WHAT CAN I DO?

Ohio’s 2017 Opiate Conference: Bridges to Recovery
June 12, 2017, Columbus, Ohio

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Fighting Heroin

The Scope of the Problem

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THE SCOPE OF THE PROBLEM

- Drug overdose deaths in Ohio increased 366% from 2000 to 2012.*

- Fatal drug overdoses remain the leading cause of accidental or unintentional deaths in Ohio, above car crashes; a trend that began in 2007.

- **Lucas County:**
  
  2010, 8 opioid deaths
  2016, 153 opioid-related deaths

STRATEGIC PREVENTION FRAMEWORK

The SPF lays the foundation for MHRSB prevention services. It is built on a community-based risk and protective factors approach to prevention.

- Outcomes-based prevention
- Population-level change
- Prevention across the lifespan
- Data-driven decision-making
THE BEHAVIORAL HEALTH CONTINUUM OF CARE MODEL
Three types of prevention interventions address different levels of risk associated with addiction and mental illness.

- **UNIVERSAL**: interventions focus on the general public or a population subgroup that has not been identified on the basis of risk.

- **SELECTIVE**: interventions focus on individuals or subgroups of the population whose risk of developing behavioral health disorders is significantly higher than average.

- **INDICATED**: interventions focus on high-risk individuals who are identified as having minimal but detectable signs or symptoms that foreshadow behavioral health disorders, but who do not meet diagnostic levels at the current time.
CSAP * PREVENTION STRATEGIES

• Information dissemination
• **Education**
• Community-Based Process
• **Environmental**
• Alternatives
• Problem Identification & Referral

*Center for Substance Abuse Prevention*
MHRSB RESPONSE TO THE CRISIS

- Used data from the Lucas County Community Health Assessment pertaining to opioid abuse
- Examined Coroner’s fatal overdose data for Lucas County and surrounding region
- Issued Request for Proposals (RFP) for $100,000-$150,000 grant to address the heroin/opioid crisis in Lucas County
- Awarded grants to two local agencies:
  - Harbor Behavioral Health; UMADAOP (Urban Minority Alcoholism & Drug Abuse Outreach Program)
HISTORY OF THE LUCAS COUNTY HEROIN & OPIATE INITIATIVE

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HISTORY: FY 2015

- Grant was awarded to work collaboratively with another agency in Lucas County to reach target group of 30 to 50 year-olds in two specific zip codes and general population (CB)
- Original charge was to do a video-based presentation from the prevention lens to United Way agencies and to train volunteers to present to other community professionals (ED,ID)
- Video included 2 families, County Coroner, County Sheriff, clinician, judges (ID)
HISTORY: FY 2015

- Tracked social media response through viewership of video and related Facebook blogs (ID/E)
- Articles for local papers (ID)
- Goal was to produce 1 video; developed 3 videos for specific audiences – General Population, Clinical and Family (ID)
- Outcomes: to increase the perception of harm of heroin and other opiates/prescription drugs; to educate about the proper disposal of medications
- Member of Lucas County Sheriff’s Coalition (CB)
- Although the outlying areas had permanent drug drop boxes Toledo proper had zero
HISTORY: FY 2016

- Moved toward more community-based sites and began to speak more to lay audiences (ED, ID)
- Updated video to include current local statistics, a person in recovery, a pharmacist (ID)
- Addressed increased use of fentanyl
- Comments from a first responder regarding Narcan
- Spoke on a larger scale at Cedar Creek Church (5 local sites, average attendance 5,000-7,000 each Sunday) (ED, ID)
HISTORY: FY 2016

• Appearance on a local weekly television program (ID, CB, E)
• Began presenting to senior citizens who participated in the WISE (Wellness Initiative for Senior Education) program (ED, ID, CB)
• Received $20,000 from a private donor to help support families dealing with addiction ( “A Place for Mary” web site)
• Environmental change with local TV station changing graphic images when reporting on the heroin epidemic (CB, E)
• Dramatic increase in available permanent drug drop boxes (from 7 to 15) (E)
HISTORY: FY 2017

- Updated video included Toledo Public Schools Superintendent and impact of heroin/opiate epidemic on students/families (ID)
- Began presentations to high school students (ED, ID)
- Conducted pilot survey of high school health class students
- New relationship and collaboration with Toledo/Lucas County Public Libraries (ED, ID, CB)
HISTORY: FY 2017

• New relationship with the Toledo-Lucas County Health Department to allow them to provide Narcan training after our presentations (CB)

• Member of a new coalition combining the Sheriff’s Coalition and the Lucas County Health Department (CB)

• Increase in county-wide drug drop boxes from 15-22 (E)

• Portable Drug-Drop boxes provided through funding from the Mental Health & Recovery Services Board of Lucas County. Collaboration with Toledo Police Department.
Fighting Heroin

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1. I know that fatal drug overdoses remain the leading cause of accidental death in Ohio, above car crashes, a trend that began in 2007.

   Before the presentation __ Yes __ No   After the presentation __ Yes __ No

2. I know that prescription painkiller abuse can lead to heroin use and addiction.

   Before the presentation __ Yes __ No   After the presentation __ Yes __ No

3. I know where and how to safely dispose of prescription medication in Lucas County.

   Before the presentation __ Yes __ No   After the presentation __ Yes __ No

4. I know where to call for information on heroin and opiate treatment and resources in Lucas County.

   Before the presentation __ Yes __ No   After the presentation __ Yes __ No
FIGHTING HEROIN

TARGET AUDIENCES

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COMMUNITY AGENCIES

- YWCA of NW Ohio
- AIDS Resource Center Ohio
- Family and Child Abuse Prevention Center
- Family House
- Family Services of NOW
- St. Paul’s Community Center
- United Way of Greater Toledo
- Rescue Mental Health & Addiction Services
- Thomas M. Wernert Center
- Lucas County Children’s Services
- Central Access
- Catholic Charities
- Ryan White Center, University of Toledo Medical Center
- Area Office on Aging
- Senior Centers
- Toledo Lucas County Public Library Branches
- Food Bank
- Central Park West Health Center
- Women’s Church Education Group
PROFESSIONAL GROUPS

- Mental Health & Recovery Services Board Youth Task Force
- Community Forum, Warren AME Church
- MHRSB Staff
- MHRSB new Board members
- Joint Hospital Team 4th Annual Child Abuse Conference, Promedica Flower Hospital
- Gateway to Wellness and Recovery (Third Thursday Program, University of Toledo)
- Beverly Elementary School faculty
- Harbor Brown Bag Lunch and Learn (7 sessions, 1.0 CEUs)
- Rotary of Toledo
- Medical Staff
- Employee Assistance Professionals Association of Greater Toledo
- Nurse Care Navigators
- Lucas County Bar Association
- Employers Association
- MHRSB Heroin and Opiate Prevention Education Team (HOPE)
- Toledo Association of Administrative Personnel (Toledo Public Schools)
OTHER TARGET AUDIENCES

• Churches
• Block Watch Meetings
• Modular Home Parks
• University students (nursing, social work, alumni)
• Robinson Elementary Parent Power Hour
SPECIAL POPULATIONS

SENIOR CITIZENS

- Wellness Initiative for Senior Education (WISE)
- Senior Centers and Senior Living Facilities
- Proper Medication Use
- Brown Bag Check-Up
- Storage
- Disposal
- Empowerment of Seniors
SPECIAL POPULATIONS

HIGH SCHOOL STUDENTS

- Pilot program at Start H.S., Toledo Public Schools
- 257 students enrolled in Health classes
- Primarily high school sophomores
- 5 presentations/ semester
- Pre/post test
- Special survey administered
WHAT DO YOU WANT TO KNOW ABOUT HEROIN?

• Why do doctors and people who deal with drugs give people medicine with opiates in it?

• What are the effects on the brain and the body?

• How and why is it so addictive?

• What does it feel like to be addicted?
WHAT DO YOU WANT US TO KNOW ABOUT HEROIN?

- To keep doing everything possible to get rid of it
- It is bad for anyone and should not be accessible to teens or to anyone
- It is:
  1. Harmful
  2. Addictive
  3. Stupid
  4. A real problem
PLEASE TELL US 3 THINGS THAT KEEP YOU FROM USING HEROIN

• It’s deadly. I want a long life, and I want to have kids someday.
• Future goals
• Parents
• Having experienced a family member addicted or overdosed
93% of 257 students surveyed stated that there should be prevention education in high schools.
PREVENTION WORKS!

FIGHTING HEROIN

Mental Health & Recovery Services Board of Lucas County

Be Aware - Speak Up
Lucas County HEROIN & OPIATE INITIATIVE
Call for Help - Reach Out

Funded by the Mental Health & Recovery Services Board of Lucas County
EVALUATION: IS THIS WORKING?

PROCESS EVALUATION

• How and why a program works or does not work
• Track progress
• Find glitches and fine-tune
• Demographics of participants
• Level of participation and attendance

• Focus on Prevention, SAMHSA, 2017

OUTCOME EVALUATION

• Looks at end results
• Can be done at specified milestones
• Collect data on participants’ knowledge, attitudes, beliefs, and behaviors
• Questionnaires, interviews, or focus groups
• Reports from coroner, police, schools, prevention associations, community surveys, local/regional/state/national
PERFORMANCE MEASURES

TARGETS:

- Adults and adolescents
- Clients to be served: 800
- Duplicated count
- Universal/selected population

TO BE REPORTED ON A BIANNUAL BASIS

- 50-100 presentations to community agencies, company meetings, town halls, church groups, libraries, high schools and/or other community groups
- Greater or equal to 800 clients
- Zip code of residence for those who attend prevention/education presentations
PERFORMANCE MEASURES FOR SOCIAL MARKETING

• #Social marketing activities completed
• #Views of “Prevention Presents” blogs
• #Views and shares on Facebook
• #Uploads to YouTube videos
• Radio/TV air time

• Promote public health
• Build knowledge and awareness
• Impact attitudes and behavior
OUTCOME MEASURES

- INCREASE KNOWLEDGE THAT PRESCRIPTION PAINKILLER ABUSE CAN LEAD TO HEROIN USE AND ADDICTION.
- Reported on a biannual basis
- Target: 80%
- Data source: Post-presentation survey
- Collection Method: Survey Monkey (Provider self-report)
PERFORMANCE MEASURES AND OUTCOMES

Social Media Viewers, Target 1,000
FY 2015  2,057  
FY 2017  10,958

Participants at presentations, Target 800
FY 2015  1,339  
FY 2016  2,085  
FY 2017  949

Number of presentations, target 50-100
FY 2015, 45  
FY 2016, 56  
FY 2017, 57

Increase in knowledge that fatal drug overdoses remain leading cause of accidental death in Ohio
FY 2015, 80%  
FY 2016, 68%  
FY 2017, 103%

Increase in knowledge that Rx opiates are gateway to heroin, safe disposal of Rx drugs, resources for information and help
FY 2015, 74%  
FY 2016, 70%  
FY 2017, 77%
THE LUCAS COUNTY PAIN MEDICATION/HEROIN SURVEY (SPRING 2015)

- MHRSB and Toledo-Lucas County Health Department
- Identify community attitudes toward opiate/heroin usage in the county
- 4,032 respondents
- Administration: paper and electronically
THE LUCAS COUNTY PAIN MEDICATION/HEROIN SURVEY: OUTCOMES

• 50% negatively affected by heroin/opiates
• 47% family member or friend affected
• Significant majority supported funding to solve drug-related problems as follows:
  • Prevention, 89%
  • Treatment, 79%
  • MAT (medicine assisted treatment), 65%
  • Law enforcement, 64%
  • Syringe exchange programs 54%
• 90% knew that pain medications can lead to heroin use and addiction
• 57% did not know where to call for resources/help
CHALLENGES

• Key stakeholders/partnerships changed
• Staffing changes
• Public speaking emphasis challenge to some potential staff
• Adjusting presentation to meet need of the audience
• Technical difficulties at different venues
WHERE DO WE GO FROM HERE?

Portable Drug-Drop Boxes

Collaboration with Toledo Police Department
STRATEGIES

• Dreamland Book Club
• Focus on adolescents/social media
• Supporting opiate education in schools, ages 13-17
• Collaboration with Toledo Public Libraries
• Support infusion into high school health curricula
• Promote the Crisis Text Line
• MHRSB Biennial Prevention Conference
• Community Mini-Grants

Collaborations/
Memberships

• Youth Advocacy Alliance
• DART Collaborative
• Lucas County Suicide Prevention Coalition
• HOPE Team
• Prevention Education Committee
• Lucas County Opiate Coalition