



ASAM ADDICTION MEDICINE
ACTION NETWORK

Making a Difference
Through Media

November 12, 2021

Welcome!

Goals for Today's Call

- Learn How You Can Support ASAM Advocacy Objectives Through Media Outreach
- Learn Basic Media Training Tips
- Build Your Comfort Level For Engaging Media



Call Agenda

- Media 101 – The Basics
- Examples of ASAM Media Advocacy
- Media Training & Tips
- Media Talking Points for ASAM Priorities
- Questions and Review





MEDIA BASICS

- What is News?
- What is Earned Media?
 - Media Channels, Vehicles and Audiences



What is News?



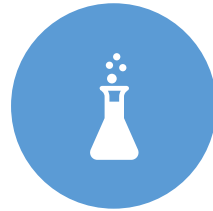
TIMELY ISSUES



NEWS HOOKS



PEOPLE



SCANDAL



CRISIS



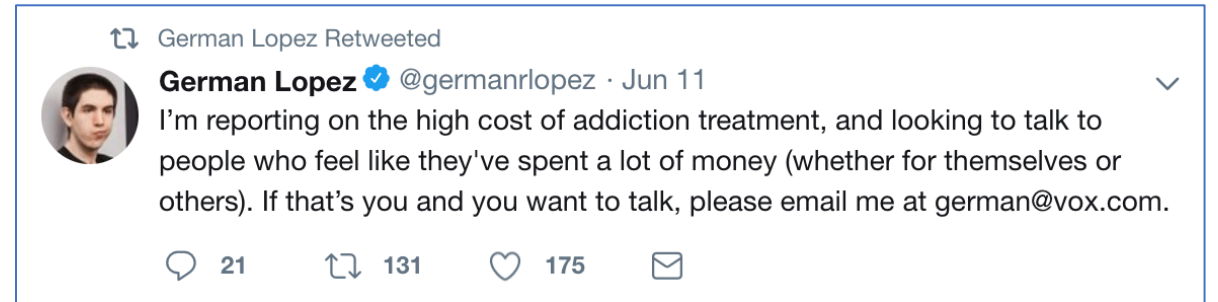
REPORTS/DATA/SURVEY



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What Is Earned Media?

- Earned media is content published by a media outlet that you have not paid for.



- It can come by way of an independent reporter inquiry that leads to a story, ASAM pitching a story idea or position/response in a press release or email, or ASAM or third-party authored content that is published via op-ed or letter to the editor.

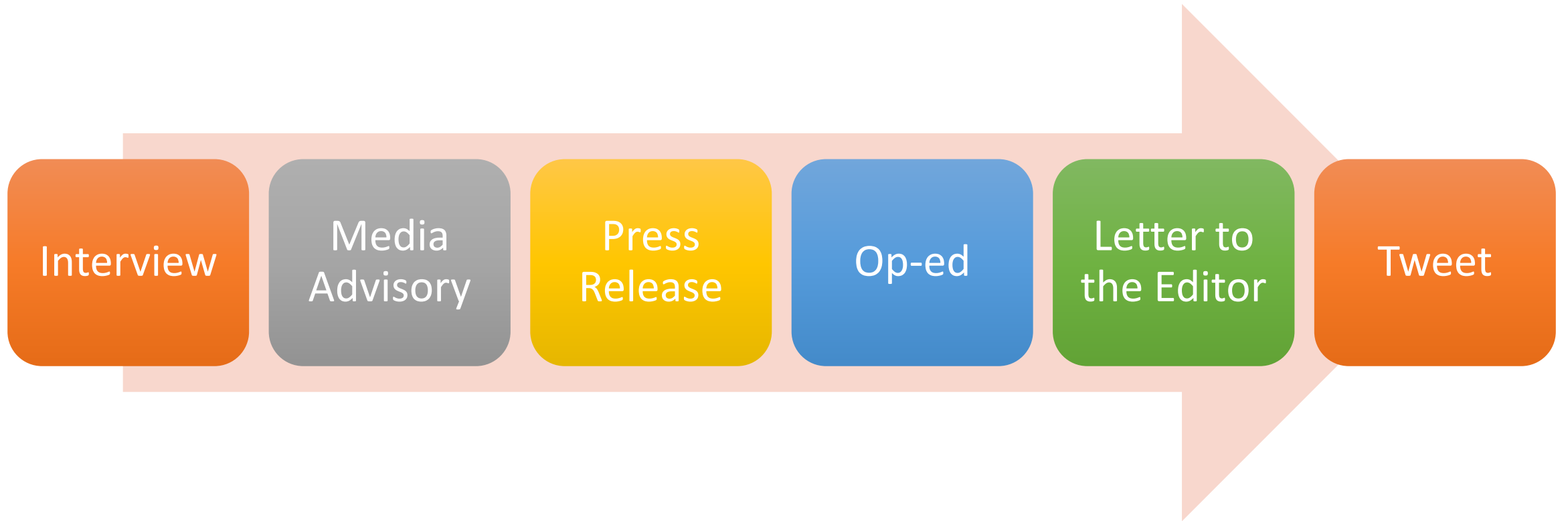


Earned Media Channels

- Print - online and hard copy publications, newsletters, trade magazines
- TV - local, cable, national networks
- Radio - National Public Radio & affiliates, news net-work owned, locally run state radio



Media Vehicles



Media Audiences



Capitol Hill (policy) – Hill pubs read by Congress, Administration, think tank leaders, national associations



Trades (industry) – health practice trade reporters/mags/pubs/blogs targeting colleagues, payers, other health sectors (ex. mental health)



National mainstream (react or pitching specific position on sweeping addiction treatment legislation) – major daily newspapers, network news, NPR targeting broad audience including consumers



State outlets (state specific – ex. legislation on parity/needle exchange) – state house reporters, health care reporters for state newspapers/broadcast



ASAM Members in the News



National Public Radio – ***“Drug Overdose Deaths Surge Among Black Americans During Pandemic”***

“...too often people of color with addiction are viewed as ‘the prototype of a criminal.’ Arrests and incarceration, that's the way it was dealt with. That's what's been in place for a long time, and I don't see that we've made progress in that.”

Stephen Taylor, MD
March 3, 2021



ASAM Members in the News



CQ Researcher - ***“Opioid Crisis: Can the Tide be Reversed?”***

"If we put all these pieces together, I think little by little, we can hopefully in five to 10 years turn this around. With so many people dying every day, clearly the pressure will be on to have this happen much faster than that."

Yngvild Olsen, MD
September 24, 2021



ASAM Members in the News

Biden administration grapples with American addiction as overdose deaths hit a record high



Taylor emphasized the importance of funding proposed in the House's [sweeping \\$3.5 trillion spending bill](#)...

"We recognize that would be the most significant piece of legislation for people with substance use disorder, literally since the passage of the (Affordable Care Act)," Taylor said, adding that it's "also an opportunity to really advance equity."



ASAM Members in the News



MedPage Today – ***“As Overdoses Rise, Opioid Treatment Providers Struggle to Get Paid”***

“The problem must be met with sources which can be commensurate with the magnitude of the issue and that is not taking place. It is like attempting to take in a lake with a serviette.”

Shawn Ryan, MD
June 22, 2021





PREPARING FOR AN INTERVIEW

- MESSAGING TIPS
- INTERVIEW TIPS
- TYPES OF QUESTIONS



The Interview Request

- A reporter may contact ASAM or its communications rep directly with a request to speak to an “addiction treatment expert”
- The ASAM spokesperson is approached internally based on the topic of the reporter’s story – i.e. legislative policy, racial equity, standardizing addiction treatment
- The reporter’s deadline is established at the outset – today, tomorrow or a long lead time
- Typically 20 minutes is allotted for phone interviews –if the ASAM spokesperson is amenable, no longer than 30



Interview Preparation

- Your ASAM Communications rep will prepare a background on the reporter, the outlet he/she/they are writing for (mainstream/consumer/addiction trade/health policy), past stories authored by the reporter
- Your ASAM Communications rep will ask the reporter ahead of time for some questions likely to be posed to the spokesperson during the interview
- Talking points are prepared for your interview designed to give guidance on tone and messaging, as well as provide helpful statistics, data and relevant facts
- If the ASAM spokesperson chooses, a prep call can be scheduled before the interview to walk through the talking points and conduct a mock interview for practice



Media Interview Tips

- Know what you want to convey and boil it down to three main messages
- If reporter transitions to issues outside of interview topic, always bridge back to main messages
- Always remember whatever you say can appear online, on TV, or in the newspaper – **YOU ARE ON THE RECORD**
- Make sure any patient stories are shared with patient's prior written consent, or are properly de-identified (HIPAA)
- If you don't know the answer, it's OK to say, "let me get back to you on that."



Message Development

When preparing the content portion of your interview, remember the following:

- Say what you want to say, not what they want you to say
- Use anecdotes, if possible
- Use analogies, if possible – something simple that people can relate to
- Use quotes when appropriate
- Anticipate reporters' questions



Example: TEACH IT Main Messages

- Our nation needs a stronger addiction treatment workforce to serve the needs of the millions of Americans living with substance use disorder
- Targeted funding is urgently needed to increase the ranks of qualified, well-trained addiction treatment professionals in high-need communities across America
- Workforce solutions must be structural. More incentives and training opportunities are needed to attract students and professionals to specialize in the prevention and treatment of addiction.



Example: STANDARDIZE IT Main Messages

- Lack of standardization in addiction prevention and treatment has undermined our national response to the addiction and overdose crisis.
- Currently, only a fraction of healthcare providers receives education and training on evidence-based addiction prevention and treatment.
- Prescribers of controlled substances, in particular, should receive education on evidence-based addiction prevention and treatment.



Example: COVER IT Main Messages

- Payment policies sometime offer little support for the coordination of behavioral, social, and psychological services people may need in addition to medication.
- Some payers continue to make discriminatory coverage decisions, and reports have documented the wide disparity in network use and provider payment rates between mental health/addiction treatment and general medical care.
- Over half of Americans who are incarcerated meet the criteria for a substance use or mental health disorder, but the current healthcare payment system isn't set up to treat them effectively.
- Insurance parity for addiction treatment remains elusive.



General Interview Tips - Successful Interviews are Message Driven

- **Rule 1:** Don't have more than three main points. More than that is too confusing. Messages must be simple.
- **Rule 2:** All messages should support/bridge back to ASAM's main goals.
- **Rule 3:** Messages for the interview should align with website mission/objectives/goals
- **Rule 4:** Messages can be tailored for specific audiences, while still remaining constant.



Questions?



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