



ASAM

The Voice of Addiction Medicine
American Society of Addiction Medicine

MESSAGE TRAINING for CHRONIC BRAIN DISEASE & STABILIZING MEDICATIONS



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Agenda

◆ Interview / Meeting

- ◆ *Before*
- ◆ *During*
- ◆ *After*

◆ Insights

- ◆ Television
- ◆ Radio
- ◆ Print
- ◆ Telephone
- ◆ Skype / Online



Everyone Has a Job

- ◆ **ASAM Message Manager**
 - ◆ Reputable, with relevant credentials
 - ◆ Reliable source of information
 - ◆ Deliver ASAM message
- ◆ **Reporter / Interviewer**
 - ◆ Discover the “real story”
 - ◆ Provide timely information
 - ◆ Create a “deliverable”



Before: Do Your Homework

- ◆ **Develop four message points “box”**
 - ◆ *See ASAM’s 4-Points Box Next Page*
- ◆ **Do your homework!**
 - ◆ Learn about the interviewer, outlet and story angle
 - ◆ Understand the interviewer’s deadline
 - ◆ Scan previous stories / reports by interviewer, outlet
- ◆ **Rehearse anticipated questions**



Before: ASAM Message Box

- ◆ **Chronic Brain Disease**
- ◆ **Mainstream Medicine**
 - ◆ Like diabetes, hypertension
- ◆ **FDA-approved Stabilizing Medications**
 - ◆ Buprenorphine, Methadone, Naltrexone
- ◆ **Need Access to Stabilizing Medications**
 - ◆ Pre-authorization, treatment restrictions



During: Stay 'In the Moment'

- ◆ Create context > EDUCATE & POSITION
- ◆ Make first words matter > SOUND BITES
- ◆ Keep audience in mind
- ◆ Work the question into your answer
- ◆ No “off the record” or “no comment”
- ◆ Expect repeated questions, phrased slightly differently, so pay close attention



During: Control the Interview

Bridging phrases circle back to ASAM message:

- ♦ Look at it this way... [REFRAME]
- ♦ I can't address that issue, but I can tell you... [AVOID]
- ♦ That is interesting, but the issue here is... [REDIRECT]
- ♦ The most important point we need to get across to patients and families is... [FOCUS]
- ♦ That's one extreme example. The bigger picture tells a different story ... [CONTEXT]



During: Use Data to Educate

- ♦ Opioid addiction is a chronic disease, like diabetes or high blood pressure ...
- ♦ More than *2.2 million Americans* live with opioid addiction disease ...
- ♦ Most overdoses are linked to prescribed pain medicine ...
- ♦ Prescription opioid overdose deaths surpass car accidents ... **100 EVERY DAY**



After: Evaluate & Improve

- ◆ **Self-assess questions asked and your answers**
 - ◆ How could you improve?
- ◆ **Quickly send follow-up information, clarifications**
- ◆ **Cultivate interviewer relationship**
 - ◆ Promptly send thank-you note / email
 - ◆ Offer to serve as “background” resource
 - ◆ Make yourself easily and readily available



Tips for: TELEVISION

- ◆ **Dress appropriately**
 - ◆ Simple suits with colored shirt / blouse
 - ◆ No stripes – they “wiggle”
- ◆ **Wear make-up or powder**
- ◆ **Ask for water *before you begin***
- ◆ **Look at interviewer (not camera)**



Tips For: TELEVISION

◆ Facial expressions

- ◆ Over-emphasize positive expressions
- ◆ Exaggerate about 15 percent
- ◆ Smile when appropriate

◆ Posture

- ◆ Maintain eye contact
- ◆ Lean slightly forward
- ◆ Cross legs at ankles



Tips For: TELEVISION

◆ Physical expression

- ◆ Be natural
- ◆ Minimize head nodding or “bobbing”
- ◆ Focus hand gestures around neck

◆ Voice

- ◆ Use conversational, energetic tone
- ◆ Speak more slowly than normal
- ◆ Vary inflections



Tips For: SKYPE

◆ PRACTICE!

- ◆ Direct your answers to the screen camera
- ◆ Position screen camera slightly ABOVE you (looking up)
- ◆ Put lights in front of you – avoid back lights and shadows
- ◆ Ask colleague to assist with practice session(s)

◆ Over-emphasize expression

- ◆ Stay bright and in-the-moment
- ◆ Look directly at camera spot – you are REMOTE



Tips For: TELEPHONE

◆ PRACTICE!

- ◆ Ask colleague to physically sit in as “interviewer”
- ◆ Record and review
- ◆ Make needed adjustments

◆ Keep notes in front of you ...

- ◆ ... But don't read them verbatim

◆ Speak in a natural, lively voice

- ◆ Resist temptation to shout answers



Tips For: RADIO

- ◆ Keep answers short and lively
 - ◆ Remember SOUND BITES
- ◆ Refer to notes but don't "read" them
- ◆ Convey sincerity and enthusiasm
- ◆ Smile – it comes through in your voice
- ◆ Paraphrase question in your answer



Tips For: PRINT & IN-PERSON

- ◆ **Know your subject thoroughly**
 - ◆ Bring key data points with you as “leave behind”
 - ◆ Past and current context
 - ◆ Impact of change
 - ◆ *People*
 - ◆ *Financial*
 - ◆ For more information ...
- ◆ **Ask about interview time limit**
- ◆ **Do not ask to review the story / report**



Final Reminders

- ◆ **STAY ON ASAM MESSAGE!**
- ◆ **Keep it brief and simple**
- ◆ **Be conversational and comfortable**
- ◆ **Be an ASAM “Clinical Expert”**
- ◆ **Listen to questions before answering**
- ◆ **Be polite to interviewers**
- ◆ **Thank them at start and end**



Next Steps

- ◆ **Take ASAM message “on the road”**
 - ◆ Local media outlets
 - ◆ National media outlets
 - ◆ Policymakers & regulators
 - ◆ Insurance payers
- ◆ **Clear your contact with ASAM *first, please***
 - ◆ Email Susan Awad at sawad@asam.org or (301) 656-3920 x 103

