



# Colorado MOMs (Maternal Overdose Matters) Initiative Enrollment Form

## Mission

Our goal is for 100% of hospital-based obstetric, labor and delivery, perinatal, and neonatal units to provide overdose education and naloxone distribution to at-risk pregnant and postpartum patients and families.

## Participating Organizations

Colorado Hospital Substance Exposed Newborns Collaborative (CHoSEN)	American College of Obstetricians and Gynecologists (ACOG) Colorado Section	Colorado Perinatal Care Quality Collaborative (CPCQC)
AWHONN Colorado Section	Colorado Hospital Association	Colorado Department of Human Services - Office of Behavioral Health
Colorado Society of Addiction Medicine	Colorado Consortium for Prescription Drug Abuse Prevention	Colorado Medical Society
Colorado Chapter of American Academy of Pediatrics	Colorado Association of Family Physicians	Colorado Chapter of American College of Emergency Physicians
Hard Beauty	Colorado Pharmacist Society	Tough as a Mother

## Project Leadership

The **Colorado MOMs Initiative** is a collaborative effort between multiple organizations. Implementation, technical expertise, and leadership is provided by the Colorado chapter of The Naloxone Project, a 501(c)3 organization. Co-chairing the project are Dr. Kaylin Klie, MD, MA and Rachael Duncan, PharmD. As the **Colorado MOMs Initiative** continues to evolve, we hope that you and your organization will strongly consider a leading role in our efforts.



## Timeline

### A Strong Foundation | August 2022 – September 2023

The **Colorado MOMs Initiative** was publicly announced on Overdose Awareness Day August 31, 2022. Partner organizations that can advance our goal of 100% of hospital-based labor and delivery units distributing naloxone are being actively recruited. These include nonprofits, trade associations, harm reduction organizations, physician organizations, health care organizations, recovery advocacy/patient groups, and others. From these stakeholders, a Leadership Council for the project is being created and will help oversee the work and further development of the **Colorado MOMs Initiative**. The first Leadership Council meeting will convene on October 31, 2022.

### First Steps | October 2022 – December 2022

Working with stakeholders, we will identify barriers to implementation and work to secure initial hospital pledges to participate in the **Colorado MOMs Initiative**. We will create a public-facing website and **Colorado MOMs Initiative** toolkit for hospitals to ease implementation. We will also continue fundraising efforts.

### Project Launch | January 2023 - June 2023

We will hold public-facing events with a press release and media push to advertise the project and its goals. We will create partnerships with television, radio, and written media to promote the project and give publicity to the hospitals that are enrolled in the **Colorado MOMs Initiative** and distributing naloxone.

### Continued Recruitment and Implementation | June 2023 - August 2023

After the initial launch we will continue to systematically recruit hospitals across the state. We will provide troubleshooting and implementation guidance to hospitals that are launching their take-home naloxone programs. We will continue to work with stakeholders on how to improve distribution of naloxone and advertising of programs. On a monthly basis we will update the **Colorado MOMs Initiative** website with participating hospitals and release monthly reports and press releases of hospitals that have joined. Bi-monthly meetings will be held with the Leadership Council to update on progress and continue shaping the vision of the project. The year 1 annual report will be published on Overdose Awareness Day 2023 August 31.

### Measuring Success | Growth Outside of Colorado | September 2023 - January 2024

In fall 2023 we will publish data on the success of the **Colorado MOMs Initiative**— including metrics of how many hospitals have enrolled in the project and how much naloxone has been distributed in the first six months of the project. We will hold public-facing events with a press release and media push reporting the success of the project. Based on the success of the program, we will consider expansion of the **Colorado MOMs Initiative** into other practice environments (such as outpatient obstetric and primary care practices) and to other states.



## Communications Agreement

### PROJECT NAME

Our **Hospital** agrees to exclusively refer to this initiative as the “Colorado MOMs Initiative” and to explicitly state that it is a partnership between our **Hospital**, and all participating organizations involved in the project in all public-facing communications and media features.

### MEDIA

**Colorado MOMs Initiative** leadership agrees to give our **Hospital** prior notice of media features that focus on, reference, or mention our **Hospital**'s involvement in the **Colorado MOMs Initiative** whenever possible. **Colorado MOMs Initiative** leadership agrees to provide media support including talking points for an identified spokesperson and interview staffing whenever possible.

### LOGO USAGE

Our **Hospital** agrees to give the **Colorado MOMs Initiative** leadership final review and approval of each instance of the **Colorado MOMs Initiative** logo on our **Hospital**'s content and materials before it is publicly released. **Colorado MOMs Initiative** leadership agrees to give **Hospital**'s final review and approval of each instance of our **Hospital** logo on the **Colorado MOMs Initiative** content and materials before it is publicly released.

### COLORADO MOMS INITIATIVE MATERIALS

**Colorado MOMs Initiative** leadership agrees to provide **Hospital** with communication resources in their toolkit that include key messages, media talking points, a sample press release, and other relevant materials as appropriate.

### COLORADO MOMS INITIATIVE SUPPORTIVE SERVICES

By joining, the **Colorado MOMs Initiative** will provide your organization, free of charge, with toolkits, materials and technical assistance from our team of expert physicians, pharmacists and project managers to help implement your take-home naloxone program. Our commitment is to be with you every step of the way and provide guidance while you carry out your program. We will also aid in generating positive press related to your enrollment in the project. The **Colorado MOMs Initiative** will also have naloxone products that can be distributed to hospitals to help cover for uninsured patients. By joining your **Hospital** is eligible to receive a donation of naloxone, if needed.



## AGREEMENT TO JOIN THE COLORADO MOMS INITIATIVE

By signing below, our **Hospital** formally agrees to be part of the **Colorado MOMs Initiative** and commits to working with the **Colorado MOMs Initiative** toward the goal of distributing naloxone to our at-risk pregnant and postpartum patients and families upon hospital discharge. Our **Hospital** provides the **Colorado MOMs Initiative** permission to list us on their website and social media accounts as a partner and once we have implemented a take-home-naloxone project, to be listed on the website.

The **Colorado MOMs Initiative** website will be updated monthly with a list of participating hospitals, status reports, and press releases. Regular leadership meetings will be held to monitor progress, offer technical assistance and continue shaping the vision of the project. On behalf of the **Colorado MOMs Initiative**, thank you for joining this ambitious effort to address the opioid crisis and save lives in Colorado.

## INSTRUCTIONS

Please have an appropriate individual from hospital leadership (CEO, CFO, CMO) sign below to formalize your enrollment in the **Colorado MOMs Initiative**.

Hospital Name: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Signature:

\_\_\_\_\_