

# Partnering for Opioid Addiction Prevention

National Prevention Week Webinar  
May 16, 2018

Disclaimer: The views, opinions, and content expressed in this presentation do not necessarily reflect the views, opinions, or policies of the Center for Substance Abuse Prevention (CSAP), the Substance Abuse and Mental Health Services Administration (SAMHSA), or the U.S. Department of Health and Human Services (HHS).



**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration

In the chat pod, share with us:

What types of organizations in your communities are partners in your opioid prevention work?

# Recording in Progress!

This meeting will be recorded for archiving purposes.

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**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration



## David Wilson

NPW Coordinator, Public Affairs Specialist  
Center for Substance Abuse Prevention  
Substance Abuse and Mental Health Services Administration



**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration

# Presenters

- **Capt. Jennifer Fan, PharmD, JD, Center for Substance Abuse Prevention, SAMHSA**
- **LeShaundra Cordier, MPH, Centers for Disease Control and Prevention**
- **William F. Haning, III, MD, DFASAM, DFAPA, American Society of Addiction Medicine**
- **Lauren Barineau, MPH, CHES, Boys & Girls Clubs of America**



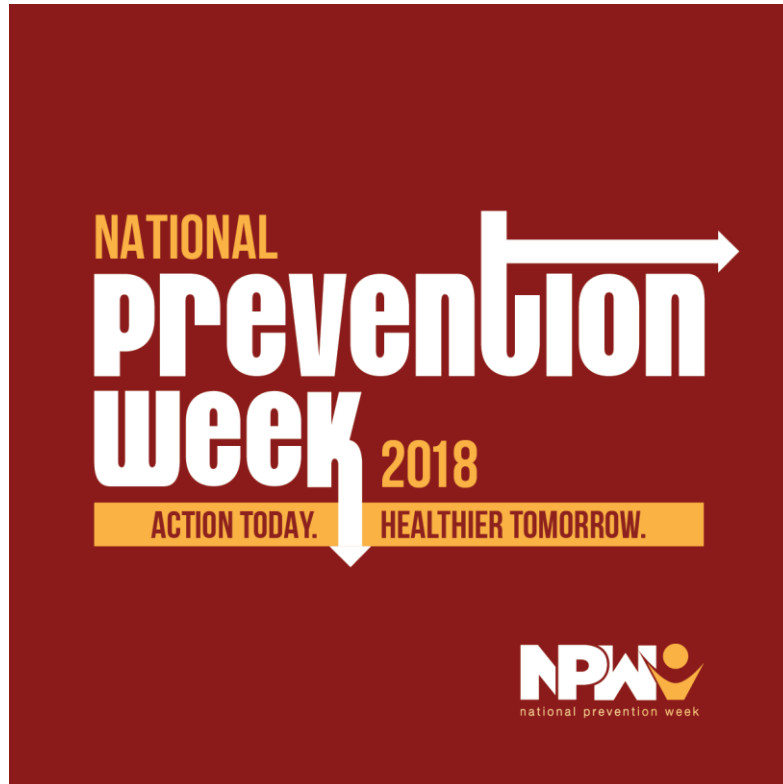
**NATIONAL**  
**Prevention**  
**Week** 2018

**ACTION TODAY. HEALTHIER TOMORROW.**

**NPW**  
national prevention week  
**MAY 13-19, 2018**

[www.samhsa.gov/prevention-week](http://www.samhsa.gov/prevention-week)

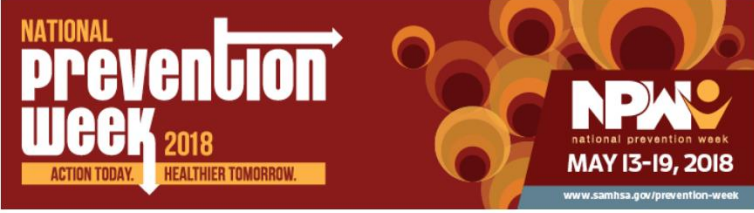
# NPW 2018 Health Themes



<b>Monday, May 14</b>	Promotion of Mental Health & Wellness
<b>Tuesday, May 15</b>	Prevention of Underage Drinking & Alcohol Misuse
<b>Wednesday, May 16</b>	Prevention of Prescription & Opioid Drug Misuse
<b>Thursday, May 17</b>	Prevention of Illicit Drug Use & Youth Marijuana Use
<b>Friday, May 18</b>	Prevention of Suicide
<b>Saturday, May 19</b>	Prevention of Youth Tobacco Use



# Tell Us About Your NPW Activity



**NATIONAL prevention week 2018**  
ACTION TODAY. HEALTHIER TOMORROW.

**NPW**  
national prevention week  
MAY 13-19, 2018  
www.samhsa.gov/prevention-week

### Event Submission Form

Share your National Prevention Week event details with us and get inspired by what others are doing.

**Submitter's Name \***

**Host Organization \***

**Supporting URL**

**Email \***

**Event Date \***  Month  Day  Year

**Event Location \***

**Event Summary \***

(Include purpose and goals, expected attendees, how you are getting the word out in your community, and any materials you are developing or using as you plan.)

**Topics Covered (select all that apply) \***

<input type="checkbox"/> Illicit drug use	<input type="checkbox"/> Tobacco
<input type="checkbox"/> Mental health and wellness promotion	<input type="checkbox"/> Underage drinking and / or alcohol misuse
<input type="checkbox"/> Prescription and opioid drug misuse	<input type="checkbox"/> Youth marijuana use
<input type="checkbox"/> Suicide prevention	<input type="checkbox"/> Other

**Type of Event \***

Webinar

Fair

Conference

Run/Walk

Town Hall Meeting

Presentation Program

Other

Get more exposure for your NPW activity!

- Submit event details through the NPW website and we'll help promote it.
- Visit the NPW website's "Event Submission Form" page:  
[samhsa.gov/prevention-week/community-events/submit-events](http://samhsa.gov/prevention-week/community-events/submit-events)
- Bookmark the page!

# NPW 2018 Prevention Challenge



You can find more information about the challenge, including videos, at <https://www.samhsa.gov/prevention-week/prevention-challenge>.

# #DearFutureMe Prevention Challenge

**What would you say to your future self about what you're doing today to ensure a healthier tomorrow?**

You can find more information about the challenge, including videos, at <https://www.samhsa.gov/prevention-week/prevention-challenge>.



# Stay Connected to NPW

Visit [www.samhsa.gov/prevention-week](http://www.samhsa.gov/prevention-week)

- Sign up for Prevention Works emails
- Download the latest customizable resources

Substance Abuse and Mental Health Services Administration  
**SAMHSA**

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Programs & Campaigns » National Prevention Week

**NATIONAL prevention week 2018**  
ACTION TODAY. HEALTHIER TOMORROW.  
NPW national prevention week  
MAY 13-19, 2018  
www.samhsa.gov/prevention-week

**National Prevention Week**

National Prevention Week is an annual health observance dedicated to increasing public awareness of, and action around, mental and/or substance use disorders.

Mark your calendars! SAMHSA's next National Prevention Week will be from **May 13 to 19, 2018**. Each year around this observance, communities and organizations across the country come together to raise awareness about the importance of substance use prevention and positive mental health. The theme for NPW 2018 is: Action Today. Healthier Tomorrow.

[Learn more about National Prevention Week.](#)

**Community Events**  
Learn about [community events](#) around the country to inspire your own efforts for NPW, and submit your event details.

**Webinars**  
The NPW Webinar Series offers information to support organizations on the front lines of prevention. [Learn more about our webinars.](#)

**Our Partners**

**#PreventionPower Challenge**  
TAKE THE CHALLENGE TODAY!  
MAY 14-20, 2017  
#PREVENTIONPOWER

**News & Announcements**

[NPW Promo Video Wins Award!](#)  
Watch the Bronze Telly-award winning video now.

[National Behavioral Health Barometer Now Available](#)  
SAMHSA's new report talks about substance use, suicide, treatment, and more.

[Did you miss the College Drinking: Prevention Perspectives Webinar?](#)  
Watch the archive today for campus prevention strategies.

**Resources**

[Evaluate your NPW event](#)  
Gauge the success of your event and find lessons learned for your future events.

[Download the latest update of Get Connected!](#)  
Learn caregiver strategies for addressing older adult medical, alcohol, and mental health issues.

**Monthly Feature**

Join the [#PreventionPower Challenge](#) this summer by thanking the person who gives you Prevention Power!

**Stay Connected**

# Prevention Every Day



# National Prevention Week 2019

- To involve communities in raising awareness of behavioral health issues and in implementing prevention strategies, and showcasing effectiveness of evidence-based prevention programs.
- To foster partnerships and collaboration with federal agencies and national organizations dedicated to behavioral and public health.
- To promote and disseminate quality behavioral health resources and publications.



# Capt. Jennifer Fan, PharmD, JD

Acting Deputy Director,  
Center for Substance Abuse Prevention,  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services



**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration

# Opioids and SAMHSA Update

Capt. Jennifer Fan, PharmD, JD  
Acting Deputy Director, Center for Substance Abuse Prevention  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

National Prevention Week  
May 16, 2018

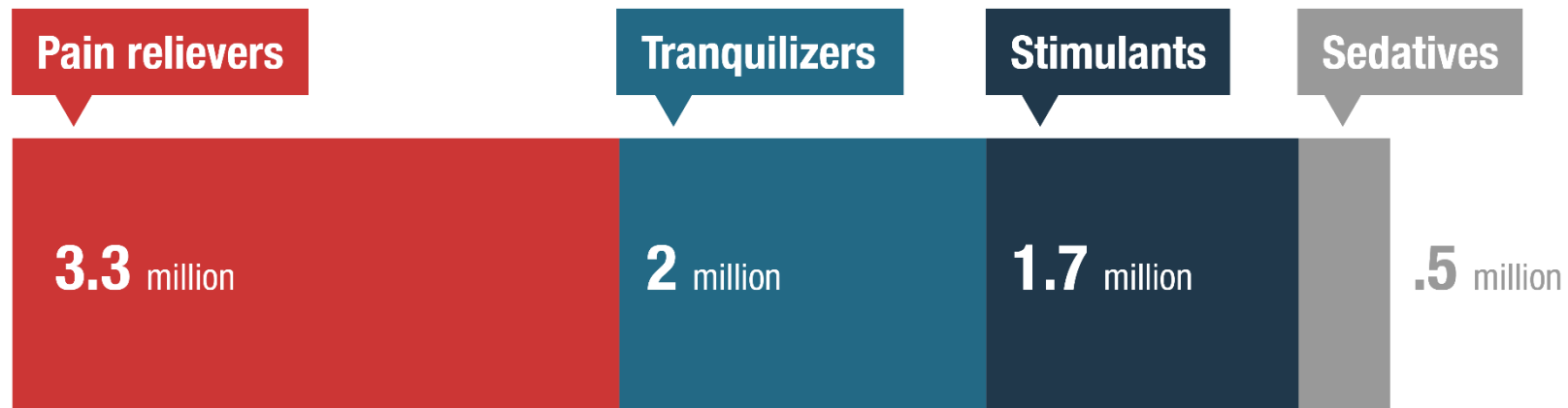


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Services Administration



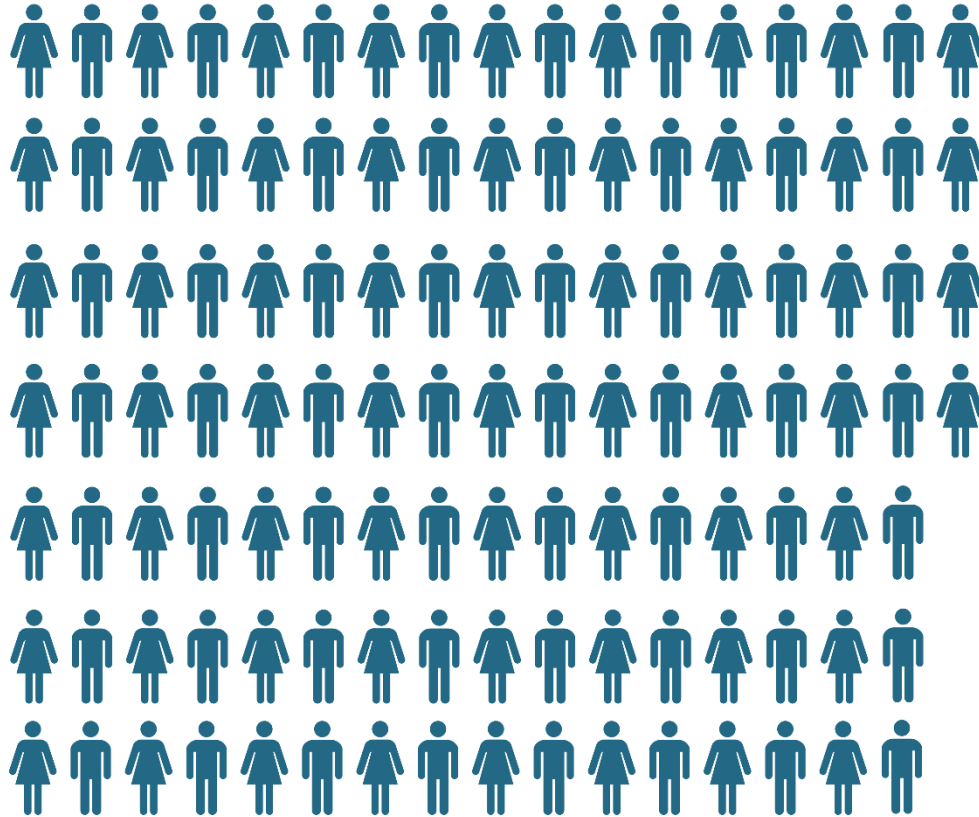
# Prescription Opioid Misuse: A Public Health Challenge

## Number of Prescription Psychotherapeutic Medication Misusers Ages 12 and Older in 2016



Source: National Survey on Drug Use and Health (2017).

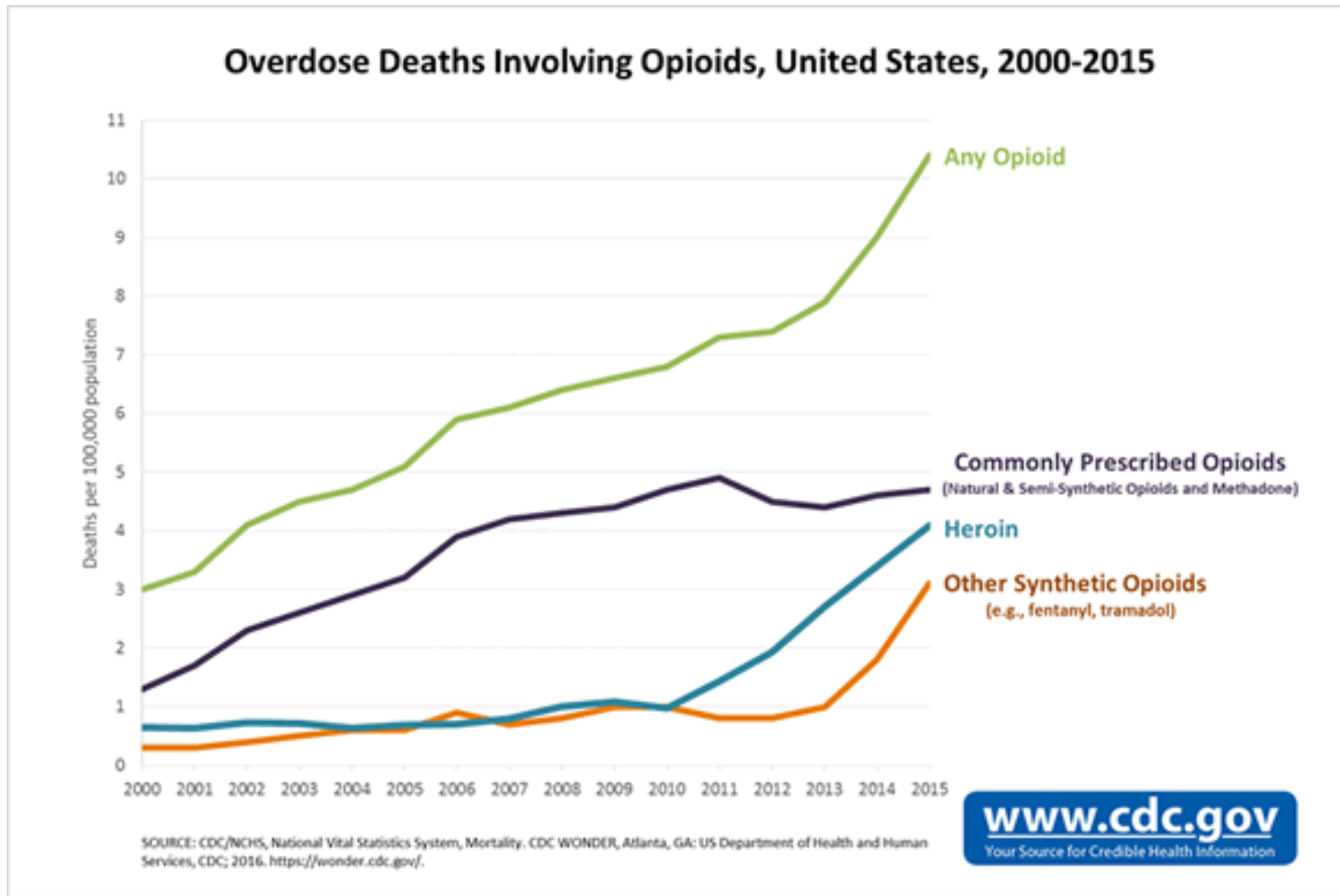
# Deaths Due to Opioid Overdose



**116**

**Americans die  
each day from an  
opioid overdose.**

# Opioid Overdose Deaths 2000–2015

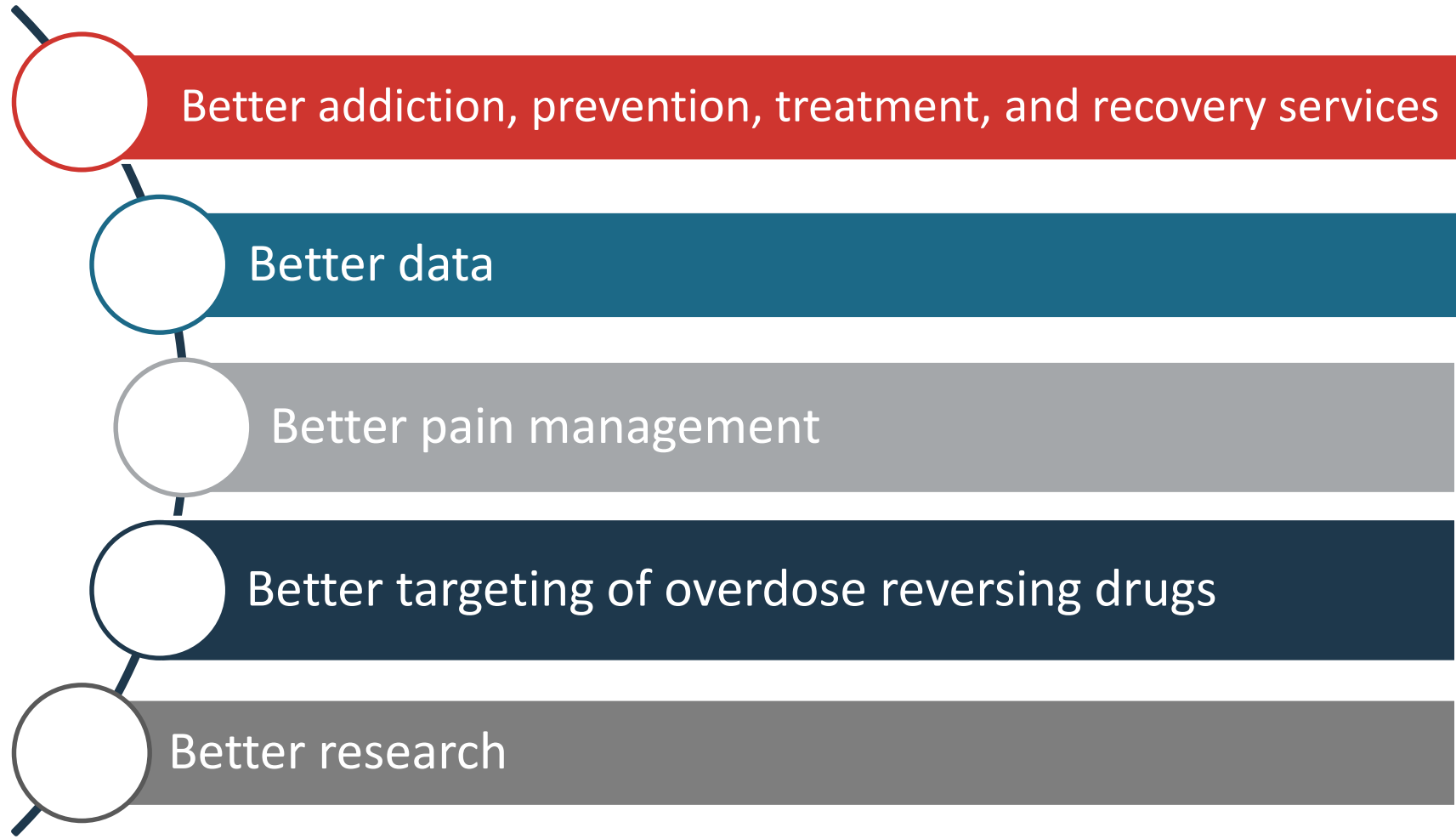


# White House Initiative to Stop Opioid Abuse

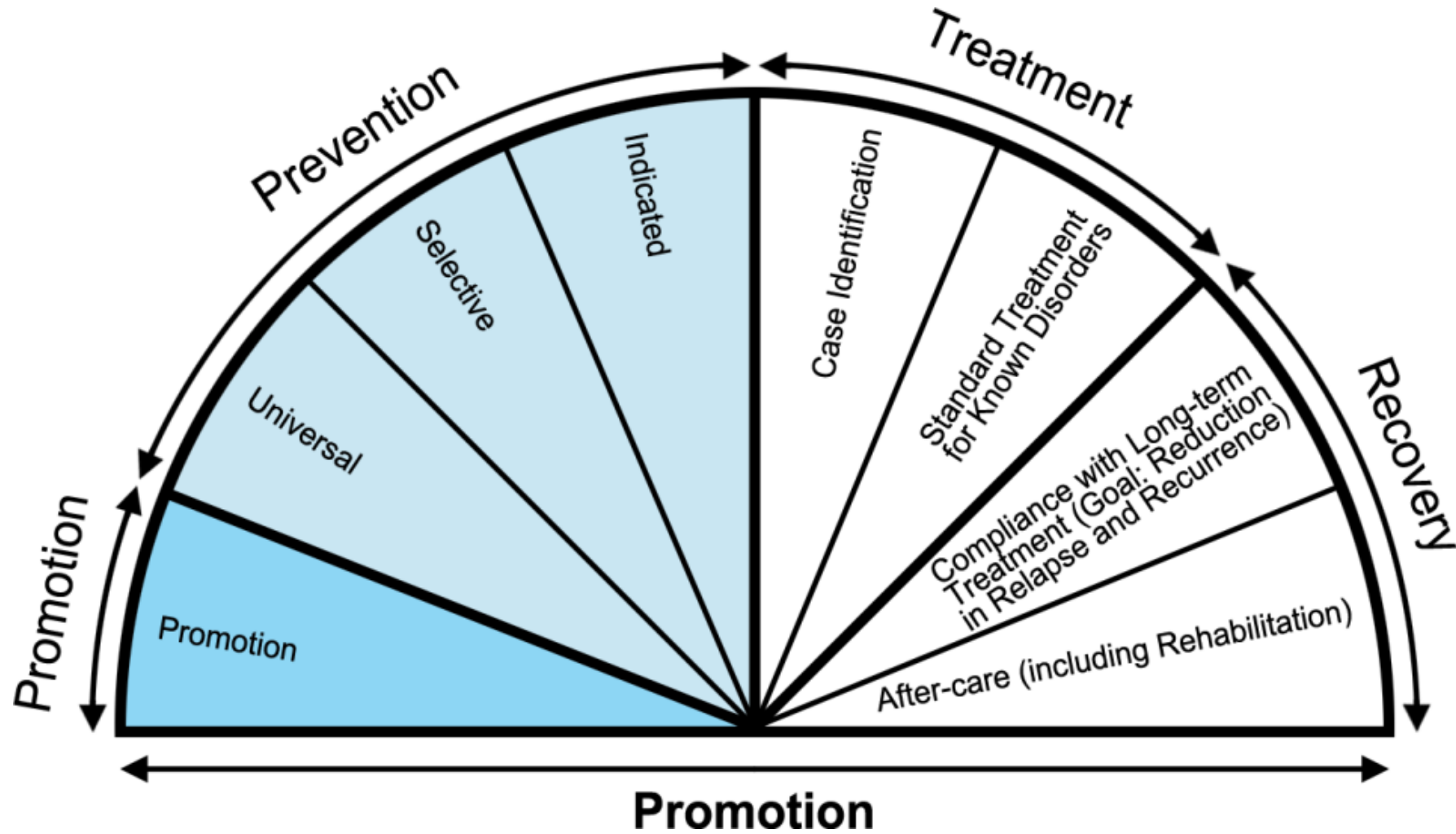
The initiative will:

- Reduce drug demand through education, awareness, and preventing over-prescription;
- Cut off the flow of illicit drugs across our borders and within communities; and
- Save lives now by expanding opportunities for proven treatments for opioid and other drug addictions.

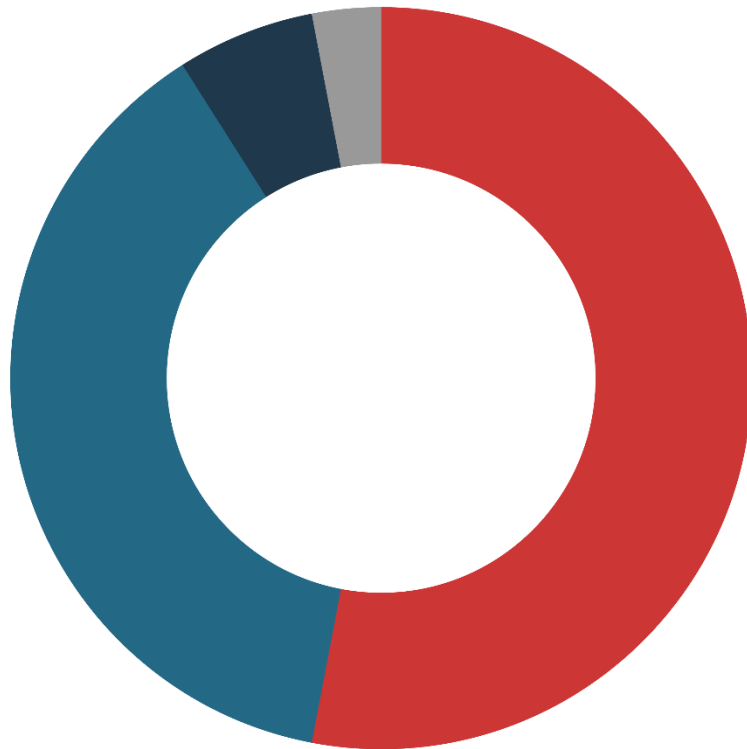
# HHS 5-Point Strategy to Address the Opioid Crisis



# Behavioral Health Continuum of Care



# Sources of Prescription Pain Relievers



How people ages 12 and older obtained prescription pain relievers for most recent misuse:

**53%** Received, purchased, or taken from a family member or friend

**38%** Prescribed by or stolen from a health care provider

**6%** Bought from a drug dealer or stranger

**3%** Other

Source: National Survey on Drug Use and Health (2017).

# SAMHSA/HHS Programs to Address the Opioid Crisis

- State Targeted Response grants to states
- Block grants to states
- Naloxone access/First responders/Peers
- Pregnant and postpartum women/neonatal abstinence syndrome (NAS)
- Criminal justice programs
- Recovery housing
- Training programs
- Family inclusion in medical emergencies



# Prevention Grant Programs

- Community-Based Coalition Enhancement Grants to Address Local Drug Crises
- Strategic Prevention Framework–Partnerships for Success (SPF-PFS)
- Strategic Prevention Framework–Prescription Drugs (SPF-Rx)
- Grants to Prevent Prescription Drug/Opioid Overdose-Related Deaths (PDO)
- First Responders–Comprehensive Addiction and Recovery Act (FR-CARA)
- Improving Access to Treatment
- State Targeted Response to the Opioid Crisis Grants (Opioid-STR)

# Prevention Resources

## SAMHSA Opioid Overdose Prevention TOOLKIT:

Facts for Community Members

Five Essential Steps for First Responders

Information for Prescribers

Safety Advice for Patients & Family Members

Recovering From Opioid Overdose



A screenshot of the SAMHSA website's CAPT (Center for the Application of Prevention Technologies) page. The page header includes the SAMHSA logo, navigation links (Home, Newsroom, Site Map, Contact Us), a search bar, and social media icons. The main content area features a large banner for CAPT with the text "Center for the Application of Prevention Technologies". Below the banner are several sections: "Strategic Prevention Framework (SPF)", "Grantee Stories, Tools, and Resources", "Prevention Training Now!", "Prevention Collaboration in Action Toolkit", and "News &amp; Announcements". The "Strategic Prevention Framework (SPF)" section lists five steps: 1. Assess needs, 2. Build capacity, 3. Plan, 4. Implement, and 5. Evaluate. The "Prevention Training Now!" section mentions enrolling in CAPT Online Courses. The "Prevention Collaboration in Action Toolkit" section mentions grantee stories and tools. The "News &amp; Announcements" section includes a link to "New SAMHSA TIP Focuses on MATs, TIP 63: Medications for Opioid Use Disorder" and "HDPulse: An Ecosystem of Health Disparities and Minority Health Resources".

An infographic titled "Rx Pain Medications" with the subtitle "KNOW THE OPTIONS • GET THE FACTS". The infographic is divided into several sections. The top section is titled "Dangerous Drug Interactions" and includes the text "Please consult your health care provider before using prescription pain medications with other substances." Below this is a section titled "Did you know..." which states "According to the CDC, about one-half of deaths from prescription pain medications involve the use of at least one other drug." This section includes an icon of a red pill bottle with a white cross. The next section features a red silhouette of a person and states "Mixing opioids with other substances can cause dangerous side effects, including breathing trouble, coma, and even permanent brain damage or death." Below this is a section titled "When taking prescription pain medications, do NOT take the following without first talking to your health care provider:" which lists: Alcohol (including beer, wine, and liquor), Antihistamines (including allergy medications such as Benadryl), Cough medicine/cough syrup, Barbiturates and benzodiazepines (often used as sleeping pills and sedatives, such as Ambien, Xanax, and Valium), and General anesthetics (often used for surgery). The infographic also includes a "POISON HELP" logo with the phone number 1-800-772-1222 and the SAMHSA and CDC logos. At the bottom, it provides information on safer, more effective pain management in the CDC Guideline for Prescribing Opioids for Pain, with a link to the guideline. It also includes the text "IN CASE OF EMERGENCY 1-1 or the National Poison Help number at 1-800-222-1222." and a small note about the infographic being a reprint from the National Institute on Drug Abuse (NIDA) website.

# Collaboration



Health care (Primary care)



Behavioral health



Education



Public policy



Law enforcement



Firefighters



Workplace/Business



Civic/Community organizations (Nonprofits)



Places of faith or worship



Parents and youth



Media

# Thank You!

SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.

[www.samhsa.gov](http://www.samhsa.gov)

1-877-SAMHSA-7 (1-877-726-4727) • 1-800-487-4889 (TDD)



# LeShaundra Cordier, MPH

Communications Team Lead,  
National Center for Injury Prevention and Control,  
Division of Unintentional Injury Prevention,  
Centers for Disease Control and Prevention



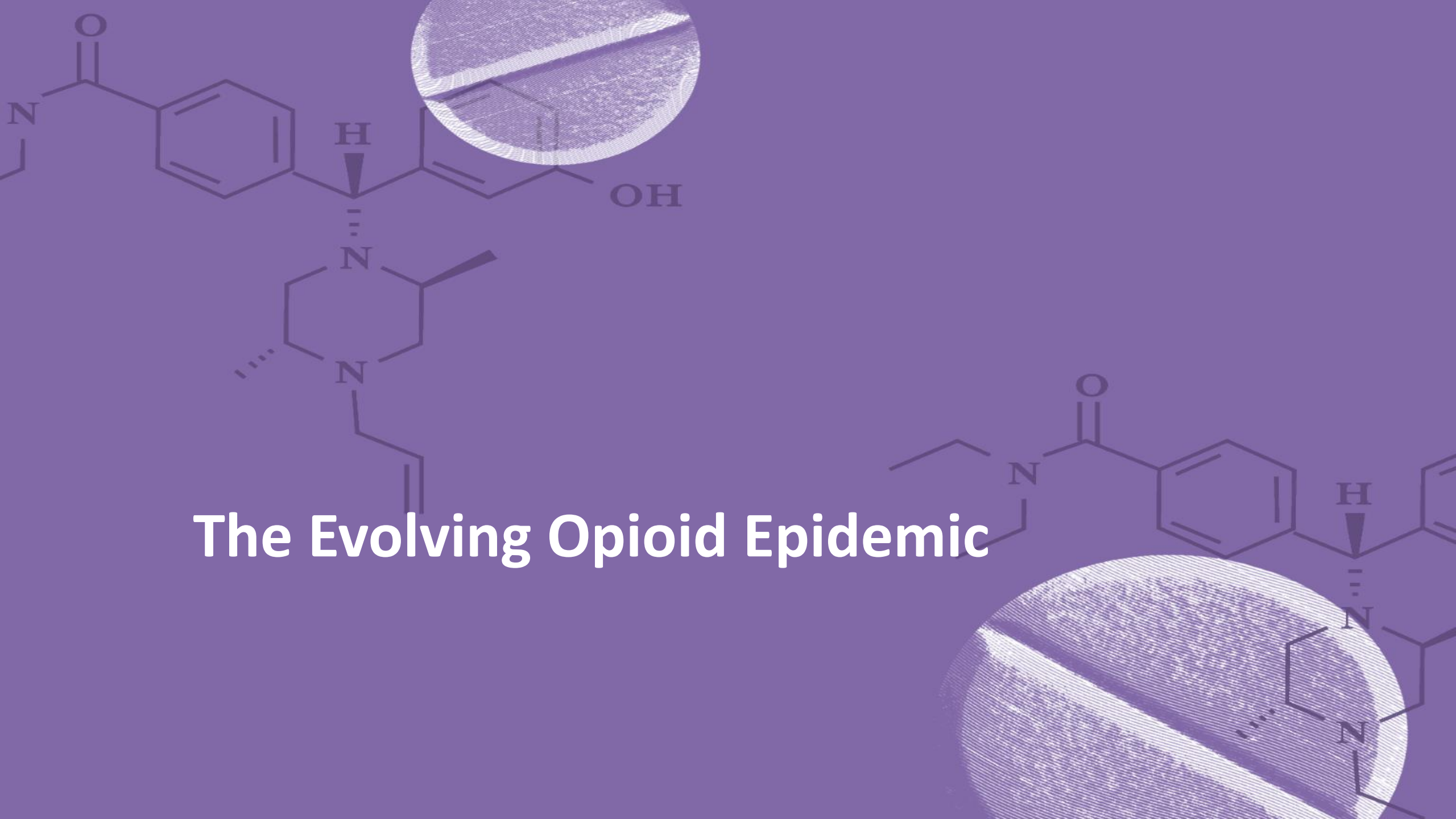
**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration

# Increasing Rx Awareness

## Confronting the Opioid Epidemic

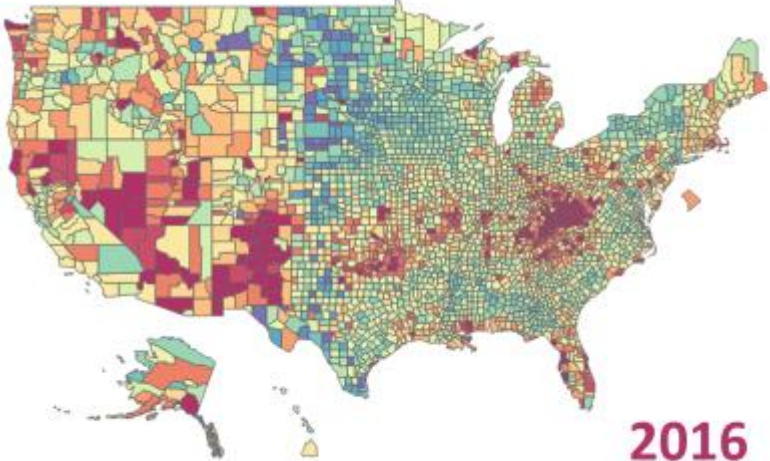
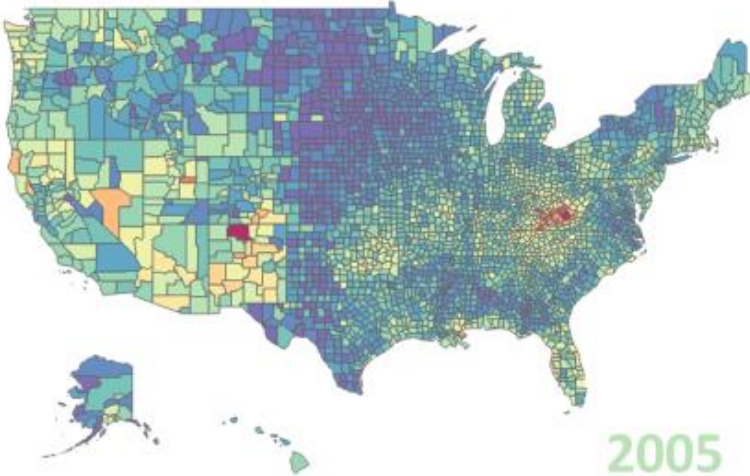
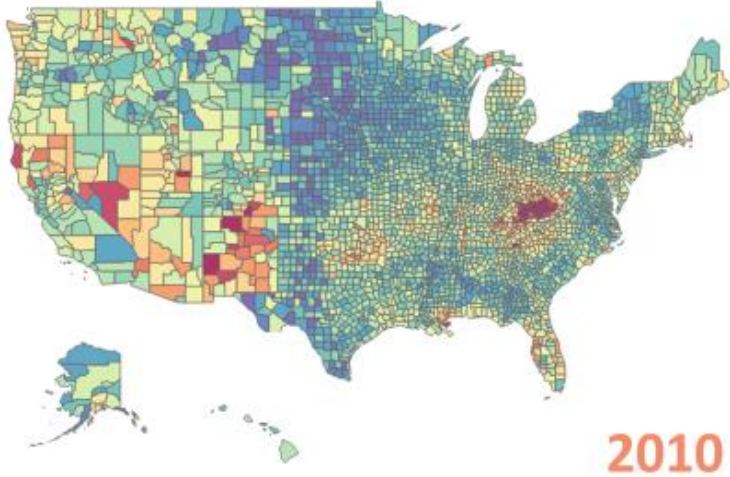
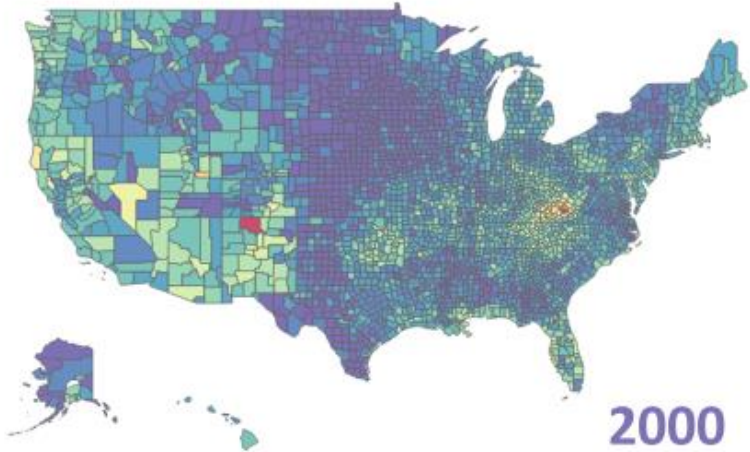
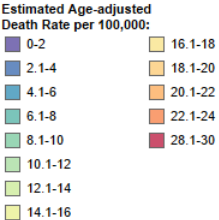
LeShaundra Cordier, MPH  
Division of Unintentional Injury Prevention  
CDC's Injury Center

# The Evolving Opioid Epidemic





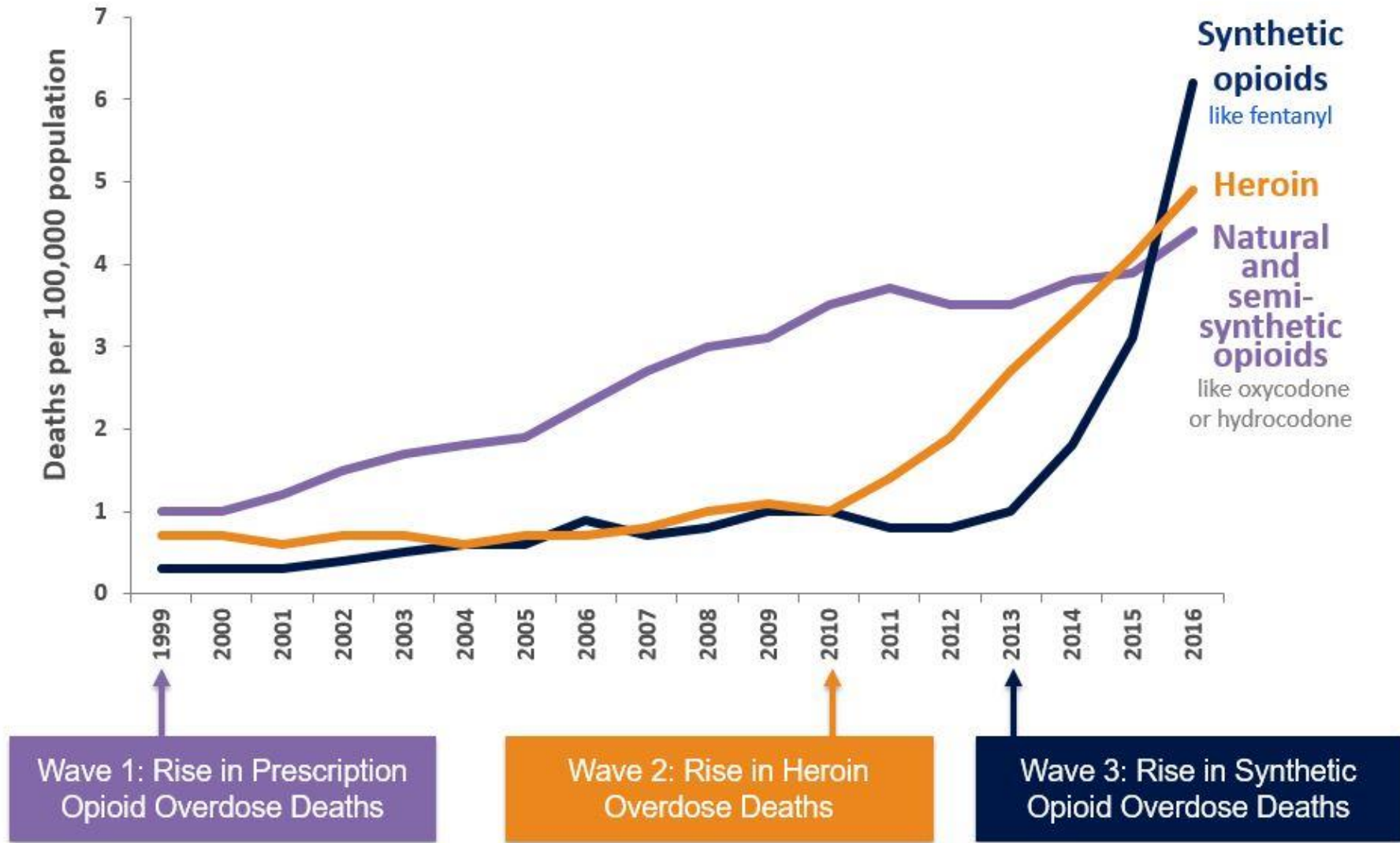
# Rapid Increase in Drug Overdose Death Rates by County



SOURCE: NCHS Data Visualization Gallery



### 3 Waves of the Rise in Opioid Overdose Deaths



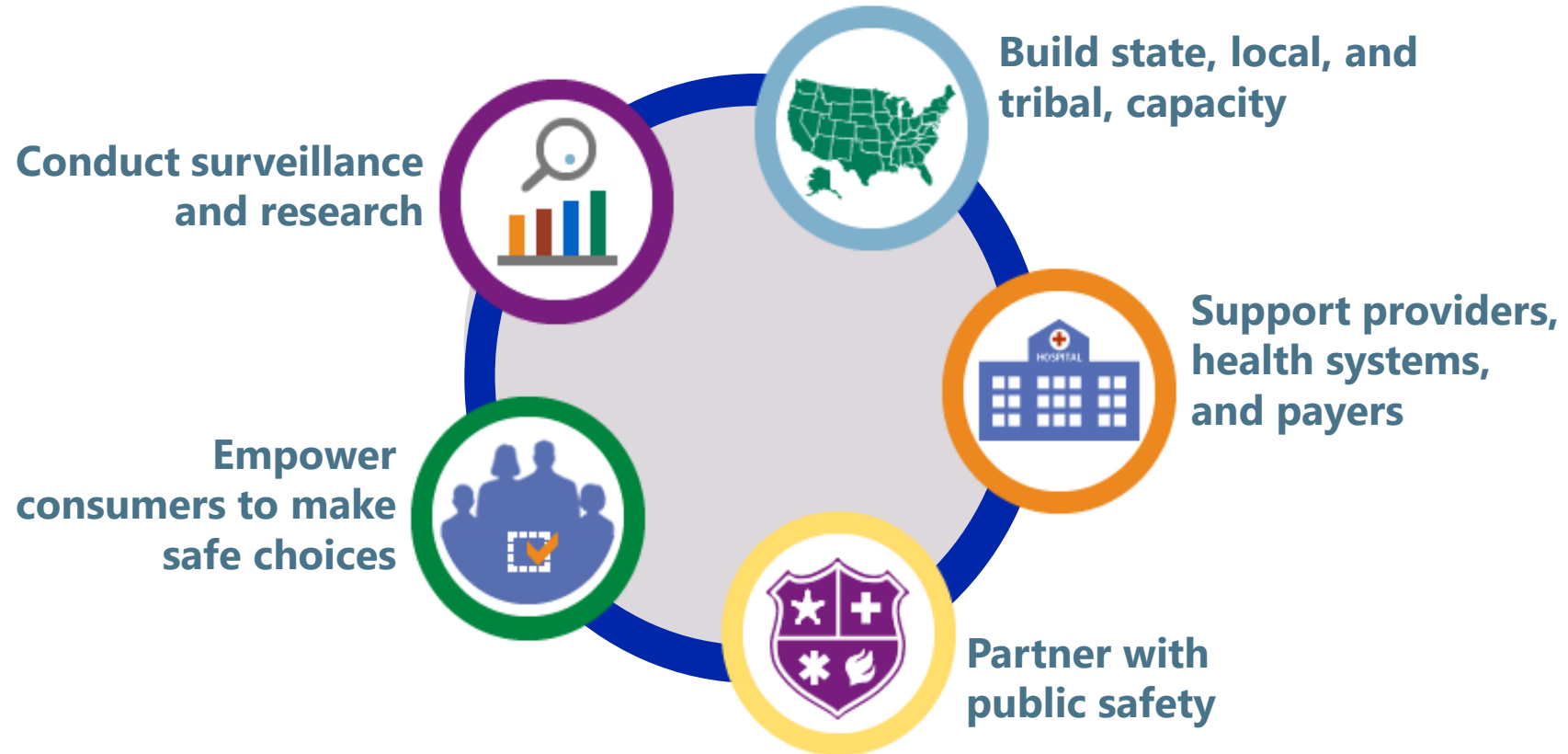
SOURCE: National Vital Statistics System Mortality File.

## This epidemic impacts our families...

- Increase in babies exposed to opioids during pregnancy (born with neonatal abstinence syndrome)
- Increase in children raised by grandparents and in foster care
- Increase in HIV and Hepatitis C



# CDC's Role: Preventing Opioid Overdoses



# Connecting Communities

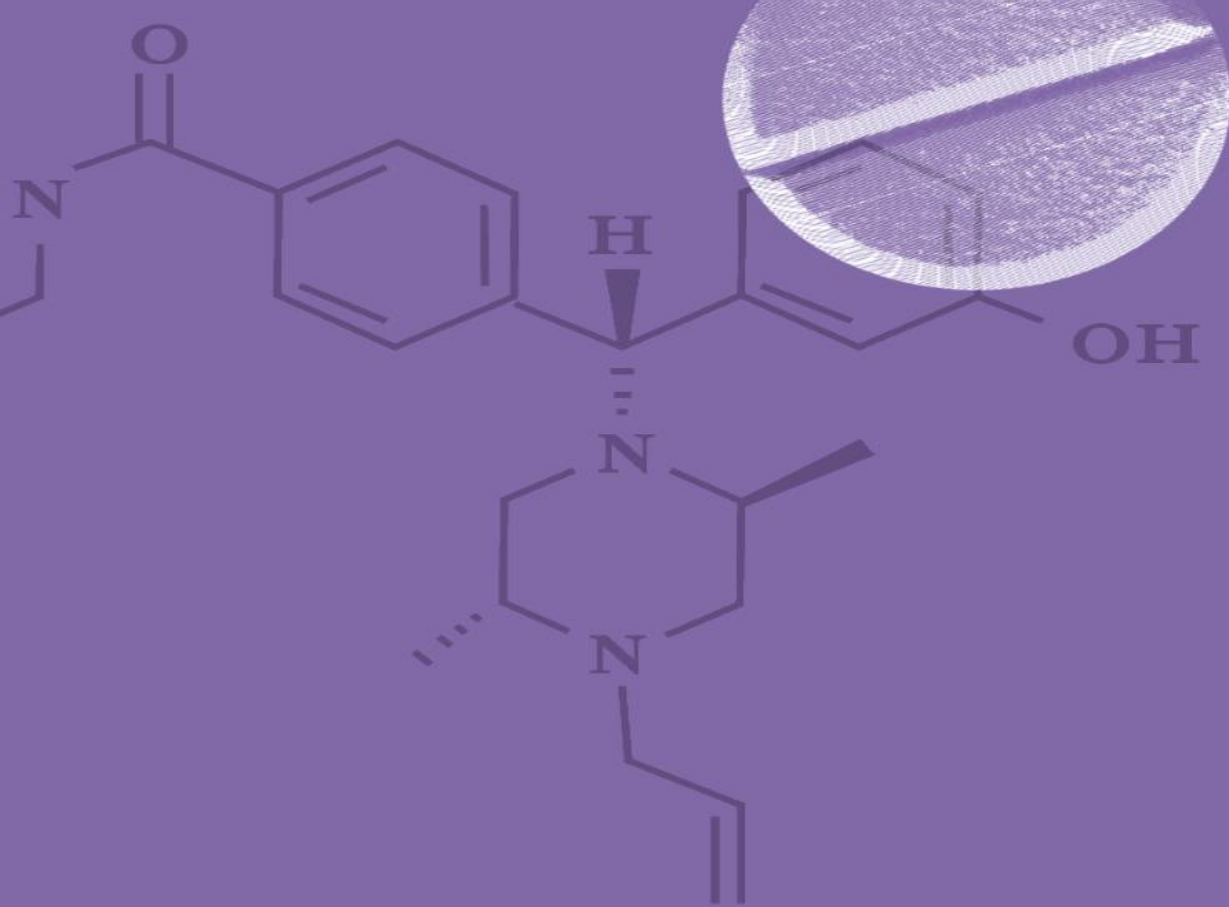


**Naloxone** is a drug that can reverse the effects of opioid overdose and can be life-saving if administered in time.

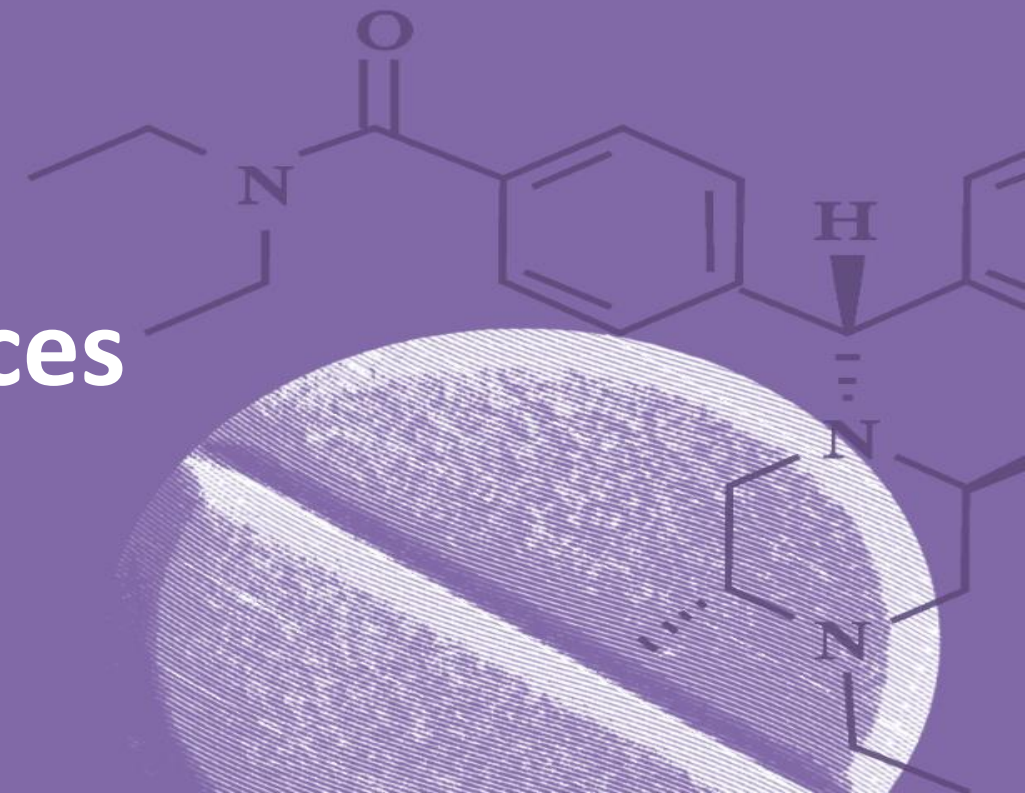


**Medication-assisted treatment (MAT)** for opioid use disorder (OUD) can aid in preventing repeat overdoses. MAT combines the use of medication (methadone, buprenorphine, or naltrexone) with counseling and behavioral therapies.





# Rx Awareness & Resources





# When the Prescription Becomes the Problem

- Misuse, abuse, opioid use disorder, and overdose are all potential dangers

In 2016...

- More than **214 million** prescriptions were dispensed
- More than **17,000** overdose deaths involving prescription opioids occurred



Around  
**46**  
PEOPLE

die every day from overdoses involving **prescription opioids.**

# About Rx Awareness

- **Campaign Development**
  - Goal to increase awareness that opioids can be addictive and dangerous
  - Target audience: Adults 25–54 years old
  - Developed using research and message testing
- **Real Stories from Real People**
  - Individuals living in recovery from opioid use disorder
  - Individuals who lost someone to an opioid overdose

# “It Only Takes a Little to Lose a Lot”

- Paired key messages with compelling visuals
- Developed with input from the target audience

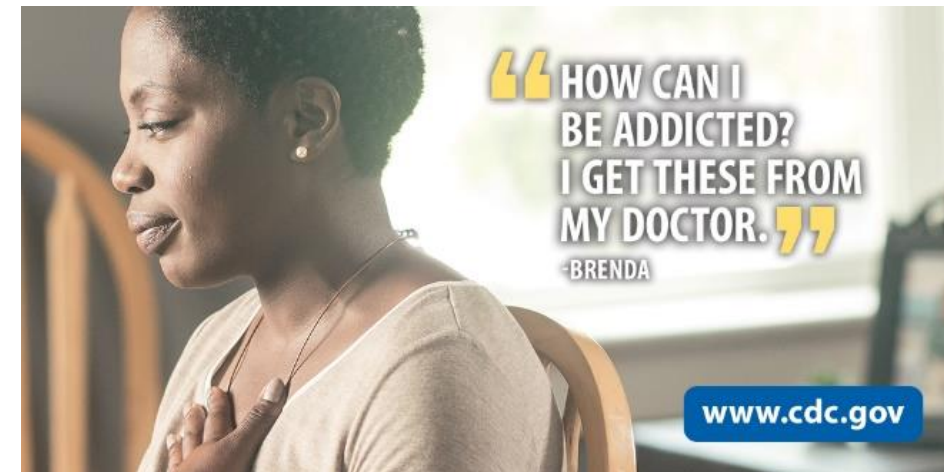


Judy lost her son to an opioid overdose.



# Rx Awareness Campaign Materials

- Digital
  - 30-second testimonials
  - Web banner ads
  - Online search ads
  - 5-second video
  - Social media
- Radio and Out-of-Home
  - 30-second ads (7)
  - Billboards
  - Newspaper ads
- State Implementation Toolkit
- Website: [cdc.gov/RxAwareness](https://www.cdc.gov/RxAwareness)





## Applying CDC's Guideline for Prescribing Opioids

Addressing the Opioid Epidemic:  
Recommendations from CDC

[www.cdc.gov](http://www.cdc.gov)

**Determining when to initiate or continue opioids for chronic pain**



**Opioid selection, dosage, duration, follow-up, and discontinuation**



**Assessing risk and addressing harms of opioid use**



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

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Transcript

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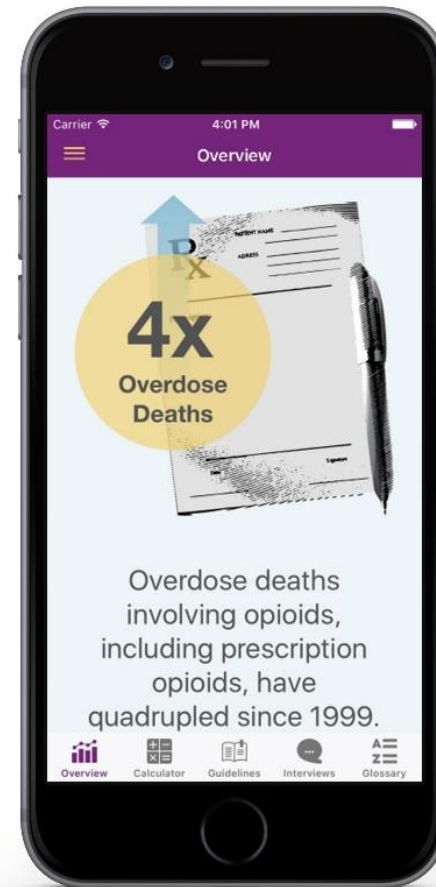
# Provider Training

- CDC Guideline training available
- Online modules
- Webinar series
- Free continuing medical education

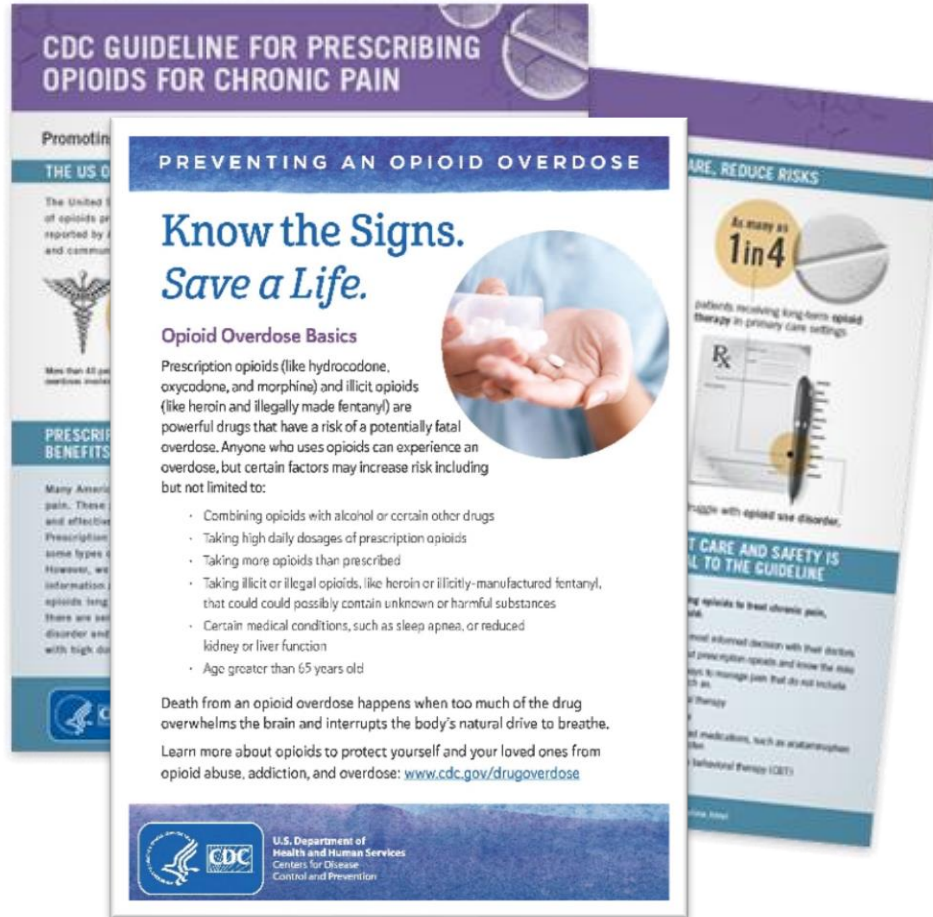
[www.cdc.gov/drugoverdose/training](http://www.cdc.gov/drugoverdose/training)

# Guideline Mobile App: Helping Providers Prescribe with Confidence

- Helps providers apply CDC's recommendations into practice
- Features include:
  - MME Calculator
  - Prescribing Guidance
  - Motivational Interviewing
  - Direct access to resources



# Helpful Materials for Patients



- Videos
- Graphics
- Posters
- Podcasts
- Fact sheets
- Infographics

[www.cdc.gov/drugoverdose/patients/materials.html](http://www.cdc.gov/drugoverdose/patients/materials.html)

## Take Action and Help

- **Learn more** about prescription opioids so you can help those at risk in your community.
- **Spread the word** and increase awareness.
  - Continue the conversation and share resources
  - Use #RxAwareness in social media posts
  - Use Rx Awareness TV, digital, and print ads
- **Help those struggling with addiction** find the right care and treatment.
- **Support overdose prevention efforts in your state.**

# Questions?

**LeShaundra Cordier**  
**lcordier@cdc.gov**

For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.





## William F. Haning, III, MD, DFASAM, DFAPA

Board of Directors Member  
American Society of Addiction Medicine



**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration



## Bill Haning will...

1. Give an overview of ASAM's strategic plan and the focus on prevention.
2. Discuss the collaboration ASAM formed with AANP and AAPA to train NPs/PAs in buprenorphine use as adjunctive treatment of opioid use disorder.
3. Review the new *ASAM Handbook on Pain & Addiction* and its importance for the field and patients.





Initially, ASAM was a physician academic society formed in 1954 as the American Society for Alcoholism and Other Drug Dependencies (AMSAODD). Now it has a membership of more than 5,000 inclusive of Associate Members in psychology, nursing, social work, and research disciplines.



# What is addiction?



Addiction is a primary, chronic disease of brain reward, motivation, memory, and related circuitry.

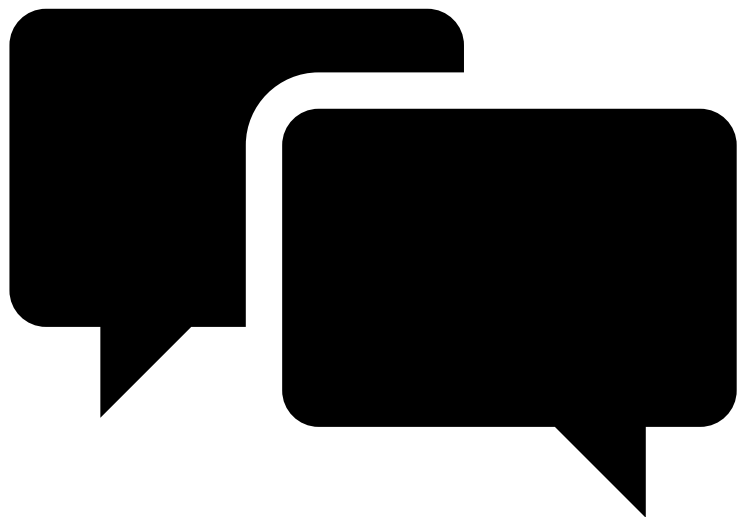
Full definition:

<https://www.asam.org/resources/definition-of-addiction>



**ASAM** American Society of  
Addiction Medicine

# Strategic Plan



**Development:** ASAM sought input from internal and external stakeholders (e.g., federal organizations, medical societies, patients groups, etc.) to fine-tune our roadmap and understand how best to positively affect the field of addiction medicine.



# ASAM's New Strategic Plan



Strengthens our focus on the full spectrum of addiction care.



# ASAM Strategic Plan 2018–2021

ASAM's portfolio now includes



Voices of patients and  
their families



Research goals and  
partnerships



Providing education for  
all treatment providers



# ASAM Collaborations

- ASAM regularly collaborates with medical organizations, patient groups, and advocates in the field to help educate clinicians about best practices and further their knowledge addiction medicine.

## Examples:

- ASAM works with the American College of Obstetricians and Gynecologists (ACOG) to create women-centered addiction medicine curricula designed to help OBGYNs better engage with their patients.
- ASAM is partnering with the Ohio Department of Mental Health and Addiction Services through a grant provided by SAMHSA and the 21st Century Cures Act to provide numerous one-and-a-half-day Buprenorphine Waiver trainings toward the treatment of Opioid Use Disorder throughout the state of Ohio.
- ASAM is a founding member of the Coalition to Stop Opioid Overdose (CSOO), a diverse group of mental health, substance use disorder, and general health care professional organizations who unite around common policy goals to reduce opioid overdose deaths.





# ASAM Collaborates to Train NPs & PAs



The ASAM Treatment of Opioid Use Disorder Course: Includes Waiver Qualifying Requirements

# ASAM Collaborates to Train NPs & PAs

- ASAM worked alongside the AAPA and AANP in early 2017 to provide Nurse Practitioners and Physician Assistants the *ASAM Treatment of Opioid Use Disorder Course* for free. This course provides the necessary training for NPs and PAs to prescribe buprenorphine in the treatment of opioid use disorder.
- NPs/PAs: NPs and PAs who have completed the 24 hours of required training may seek to obtain a DATA 2000 waiver for up to 30 patients by completing the Waiver Notification Form.

Last year: more than 10,000 registered and 5,000 completed the training



# ASAM—Working with All Groups



**Addiction  
Treatment  
Week**

ASAM also works with patient, medical, community, and advocacy groups to advance knowledge about addiction. During Addiction Treatment Week, these partners cohere a unified front among communities that include medical students and resident trainees, patient groups, families, and governmental policymakers to enhance understanding of addiction and awareness of available addiction treatments.



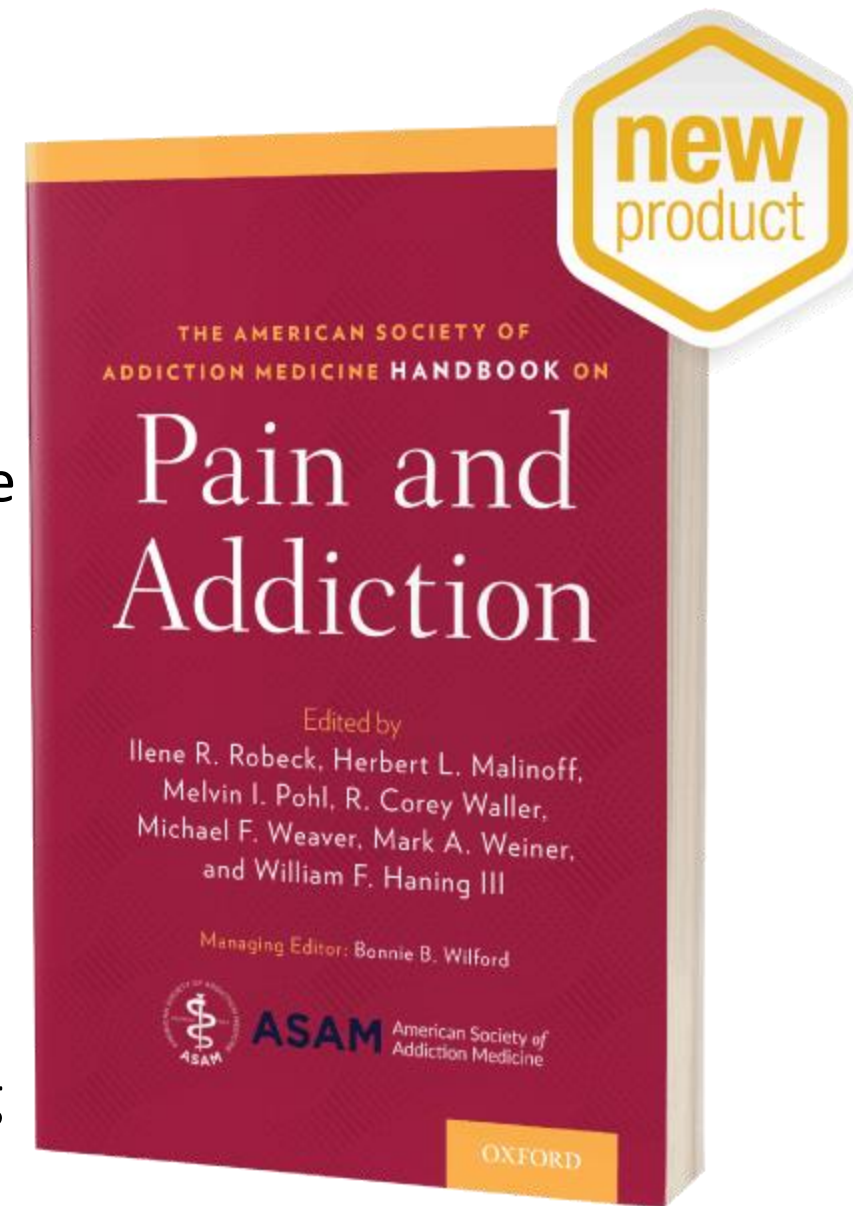
**ASAM** American Society of  
Addiction Medicine

# The ASAM Handbook on Pain and Addiction

This is a tool for clinicians to manage the complex relationship between pain and addiction, written to fill a gap in integrated practice. It is intended to complement the annual *Pain and Addiction Course* of the ASAM Scientific Conference, produced for more than 20 years.

It employs an evidence-based approach and uses articles from the research literature as well as from authoritative organizations and government agencies

Each chapter identifies source material and further reading on topics discussed. Online appendices amplify the text.





Please visit [www.ASAM.org](http://www.ASAM.org) to learn more about the American Society of Addiction Medicine and our resources.





# Lauren Barineau, MPH, CHES

Senior Director, Health & Wellness,  
Boys & Girls Clubs of America



**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration





# OPIOID AND SUBSTANCE USE PREVENTION GUIDE

LAUREN BARINEAU, MPH, CHES  
BOYS & GIRLS CLUBS OF AMERICA



# A National Network with a Singular Mission

## Boys & Girls Clubs of America

National organization supports Clubs through programming, trainings, data collection, safety procedures, fundraising, and 24/7 consultation.

## 4,300 Boys & Girls Clubs

364,000 staff and volunteers support kids, parents, and communities with vibrant Club Experiences that drive positive youth outcomes.

## 4 Million Kids and Teens

Reached annually through membership and community outreach.



BOYS & GIRLS CLUBS  
OF AMERICA

GREAT FUTURES START HERE.



# Club Experience Impacts Outcomes



When staff implement high-quality youth development practices, they create a high-quality experience in Clubs and increase our impact on kids and teens.

**physical &  
emotional safety**

**fun**

**caring adults who  
set expectations**

**sense of  
belonging**

**support &  
recognition**



**BOYS & GIRLS CLUBS  
OF AMERICA**

**GREAT FUTURES START HERE.**



# Kids who regularly attend and have great Club Experiences are...



**40%** more likely to be on track to graduate from high school (ages 16+)



**16%** more likely to be physically active 5+ days a week (ages 13-15)



**42%** less likely to get into a physical fight (ages 16+)



**42%** more likely to volunteer on a monthly basis (ages 13-15)



**34%** less likely to consume alcohol (ages 13-15)



**42%** more likely to believe that school work is meaningful (ages 9-12)

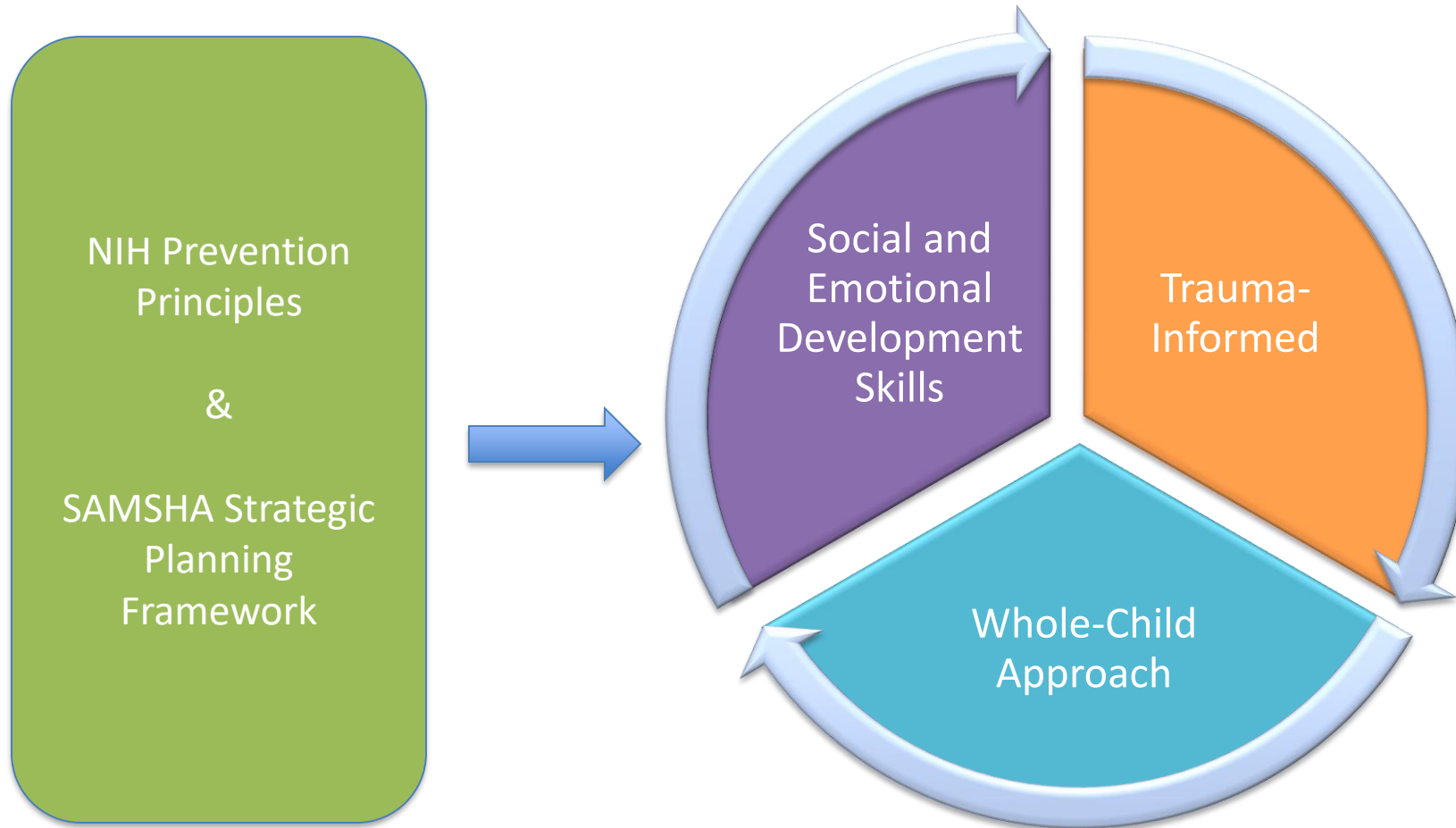


# Our Need

- Clubs indicated that they needed resources to support:
  - Staff and youth dealing with trauma from loss
  - Tools to promote substance use prevention
  - Resources and guidance for working with communities on this issue



# Strategy for Substance Use Prevention





# Exploring the Substance Use Prevention Guide

- Strategies to
  - Build the capacity of youth development staff
  - Facilitate youth-led prevention
  - Engage families in prevention
  - Partner with communities (i.e., schools, counseling) to enhance prevention work



# Exploring the Substance Use Prevention Guide

- Tools/Templates:
  - Environmental assessment
  - Funding template
  - Sample MOU
  - Community Mapping Assessment
- Activities:
  - Lesson plans focused on opioid prevention
  - Parent night agendas
  - Lesson planning template





# Example Resource

UNDERSTANDING THE BASICS

## THE OPIOID AND SUBSTANCE USE EPIDEMIC

- Opioids are a type of pain reliever that come in both prescription, (e.g., Methadone, OxyContin, Vicodin) and illegal, (e.g., heroin) forms. Some opioids, such as fentanyl, are available in both legal and illegal forms.<sup>13</sup>
- They are often prescribed by a doctor to manage chronic pain or to treat common medical issues, such as a sports injury or a dental surgery.
- When used as prescribed for specific medical reasons, under the supervision of a doctor, opioid pain relievers can be safe.
- Opioids also come in illegal forms, such as heroin, illegally manufactured fentanyl and legal prescription painkillers that are misused or diverted to the “black market” for illegal sale.
- Some users find that opioids not only reduce physical pain, but also reduce emotional pain, often giving rise to a false sense of wellbeing or euphoria.
- Over time, opioid users develop a tolerance to the drugs, and an increased dosage is needed for the same impact. As a result, the user may seek higher and higher doses to achieve equivalent pain relief or to “chase the high.” If it becomes difficult to get more prescription pain pills or the costs are prohibitive, some people turn to heroin and illegally manufactured fentanyl, which are cheaper.<sup>13, 15</sup>

### AMONGST PRESCRIPTION OPIOID USERS:

**21-29%** of those who were prescribed opioids by a doctor misuse them.<sup>16</sup>

**55%** of people who misuse prescription opioids got them free from a friend or relative.<sup>13</sup>

**8-12%** develop an addiction.<sup>16</sup>

**2 out of 3** people who use heroin used prescription painkillers first.<sup>16</sup>

Individuals who misuse prescription opioids are more likely to have **higher rates of cigarette smoking, alcohol use, marijuana use and illicit drug use**, and to demonstrate challenging behaviors.<sup>17</sup>

The use and misuse of opioids spans across states, racial and ethnic groups, age, gender and socio-economic status. It is, however, impacting some communities and populations more than others.<sup>2, 18, 19, 20, 21</sup>

### OPIOID-RELATED OVERDOSE DEATH RATES ARE HIGHEST AMONG:

ADULTS AGES  
**25-54**

NON-HISPANIC WHITES  
and  
NATIVE AMERICANS/  
ALASKA NATIVES

**MEN**  
  
(however, women's  
deaths are on the rise)<sup>2</sup>



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# Example Template

SCHOOL AND COMMUNITY STRATEGIES



Tool

## COMMUNITY ASSET MAP

Date of Resource Mapping: \_\_\_\_\_

Name of School/Community Champion: \_\_\_\_\_

Name of Boys & Girls Club Champion: \_\_\_\_\_

**Mapping Goal:** This resource map will identify prevention or treatment of community services available to support youth who are at a disproportionate risk for substance use and misuse.

### INSTRUCTIONS:

1. Under each category of services, list the agency name and as many contact details as possible.
  - The categories here include: Youth-development agencies, grief and counseling support services, substance use treatment centers, law enforcement and first-responder support services, federal and state agencies, online resources and national hotlines.
2. Indicate what types of services the agency offers and any special notes about the service area, (e.g., youth must reside in Fulton County).
3. Analyze the resources listed in each category using the reflection questions, and update the resource map based on your responses.
4. After completing the initial map, review the resource map with other stakeholders to determine if additional agencies need to be added.
5. Continually review and update the resource map to ensure it includes accurate information, and expand it as necessary as new resources become available.

For more information on resource mapping, visit: [www.ncset.org/publications/essentialtools/mapping/default.asp](http://www.ncset.org/publications/essentialtools/mapping/default.asp).

### CATEGORY 1: YOUTH DEVELOPMENT AGENCIES

For example, Boys & Girls Clubs, YMCAs, 4-H and Big Brothers, Big Sisters.

Agency Name \_\_\_\_\_

Agency Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Primary Contact \_\_\_\_\_

Operating Hours (if relevant) \_\_\_\_\_




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# Example Activity

**YOUTH STRATEGIES**



## Activity

### I'VE GOT BIG PLANS

**TIME:** 30 minutes  
**AGE:** Elementary school members

This lesson introduces elementary school aged youth to common substances and how they might impact their bodies. The core activity allows participants to describe their future selves the rest of this school year, for their time in middle school, and describe themselves as adults. It also allows them to discuss how using substances might impact their goals.

**OBJECTIVES**

- Describe alcohol, tobacco, marijuana and other drugs as substances that are harmful to the human body.
- Describe their vision for their future selves.
- Explain how using substances might impact their ability to reach their goals.

**MATERIALS NEEDED**

- Construction paper, two pieces for each participant
- Markers
- Instructions for how to make the “foldable” outlined in this lesson: [www.youtube.com/watch?v=R7UZ6lv8b\\_Y](https://www.youtube.com/watch?v=R7UZ6lv8b_Y)

**LINKS TO RESOURCES:**

The links below provide useful background information for the facilitator to review and use to answer questions regarding opiates.

- Centers for Disease Control and Prevention Opioid Information: [www.cdc.gov/drugoverdose/opioids/index.html](https://www.cdc.gov/drugoverdose/opioids/index.html)
- SAMSHA's Opioid Overview: [www.samhsa.gov/atod/opioids](https://www.samhsa.gov/atod/opioids)

**KEY TERMS**

use of prescription opioids, and heroin use are fueling an epidemic.

- **Substance misuse:** The use of legal substances, such as prescription or over-the-counter drugs, in a way that is either not legal or not intended, and for which the consequences can be hazardous to health and safety.<sup>1</sup>
- **Substance use:** The consumption of legal and/or illegal psychoactive substances.

**WARM WELCOME (2 MINUTES + TRANSITION TIMES)**

- Greet the members by name as they enter the program space. Engage members in conversations about themselves. Consider asking the following reflection question as youth are waiting for the transition time to end:
  - What do you do that makes you feel healthy?

**COMMUNITY BUILDER (5 MINUTES)**

- Lead the group in a movement activity as a warm-up for the session. Consider using the Alliteration Name Game as a Community Builder:
  - Each member says their name with an adjective that describes them, using the same letter as their name.
  - For example, Energized Ellie or Loud Lisa.
  - Before the next person goes, they repeat the



# Resources

- [Opioid Overdose Prevention Toolkit](#): This toolkit offers strategies to health care providers, communities, and local governments for developing practices and policies to help prevent opioid-related overdoses and deaths. Access reports for community members, prescribers, patients and families, and those recovering from opioid overdose.
- [Center for the Application of Prevention Technologies \(CAPT\)](#): This SAMHSA website provides the latest prevention knowledge products, tools, and resources to strengthen prevention work in the field.
- [Rx Pain Medications. Know the Options. Get the Facts.](#): A series of 13 fact sheets designed to increase awareness of the risks associated with prescription opioid use and misuse, as well as to educate patients who are prescribed opioids for pain about the risks and to provide resources on methods for alternative pain management. This particular fact sheet provides a list to assist patients with cataloging their medications.
- [CDC's Rx Awareness Campaign](#): This CDC site provides campaign materials and resources that tells the real stories of people whose lives were torn apart by prescription opioids.
- [ASAM Handbook on Pain and Addiction](#): Published by ASAM, this handbook is an evidence-based tool for clinicians to manage the complex relationship between pain and addiction.

# Resources

- [Above the Influence—Prescription Drug Facts Page](#): An Above the Influence webpage that provides facts about prescription drugs and prevention resources for teens.
- [DrugFacts: Opioids](#): A NIDA web page that provides facts and information about opioids, including how it's abused and its effects on the brain and general health.
- [Federal Guidelines for Opioid Treatment Programs](#): This manual provides guidelines for the operation of opioid treatment programs. It covers patient assessment, treatment planning, and recovery care. The manual also offers guidance for medication-assisted treatment for methadone and buprenorphine, and overdose and relapse prevention.
- [Tips for Teens: The Truth About Heroin](#): This fact sheet for teens provides facts about heroin. It describes short- and long-term effects and lists signs of heroin use. The fact sheet helps to dispel common myths about heroin.

# Questions & Discussion

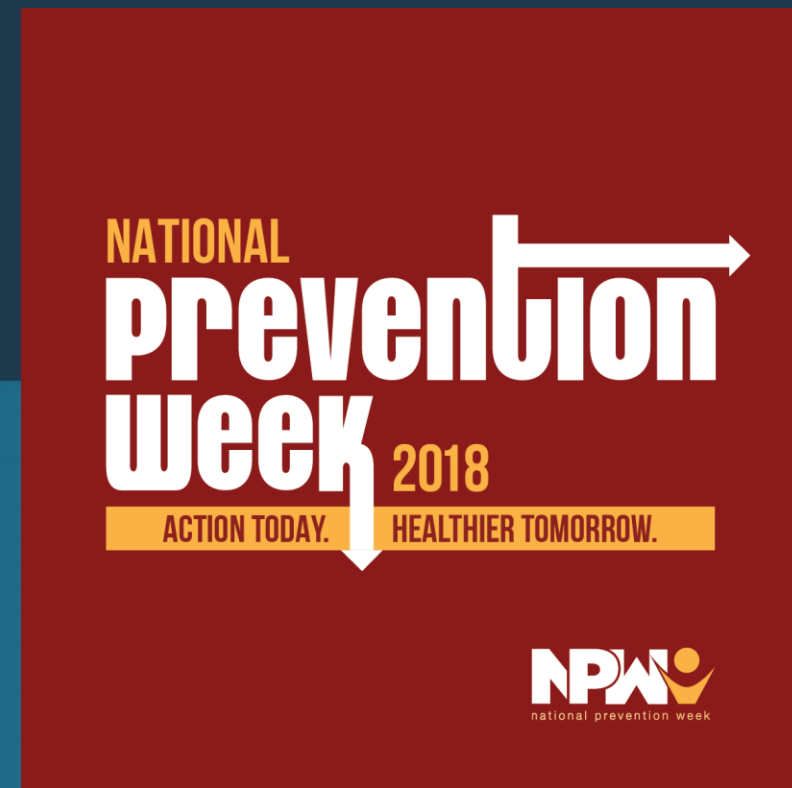
Please use the chat feature to share your questions and thoughts with us.

# Tell Us What You Think

Please fill out the post-meeting survey that will pop up once this meeting ends.



For more information, visit:  
[www.samhsa.gov/prevention-week](http://www.samhsa.gov/prevention-week)



**SAMHSA**  
Substance Abuse and Mental Health  
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