

Report to the Legislature

# Opioid Misuse Awareness Public Radio Campaign Preliminary Report

December 2020  
(2019) ESHB 1109  
§221(8)



Prepared by Northwest Communities  
Education Center Radio KDNA



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).

**Publication Number**

140-NonDOH

For more information or additional copies of this report contact:

Division of Prevention and Community Health  
Office of Healthy and Safe Communities  
111 Israel Road SE  
Tumwater, WA 98501

**Prepared by**

NCEC/Radio KDNA  
121 Sunnyside Ave.  
P.O. Box 800  
Granger, WA 98932  
509-854-1900  
[www.kdna.org](http://www.kdna.org)

Cover photo provided by KDNA features (from left) Martin Yanez (Opioid Prevents Program manager), Aracely Garcia (opioid program administrative assistant), Rebeca Barrios (community opioids events organizer), Dora Sosa (opioid program office assistant), and Gilbert Alaniz (director of special projects).

John Wiesman, DrPH  
Secretary of Health

# Contents

Executive Summary.....	1
Introduction .....	2
Project Implementation.....	3
Outreach Programs and Implementation.....	3
Workshops & Conferences .....	5
Preliminary Findings.....	6
Opioid Information Website and Videos Overview .....	8
Table 1: YouTube Videos.....	8
Year Two Groundwork .....	9
Recommendations .....	10
Conclusion.....	10
Appendix A: Eastern Washington Consortium Membership.....	11
Appendix B: Aqui y Alla .....	1
Appendix C: (2019) Engrossed Substitute House Bill 1109 §221(8) .....	3







## Executive Summary

The 2019 Biennial Operating Budget (Engrossed Substitute House Bill 1109 §221(8)) appropriated \$800,000 to the Department of Health (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,” and to provide a preliminary report to the legislature in coordination with that nonprofit by Dec. 31, 2020.

The department contracted with Northwest Communities Education Center/Radio KDNA (NCEC/KDNA), in association with Sea Mar Community Health Centers, to develop the Opioid Prevents Project in order to:

- Create a radio media campaign to address opioid overdose prevention,
- Host four workshops on opioid use and prevention, and
- Host two conferences on opioid use and prevention.

The goal of the Opioid Prevents Project is to reach underserved populations who may have limited literacy and who may experience cultural and informational isolation, to address prevention, education, and treatment for opioid users or those at risk for opioid use.

**Radio Campaign:** NCEC/KDNA produced and aired 29 radio opioid programs in the first six months of the project and began to air nine informational opioid capsules to launch the opioid awareness prevention program. Four radio programs per month are being produced and accompanied by daily airing of three informational opioid capsules. The fourth Wednesday 5 p.m. radio program is dedicated to the English-speaking audience. This campaign has reached 7,317 people.

**Workshops and Conferences:** Dr. Ileana Ponce and Dr. Michael Parchman presented to community members at Granger School District. The opioid project staff visited classrooms at Granger High School and presented an awareness and prevention campaign to 69 11th and 12th grade students. Thirty early childhood education center managers received training to educate their staff and their clients, which include migrant parents, on opioid abuse and treatment.

Following these workshops, 98 percent of all surveyed Granger High School students had learned something new from the opioid presentation, and 100 percent of all surveyed early childhood education center managers were able to articulate something new they had learned after the conference.

**Community Opioid Outreach:** The pandemic reduced opportunities for in-person outreach, and increased the campaign’s use of social media and [www.opioidprojectwa.org](http://www.opioidprojectwa.org). NCEC/KDNA

published four fotonovelas and mailed Home Kits to families. Fotonovelas are pamphlets that include a series of large photos that tell a story using brief dialogues. Home Kits consisted of bilingual worksheets, youth activities, and guides to help parents discuss opioids with their children.

## Introduction

The 2019 Biennial Operating Budget (Engrossed Substitute House Bill 1109 §221(8)) appropriated \$800,000 to the Department of Health (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 budget proviso also required the department to provide a preliminary report on this campaign in coordination with that nonprofit by Dec. 31, 2020, with a final report to follow by July 30, 2021.

The department contracted with Northwest Communities Education Center/Radio KDNA (NCEC/KDNA), in association with Sea Mar Community Health Centers, to develop the Opioid Prevents Project (project) to create a radio media campaign to address opioid overdose prevention and to host four workshops and two conferences on opioid use and prevention.

Project implementation began Nov. 16, 2019. The initial timeline and workplan included the development of fotonovelas, presentations, public service announcements (PSA)/informational videos, radio programming, four workshops, and two conferences. However, the COVID-19 pandemic necessitated changes to the project’s plans, which prevented NCEC/KDNA from conducting two workshops and one conference in-person. In lieu of in-person meetings, NCEC/KDNA developed a home outreach kit and leveraged the NCEC/KDNA opioid website, Facebook account, Zoom webinars, and streaming radio service in collaboration with local school districts. These activities have enabled the radio opioid programs to participate in two national broadcasts with Linea Abierta, a national network of 75 radio stations. Bilingual fotonovelas have been published for remote learning activities. The details of these projects and their implementation follows in this report, with preliminary findings on the outcomes of the project’s activities and recommendations for future action.

Developing the plan of action to implement the project started out as an outline of opioid activities, which included six workshops and two conferences in the making. The COVID-19 pandemic required NCEC/KDNA to change the project’s plans. The implementation strategy now in place includes developing an opioid educational curriculum using a multimedia approach. This new path has increased use of the NCEC/KDNA opioid website with internet connections to Facebook, radio/webinars, and collaboration with local school districts. The campaign has also been able to participate in two national broadcasts with Linea Abierta, a national network of 75 radio stations. Bilingual fotonovelas have been published for remote opioid education outreach.



## Project Implementation

NCEC/KDNA partnered with the Eastern Washington Opioid Consortium (EWOC) to implement the project. The EWOC includes 25 member organizations from across the state (see Appendix A). EWOC members serve not only as advisors to the Opioid Prevents Project (project), but also as active participants. Members have volunteered as guest radio speakers and conference presenters. Public Radio KDNA and the EWOC took leadership to start building a resilient community to address the opioid epidemic. In this effort, the Yakama Nation Radio Station KYNR 1490 AM joined them on this preventive approach to the opioid epidemic. Opioid experts have been consulted for evidence-based information to create the informational opioid capsules, radionovelas, and fotonovelas. They also reviewed the fotonovelas and provided excellent critiques for improvements.

The collaboration and partnerships with the members of EWOC are intended to implement an assertive, innovative, and culturally sensitive set of educational radio programs, such as one set of radio/fotonovelas. The fotonovelas were created in English and Spanish, designed to provide educational opioid information for the needs of limited-literacy readers and young students. KDNA will use Radio Cadena's 100+ mile reach to showcase partner consortium health providers with a year-long plan of live and prerecorded radio talk shows in prime time slots such as the "Aquí y Allá" programs that garnered a huge audience of Spanish-speaking radio listeners. Radio ads are placed in the most popular musical and family shows during the proven most-listened slots in the mornings for the "El Jardin de los Ninos" and "El Cambalache," and in the "Puro Tejano" musical hours in the early afternoon and Saturday/Sunday evenings. We work in a most cost-effective way to distribute opioid educational materials through the network of existing partnerships of the EWOC. The capacity for community educational outreach has been enhanced by these educational members of the consortium.

This project is intended to assist the innovative Medication Assisted Treatment (MAT) approach for opioid use disorder treatment on a broader scale by raising the awareness of the public that the patients' total medical, mental health, and home environmental needs are met. The fotonovelas are media innovations that are widely used and visually insightful. Radio and fotonovelas have been demonstrated as an effective means of providing outreach and education to people whose reading literacy is limited. This portion of the project is time- and resource-intensive but proven to be the most cost-effective educational media innovation for preventive health education.

## Outreach Programs and Implementation

One goal of the project is the creation of a radio media campaign to address overdose prevention for opioid users and the general listening audience. Content developed for the various media was both grounded in current research and infused with bilingual and bicultural elements to ensure that farmworking families and others related easily to the information. Primary themes of the radio campaign included education, treatment, and prevention. Radio KDNA capitalized on its credibility and reach to use the radio campaign in an ongoing manner through an array of radio media. NCEC/Radio KDNA successfully produced and aired 29 radio

opioid programs in the first six months of officially launching the project in January 2020. The goal of the radio media campaign aggressively continues to reach underserved populations who are at a high risk of opioid abuse, have limited literacy, and who experience cultural and informational isolation. According to the Yakima Health District, eastern Washington health data on hospitalization and deaths suggests Yakima County experiences disproportionate opioid-related deaths compared to other counties in central Washington.

### *Aquí y Allá*

“Aquí y Allá” is a regularly scheduled, live call-in radio show broadcast in Spanish. Four radio programs per month are produced and aired. The fourth Wednesday 5 p.m. radio program is dedicated to the English-speaking audience. The format consists of project staff (Martin Yanez, Aracely Garcia, and Dora Sosa) hosting and interviewing an array of guest speakers, such as health professionals, school staff, community members, EWOC members, and individuals who have struggled with opioid abuse. At the conclusion of the program, listeners are invited to call in and ask questions to further inform their understanding of opioids. Listeners also share their own experiences to normalize discussing this topic, rather than dealing with it alone. The show is also available on [opioidprojectwa.org](http://opioidprojectwa.org) for those who would like to review the show or may have missed an episode.

### *Informational Opioid Capsules*

The informational opioid capsules are short summaries about opioid use and abuse for listeners. The content draws from current research from sources such as the Centers for Disease Control and Prevention (CDC) and the Substance Abuse and Mental Health Services Administration (SAMHSA). The informational opioid capsules announce the contract information and when to tune in to the “Aquí y Allá” one-hour programming. There are several capsules about prevention and how to start the conversation about opioids with one’s family, and how to safely store medication. These informative segments are broadcast in Spanish between radio programs and range from 30 seconds to three minutes.

### *Fotonovelas*

The fotonovela is a traditional educational tool in Mexico and Latin America dating back to the 1940s using a sequential picture format to tell a romantic story. Over the years, they have evolved to be a very useful medium for health prevention. They are designed in a culturally sensitive way to serve the intended community.

Using a critical lens for evidence-based information, four fotonovelas were developed and published in both English and Spanish, then disseminated through existing distribution channels. The fotonovelas tell a story about opioid use as a conversation starter and for the public’s general awareness. The fotonovelas were tailored for both age appropriateness and cultural relevance. One English/Spanish fotonovela was designed for elementary school-aged children. One English fotonovela used cartoon depictions and was geared for middle and high school youth. The last two fotonovelas were in English and Spanish and created for adults.

Opioid project staff and EWOC members collaborated to develop the storyline and drawings. The fotonovelas will be used in educational outreach in conjunction with school districts.

## Workshops & Conferences

In early December 2019, project staff met with school superintendents from across the Yakima Valley to discuss the project metrics, desired outcomes and to plan workshops at various schools for students and families. All of the superintendents are part of the EWOC, which means that they were engaged with project staff. This close partnership early on made the value proposition easy, as well as scheduling workshops and conferences for the remainder of the school year. Subject matter experts were consulted in the development of the presentations and informational content. They were also speakers during in-person conferences and workshops before COVID-19 forced social distancing.

### *Granger School District Workshop*

On Feb. 1, 2020, NCEC/KDNA held its first scheduled workshop with an overview of the opioid epidemic at Granger High School. The speakers consisted of Ileana Ponce, Executive Director of Community Health Worker Coalition for Migrants and Refugees, and Dr. Michael Parchman, of Kaiser Permanente in Seattle. They conducted a one-hour bilingual presentation, followed by a Q&A session. **Ten people attended this event.** Jon Klarich, media producer, recorded the event. KDNA uploaded the presentation to [opioidprojectwa.org](http://opioidprojectwa.org) and the project's opioid YouTube channel.

### *Inspire Development Centers Conference*

On Feb. 5, 2020, NCEC/KDNA held a conference for all managers of Inspire Development Centers in Washington (Inspire). Inspire has provided education and support to families throughout Washington state for more than 30 years. Inspire serves families from farmworking backgrounds to help them find the training and resources they need to succeed in life. To strategically disseminate information to the targeted population, Inspire was selected because of their reach and credibility in the community. The conference was designed to increase the awareness of all **30 managers** across the state so they could educate the parents of the children they care for at their early childhood education centers. In both English and Spanish, KDNA/Project staff members presented an overview of opioids, shared resources for support, explained the project, and shared personal accounts of how they have seen opioids devastate their families. The conference concluded with an opportunity for managers to ask specific questions on what was presented, followed by an attendee feedback survey. The conference was recorded and posted on the Opioid Project website and YouTube channel.

### *Granger High School*

In mid-February 2020 project staff members Rebeca Barrios and Aracely Garcia presented to **59 11th and 12th graders in multiple classes at Granger High School. The students were primarily of Latinx and white backgrounds with 87 percent (OSPI, 2020) of students from low-income backgrounds.** A slide show was presented to students primarily in English with some aspects covered in Spanish to ensure that all students understood. The subject matter centered on a

general overview of opioids, including possible signs of addiction, resources for support, and time for questions from students.

### *Home Kit Outreach*

Due to COVID-19, future in-person workshops specified in the timeline were postponed until further notice. This was in accordance with state guidance not to hold large gatherings during the pandemic. For this reason, NCEC/KDNA improvised and, with the help of consortium organizations, were able to distribute home kits in envelopes. This was where the concept of home kit outreach was developed. In total, **7,000 kits** were distributed. These kits were sent to Sunnyside School District, Wahluke Coalition, Highland School District, Granger School District, Catholic Services Charities, The Salvation Army, and Sunnyside Food Banks. Radio KDNA used materials by Generation RX—a free online resource that promotes safe medication-taking practices-- added a welcome letter with instructions on how to use the materials at home and KDNA's goal for the home kits. The primary purpose of this outreach was to serve as a conversation starter for parents to talk to their children about what to do if they come across an opioid, what the family's expectations are, and what consequences there are if opioids are misused. These kits included activities such as a 'good or bad' choice game for elementary school aged children, a game imitating what can happen when taking a substance that might not look like what it is, and extra activities such as opioid-related crossword puzzles and coloring pages.

## Preliminary Findings

It is expected that lessons learned will be especially valuable in terms of validating the effectiveness of strategies to increase awareness and knowledge of opioids and their misuse, in particular among the Latinx community. The goal is to contribute to the understanding of opioid abuse and prevention in the rural Yakima Valley. Due to COVID-19 impacting the cadence and service delivery of intended strategies, the comprehensive assessment was in a holding pattern until direction from local and state health officials became available. Specifically, in-person workshops and conferences have been delayed per the state guidelines. Nonetheless, KDNA focused its attention on augmenting outreach efforts not requiring person-to-person contact. Prior to COVID-19 altering the delivery of in-person information, two workshops and a conference were held. Below are early findings of the project's efforts.

***Inspire Development Center Conference:*** In February of 2020, the project team and evaluator traveled to the headquarters of the Inspire Development Center in Sunnyside, Washington, to present on opioids and their impact on families in the Yakima Valley. The participants consisted of **30 managers** from all Inspire Centers because they interact closely with parents and other staff members and can share what they have learned. At the conclusion of the conference, all participants completed a survey to assess knowledge acquisition and any changes in perceptions or attitudes. Based on survey results, there was an overall increase in opioid awareness among the Inspire Center managers. Out of the 30 participants surveyed, **28 (93 percent) marked YES** to having learned something from the conference. Follow up questions were asked to ensure that respondents adequately answered knowledge acquisition, as well as

the specific topic to determine themes that resonated. **Survey results showed that 100 percent of all participants were able to articulate something new they had learned.** The most prominent themes captured were knowing how to help someone who overdosed, knowing the signs of an overdose, and that it is important for the community to have more awareness of the opioid epidemic.

The desire for others to become aware of the growing opioid problem in the Yakima Valley is illustrated with **67 percent of participants indicating that they would talk to their immediate family members about what they had learned.** Furthermore, the top response as to how this new awareness of opioids will help them in their role as a day care manager was to share with parents served, followed by fellow staff.

**Granger High School Workshops:** In late February 2020, the KDNA Opioid Team presented to several classes at Granger High School. The presentation was conducted in both Spanish and English because many students in attendance identify their first language as Spanish. At the conclusion of the workshop, the students took a survey to find out if their awareness and understanding of opioids increased as a result of KDNA presenting to their classrooms. In sum, the students were able to articulate what they had learned and could identify signs of potential opioid addiction. **Out of 59 students surveyed, 57 (98 percent) stated that they had learned something from the opioid presentation,** while one student did not respond. When asked to specify what they had learned from the presentation, **100 percent of all students were able state a topic that was retained. The most common theme learned was that addiction to opioids can happen to anyone.**

They also learned how to provide help to someone struggling with opioid misuse. With respect to potential behavioral changes, **59 percent of students indicated they would talk to their families,** including parents and siblings, about what they learned. The inference here is that these students feel some level of comfort talking with their parents about tough topics such as this, plus their desire to inform others about the opioid epidemic.

**Website Survey:** As KDNA continued to focus more on the radio campaign because of COVID-19 and social distancing guidelines, a survey was developed to assess the knowledge base and attitudes of listeners. The majority of KDNA listeners are monolingual Spanish speakers, with some listeners who speak both Spanish and English. The website survey was available in Spanish and English, with **94 percent of respondents electing to complete the Spanish version of the survey.** The first question of the survey asks listeners to share how they know about opioids. Out of 81 respondents, 54 percent stated that Radio Cadena (KDNA) informed them about opioids. This is particularly encouraging as it shows that prior to the radio campaign, listeners were not aware about opioids. In fact, as indicated by the second question, 89 percent of respondents indicated Radio Cadena's opioid prevention campaign is important/very important.

**Telephone Interviews:** From the end of February through April 8, 2020, 25 telephone interviews were conducted to assess the effectiveness of the radio campaigns. Questions

centered on learning if listeners knew what opioids or pain pills were and interviews did not last more than five minutes. The intent was to make known personal experiences of the Latinx community in the Yakima Valley. The results of the survey are shown below.

1. **48 percent** listen to Radio KDNA and were familiar with the Opioids Project.
2. **30 percent** have listened to Radio KDNA and expressed interest in knowing more about the Opioids Project.
3. **18 percent** were the first interviews that were conducted and they were not asked their opinion about the Opioids Project and if they have listened to Radio KDNA.
4. **4 percent** said they did not know about Radio KDNA’s Opioids Project. However, they are interested in knowing about the Opioids Project.
5. **78 percent of the interviewees** who listen to Radio KDNA know about the Opioids Project and were interested in knowing more about opioids.

## Opioid Information Website and Videos Overview

At the outset of the Opioids Project, the website presence was kdna.org with an opioids section for broad information dissemination to existing listeners. This organization for the website was enhanced within the first month to a stand-alone opioid project website at [opioidprojectwa.org](http://opioidprojectwa.org), while continuing to use the KDNA website for added web presence. Those websites have thousands of hits per month where users can listen to Radio KDNA live, access the “Aquí y Allá” program, as well as special radio programs like the radionovelas , Linea Abiertas, and the Group Health Foundation COVID-19 issues episodes. Listeners can also gather materials such as home kits, view videos from conferences and workshops, read interviews and public service announcements, and find links to the Opioids Project WA YouTube channel and the Opioids Project Facebook page. Currently, the opioid website is the main website to display current information and upcoming events from the Opioids Project informational materials.

Before the COVID-19 shutdown, the Opioid Project held a workshop and a conference, which included interviews with experts during which video was recorded. The videos were edited and posted on [opioidprojectwa.org](http://opioidprojectwa.org) and the YouTube channel. They were also included on both the main opioid website and the KDNA website. Public service announcements in Spanish and English were included as well. Community member access of the YouTube videos is summarized in Table 1.

**Table 1: YouTube Videos**

Topic	Views
Opioids Proper Disposal (Spanish) Public Service Announcement	100

Opioids Proper Disposal (English) Public Service Announcement	39
Opioids Project Washington Inspire Presentation	11
Granger Opioid Conference	15
Dr. Ileana Maria Ponce-Gonzalez Synthetic Opioid Issue	10
Dr. Michael Parchman Opioid Issue Expert	3
Dr. Ileana Maria Ponce Gonzalez Synthetic Opioid Issue Expert Interview	58

Based on the number of views, we see the highest number of views for the Spanish version of the Opioids Proper Disposal Public Service Announcement, which aligns with the intent of reaching those (monolingual Spanish speakers) who often do not have access to typical health care information.

## Year Two Groundwork

The first year of the project consisted of planning and executing near-term deliverables with an eye toward expanding the reach of the project. For example, there is a contract in place with Yakama Nation Radio Station (KYNR AM-1490) to place informational capsule ads on their radio program schedule spoken in both their indigenous language of Sohaptin and English. According to the U.S. Census, the Yakama Reservation covers 2,185.94 square miles with a population of 31,799. Radio KDNA sits alongside the Yakama Reservation and shares many of the targeted schools.

Continuing with the theme of expanding its reach, KDNA is working with Linea Abierta. Linea Abierta is the first and only national live talk and call-in program in public broadcasting for Spanish-speaking audiences throughout the United States and Mexico. Based in Oakland, California, Linea Abierta has partnered with Radio KDNA to deliver their Opioid Prevention radio programming, complete with call-ins from listeners in places such as Florida, New Jersey, Texas, and Mexico.

In spite of COVID-19 forcing the postponement of workshops and conferences, the resilient project staff focused their efforts on the radio campaign.

## Recommendations

Radio KDNA has a loyal audience cultivated over the last 40 years. Combined with the nonprofits that have underwritten the station over the years, KDNA is well situated to educate the community on the opioid epidemic and related issues. The project is starting to make an impact by addressing the lack of available information, but the two years of work covered in the current plan are not enough to fully address the issue. Radio KDNA recommends the project continue for another three years.

## Conclusion

To date, thanks to funding made available through the proviso in Engrossed Substitute House Bill 1109 §221(8) (2019), and despite challenges brought on by the pandemic and its resulting limitations on in-person gatherings, NCEC/KDNA has made meaningful strides in increasing awareness and understanding of opioid use and abuse among residents of Yakima County and beyond. Newly formed partnerships with out-of-state radio stations have expanded their originally intended reach of the Yakima Valley and opened further possibilities for this project to be used as a model to educate rural communities in bilingual/bicultural modalities. Furthermore, with the radio programming archived online, this much-needed information is sustained and accessible from anywhere worldwide. NCEC/KDNA continues this work and, as required by the proviso, will partner with the department to provide a final report on the work supported by this funding to the legislature by June 30, 2021.



## Appendix A: Eastern Washington Consortium Membership

Last Name	First Name	Organization
Bilsky, PhD	Ed	Pacific Northwest University
O'Brien	Mary	BHS Clinical Services Director
Ward	Leah	Yakima Neighborhood Health Services
Castaneda	Viviana	Triumph Treatment Services
Bravo	Lillian	Yakima Health District Public Health
Ponce, PhD	Ileana M.	Executive Director Community Health Worker Coalition for Migrants and Refugees
Krolikowski, CPP	Linda	ESD 105
Coronado	Geranimo	Department of Corrections
Barker	Linda	Department of Corrections
Ramirez Hererra	Rodrigo	Department of Corrections
Alaniz	Gilbert	NCEC/Radio KDNA SEA MAR
Garza	Rick	Inspire Developmental Centers
Hart	Brian	Granger School District
Barrios	Brenda	Sunnyside United-Unidos
Yanez	Martin	NCEC/KDNA Community
Araguz	Steve	Granger Police Dept.
Contreras	Emily	Yakima Health District
Maceda	Lizbeth	ESD 105
Howe	Jenece	Yakama Nation Village of Hope
Fiander	Daylene	Yakama Nation Village of Hope
Augustine	Sarah	Dispute Resolution Center
Mendoza	Jean	Community member
Gempler	Mike	Washington Growers League

Parchman, PhD	Michael	Kaiser Permanente
Garza	Lorenzo	Sunnyside School District
Rodriguez	Humberto	United Family Center
Daniels-Rodriguez	Angel	Yakama Indian Health Services
Anderson	Ron	Yakima County
Pulido	Raquel	Yakima Valley Farm Workers Clinic
Reyes Jr.	Leopoldo	Washington State Dept. of Corrections
Cruz Rico	Lilia	Coordinated Care
Davenport, PhD	Tanny	Virginia Mason Memorial
Esparza	Andy	Merit Resources
Stanton-Sup.	Jill	Merit Resources
Schillreff	Julie	White Swan Community Coalition
Dominguez	Chestina	White Swan Community Coalition
Nelson	Emily	ESD 105
Hernandez	Veronica	Indian Health Services
Bergevin	Marilyn	Wapato School District
Rodriguez	Aurora V.	Recruiter/parent liaison
Mendoza	Karina	Community Prevention Coordinator
Cortinas	David	La Voz
Hitchcock	Shannon	Prosser Hospital
Pardo	Minerva	West Valley School
Islas	Eliazar	Free by the Sea
Rivero, PhD	Jacobo	Prosser Memorial Hospital

## Appendix B: Aqui y Alla

Date	Topic	Guest
Dec. 27, 2019	Introduces the new program on opioids prevention	Martin Yáñez Rebeca Barrios Aracely Garcia
Jan. 6, 2020	Information about self-experience	Ezequiel Mendoza
Jan. 17, 2020	MAT program provider	Brady Moss (YNHS)
Feb. 3, 2020	What is the opioid?	Dr. Ileana Ponce (MD, MPH)
Feb. 21, 2020	How do opioids affect students brains?	Minerva Pardo West Valley School District
March 2, 2020	Opioid epidemic in the school	Aurora Rodríguez Karina Mendoza Agustín Garcia Wapato School District
March 10, 2020	Radio listeners information about self-experience	Lorena Arteaga
March 20, 2020	Opioid epidemic in the school	Luz Prieto Grandview School District
March 24, 2020	Synthetic fentanyl	Dr. Ileana Ponce (MD, MPH)
April 6, 2020	People's testimony from the community	Martin Yanez

April 14, 2020	How the fentanyl synthetic affects our community	Ezequiel Mendoza
April 17, 2020	Substance abuse in the young	Lizbet Maceda Tieton & Cowiche
April 28, 2020	How parents get involved with schools to prevent opioids in students	Agustin Garcia Wapato School District
May 4, 2020	Opinion from listeners	Lupe Sanchez member of the community
May 12, 2020	Types of opioids	Saida Rodriguez Producer
May 15, 2020	What is the function of the three receptors (DELTA, KAPPA, MU)	Brady Moss (YNHS)
May 26, 2020	Traumatized by opioids	Minerva Pardo West Valley School
June 1, 2020	Opioid epidemic in U.S.	David Cortina Owner and director "LA VOZ"
June 9, 2020	Opioid prevention in schools	Dr. Lemus Esperanza
June 23, 2020	Opioids in Yakima County	Luz Rodriguez "La Voz"

## Appendix C: (2019) Engrossed Substitute House Bill 1109 §221(8)

### 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 2020 and \$400,000 of the general fund—state appropriation for fiscal year 2021 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 goal of the radio media campaign is reaching underserved populations, who may have limited literacy and who may 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 are engaged in promoting healthy and educated choices about drug use and abuse to host four workshops and two conferences that present the latest research and best practices. The department, in coordination with the nonprofit, must provide a preliminary report to the legislature no later than December 31, 2020. A final report must be submitted to the legislature no later than June 30, 2021. 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 in relation to the outreach programs; and (d) any relevant demographic data regarding those individuals.

