

Opioids Don't Discriminate

What We Heard Report



1.0: Introduction

From April 30th- May 3rd, 2019, The Strathcona County Community Drug Strategy Committee held the second Opioids Don't Discriminate (ODD) Interactive Exhibit, inviting people from Strathcona County and surrounding areas to walk in the shoes of three fictional individuals impacted by opioid misuse.

Participants were given the opportunity to participate in feedback and evaluation activities related to the ODD exhibit. This document provides an overview of evaluation findings.

2.0: Engagement Activities

Description of engagement activity	Performance
Pre and post-activity surveys: participants at the 2019 Opioids Don't Discriminate interactive exhibit were provided with an opportunity to complete a pre and post-activity survey to evaluate shifts in perception.	<ul style="list-style-type: none">• Surveys were completed by 689 (Pre-activity) and 666 (Post-activity) participants• 75.3% of respondents were from Strathcona County, while 24.7% were from outside of Strathcona County
Targeted follow-up surveys: participants at the 2019 Opioids Don't Discriminate interactive exhibit were provided with an opportunity to sign up for a targeted follow-up survey to discuss lasting impressions from the event, what they learned and what impacts they've seen as a result of the exhibit.	<ul style="list-style-type: none">• Forty-nine participants signed up for a targeted follow-up survey. Ten of these participants were selected at random and contacted to complete a survey

3.0: Engagement Findings

Pre and post-activity surveys

Familiarity with the topic of opioid misuse

- In the pre-activity survey, 29.2% of respondents reported being Moderately or Extremely familiar with the topic of opioid misuse.
- In post-activity survey, 59.3% of respondents reported being Moderately or Extremely familiar with the topic of opioid misuse.
- This represents a 30.1% increase in respondents who reported being Moderately or Extremely familiar with the topic of opioid misuse.



of respondents reported being moderately or extremely familiar with the topic of opioid misuse.

Knowledge of opioid use

- In the pre-activity survey, 21.3% of respondents reported knowing someone who is currently using prescription opioids and 27.9% were unsure.
- In the pre-activity survey, 17.8% of respondents reported knowing someone who is currently struggling with opioid misuse and 22.8% were unsure.

Take away experience

Participants were asked to select up to three statements from a list of pre-established statements that best reflected their experience going through the journey.

The following three statements emerged as the most frequently selected statements:

- I want others to experience this. (300)
- I know more than I did before about opioid addiction. (348)
- I feel more compassion towards people struggling with opioid misuse. (372)

“[I will be...] more aware; ask 'tough' questions if I see someone who may be struggling with opioid use, be more compassionate; less judgemental.”

-Anonymous Respondent Quote.

Targeted follow-up surveys

Following the event, ten participants were randomly selected from 49 self-selected participants to receive a targeted follow-up survey by phone. The surveys were designed to be conversational in nature and test the lasting impressions, learnings, and impacts the exhibit had on respondents.

Learning and lasting impressions

- Many respondents reported that the narratives did a great job of grounding the stories into reality. Narratives were effective at demonstrating the diversity of people impacted by addiction, breaking down otherness, and challenging stigma. It made the crisis feel more 'local.'
- Respondents described the exhibit as providing a lot of useful information and resources.
- As far as the impacts of the exhibit on the community, most respondents found this issue difficult to comment on. Others said there seems to be more awareness, but that it's difficult to tell if that's due to the exhibit or media in general.
- Several respondents said that the exhibit should run again—explaining that it's important that other people see this.

Exhibit set up

- The physical space and layout were great, according to most respondents. Being able to move through at their own pace was a great consideration.
- Many liked the pebble in the shoe. It connected people to the journey—and helped participants feel like they were walking in the person's shoes.
- The event was described as accessible and open to the public, which was appreciated by many respondents.
- The nourishment area at the end was very much appreciated—it let many people debrief and connect.

Behaviour changes

- Respondents reported that the exhibit helped them listen to others who are struggling and model compassion, rather than just providing opinions.
- Respondents reported being more motivated afterwards to keep an eye for warning signs with friends and family.
- Several people reported sharing information and being more mindful about warning signs.

"It needs to reach more people—how can we do that? People need to know how important it is!"

-Anonymous Respondent Quote.

4.0: What's Next?

The results of these surveys were used to inform the Opioids Don't Discriminate Report, which will be shared back to the Strathcona County Community Drug Strategy Committee to evaluate impact and advise on the next steps for the Committee.

A DIY Kit is currently in progress to help take this exhibit to a greater number of communities and share the experience with others.



DID YOU KNOW: FIND MORE INFORMATION ABOUT SUPPORT AND PREVENTION FOR OPIOID MISUSE AT www.strathcona.ca/opioids

More Information

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