

**“Working with Healthcare Providers
to Address Underage Drinking and Parental Monitoring”**

Co-facilitated by
Jo Mccaslin and Maryann Harakall
from the Maine Office of Substance Abuse

1. Introductions

2. Original purpose of Healthcare Providers Kit

- The original aim was to create a guide for healthcare providers to talk to their patients and their patients’ parents about underage drinking. It was *not* intended to be used by the community at large. OSA worked with doctors and provider offices to develop the materials so that they would be appealing to the target audience: professionals in the healthcare field. The materials are not intended to be distributed directly to the general public. For example, it would not make sense to have booklets or cards out in the waiting room of doctor offices, or at an information table at a community presentation. However, coalitions can play a very useful role in sharing the materials with local healthcare providers, and getting them on board to use the kit.

3. Walk through of the materials

The Office of Substance Abuse has created a set of tools for use by healthcare providers. There are three components: a booklet, a poster, and a card. With the exception of the poster, the Healthcare Providers Kit is meant to be in the hands of healthcare providers, who will then use the materials to communicate with patients and patients’ parents about underage drinking.

- The Booklet: **Raising your Child Alcohol Free: A Healthcare Provider's Guide to Address Underage Drinking** ([PDF](#))



This booklet was created for physicians and other health care providers as a guide for talking with patients and patients’ parents about underage drinking. The guide offers age appropriate talking points and suggestions, including information to share with parents regarding how to proactively parent to prevent underage drinking with children ages 0-21. The information used here is repeated on the poster.

- The booklet walks through Talking Points organized by age of the child, including bulleted points with additional research information on each page; references are included in the back.
 - The booklet also includes several useful appendices:
 - The 6 G's: 6 questions to ask a patient or a patient's parents as a quick way of starting the conversation about underage drinking.
 - CRAFFT assessment tool: This is a tool to be used by providers to talk to quickly assess an adolescent's substance abuse. If a patient answers two or more questions positively, he or she should be sent for further assessment.
 - How to find Substance Abuse Services in Maine: This tool is a list of resources to which doctors can refer patients who have substance abuse issues.
- **Raising Your Child Alcohol Free Poster [\(PDF\)](#)**



This 11" x 17" poster, designed for parents, was created to place in health care facilities – for example, in patient examination rooms—and matches the talking points in the Guide booklet.

Even though the poster was created as a supplement to the Guide, it is also appropriate for broader use. For example, it may be placed in other locations where parents would see it, such as schools or other community venues.

- **The 6 G's card [\(PDF\)](#)**



The card is a copy of the 6 G's appendix in the Healthcare Provider's Guide, and uses a mnemonic created for physicians by Dr. Richard Heyman, M.D. to help start a discussion about underage drinking with parents. This 4" x 9" card is meant to be handed out to parents *during or after* their discussion with the healthcare provider, so that the parent has something to leave the visit with. The card is *not* intended to be placed in the waiting room or at an information table or other self-service kiosk. It is meant to be used as a supplement to a conversation between healthcare provider and parent, and not as a stand-alone handout or self-help pamphlet.

4. Reprinting materials:

Because the materials are meant for healthcare providers and not the general public, only a limited number were printed. OSA printed 2000 of each item and has distributed 600 of each so far. Another reprint will be done in the next few months, and there will be a survey monkey asking how many copies people would use. Should people need more than OSA can provide, they will be given the chance to pay for extra copies at their own expense. You should have the opportunity to let OSA know of your interest to pay for extra copies in the survey coming out soon.

OSA's cost for 2000 each were:

Guide - .89 per item

Poster - .29 per item

6G card- .34 per item

Some coalitions have offered to purchase additional copies. If anyone is interested in having their own logo printed, there would be a minimum of 500 that you would need to order, and the price will be higher per item unless you get a large quantity. Let Jo McCaslin know if you think that is something you want to do (in the survey or by email) so OSA can try to coordinate your order with their vendor once it is determined who will be printing.

5. HMP Workplan – Three places that this initiative would fit:

- 3.2a – “Build a social marketing campaign from OSA Parent Media materials that raises awareness of the importance of parental monitoring through channels within the local service area. Examples of channels are: media outlets, doctor's offices, stores, community bulletin boards, public transportation, movie theaters, and restaurants.”
 - Within the guide are many pieces that talk about parental monitoring, making this an appropriate fit.

- For the output in KIT reporting, the number of channels would be the number of doctor's offices visited, and for the reach, the number of people exposed would be the number of patients the practice serves.
- 3.7a – “Using the OSA Parent Media Campaign materials build a social marketing campaign to raise awareness of the importance of positive role modeling through channels within the local service area. Examples of channels are: media outlets, doctor's offices, stores, community bulletin boards, public transportation, movie theaters, and restaurants.”
 - The guide covers the topic of adult modeling, making this an appropriate fit.
- 3.12o – “Work with medical providers to implement CRAFFT, for use with adolescents.”
 - As one of the appendices to the booklet is about CRAFFT. The guide is a good tool to get physicians to begin using CRAFFT in their practice.
 - For reporting in KIT: you can report the number of medical practices educated, number of practices that utilize the tool in their practice, and number of staff in the practice utilizing the tool.

6. Discussion

- What are some ways in which the kit is being used or that people are planning on using it?
 - When talking with healthcare providers about PMP, also including presentation of these materials
 - Through the police department – one chief has hung the poster in public areas of the department.
 - Through a CEO at the hospital
 - By presenting it to the practice manager who would then present it to doctors at a staff meeting
- What feedback have you received?
 - Overall, response from healthcare providers has been very positive.
 - Doctors love the posters and would like more for their exam rooms.
 - Pointing out the SA Services section of the guide is important so that if a patient needs further help, the doctor has a place to send them.
 - Many doctors are hungry for more information-- giving them things like MYDAUS data or current brain research can be helpful for achieving buy-in.
- Additional questions or comments?
 - Originally, OSA hoped that the guidelines in the Kit would be integrated as part of the official checklist of screening questions that doctors ask during well-child visits, but they hit some walls in getting there. If anyone has any successes in getting that accomplished with their local providers, please share that information with OSA.
 - There have been some questions regarding how these healthcare provider materials and the 6 G's fit with OSA's 5 Tips campaign. Coalitions are still encouraged to use the 5 Tips campaign as the primary materials they are disseminating to parents and the general public, including dissemination of the 5 Tips and Parent Kits through doctor's offices, waiting rooms, etc. The healthcare

provider materials and 6 G's were developed for healthcare providers to guide their conversations with patients and parents—*Not* for coalitions to distribute directly to the public. In addition, the two sets of materials are meant to be used with parents of slightly different age groups: the 5 Tips Parent Guide is directed at parents of youth around age 9 and up, whereas the Healthcare Provider's Guide targets parents of all ages. OSA understands that in reality, coalitions will be using some of the materials together – for example, a doctor's exam room might have the color poster *and* the 5 Tips materials. OSA welcomes suggestions for how to better integrate the two sets of materials in the future.

- Several people suggested having the information from the poster in a handout format that doctors can give to parents. An inexpensive, 8.5x11, black & white document might be sufficient. There is a possibility that OSA might try to develop something like that. However, while it would be beneficial to have doctors distribute the materials to parents, we would want to make sure that doctors weren't going to merely hand something out instead of having a real discussion with parents.

Please send additional feedback and questions about the Healthcare Provider materials to Jo McCaslin, jo.mccaslin@maine.gov, 287-8917 or Maryann Harakall at maryann.gotreau@maine.gov; 287-5713.

An evaluation of this conference call will be sent out through surveymonkey. Feedback on any and all parts of the call is greatly appreciated!

We hope that everyone can join us for the next call:

- **Media Advocacy for Underage Drinking Prevention**, Thursday, March 19, 1-2 pm.
Online registration: <http://mcdregistration.org/signup.asp?ID=131>

What is media advocacy, and how can we use it? What resources are available to help us? What are some examples of successful media advocacy efforts from different communities--from press events, to opinion editorials and letters to the editor, to relationship-building with media professionals? What are some examples and ideas for April Alcohol Awareness Month? This session will be co-facilitated by Jacinda Goodwin from the Maine Office of Substance Abuse and Erica Schmitz from MESAP.

SAVE THE DATES! Upcoming calls...

Facilitators/Moderators	Topic	Date/Time of call
Cheryl Cichowski (OSA) and Erica Schmitz (MESAP)	Substance Abuse & the Workplace Updates	Thursday, APRIL 16, 1-2 pm
Anne Rogers (OSA) and Erica Schmitz (MESAP)	Facilitating Great Coalition Meetings	Thursday, MAY 21, 1-2 pm

Maryann Gotreau (OSA) and Erica Schmitz (MESAP)	School Policy Updates	Thursday, SEPTEMBER 17, 1-2 pm
Geoffrey Miller (OSA) and Erica Schmitz (MESAP)	Using Student Survey Data	Thursday, OCTOBER 15, 1-2 pm

Call topics may change to reflect community needs. For this reason, registration is not available until 1 month prior to each call. To register: <http://www.mcd.org/registrations.asp>

If you have specific materials or resources you would like to share with call participants, or if you have any specific questions you would like to see addressed during a call, please contact Erica Schmitz from MESAP (Maine's Environmental Substance Abuse Prevention Center) at Medical Care Development, (207) 773-7737, eschmitz@mcd.org.