In the chat pod, share with us:

What types of organizations in your communities are partners in your opioid prevention work?
This meeting will be recorded for archiving purposes.
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).
• 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
<table>
<thead>
<tr>
<th>Day</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, May 14</td>
<td>Promotion of Mental Health &amp; Wellness</td>
</tr>
<tr>
<td>Tuesday, May 15</td>
<td>Prevention of Underage Drinking &amp; Alcohol Misuse</td>
</tr>
<tr>
<td>Wednesday, May 16</td>
<td>Prevention of Prescription &amp; Opioid Drug Misuse</td>
</tr>
<tr>
<td>Thursday, May 17</td>
<td>Prevention of Illicit Drug Use &amp; Youth Marijuana Use</td>
</tr>
<tr>
<td>Friday, May 18</td>
<td>Prevention of Suicide</td>
</tr>
<tr>
<td>Saturday, May 19</td>
<td>Prevention of Youth Tobacco Use</td>
</tr>
</tbody>
</table>
Tell Us About Your NPW Activity

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
- 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

- Sign up for Prevention Works emails
- Download the latest customizable resources
• 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
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
Prescription Opioid Misuse: A Public Health Challenge

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

- Pain relievers: 3.3 million
- Tranquilizers: 2 million
- Stimulants: 1.7 million
- Sedatives: 0.5 million

Deaths Due to Opioid Overdose

116 Americans die each day from an opioid overdose.
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

- Better addiction, prevention, treatment, and recovery services
- Better data
- Better pain management
- Better targeting of overdose reversing drugs
- Better research
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

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
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
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

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
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

Wave 1: Rise in Prescription Opioid Overdose Deaths
Wave 2: Rise in Heroin Overdose Deaths
Wave 3: Rise in Synthetic Opioid Overdose Deaths

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

- Conduct surveillance and research
- Empower consumers to make safe choices
- Build state, local, and tribal, capacity
- Support providers, health systems, and payers
- Partner with public safety
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 opioid overdose. MAT combines the use of medication (methadone, buprenorphine, or naloxone) with counseling and behavioral therapies.

- Offer naloxone and training to patient’s family and friends, in case the patient has another overdose.
- Connect patients with hospital case managers or peer navigators to link them to follow-up treatment and services.
- Plan for the increasing number of patients with opioid-related conditions, including overdose, injection-related concerns, and withdrawal.

Local Emergency Department

- Get adequate supply and training for naloxone administration.
- Identify changes in illicit drug supply and work with state and local health departments to respond effectively.
- Collaborate with public health departments and health systems to enhance linkage to treatment and services.

First Responders | Public Safety | Law Enforcement Officers

Mental Health and Substance Abuse Treatment Providers

- Increase treatment services, including MAT for OUD.
- Increase and coordinate mental health services for conditions that often occur with OUD.

Community Members

- Connect with organizations in the community that provide public health services, treatment, counseling, and naloxone distribution.

Community-Based Organizations

- Assist in mobilizing a community response to those most at risk.
- Provide resources to reduce harms that can occur when injecting drugs, including ones that offer screening for HIV and hepatitis B and C, in combination with referral to treatment and naloxone provision.

Local Health Departments

- Alert the community to the rapid increase in opioid overdoses seen in emergency departments and inform strategic plans and timely responses.
- Ensure an adequate naloxone supply.
- Increase availability and access to necessary services.
- Coordinate with key community groups to detect and respond to any changes in illicit drug use.

Coordinated, informed efforts can better prevent opioid overdoses and deaths.
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
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
Provider Training

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

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
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)

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
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
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

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.
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 to learn more about the American Society of Addiction Medicine and our resources.
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.
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
Kids who regularly attend and have great Club Experiences are...

- 40% more likely to be on track to graduate from high school (ages 16+)
- 42% less likely to get into a physical fight (ages 16+)
- 34% less likely to consume alcohol (ages 13-15)
- 16% more likely to be physically active 5+ days a week (ages 13-15)
- 42% more likely to volunteer on a monthly basis (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

NIH Prevention Principles
&
SAMSHA Strategic Planning Framework

Social and Emotional Development Skills
Trauma-Informed
Whole-Child Approach
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
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.2,22
- 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.2,23
- When used as prescribed for specific medical reasons, under the supervision of a doctor, opioid pain relievers can be safe.2,23
- 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.2,23
- 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.2,23
- 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 “cheat 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.2,23

AMONGST PRESCRIPTION OPIOID USERS:

- **21-29%** of those who were prescribed opioids by a doctor misuse them.22
- **55%** of people who misuse prescription opioids got them from a friend or relative.22
- **8-12%** develop an addiction.22
- 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.22

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.14 15 16 22

OPIOID-RELATED OVERDOSE DEATH RATES ARE HIGHEST AMONG:

- **ADULTS AGES 25-54**
- **NON-HISPANIC WHITES**
- **NATIVE AMERICANS/ ALASKA NATIVES**
- **MEN**

(although, women’s deaths are on the rise)
**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 abuse 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. Continuously 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/essentlistools/mapping/default.asp](http://www.ncset.org/publications/essentlistools/mapping/default.asp)

**CATEGORY 1: YOUTH DEVELOPMENT AGENCIES**

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

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Agency Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone Number</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary Contact</th>
<th>Operating Hours (if available)</th>
</tr>
</thead>
</table>
Example Activity

**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=8TUZKm9hQ-Y

**LINKS TO RESOURCES:**
The links below provide useful background information for the facilitator to review and use to answer questions regarding opioid 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.
- **Substance use:** The consumption of legal and/or illegal psychoactive substances.

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

Great 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 Affiliation Rune 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 Elle or Loud Luke.
- Before the next person goes, they repeat the
• **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.
• **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.
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