clinic at Grandview School District on March 11, 2022. Resources with opioid information and medical disposals and fotonovelas were provided. A total of 17 people were reached through this event. March 17, 2022, was another date when Radio KDNA transformed into a vaccine clinic for the public. The pop-up clinic was sponsored by the Department of Health and was promoted via radio PSAs and social media. During this event, opioid-related flyers, resources, and foto novelas were distributed. The final event of the month was a Family Night held at Sunnyside High School on March 24, 2022. Community organizations like NCEC/Radio were invited to meet with youth and families. The theme of this event was a health and resource fair, and it brought in 100 families.

During April 7, 2022, Birdseye Clinic hosted a vaccine clinic during which, Radio KDNA distributed information about opioids to five individuals. Brochures, flyers, infographics, and promotional materials were shared. On April 8, 2022, outreach staff traveled to Monson Fruit Company and distributed information and resources to 24 farm workers (19 male and five female). The following day, on April 9<sup>th</sup>, 2022, Radio KDNA hosted a Spring Into Wellness Health Resource fair. A total of 22 agencies participated and a total of 30 people were given opioid-related resources. During April 14<sup>th</sup>, 2022, Radio KDNA hosted an event with an informational table for individuals to learn more about opioids. A total of four people were reached during this event and given informational and prevention materials related to opioids. On April 20<sup>th</sup>, 2022, project personnel travel to Benton City's to provide H2A agricultural workers information on opioid overdose prevention to 53 farm workers. On April 21<sup>st</sup>, 2022, Radio KDNA hosted a clinic and disseminated opioid prevention resources. A total of 25 people attended between 4 pm and 7 pm. A subsequent pop-up clinic was held on April 28<sup>th</sup>, 2022, and 25 individuals were given resource bags with opioid prevention flyers and information.



For the first activity of May, outreach staff held a vaccine clinic in partnership with Bird's Eye Medical Clinic healthcare workers to offer COVID-19 vaccines to nearby residents. Staff set up informational tables and handed out opioid flyers to four people. Also, on May 5, 2022, project staff represented Radio KDNA at the Cinco de May Resource Event Fair hosted by WorkSource and Opportunities Industrialization Center (OIC). The event was widely promoted and open to the public, and 100 families were served in Spanish and English. Close to 500 people were given bilingual opioid flyers and information. The Yakima Valley Farm Workers Clinic in Toppenish hosted its annual resource fair. Project staff attended and handed out 250 resource bags with opioid prevention flyers and information packets. Sunnyside School District invited project staff to set up a table for their annual Sunnyside Walk-In event on May 12, 2022. The district also invited other local businesses and community agencies to share their resources with

community members. A total of 53 people were given resource bags, which included opioid flyers and information. NCEC/Radio KDNA received an invitation from Yakima Valley Farm Workers Clinic to participate in their annual resource fair that was held on May 14, 2022 at Toppenish. Outreach workers set up tables and handed out 250 resource bags to attendees and engaged in conversation with them about opioid awareness. On May 19, 2022, Radio KDNA was the site of a pop-up clinic, and three people received opioid flyers and resource bags. The Fred Hutchinson Health Center hosted a resource fair with various community agencies on May 21<sup>st</sup>, 2022, between 12 pm and 4 pm. Project staff Maria Serrano and Diana Martinez represented Radio KDNA at the event. They handed out 150 resource bags to 125 families. Each bag contained bilingual opioid prevention information and flyers. The final outreach event of the month was a flea market held in Granger on May 22, 2022. Project staff participated in this event and distributed 100 opioid-related resource bags to local community members.



On June 5<sup>th</sup>, 2022, Radio KDNA coordinated a flea market where community members sold discounted clothes and food. This event facilitated individuals from surrounding cities to meet local growers. Five 5,000 people were in attendance, with over 400 opioid-related materials distributed.

On June 19<sup>th</sup>, 2022, project staff leveraged the opportunity of the Granger Flea Market to distribute opioid information and resource bags to 400 (is this number accurate- not in the activity report) individuals.

Project staff continued delivery of service activities in year 2, which commenced in July 2022. On July 7, 2022, project staff set up a table at the local Farmer's Market to distribute bilingual resources to about 100 people. The age range of those in attendance was between and to approximately 64 years of age. A PSA promoting this event was aired by Radio KDNA a few weeks leading up to the date. Later that weekend on July 10, 2022, NCEC/Radio coordinated a

community-wide flea market, which included vendors and businesses. This summer event brought in 400 people whom outreach staff could meet with and share opioid information. On July 14, 2022, 25 children, youth, and adults received resources and information promoting opioid awareness at a pop-up clinic. Resource bags were handed out, and project staff spoke in either English or Spanish, depending on the attendees' preferred language. Outreach works coordinated a Farmer's Market for local families on July 21, 2022. It was a success, as 400 people (youth and parents) attended. NCEC/Radio KDNA staff led the coordination of a Mid-Valley Clinic at Wapato on July 22, 2022. This event was advertised on the radio and brought in 200 people. Outreach workers set up a table for half a day and shared opioid-related information and resources. Opioid resources were provided in English and Spanish to attendees. Project staff held an online presentation via Zoom on July 26, 202, to promote opioid awareness and safety. This was part of Los Nino's bien Educados geared towards parents. Sixteen people participated in this Zoom meeting. On July 27, 2022, project staff presented to 16 youths and parents at La Casa Hogar de Yakima on opioid awareness/prevention. The presentation was given in Spanish and English to ensure all attendees received the information in their preferred language. NCEC/KDNA staff held a pop-up clinic outreach event on July 28, 2022. A total of 25 participants attended and represented newborns to elders. Bilingual resources were provided as both Latino and Caucasian participants were present.

The first event of August was National Night Out (NNO), held at Granger on August 2, 2022. This event aims to build relationships with parents, youth, law enforcement, and local community businesses/organization and promote safer communities. One hundred people were provided information (flyers/pamphlets) on opioid overdose prevention. The following day, August 3, 2022, NCEC/Radio KDNA was invited to another National Night Out held at Toppenish. Community organizations and law enforcement were present to meet with youth and adults from Toppenish. Project staff promoted opioid awareness and information to 100

people. A Farmer's Market was held at NCEC/Radio KDNA community center on August 4, 2022. The event was well attended with 200 children, youth, and parents in attendance.



August 9, 2022, project staff held another National Night Out, which was held in Grandview. A total of 200 youth and parents were in attendance. Project staff set up a pop-up vaccine clinic on August 11, 2022, to offer COVID-19 shots and to provide resources for farm workers and other community members. During this time, staff shared opioid-related information with the 25 people visiting the clinic. A

health fair was held at the city park in Mabton on August 13, 2022. Health professionals from Fred Hutchinson were present to meet with youth and parents and share resources. A total of 250 people attended the fair, including Caucasian people from young children through 64 years of age. Project staff hosted a Farmer's Market on August 18, 2022, and opioid-related information was handed out to 70 youths and parents. Yakima Valley Farmworker's Clinic held a health fair event at Valley Vista Medical Group in Prosser, Washington, to promote health safety. Health professionals, non-profit organizations, and for-profits were invited to set up tables at this event to distribute information to community members. Two hundred people attended this event and received opioid health kits, which included infographics, flyers, and resources. Visitors to this health fair ranged in age from 1 year old to 64 years of age. On August 28, 2022, Radio Cadena was the site of a pop-up vaccine clinic, which staff leveraged to share opioid resources and information with 25 people. The information shared was in both English and Spanish.

With the start of fall, on September 1, 2022, 60 people attended a Farmer's Market and received information about the dangers of opioids. This event was led by NCEC/Radio KDNA staff and reached Latino and Caucasian community members of all ages. At a vaccine clinic held on September 8, 2022, 20 people were given information about opioids and conversed with project staff about the opioid epidemic. On September 13, 2022, NCEC/Radio hosted a 2<sup>nd</sup> Harvest event for the community to provide food for low-income families. Nearby businesses

and organizations brought in donated food items and set up tables with information resources. Three hundred people, which included children elementary age on up through adults attended this community event. NCEC/Radio KDNA partnered with PaVC UW to hold an outreach event on September 14, 2022, that reached 15 people. A resource fair titled, *“Taco ‘bout a Health & Resource Fair”* took place on September 15, 2022, and was well-attended with 561 people receiving information about the dangers and signs of opioid use. The following day, on September 16, 2022, Heritage University hosted an event called *“Grito Health & Resource Fair”* with representatives from assorted organizations. A total of 300 people attended the resource fair and represented all ages. Both written and oral information was provided in English and Spanish. NCEC/Radio KDNA staff hosted a Vaccine Clinic on September 22, 2022, and 25 people received bilingual resources. To close out the month, project staff set up a Farmer’s market for the community and set up a booth to meet with 40 people to discuss the opioid epidemic. The final Farmer’s market event of the month (September 29, 2022) at NCEC/Radio KDNA brought in 40 youth and parents. Informational packets were in Spanish and English to ensure visitors from various language backgrounds understood the information.

On October 1, 2022, an outreach event targeting expectant parents was held at the NCEC/Radio KDNA center and included healthcare professionals from the local community. A total of 45 people were in attendance and provided with resources about opioid prevention and guidance on identifying potential signs of opioid abuse. NCEC/Radio KDNA coordinated with WorkSource in Yakima and health care professionals to hold a resource fair for the community on October 4, 2022. At this event, 150 people received information packets to take home and review further. Project staff partnered with the City of Grandview to hold the resource fair for Grandview and nearby residents. Attendees were all ages, including elementary, middle, and high school. Outreach staff was invited to participate in an event on October 5, 2022, called *Abuelita & Me* hosted. Community agencies across the Yakima Valley shared information about their organizations and programs with 150 people. Attendees ranged in age from 1 year to over 65 years of age. Project staff shared opioids-related resources in Spanish and English and discussed in person how to safely store opioids and signs of opioid dependency. Project staff coordinated with local health professionals to host another pop-up clinic at Radio Cadena on



October 6, 2022. Those that attended the pop-up clinic were given information about opioids-awareness and safety. On this date, 25 people attended and received information about opioids. Outreach staff partnered again with Grandview School District to hold an outreach event to present opioid awareness and prevention to youth and parents. This outreach event took place on October 12, 2022, and brought in 350 people between the ages of 1 through over 65 years of age. NCEC/Radio KDNA connected with Yakima Valley Farmworker's Clinic to develop an event for the Grandview residents and others nearby. The primary focus was promoting health awareness and safety. Bilingual information and resources were provided to 200 people. Parents and youth were in attendance for this event. Project staff conducted a virtual presentation over Zoom and targeted listeners of Radio Cadena. This was part of Ninos bien Educados, and 25 people logged in and learned about opioid misuse and proper ways to store opioids. October 20, 2022, was the date of a pop-up clinic at the NCEC/Radio KDNA center in Granger. Leading up to this date, the radio station promoted the event via a PSA. Of note is that even after over a year of these pop-up clinics, community members continue to attend. Twenty-five youths and families were in attendance and received information kits about opioids.

On October 18, 2022, Sunnyside School District invited project staff to set up resource tables at their parent conference at Sunnyside High School. Other community agencies were there to share information about their programs and offer youth and parents resources. One hundred and fifty people received information and resources about opioids at this event. Outreach staff conducted another virtual presentation on October 25, 2022. This one-hour presentation yielded 40 participants interested in learning about opioid safety.

The end of October was a busy month for staff as they were invited to several Halloween/Harvest events led by local organizations, cities, and schools. The Opportunities Industrialization Center (OIC) in Yakima partnered with NCEC/Radio KDNA staff to coordinate an OIC Family Night Harvest Party. This event took place on October 26, 2022, and offered families giveaways, the opportunity to play games, and food. Other community agencies were invited to set up booths and meet with the 250 attendees. Project staff shared opioid health kits that

included bilingual flyers and information. October 27, 2022, Wapato High School held a Health Fair and invited local businesses and organizations, including NCEC/Radio KDNA.

The purpose of this event was to provide community members with resources and information about topics including high blood pressure, diabetes, healthy eating habits, and opioids awareness. For this event, 250 youths and adults of all ages were in attendance.

Sunnyside Parks and Recreation held an event called “Spooky Fall Festival” for the community to enjoy games, food, giveaways, and to receive resources from local organizations. NCEC/Radio partnered with the City of



Sunnyside to set up a resource table and promote opioids awareness by meeting with people and handing out information packets to 100 people. Project staff provided opioids-related information at a Skate Fest community event at Central Park in Sunnyside, WA. People in attendance brought their skates and rollerblades to the event. Fifty people participated in this community event and received opioid awareness resources.

On November 1, 2022, project staff coordinated an event at Mabton’s elementary school gym to hold a fair and set up multiple tables with opioid-related information. A literacy event called Dia de los Muertos was held to provide a culturally relevant themed event that coincided with Halloween. A total of 100 people were in attendance. The first pop-up vaccine clinic of the month was held on November 3, 2022, at Radio Cadena. Twenty-five community members visited the clinic to receive a COVID-19 vaccination. Before and after people received the vaccine, outreach staff shared general information about opioids and offered resources if they suspect someone close to them may need help overcoming opioid addiction. On November 16, 2022, project staff set up a table at Toppenish Middle School for their Migrant Pack Meeting held for migrant families. For this event, 50 youths and parents were present, and project staff shared opioid awareness/prevention information. Project staff attended Oregon’s OSHA conference on November 8, 2022. This conference was primarily held in Spanish and focused on workers in construction, farm labor, and the food industry. NCEC/Radio KDNA staff set up tables and shared opioid storage tips and general information about opioids to 400 Spanish-

speaking individuals that were 18 years of age and older. On November 8, 2022, between 10 am to 2 pm, NCEC/Radio KDNA staff held a 2<sup>nd</sup> Harvest event at their center for lower Yakima Valley residents. Food donations were collected leading up to the event and handed out to the 250 families. Businesses and community agencies brought food and set up tables to share informational resources. Project staff leveraged this event to talk to parents and youth about opioids and how easily one can be addicted to them.

As project staff conducted various outreach events, they learned that opioid-related information was best shared with students earlier than the middle school age. They decided to organize community movie nights to attract younger children. November 17, 2022, NCEC/Radio KDNA organized a pop-up clinic at their community center. Twenty-five people were provided with bilingual opioid-related resources. On November 18, 2022, NCEC/Radio KDNA staff partnered with Granger School District to hold a movie night at Roosevelt Elementary School, and 250 people were in attendance. This included youth and families of all ages.

In the final month of the calendar year, a Second Harvest event was held at Radio Cadena on December 13, 2022. Second Harvest events are intended to provide food to low-income families. Local organizations are also involved by offering donations and setting up tables with resources for parents and youth. The radio station promoted this event, and 250 people attended. On December 16, 2022, NCEC/Radio KDNA staff was invited to participate in a Christmas Verbena Popular event. This event was widely promoted and included a resource fair, a Christmas Bazar, and a parade. A total of 1,000 youth and parents were provided with information through informational packets and in-person conversations.



The first event of the 2023 year was a Harvest Food event, held on January 24, 2023, at the NCEC/Radio KDNA Community Center. Two-hundred and fifty families, or 1,111 individuals,

were given food support and opioid-related information. Attendees at this event ranged in age from 18 years of age to over 65 years of age.

On February 2, 2023, the Yakima Community Center held an event for farm workers from the lower Yakima Valley. The purpose of this event was to participate in an assortment of farm safety classes, such as tractor driving safety. Nearby businesses and agencies, such as NCEC/Radio KDNA, were in attendance to meet 250 people. Project staff shared opioid resources, and they were also able to talk to the attendees, that were primarily Spanish speaking. Project staff coordinated with businesses to host a job fair at Radio KDNA. The purpose was to allow local industries to recruit workers and for job seekers to learn about job opportunities. The event was held for four hours, and 85 people attended this event. Project staff also leveraged this event to promote awareness of opioid misuse. Food was distributed to families in the NCEC/Radio KDNA parking lot for the 2<sup>nd</sup> Harvest event on February 14, 2023. Over 250 families were served and received information kits filled with opioid awareness/prevention information. During the evening of the same day, 44 resource/information bags were given at a parent session hosted by the Sunnyside School District. This was part of their Family and Community Engagement event, where other agencies were invited to meet with parents and share resources. Granger Elementary hosted a 21<sup>st</sup> Century Prevention Day on February 16, 2023, and NCEC/Radio KDNA staff were invited to present to elementary students. One hundred informational bags were given to students as they listened to a presentation about the dangers of opioids. On February 24, 2023, Nuestra Casa coordinated a Community Health Fair advertised on Radio Cadena's airwaves. Two-hundred people from Yakima and the lower Yakima Valley attended this five-hour event. The overall intent of this event was to promote overall awareness of health safety and prevention, which included the topic of opioids. On February 28, 2023, NCEC/Radio coordinated a pop-up clinic to continue to promote awareness of the dangers of opioids and how to identify the signs of opioid abuse. A total of 27 individuals were in attendance, which included children, youth, adults, and elders.

On March 1, 2023, project staff held a virtual presentation via Zoom as part of Los Ninos bien Educados. Fifteen adults logged in and learned about opioid safety precautions and potential signs of misuse. An event called Parent University, which took place on March 2, 2023, was coordinated by NCEC/Radio KDNA and included law enforcement, community agencies, and Grandview Middle School. Project staff presented it to 80 parents ranging in age from 18 to over 65. At this event, 85 resource bags were distributed. Project staff worked with the Buena Library to present to 25 individuals opioid abuse on March 14, 2023. In addition to the presentation, project staff had a resource table, as other community organizations were part of this collaboration. Nuestra Casa of Sunnyside was the site of another outreach event on March 20, 2023, to provide training to staff on how to properly administer Naloxone in the event someone has overdosed on opioids. Ten staff members of Nuestra Casa were present to receive resource bags and information on obtaining additional opioid prevention resources. On March 21, 2023, a 2nd Harvest event was hosted by NCEC/Radio KDNA at their center. Two hundred and fifty people attended this two-hour food donation drive, and opioids resources were available in English and Spanish. Pacific Northwest University (PNWU) coordinated a Fentanyl Epidemic Town Hall in Yakima, which included representatives from law enforcement, healthcare professionals, and local business. The event occurred on March 23, 2023, and yielded 300 high school students and adults. The presentation was conducted in English to reflect the preferred language of the target population. Wapato High School invited project staff to attend their Migrant Parent Night on March 23, 2023, to speak to parents. The invited staff gave a presentation on opioids and then set up a resource table to meet with parents and hand out information packets. That night, the outreach staff met with 154 parents. Heritage University invited project staff to speak to students in a High School Equivalency (HEP) program about opioids. Staff presented to six students, answered questions, and provided resource bags to the students. The event took place on April 13, 2023, and the age range of these students was between 18 to 64 years of age. In the evening of that same day, outreach staff presented to another class of HEP students. Another six students were provided with information. On April 15, 2023, NCEC/Radio KDNA hosted a Cherry Festival event for the lower

Yakima Valley community residents. Three hundred people attended this event that was intended to provide a fun and interactive event for youth and adults. Outreach staff met with participants and distributed opioids safety kits and information that was in English and Spanish. Project staff also leveraged video technology to reach many people. On April 22, 2023, staff presented opioid awareness and its proper disposal. This was part of a national event called



Take Back Day, where people are encouraged to safely remove medication no longer used or necessary from their households. During this presentation, there were 739 unique views. Outreach staff found that the 2<sup>nd</sup> Harvest events were well received by the community and continued to facilitate these events. On April 25, 2023, project staff called on local businesses, schools, and organizations to collect food donations for families needing food. Multiple resource booths were set up to allow families to learn about community resources,

including guidance on potential signs of opioid misuse. Two hundred and fifty people attended this two-hour food drive.

NCEC/Radio KDNA coordinated with local health professionals to host a pop-up weekly at their center on April 27, 2023. Outreach staff leveraged this weekly event to meet with those receiving vaccines to discuss opioid prevention measures and overall awareness of its dangers. Staff met with fifteen people and provided opioid information kits. The same day (April 27, 2023), outreach staff were invited to Grandview Middle School to meet with migrant parents as part of the school's Spring Migrant Event. Two hundred parents attended the Migrant event, and outreach staff were able to share opioid resources and information with them.

The first event of May was a 2<sup>nd</sup> Harvest community offering to distribute food to families experiencing food insecurity and held on May 9, 2023. This event was well promoted by Radio Cadena and 250 people, which consisted of children elementary age on up and adults. Project staff used this event to not only provide food, but also to meet with families and share information packets about opioid awareness and prevention. Fred Hutchinson Health Fair was held at a community center in Prescott on May 11, 2023. In addition to project staff setting up a booth, law enforcement, health professionals, and other community agencies were in attendance. Food was provided, and music contributed to a festive atmosphere. The target population of this activity was 750 agriculture workers.



Also, on May 11, 2023, other project staff offered the convenience of an online presentation to parents. The option allowed parents unable to leave the house to attend an in-person session to learn about the effects of opioids. Ten adults participated in this online presentation. Sunnyside High School invited NCEC/Radio KDNA to a College & Career Fair for high school juniors and their families. This event occurred on May 17, 2023, and 250 students and parents attended. Local colleges, universities, and businesses shared information in English and Spanish about the dangers of opioids. Project staff traveled to Adams Elementary in Wapato, Washington, to present to 25 parents during the evening of May 17, 2023. The presentation was delivered in Spanish and English. On May 18, 2023, NCEC/Radio KDNA coordinated a jobs and resource fair that was held at the Mid Valley Mall parking lot and invited other community organizations. Canopies and informational tables were set up to meet with individuals that were 18 years of age and older. One hundred people attended and received information promoting opioid safety. Outreach staff visited Slope H2A Housing (Cosecha Court) in Granger to share information with H2A workers on May 24, 2023. Information was shared in Spanish to meet the needs of the 250 workers. On May 25, 2023, NCEC/Radio KDNA hosted a pop-up clinic at their community center. Community members were provided with opioids-related information in English and Spanish. The project staff used the pop-up clinic to serve 20 people.

NCEC/Radio KDNA invited local businesses and organizations to an event called Dino Day that was held on June 3, 2023. The goal of this event was to build community among residents in Granger. Businesses and local organizations distributed information about their programs at the event. Youth and adults of all ages attended and received information from outreach that promoted awareness of opioids. The Dino Day event yielded 50 people in total. NCEC/Radio KDNA invited various organizations and businesses to participate in the Granger Flea Market event on June 4, 2023. This was the most well-attended flea market that the project staff hosted, with 600 people present. Outreach staff set up several tables to hand out bilingual resources and information about opioids. Project staff distributed food for families in the Radio KDNA parking lot as part of a 2<sup>nd</sup> Harvest event on June 13, 2023. Two hundred and fifty people received food donations and information that promoted awareness about the dangers of opioid addiction. Outreach staff traveled to Wenatchee and Cashmere, Washington, on June 14, 2023, to meet with farm workers in H2A housing and make an opioids presentation to 500 workers. Staff had multiple resource tables. NCEC/Radio KDNA was the location for the Community Day event on June 24, 2023. Nearby schools and civic organizations contributed to this activity by setting up resource tables. Information was distributed in English and Spanish during this all-day event. Community Day was promoted by project staff through social media and brought in 80 participants of all ages. Fred Hutchinson Cancer Center led a health fair that was held at Grant County Fairgrounds in Moses Lake, Washington. Fred Hutchinson invited project staff members and colleagues to set up resource tables to meet with people attending the county fair. Project staff reached 85 people and provided them with opioid resource kits and information. Valley Vista Medical Group coordinated a health fair in Prosser, Washington, on June 28, 2023, to promote community health. This event took place over the course of four hours and yielded 350 participants ranging in age from newborn to over 65 years of age. Outreach staff communicated in English and Spanish to participants, as Latino and Caucasian groups were in attendance. Outreach staff travel to Mattawa, Washington, on June 29, 2023, to meet with farm workers in H2A housing. Staff had multiple resource tables and delivered an



opioids presentation to the 800 attendees. Other project staff facilitated a Summer Health and Resource Fair at NCEC/Radio KDNA. The fair included a farmer's market, a vaccine clinic, and blood pressure checkups. Healthcare professionals, school staff, and local organizations showcased their services and programs to community members. A total of 200 people from the lower Yakima Valley attended the fair.



### Social Media Outreach

In addition to leveraging the Radio Cadena airwaves to share information and promote events, project staff used social media platforms. Outreach activities consisted of person-to-person communication and leveraged social media to amplify educational outreach. For instance, social media posts promoted upcoming opioid-related topics to take place on the *Aqui y Alla* radio programming. This included the topics of substance abuse and Naloxone, the date and time of the program, and the names of special guests. Another component of the social media campaign was the development of a toolkit with hashtags and themes that also included a link



to videos about opioids, Naloxone, prevention, disposal, addiction, and awareness (see Appendix C). The links also led to bilingual resources, such as infographics, short reads, and videos from which the information was drawn. To ensure consistency in the use of social media, project staff developed a social media guidelines document. The guidelines outline a schedule to follow, examples of ideal social media messaging, and a review process.

### Flyers

Recognizing that an array of communication approaches is more effective than a singular methodology, the Radio KDNA staff developed a range of bilingual flyers and infographics. These were designed for adults and children, such as coloring pages with a message raising awareness about drug abuse. Flyers were distributed at pop-up events, posted throughout the community by EWOC members, and displayed on the Radio KDNA website. Flyers were also

shared with community organizations to post on their respective websites. Topics of the flyers included the following: a bilingual guide for parents, how to use Naloxone for a drug overdose, a guide on asking doctors about opioid pain medications, tips to store prescription medication safely, bilingual facts sheets about opioids, and promotions of upcoming community events.

### Radio Programming Outreach

NCEC/Radio KDNA successfully produced and aired 66 opioid-themed radio programs from January 20, 2022, through June 30, 2023. Additionally, seven informational opioid capsules were created and aired during the first six months of the project. And 7 informational capsules in the second year. An average of four monthly radio programs were produced and accompanied by a daily airing of three informational opioid capsules during the regularly scheduled *Aqui y Alla* one-hour radio program. *Aqui y Alla* programming aired on Mondays at 5 p.m. and was facilitated by Alejandra Brito, Jenifer Ramos, Elizabeth Torres, Dorelis Zapien, Kimberly Tapia, and Martin Yanez. Each program included a guest speaker depending on the topic; where necessary, translation was provided to ensure that information shared by the guests was conveyed to the public. Guest speakers included health professionals, school staff, community members, EWOC members, and individuals who have struggled with opioid abuse. The radio campaign emphasized prevention, treatment, and the provision of where to access health care services. Furthermore, listeners were given opioid information, including local, state, and national statistics on the negative impact of opioids. After the program, listeners were invited to call in and ask questions to inform their understanding of opioids further. Listeners also share their experiences to normalize discussing this topic rather than dealing with it alone or without a solid grasp of available resources. The show is also available on [kdna.org](http://kdna.org) for listeners who would like to review the show or may have missed an episode. A table with a listing of dates, episodes, and guest speakers is provided in Appendix B.

### Informational Opioid Capsules

A total of seven (7) informational opioid capsules were produced and aired between January 2022 and June 2022. And from July 1, 2022, to June 30, 2023, 7 informational opioids capsules. The informational opioid capsules are short summaries about opioid use and abuse for

listeners. The content drew from current research from sources such as the Center for Disease Control and Substance Abuse and Mental Health Services. The informational opioid capsules contained information including the various types of opioids, announced the contract information, recommendations on what to do if you know someone who is having problems with opioids, potential signs of abuse, what to do if an overdose occurs, and an overview of naloxone. Informational capsules also discussed how to store medication safely. These informative segments were broadcast in Spanish between radio programs, ranging from 30 seconds to three minutes.

### Radio Novelas

Radio Novelas are a series of short, melodrama and radio programs popular in Latina America, including Mexico. Using that format that many of the farm workers are familiar with, Radio KDNA developed a series of radio novelas to provide awareness of opioids. A total of eight (8) chapters were developed and aired that covered “Fernando’s” experience being prescribed opioids and his subsequent abuse of opioids. This Radio Novela started to air in April 2022 to June 30, 2022. A second Radio Novela was produced and aired from January 2023 to June 30, 2023.

### Foto novelas

The foto novela is a traditional educational communication tool frequently used in Mexico and Latin America that dates to the 1940s and uses a sequential picture format to tell a melodramatic story. Over the years, they have evolved to be a useful health prevention tool. The foto novelas that were created for this project were also developed into eight (8) segment storylines, then shared with existing distribution channels, such as at local events and workshops. An evaluation assessing the effectiveness of foto novelas and areas of improvement was conducted and discussed in this report.

## **Workshops and Conferences**

The scope of work called for NCEC/Radio KDNA to conduct workshops and conferences as another format to reach community members and by offering an event, usually with an

accompanying theme. Since the beginning of the project (January 2022), Radio KDNA held and facilitated four workshops and 2 conferences in the first year, which included guest presenters. NCEC/Radio KDNA would often partner with other organizations, schools, and agencies to promote these events and to provide attendees with an array of educational information.

### Workshops

On May 4<sup>th</sup>, 2022, the first workshop was held, and the guiding question was: “What are opioids?” During this workshop, basic information regarding opioids was provided, how opioids are prescribed, and how one might become addicted. A total of 10 individuals from the lower Yakima Valley were in attendance. On May 11<sup>th</sup>, 2022, project staff held a second workshop during which they informed participants on the dangers of opioids, and resources were given. Also presented were signs to look for in the kids, ways that parents can initiate a conversation with their kids and talking points for parents when conversing with their children. During this presentation, a total of 12 participants were present and included both males and females. On May 12, 2022, Sunnyside High School hosted an evening event for parents and students. This was part of Sunnyside’s annual Walk-In event. Project staff attended and provided 53 families with resource bags on opioid awareness and prevention. The third workshop was held on May 18<sup>th</sup>, 2022, at Radio KDNA. The workshop focused on how to take opioids safely, how to store opioid medications safely, as well as providing participants with resources on local counselors and centers in the Yakima Valley. 16 participants were present for the third workshop, including worksheets to promote knowledge acquisition. The fourth workshop was held on May 25<sup>th</sup>, 2022, and included guest speaker, Dr. Ed Bilsky. The theme of this workshop was about naloxone, how to use it properly, the signs of an overdose, and the dangers of fentanyl. The presentation was conducted in Spanish and English. Dr. Bilsky also gave a demonstration to participants on how to respond to an overdose. Sixteen individuals were in attendance for this workshop.

### Conferences

Two conferences were held during year one of the project with one conference focused on parents and the other conference focused on students. On May 14<sup>th</sup>, 2022, Sunnyside and

Granger School Districts collaborated with Radio KDNA/NCEC to develop a Migrant Parent Conference at Sunnyside High School. A total of 65 people participated in this event and received information on opioid prevention. The second conference was held on May 27<sup>th</sup>, 2022, Granger School Districts youth participated in this event. This event was held at Radio KDNA/NCEC facility. A total of 14 people participated in this event and received information on opioid prevention.

In year two of the project a total of 7 workshops were held on 2/14/23, 4/13/23, 4/20/23, 5/11/23, 5/17/23, 5/23/23, and 6/14/23. They administered a brief survey for several events to assess the effectiveness of presentations that were delivered to participants. The data is presented in the evaluation.

An International Overdose Awareness Day, including various community organizations, was held in Yakima on August 31, 2022. A total of 150 people were in attendance. On February 25, 2023, NCEC/Radio KDNA partnered with the Mabton School District to meet with parents at resource tables and conduct several presentations on opioids as part of a Parent Institute. Project staff delivered the information in English and Spanish to 60 parents ages 18 years and older.

### **KDNA Website: Opioid-related resources and radio programs**

The KDNA website, videos, and social media campaign provide a wide outreach to the focus population. The KDNA.org website provides a consolidated platform for the public to access information about the opioid epidemic and to listen to previously aired radio programs. The website averaged several thousand hits (2,402) per month, and the kdna.org website averaged over 2400 sessions a month with nearly 4000 page views. Users accessed the site for nearly 2 minutes per session. These statistics do not include users listening to streamed radio. The website was last used from Thanksgiving through the new year, having below 2000 sessions on average. Sessions are anytime a user accesses the website, and page views are the number of different pages viewed during the session. Below is a chart showing the number of sessions the kdna.org website was accessed and the number of page views.

KDNA.org Website Data: January 15, 2022 – June 15, 2022		
Date	Sessions	Page Views
1/15/22 - 2/15/22	2,365	3,931
2/15/22 - 3/15/22	2,082	3,545
3/15/22 - 4/15/22	2,496	3,835
4/15/22 - 5/15/22	3,505	5,962
5/15/22 - 6/15/22	2,594	5,200
6/16/22- 7/15/22	1,709	2,732
7/16/22- 8/14/22	2,118	3,068
11/17/22- 12/16/22	2,219	3,222
12/17/22- 1/15/23	1,590	2,658
1/16/23- 2/14/23	2,077	3,323
2/13/23- 3/14/23	2,251	3,582
3/16/23- 4/14/23	2,025	3,004
4/15/23- 5/14/23	1,944	3,040
5/2/23- 5/31/23	1,941	3,058

## Independent Evaluation

The scope of work included the following: a) creating a radio media campaign, b) developing and facilitating a consistent series of events and in-person/virtual visits, c) hosting four workshops on opioid use and prevention, d) hosting two conferences on opioid use and prevention, e) posting a billboard on the dangers of fentanyl, and f) working with an independent evaluator. A review of program activities indicates that deliverables were met by project staff.

Fotonovelas were an integral educational tool that project staff used to increase knowledge and awareness of opioids among community members. The project team sought feedback from the local community to evaluate the effectiveness of two fotonovelas developed at the

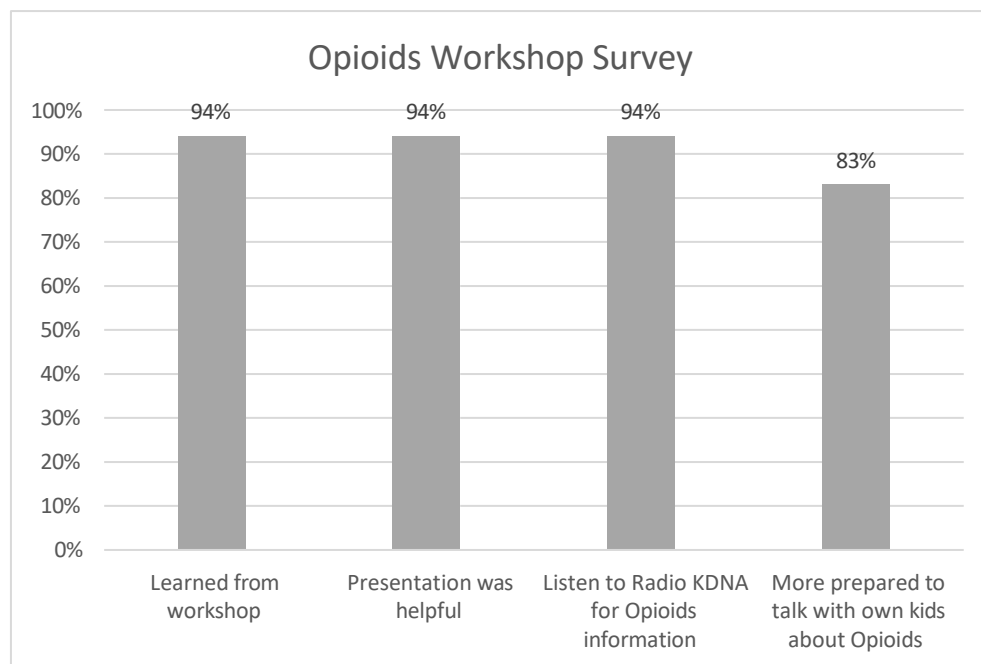
beginning of the project. A 45-minute focus group was conducted in Spanish for each fotonovela to assess the areas of a.) increasing knowledge, b.) health behavior intention, c.) relevance of content, and d.) acceptability. The focus group stated the fotonovela describing safe storage of medications and naloxone use in overdosing as providing new knowledge. Participants found the pictures and dialogue helpful in communicating new information about how to talk about opioids with youth. Overall, participants described the fotonovelas as relevant. Lastly, the focus group provided feedback, resulting in some slight content revision and reordering to add additional information and increase clarity. Below is a table that illustrates themes that emerged from the focus groups.

**Table X DEJA QUE LA VIDA TE MAS QUE EL ALCHOHOL, OPIODDES Y OTRAS DROGOS**

Category	Theme	Participant Statement
<b>Increasing knowledge</b>	<ul style="list-style-type: none"> <li>• Medications as opioids</li> <li>• How to talk with youth</li> <li>• Naloxone</li> </ul>	<i>No sabía sobre la naloxona, que podría salvar una vida</i> -Participant 12
<b>Health behavior intention</b>	<ul style="list-style-type: none"> <li>• Dialogue as resource</li> <li>• Talk more about it</li> <li>• Share information</li> </ul>	<i>Algo que si puede pasar con los jovenes</i> -Participant 11
<b>Relevance of content</b>	<ul style="list-style-type: none"> <li>• Significant topic</li> <li>• Important for youth to know</li> <li>• Interest may vary by age and belief</li> </ul>	<i>Un buen mensaje para los Jovenes</i> -Participant 8
<b>Acceptability</b>	<ul style="list-style-type: none"> <li>• Sensitive topic</li> <li>• Fear to offend</li> <li>• Misinformation influence</li> <li>• Too short</li> <li>• More information</li> <li>• More explanation</li> <li>• More photos</li> <li>• Realistic</li> <li>• Clear</li> </ul>	<i>Agrega información de donde podemos aguardar los medicamentos</i> -Participant 9

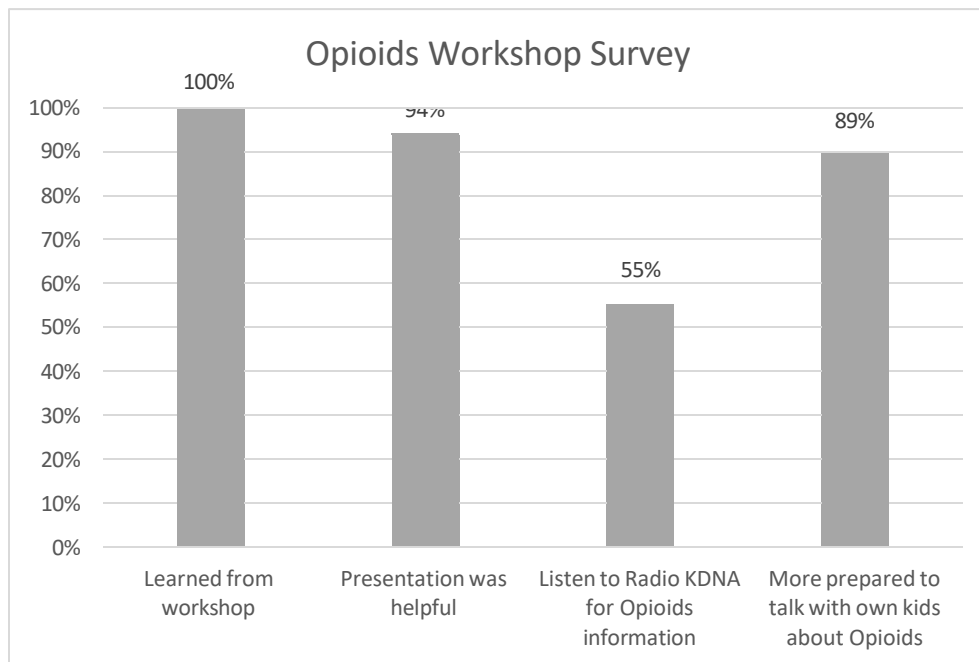
Brief surveys were administered after several events to assess the effectiveness of presentations that were delivered to participants. The surveys were offered in English and Spanish, depending on the respondent's preference. Below are several graphs that summarize the results of the surveys by date.

February 14, 2023, a survey was administered after a presentation to 18 people. Sixteen of the respondents stated they were 18 or over, and two people did not respond to the question about their age. 94% of the respondents said they learned from the workshop, found the presentation helpful, and stated that they listened to Radio KDNA for information on opioids. Eighty-three percent of respondents felt they were more prepared to talk to their kids about opioids after hearing the presentation.

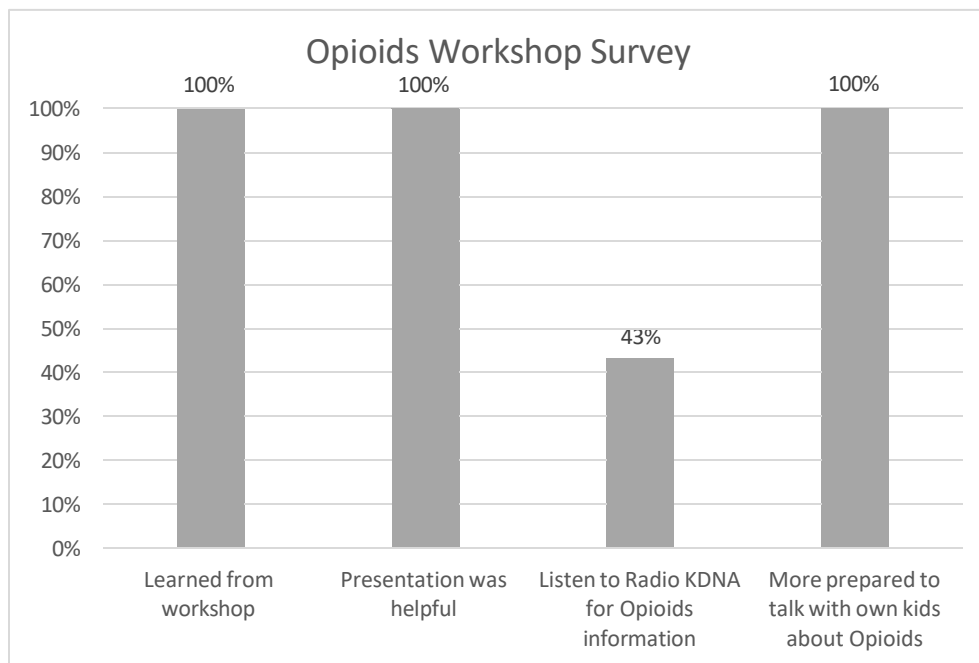


Project staff administered a survey on April 13, 2023, to 18 people. The results show that respondents believed they gained knowledge and found the presentation helpful. Five males and twelve females responded to the survey, while one person did not state either. Seventeen of the respondents were over the age of 18 and one was under the age of 18. The results of this survey are presented in the chart below.

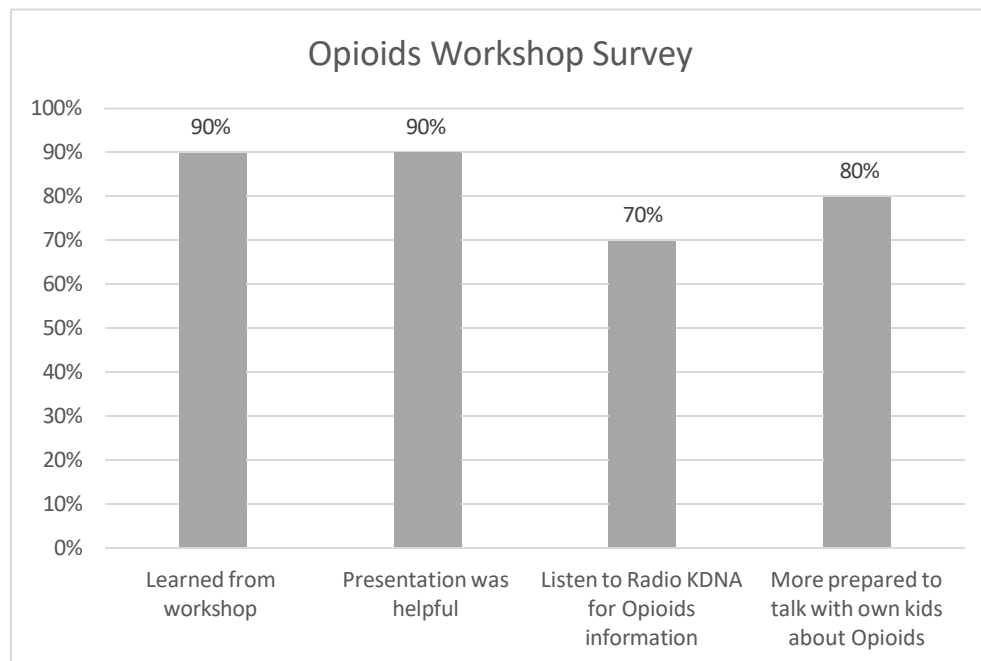




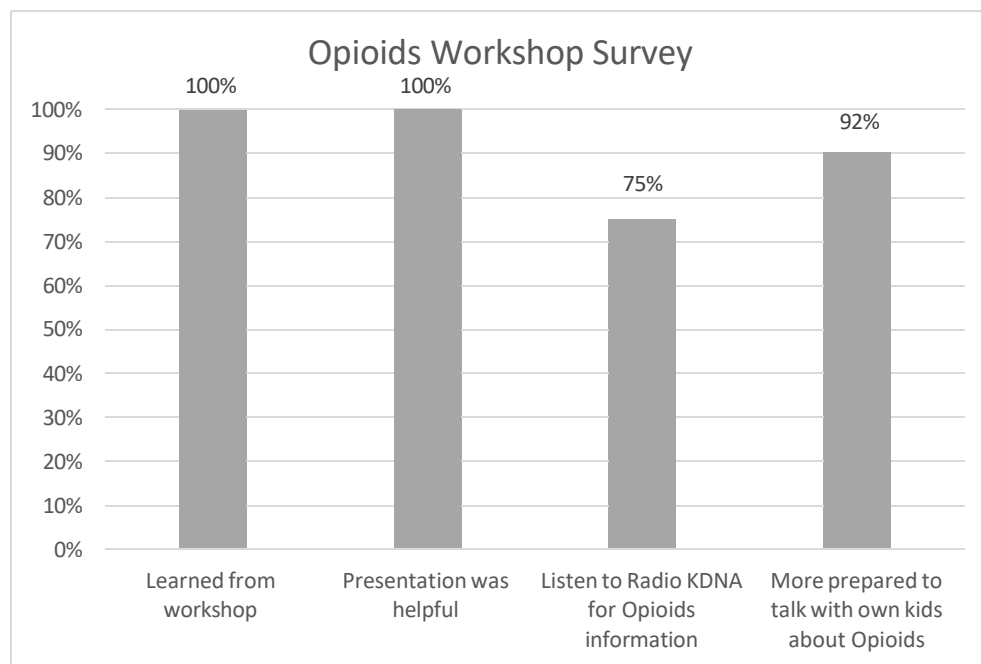
Two days later, on April 20, 2023, seven participants were surveyed at the conclusion of a presentation. All the respondents were over the age of 18 and six identified as female, while one did not respond to that question.



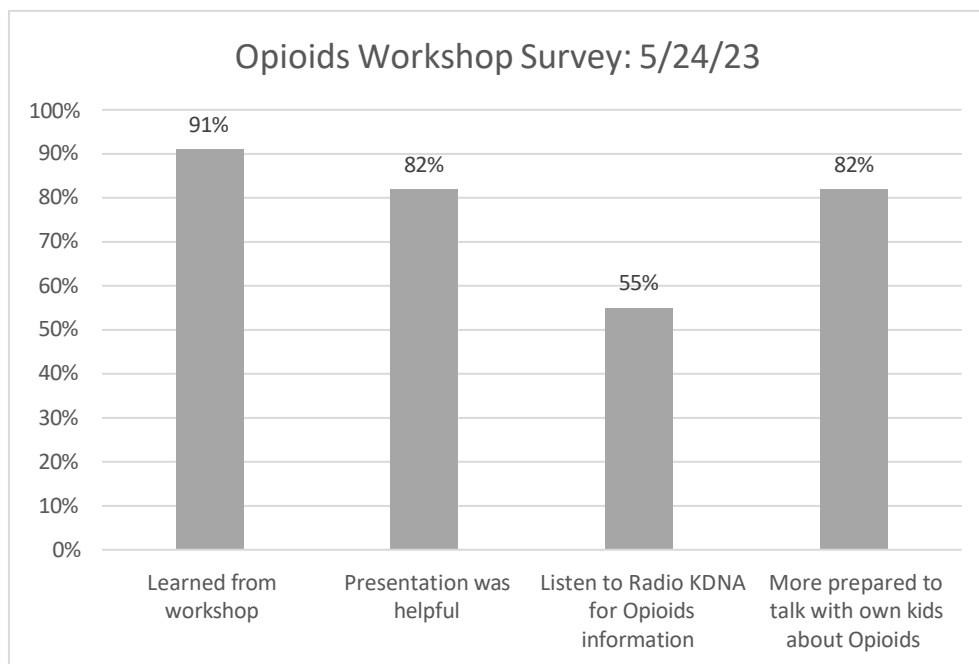
May 11, 2023, ten participants, all of which identified as female were surveyed after a presentation given by outreach staff. The results of the survey strongly indicated that participants who learned from the presentation found it helpful and were more prepared to talk to their children about opioids.



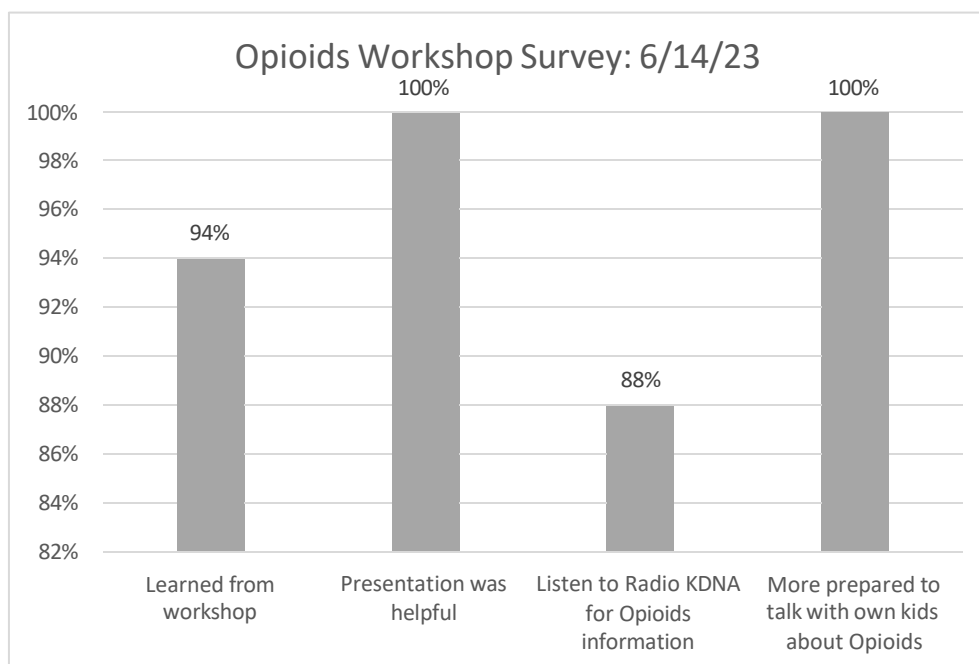
On May 17, 2023, a survey was administered to 12 people. Nine indicated they were female, one noted they were male, and two did not answer. The results show that 100% of respondents learned something from the workshop and that the presentation was helpful. Ninety-two percent said they felt more prepared to talk to their kids about opioids.



After the outreach staff presented on May 24, 2023, participants were given a survey. Eleven people responded and 10 stated that they were 18 years of age or older. Ninety-one percent of the respondents shared that they learned something of value as part of the workshop. The workshop also served as an opportunity to promote Radio Cadena as a source of educational information.



On June 14, 2023, outreach staff administered a survey at the conclusion of a presentation to sixteen people. Ninety-four percent of people indicated that they learned information from the presentation. Each respondent stated that they found the presentation helpful and felt more prepared to talk to their kids about opioids. The results are shown in the illustration below.



### *Observations*

Several factors were viewed by the evaluator as crucial to the project's effective implementation and overall success. NCEC/Radio KDNA staff gained insight from previously funded projects that they applied to this project. For example, project administrators knew that hiring high-quality staff, leveraging the consortium, and administering project activities, such as radio programs, were key.

**Bilingual/bicultural staff-** As noted above, the intentional recruitment and selection of quality staff ensured that they could conduct activities promptly and that staff would be retained. Since the target population of this project is primarily Spanish-speaking farm laborers, bicultural and bilingual staff would be more apt to gain the trust of project participants. **Eastern**

**Washington Opioids Consortium-** With the EWOC in place since 2019, members understood their roles, including the importance of their feedback on the development activities. The consortium met regularly, and project staff called upon consortium members to serve as guest speakers during the radio program. In contrast, healthcare professionals in the consortium shared up-to-date information on opioid awareness and prevention with listeners.

**Credibility and reach of Radio KDNA-** The target population of farm workers and essential workers have relied on Radio KDNA for trusted information related to health and education for decades. The longstanding credibility and the far reach of Radio KDNA in central and eastern Washington have been instrumental in the outreach component of this project. Radio Cadena's current market share is 21.94% based on Arbitron data. The station covers Benton City, Cle Elum, Cowiche, Ellensburg, Goldendale, Granger, Grandview, Harrah, Mabton, Mattawa, Naches, Prosser, Selah, Sunnyside, Tieton, Toppenish, Wapato, White Swan, Yakima, Zillah, and Outlook.

**Partnerships-** Community events, such as Flea Markets or Farmers Markets, yielded many community members. Leveraging established events with school districts, including Migrant Parent Conferences, helped project staff outreach to many youths and parents. Project staff

not only leveraged their radio station to outreach but also went to where the target population is, such as their affordable housing, farms of employment, and local city events.

The 2021 Biennial Budget {Engrossed Substitute Senate Bill 5092.PL} appropriated \$800,000 of the general fund-state appropriation to the Department of Health. Despite challenges brought on by the pandemic and its resulting limitations on in-person gatherings, NCEC/KDNA has made meaningful strides in increasing awareness among farm workers of the opioid epidemic. With the opioid epidemic continuing to grow and negatively impacting families, projects such as this for these types of communities continue to be necessary.

## Appendix A: Eastern Washington Consortium Membership

Last Name	First Name	Organization
Bilsky, PhD	Dr, Ed	Pacific Northwest University
O'Brien	Mary	BHS Clinical Services Dir.
Bravo	Lillian	Yakima Health District Public Health
Ponce	Ileana M.	Executive Director
Coronado	Geronimo	DEPT. CORRECTIONS
Alaniz	Gilbert	NCEC/Radio KDNA SEAMAR
Garza	Rick	Inspire Developmental Centers
Hart	Brian	Granger School District
Barrios	Brenda	Sunnyside Unidos/unided
Yanez	Martin	NCEC/KDNA Community
Araguz	Steve	Granger Police Dept.
Contreras	Emily	Yakima Health District
Maceda	Lizbeth	ESD 105
Howe	Jenece	Program Village of Hope
Fiander	Daylene	Program Village of Hope
Augustine	Sarah	Dispute Resolution Center
Mendoza	Jean	Community
Gempler	Mike	Washington Growers League
Parchman	Michael	Kaiser Permanente-
Garza	Lorenzo	Sunnyside School District
Anderson	Ron	Yakima County
Pulido	Raquel	Yakima Valley Farm Workers Clinic

Reyes Jr.	Leopoldo	Washington DOC
Esparza	Andy	Merit Resources
Schillreff	Julie	White Swan Community Coalition
Dominguez	Chestina	White Swan Community Coalition
Nelson	Emily	ESD 105
Bergevin	Marilyn	Wapato School District
Rodriguez	Aurora V.	Recruiter/Parent Liaison
Mendoza	Karina	Community Prevention Coordinator
Pardo	Minerva	West Valley School
Urbina	Lucy	Dispute Resolution Center
Chandler	Bruce	Representative
Linde	LaDon	County Commissioner
Maldonado	Esteban	NCEC Evaluator
Castillo	Jocelyn	YHD
Jimenez	Elijio	Director of Mediation-Liaison Services
Garza	Lorenzo	Family & Community Engagement Director SDD
Ceja	Juan	Granger Police Department

## Appendix B: Opioids Radio Program Schedule

Opioid Radio Program Schedule		
Date	Topic	Lead
1.20.22	1. El uso de los opioides entre los Jóvenes	Jennifer Ramos / Elizabeth Torres
1.24.22	2. ¿Como los hijos pueden hablar con sus padres acerca del abuso de las sustancias...	Dorelis Zapien/Jennifer Ramos
1.31.22	3. Como los hijos se ven afectados cuando los padres son adictos a las sustancias	Dorelis Zapien/ Jennifer Ramos
2.07.22	4. Preguntas General sobre los Opioides (Preguntas para la Doctora)	Dorelis Zapien/Jennifer Ramos
2.14.22	5. Corrections Officer	Dorelis Zapien/Jennifer Ramos

2.21.22	6. Mitos y verdades Opioides	Dorelis Zapien/Jennifer Ramos
2.28.22	7. Fentanilo y sobredosis	Dorelis Zapien/Jennifer Ramos
3.07.22	8. Counselor for substance abuse	Dorelis Zapien
3.14.22	9. Uso de la Naloxona. Denise Buenrostro PHD	Dorelis Zapien
3.21.22	10. Megan Tweedy	Dorelis/ Juanita (Translating)
3.28.22	11. Testimonio de Maria	Dorelis/ Juanita (Translating)
4.4.22	12. Yakima County Coroner	Dorelis/Juanita (Translating ) /Martin Yanez
4.11.22	13. Apple Valley Counseling Services Pre-Recorded	Dorelis/ Juanita (Translating )
4.18.22	14. All About Opioids	Dorelis Zapien/Jennifer Ramos
4.25.22	15. DUI -Opioids and other drugs	Lt. Bill Splawn (Yakima County Corrections)/Dorelis Zapien/ Jennifer Ramos
5.2.22	16. ¿Que está pasando en nuestra comunidad?	Martin Yanez/Dorelis Zapien
5.9.22	17. Los Opioides y Mas	Martin Yanez/Dorelis Zapien
5.16.22 Pre-Record 5.13.22	18. Los Opioides y La Marijuana	Bill Curtis/Dorelis Zapien/ Juanita Harlem
5.23.22 PRE-RECORD 5.20.22	19. Los Opioides y los estudiantes	Granger H.S /Dorelis Zapien/ Gerry AC. Davis
5.30.22	20. Platicas Saludables	
6.6.2022	21. El uso indebido de los opioides	Dorelis Zapien/Martin Yanez
6.13.22 Pre recorded. 6.10.22	22. Consejos. prevención Durante las graduaciones, prom y El Verano!	
6.20.22	23. ¡Los opioides legales y Illegals!	Dorelis Zapien/Diana Marquez
6.27.22	24. Opioid Program Summary!	Dorelis Zapien/Diana Marquez



	25. Extra: ESD 105:Open doors	Omar Moreno –instructor Tony Torres- Principal Dorelis Zapien
	26. Extra: Domestic Violence and Substance abuse	Dorelis Zapien/Bill Jewel
8.1.22	27. Re-introduction to Opioids Grant: Our Goals and what we want to accomplish.	Alejandra Brito/Dorelis Zapien
8.8.22	28. Línea Abierta- a national program to talk about opioids and their impact in the community	Samuel Orozco / Dorelis Zapien/Martin Yanez
8.15.22	29. Todo Sobre los Opioides	Alejandra Brito / Dorelis Zapien /Martin Yanez
8.22.22	30. Como hablar con nuestros hijos sobre los opioides y otras sustancias	Alejandra Brito / Dorelis Zapien
8.29.22	31. Un testimonio- Como estas sustancias afectaron su vida.	Alejandra Brito / Dorelis Zapien / A.A. Member
9.12.22	32. ¿Que es una sobredosis/Naloxona?	Alejandra Brito / Dorelis Zapien
9.19.22	33. ¿El uso de opioides en nuestra comunidad?	Alejandra Brito / Dorelis Zapien / Jim Curtis
9.26.23	34. El uso indebido de los opioides. Un testimonio- Como estas sustancias afectaron su vida.	Alejandra Brito / Dorelis Zapien / A.A Member
10.3.22	35. Mitos y verdades- Opioides	Alejandra Brito / Dorelis Zapien / Elizabeth Cena
10.10.22	36. Hijos y Abuso de sustancias	Alejandra Brito / Diana Marquez / Elizabeth Cena
10.17.22	37. Como los hijos se ven afectados cuando los padres son adictos a las sustancias.	Alejandra Brito / Dorelis Zapien

10.24.22	38. Testimonio de un miembro de la comunidad	Alejandra Brito / Dorelis Zapien / A.A Member
10.31.22	39. El uso indebido de los opioides. Los opioides ilegales	Alejandra Brito / Dorelis Zapien /Officer Mosqueda
11.7.22	40. consejera de abuso de sustancias	Alejandra Brito / Dorelis Zapien / Yuri Servín
11.14.22	41. Testimonio	Alejandra Brito / Dorelis Zapien /Diana M /Vicente U.
11.21.22	42. Process during Drug Court	Alejandra Brito / Dorelis Zapien /LaDon Linde / Oswaldo Herrera
11.28.22	43. Life Testimonio of touching bottom because of drugs	Alejandra Brito / Dorelis Zapien /AA Testimony
12.5.22	44. Substance Abuse Counselor in the school	Alejandra Brito / Dorelis Zapien /Yuri Alvarez
12.12.22	45. Testimonió – Drug Abuse	Alejandra Brito / Dorelis Zapien/ Oswaldo Herrera
12.19.22	46. Fiestas -prevención	Alejandra Brito / Dorelis Zapien
1.9.23	47. Substance abuse Counselor	Alejandra Brito Dorelis Zapien Bill Jewl
1.16.23	48. Life Testimony of misuse of opioids	Alejandra Brito / Dorelis Z / AA member
1.23.23	49. Life Testimony of misuse of opioids	Alejandra Brito/Dorelis Zapien /Ruben- AA / Conrado-AA
1.30.23	50. Basic information on opioids misuse, resources and answer questions from the community	Alejandra Brito / Dorelis Zapien / Jocelyn Castillo

2.6.23	51. The use of opioids and how parents can identify the signs of opioid use	Alejandra Brito / Joseph Zambrano
2.13.23	52. Mitos y verdades de opioides	Alejandra Brito / Dorelis Zapien / Jocelyn Castillo
2.27.23	53. Marijuana and opioids - fentanyl	Alejandra Brito/Kimberly Tapia/ Maria S.
3.6.23	54. Talk about how opioid addiction it is a disease	Alejandra Brito / Joseph Zambrano
3.13.23	55. How consumption of opioids leads to Domestic violence	Alejandra Brito / Leticia Garcia/Salvador D
3.20.23	56. Early intervention parents and kids	Alejandra Brito / Joseph Zambrano / Kimberly Tapia
3.27.23	57. Overdose and the impact on the community	Alejandra Brito / Dr. Noa Crausic
4.3.23	58. People struggling with addictions can receive help	Alejandra Brito/ Jocelyn Castillo
4.10.23	59. life impact of misuse of opioids	Alejandra Brito/Kimberly Tapia/Conrado-AA Ruben-AA
4.17.23	60. National take back day and how substance abuse impact youth	Alejandra Brito / Kimberly Tapia / Daysi R. / Joaquín v./
4.24.23	61. How consumption of opioids leads to Domestic violence	Alejandra Brito / Leticia Garcia
5.8.23	63. Fentanyl use and the high number of overdoses	Alejandra Brito / Kimberly Tapia
5.15.23	64. Accidents and opioids use	Alejandra Brito / Kimberly Tapia / Daniel Mosqueda
5.22.23	65. Target Zero and opioids program and how it works/ educating parents	Alejandra Brito / Kimberly Tapia / Daniel Mosqueda

6.5.23	66. How to find resources if a family member has an opioid addiction and stigma?	Alejandra Brito / Kimberly Tapia/ Joseph Zambrano
6.12.23	66. Final Report of the program	Alejandra Brito / Kimberly Tapia / Salvador D/ Elizabeth C

The table above indicates that the one-hour radio programs were repeated later in the week or on the weekend.

The website, [www.kdna.org](http://www.kdna.org), has opioid-related radio programs archived for review. [Public Affairs/Aqui y Alla – Radio KDNA 91.9 FM](#)

### Appendix C: Opioids Social Media Toolkit

This toolkit was designed to provide different types of helpful resources on opioids for families in Washington State. Our program theme is:

**“Deja que la vida te eleve más que el alcohol y otras drogas”**

Theme & Hashtags	Spanish	English
<b>Naloxone</b>  <b>Hashtags:</b> #SaveALife #SalvaUnaVida #KDNAOpioides #KDNAOpioids	¡La naloxona salva vidas, aprenda qué hacer en caso de una sobredosis de opioides y cómo administrar aquí! #SalvaUnaVida #KDNAOpioides  <a href="#">Cómo la naloxona salva vidas por sobredosis de opioides</a>	Naloxone saves lives; learn about what to do in case of an opioid overdose and how to administer it here! #SaveALife #KDNAOpioids  <a href="#">How Naloxone Saves Lives in Opioid Overdose</a>
<b>Naloxone</b>  <b>Hashtags:</b> #NaloxoneSavesLives	¿Necesita un medicamento que salva vidas llamado naloxona? ¿Sabías que podías recibirlo en cualquier farmacia del estado de	Are you in need of lifesaving medication called Naloxone? Did you know you could receive it at any pharmacy in Washington State? Find out

<p>#NaloxonaSalvaVidas #KDNAOpioides #KDNAOpioids</p>	<p>Washington? ¡Averigüe dónde más puede encontrarlo aquí! #NaloxonaSalvaVidas #KDNAOpioides <a href="#">Washington — NEXT Distro</a></p>	<p>where else you can find it here! #NaloxoneSavesLives #KDNAOpioids  <a href="#">Find naloxone near you   stopoverdose.org</a></p>
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## Appendix D: The 2021 Biennial Budget {Engrossed Substitute Senate Bill 5092.PL} appropriated \$800,000 of the general fund-state appropriation to the Department of Health

### Sec. 221. FOR THE DEPARTMENT OF HEALTH

The appropriations in this section are subject to the following conditions and limitations:

\$400,000 of the general fund—state appropriation for fiscal year 2022 and \$400,000 of the general fund—state appropriation for fiscal year 2023 are provided solely for the department to contract with a community-based nonprofit organization located in Yakima Valley to develop a Spanish-language public radio media campaign aimed at preventing opioid use disorders through education outreach programs. The radio media campaign aims to reach underserved populations, who may have limited literacy and experience cultural and informational isolation, to address prevention, education, and treatment for opioid users or those at risk for opioid use. The nonprofit organization must coordinate with stakeholders who promote healthy and educated choices about drug use and abuse to host four workshops and two conferences presenting the latest research and best practices. In coordination with the nonprofit, the department must provide a preliminary report to the legislature no later than December 31, 2022. A final report must be submitted to the legislature before June 30, 2023. Both reports must include (a) A description of the outreach programs and their implementation; (b) a description of the workshops and conferences held; (c) the number of individuals who

participated in or received services about the outreach programs; and (d) any relevant demographic data regarding those individuals.

To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email [civil.rights@doh.wa.gov](mailto:civil.rights@doh.wa.gov).

Para solicitar este documento en otro formato, llame al 1-800-525-0127. Clientes sordos o con problemas de audición, favor de llamar al 711 (servicio de relé de Washington) o enviar un correo electrónico a [civil.rights@doh.wa.gov](mailto:civil.rights@doh.wa.gov)

