

Decrease the Stigma Surrounding Opioid Abuse



SITUATION

Aspirus Riverview

Aspirus Riverview is a 99-bed hospital, located in Wisconsin Rapids, Wisconsin. Aspirus Riverview's goal was to improve their community's understanding of opioid abuse based on a gap that was identified on their Community Health Needs Assessment.



SOLUTION

Aspirus Riverview launched a campaign leveraging Relevate resources. The campaign included community partnerships, social media, and a community event. The event offered education in an effort to decrease the stigma surrounding opioid abuse as well as reduce the number of Emergency Room, walk-in and clinic patients requesting opioid prescriptions.

The event hosted representatives from local groups and physician assistants that presented facts around opioid abuse, detection and most importantly offered local resources for overcoming the abuse.

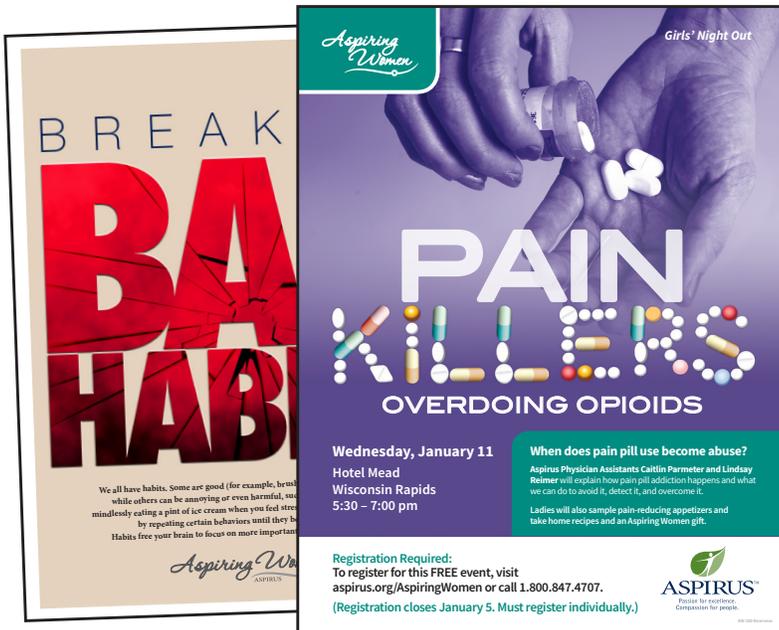


SUCCESS

The campaign increase community awareness on the topic. The event garnered local and regional media attention and approximately 145 ladies attended the event.

"We want them to share the information they learned with their loved ones to help everyone in our community avoid, detect and overcome the growing problem of opioid addiction."

Nan Taylor, Executive Director,
Aspirus Riverview



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