

Oregon Partnership

<http://www.orpartnership.org/>

- Oregon Helpline - a 24-hour per day, 7 day a week alcohol, tobacco and other drug (ATOD) information and treatment referral service:
 - ✓ Provide free ATOD literature as requested.
 - ✓ Provide information services, online access to current listing of approved treatment providers, recovery support services and other resources by geographic area, type of services, and insurance options.
 - ✓ Provide additional screening and referral services for callers identified as needing services from Children, Adults and Families (CAF), including referral of the caller to the CAF Addiction Team.
 - ✓ Re-contact any caller receiving a referral to alcohol or other drug treatment within 72 hours to determine if the caller has made referral and treatment connections and to provide additional encouragement and motivational counseling, as necessary.
 - ✓ Re-contact any caller a second time if they have not yet engaged in treatment at the time of the first call back and encourage the person to make the referral or treatment connection.

- Suicide Crisis Line – a 24-hour per day, 7-day a week crisis line to focus on both youth and adults and provide screening, assessment, informal on-line counseling and referral to community mental health, local law enforcement, or other appropriate resources.
 - ✓ Maintain accreditation through the American Association of Suicidology or a similar nationally recognized accrediting body.
 - ✓ Competently handle calls from individuals with suicidal ideation and/or intent.

- Public Awareness Activities:
 - ✓ Identify and assist DHS in utilizing “pro-bono” media opportunities.
 - ✓ Facilitate the use and placement of materials provided by the Office of National Drug Control Policy (ONDCP) and other nation media campaign advertising.
 - ✓ Ensure that all media markets in Oregon (including specialized populations and hard to reach rural areas) receive available materials.
 - ✓ Provide local opinion-editorial (Op-Ed) and other editorial opportunities.
 - ✓ Make general ATOD prevention information available to local communities, tribes, and counties at no charge.
 - ✓ Tag all media utilized through the contract with the Department of Human Services (DHS) logo or otherwise clearly specify sponsorship by DHS.

- Underage Drinking Media Campaign – a statewide public education effort to reduce underage drinking through targeted media messaging focused on parents and other adults.
 - ✓ Develop a public education campaign, including “brand” options and key messages.
 - ✓ Recruit, select and train youth teams to develop and produce media spots, to be rolled-out in phases throughout the contract period.
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 - ✓ Purchase media (radio & print) throughout the state, providing coverage in all geographic areas.
 - ✓ Assist local prevention coordinators in securing earned media.
 - ✓ Provide an underage drinking website.
 - ✓ Prepare and submit for publication, print media articles such as opinion-editorial (Op-Ed) pieces and letters to the editor.
 - ✓ Conduct regional press events to publicize the statewide public education effort during each phase of the contract period.
 - ✓ Tag all underage drinking prevention media submitted for airplay or placement in print media with the DHS logo, tag lines, or both as appropriate.