

## The Opioid Safety Toolkit: from Co-design to National Dissemination

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**Introduction:** Australia has high rates of opioid prescribing and related harm. People prescribed opioids often have limited knowledge about opioid risks and low rates of naloxone access. This work aimed to: (i) co-design an Opioid Safety Toolkit, (ii) test the Toolkit, and (iii) disseminate the Toolkit nationally, with the ultimate aim of empowering consumers with the knowledge to support safer opioid use.

**Method:** The Opioid Safety Toolkit was co-designed through seven iterative workshops and user testing with consumers (n=28) and healthcare professionals (n=13). The Toolkit was tested via a Randomised Controlled Trial comparing the Toolkit to an active control (an existing consumer resource). A national communication and multimodal dissemination plan has been developed in consultation with consumers and is designed to raise awareness and reach.

**Results:** Workshops emphasized the importance of co-designing the Toolkit to reduce stigma and increase empowerment. Results from the RCT revealed that the Toolkit significantly increased intentions to get naloxone ( $p < 0.001$ ) and requested it from a pharmacy four weeks post-intervention ( $p = 0.008$ ). Opioid safety knowledge increased in the intervention group (vs control) immediately, and at four weeks post-intervention ( $p < 0.001$ ), while satisfaction was significantly higher in the intervention group ( $p = 0.002$ ). To date, the digital Toolkit has had >44,000 views. A consumer-focused social media campaign, via peak consumer organisations including Painaustralia, has reached >78,000 people, while direct SMSs via pharmacies dispensing software have reached >12390 people. Healthcare provider dissemination has occurred through pharmacy journals, electronic/email promotions, published educational materials for GPs and pharmacists, conferences, and invited presentations and workshops.

**Discussions and Conclusions:** The co-designed digital Opioid Safety Toolkit was acceptable to consumers and significantly increased naloxone uptake among people prescribed opioids. It was disseminated nationally, to raise awareness, utilising a communication campaign, including co-designed messaging and promotion through pharmacies, to maximise Toolkit uptake and promote safer opioid use.

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