

Community-Based Opioid Prevention Strategies, Challenges and Successes...Oh My!

Region 10 Opioid Prevention Summit | August 7, 2019

Presented by:

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Presentation Overview

- Opioid Prevention Strategies
 - Drug Take Back Events
 - Locks Save Lives
 - Starts with One
- Innovative Community Collaborations
 - Clark County Opioid Taskforce
 - Community Mobilization Fund
- Community Challenges
 - Lack of Knowledge About Substance Use Prevention
 - Decreasing Opioid Prevention Specific Funding
 - Cross-Sector Siloing
 - Stigma
- Successes Oh My!

Opioid Prevention Strategies

DRUG TAKE BACK EVENTS

Southwest Washington:
Clark, Skamania & Klickitat Counties

Opioid Prevention Strategies

Overview: Drug Take Back Events

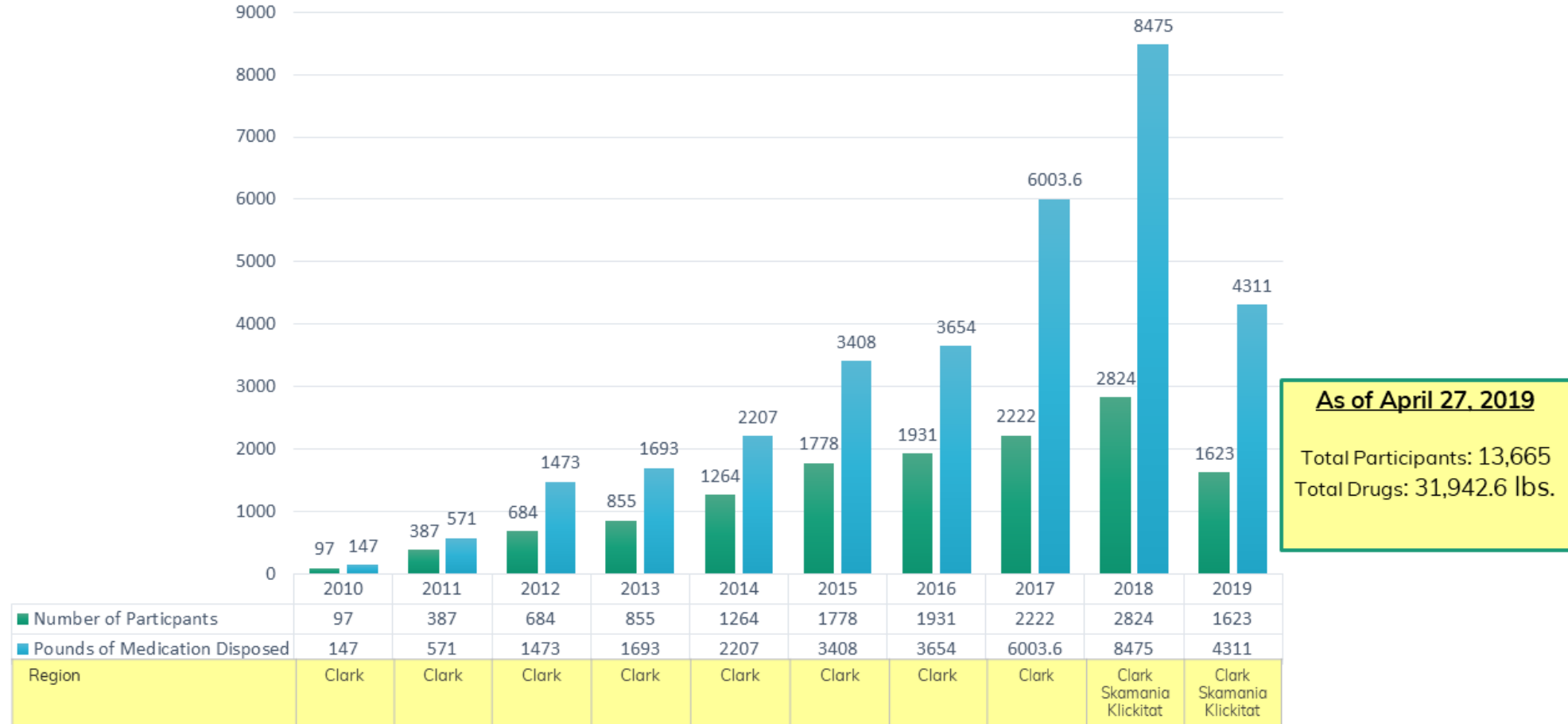
- **Purpose:** Reduce access to prescription opioids & other addictive medication & keep them out of our landfills & waterways
 - DEA sponsored twice-a-year events in April & October
 - Funded by WA State HCA & community partners
 - Events planned by Drug Take Back Committee & 10 prevention coalitions
 - Event sites hosted by Law Enforcement or Healthcare facilities
 - Over 40k Event Flyers distributed in the community
 - Collect over-the-counter & prescription meds
 - Specific sites accept Sharps & most sites accept inhalers & thermometers
 - Medication is sent to DEA for secure & safe incineration



Opioid Prevention Strategies

Prescription Drug Disposal Events in SW Region (Clark, Skamania, Klickitat)

Annual events held in April and October



Opioid Prevention Strategies



**LOCKS
SAVE
LIVES**

bit.ly/LocksSaveLives

Safe & Secure Home Storage of Prescription Pain Meds Campaign



Opioid Prevention Strategies

Overview: Locks Save Lives


- **Purpose:** Reduce opioid misuse & abuse among children & young people by increasing the number of persons storing prescription medication in a locked location
- **Focus:** Safe & secure home storage of prescription pain meds
- **Priority Audience:** Any parent, grandparent or guardian with children in grades 6-12 in the home
- **Locally Developed:** 21 prevention Stakeholders representing urban & rural communities in SW Washington
- **Funded by:** WA State Health Care Authority through a State Targeted Response Grant (STR)



Opioid Prevention Strategies



Campaign Messaging



IT WAS PRESCRIBED
TO YOU,
FOR YOUR KIDS' SAKE, KEEP YOUR
MEDICATIONS LOCKED AND AWAY.

EASE OF ACCESS IS THE
#1 REASON YOUTH MISUSE
PRESCRIPTION DRUGS.



LOCKING UP
MEDICATIONS
IS EASY

KEEP YOUR MEDICATIONS
LOCKED AND AWAY



THEY LOCK THEM UP,
YOU SHOULD, TOO.



Opioid Prevention Strategies

Pilot Launch



- **Pilot Launch:** National DEA Drug Take Back Day on April 27, 2019
- **Where:** Two event locations in SW Washington
- **Outcomes:**
 - 89 Safer Lock boxes given to qualified recipients
 - 253 pre-surveys completed
 - 145 people qualified for a free lock box
 - 108 people didn't qualify for a free lock box
 - **Data Collection:** 3-month post-survey emailed this week



Opioid Prevention Strategies



Webpage & Partner Toolkit

Free downloadable toolkit that includes Washington State & Nationally focused materials in English & Spanish

bit.ly/LocksSaveLives



Opioid Prevention Strategies

STARTS WITH
one

Washington State Opioid Awareness Campaign

Overview: Starts with One

- **The Problem:** Opioids are now one of the leading causes of injury-related deaths in Washington State. More people die from overdose than from car crashes.
- **Purpose:** To inform & educate young adults, their parents, & older adults about the dangers of prescription drug misuse & the importance of safe storage, use & disposal.
- **Your Role:** We all play a role in being part of the solution to prevent opioid misuse & abuse. Starts with One is supporting opioid prevention work of local communities & nationally.

Created & funded by Washington State Health Care Authority (HCA)

Campaign Messaging

Audiences:

- **Young Adults (age 18-25)**
 - One act of courage
 - Your choices matter
- **Parents**
 - One honest conversation
 - Your influence matters
- **Older Adults**
 - One simple step
 - Your choices matter



Website & Partner Toolkit

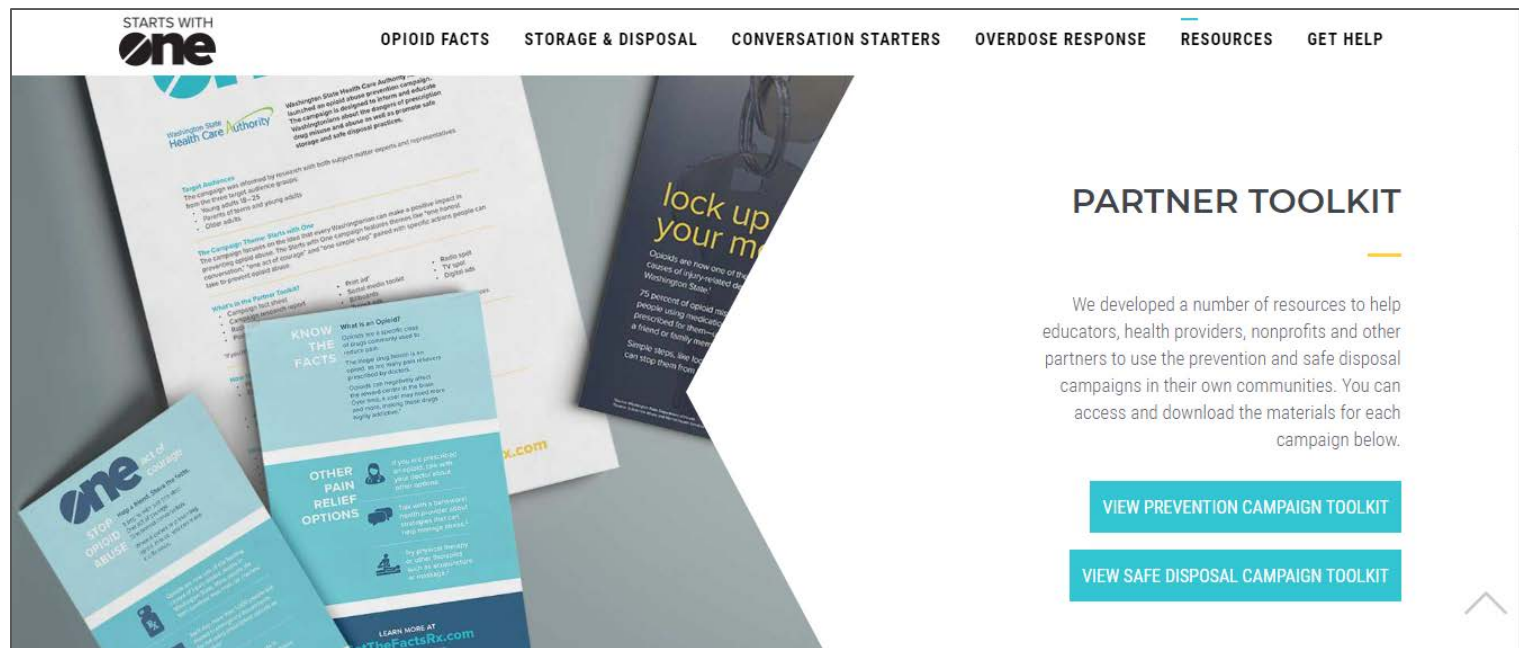
■ Website

- Learn about opioids, safe storage & disposal
- Conversation starters
- Treatment resources

■ Partner Toolkit

- Presentation
- Posters
- Rack cards
- Videos
- Ads: Print, Digital, Billboard, Bus
- Social Media Toolkit
- Articles
- TV & Radio Spots

GetTheFactsRx.com



Partnerships: Starts with One

- ESD 112 & SWACH Partnership
- Phase I completed July 2019
- Materials distributed to partnering organizations in tri-county region of Clark, Skamania, Klickitat
 - 3,950 rack cards
 - 330 posters
 - 1,000 stickers
 - 670 fact sheets
- Outreach & promotion will continue through September 2020



Innovative Community Collaborations

Clark County Opioid Taskforce



Working Together to Form a Net of Prevention for People
at Risk of Opioid Abuse & Fully Support Those Struggling with Addiction



Innovative Community Collaborations

Clark County Opioid Taskforce

- The Clark County Opioid Taskforce focuses on developing cross-sector collaboration to have a positive impact on the opioid epidemic. We will focus on inclusion of consumer voices and those affected by changes in policy.
- Workgroups work together (collective impact approaches across typically siloed systems):
 - Prevention
 - Recovery
 - Treatment
 - Overdose Prevention

Innovative Community Collaborations

Community Mobilization Fund





Innovative Community Collaborations

Community Mobilization Fund

- Develop a mechanism for incentivizing community-based solutions that are identified, planned, led, and carried out by community members.
- Align the Community Mobilization Fund (CMF) with principles of an equity lens:
 - Representation
 - Value
 - Decision Making Process
 - Outcomes
- Develop a mechanism of incentivizing work that is community controlled and for which the community will be accountable.

Community Challenges

Community Challenges

Lack of Knowledge About Prevention

Downstream consequences such as substance abuse and treatment get more attention than upstream approaches like substance use prevention.

Community Challenges

Decreasing Opioid Prevention Funding

Decreasing funding is a standard issue due to time-limited grants.

Community Challenges

Cross-sector Siloing

- Many of the groups needed to innovate and implement meaningful and sustainable change have not historically worked well together.
 - E.g. Corrections, Treatment, Prevention, Recovery, Insurance, Behavioral Health, Medical, Etc.

Community Challenges

Stigma

- Historical Stigma of Substance Use Disorders can be a barrier to change
 - Reinforcing the physiological and neurophysiological aspects of addiction can help to soften the stigma.
 - Stigma is not fought with ignoring traits of addiction but with empathy.
 - Those in the helping professions can understand holding people accountable while holding compassion.
 - For others it often works better to discuss positive impacts of research-based interventions.

Successes...Oh My!

Successes...Oh My!

- **Regional Network:**

- A network of stakeholders who guide the implementation of our Opioid, Marijuana & Tobacco prevention grants in SW Washington

- **Strategies:**

- Hosting 8 Drug Take Back events in 3 counties
- Locks Save Lives campaign creation & launch
- ESD 112 & SWACH Starts with One collaboration



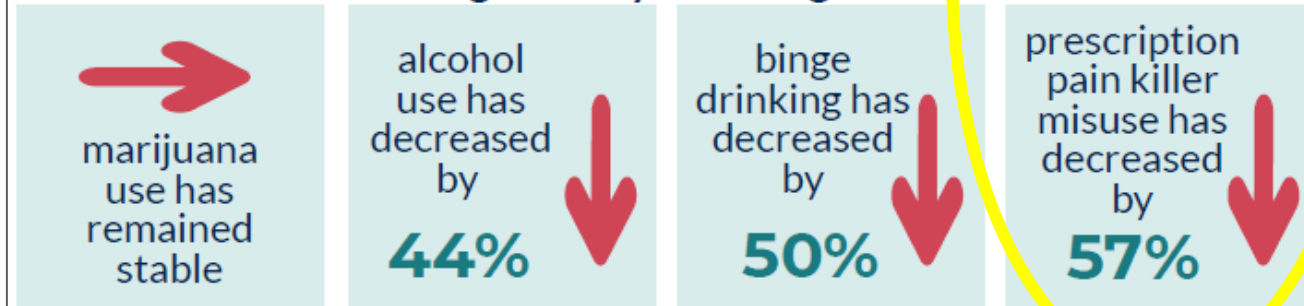
Successes...Oh My!

2018 Healthy Youth Survey Clark County Substance Use Results

Most Clark County youth are not using drugs or alcohol.
Among 10th graders...



Youth substance use is generally trending down Since 2008...





Thank you 😊





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Prevent Coalition

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