

Reviewing and Improving Opioid Use Prevention Strategy in Ulster County

A Public Health Approach



Ulster County Department of Health and Mental Health

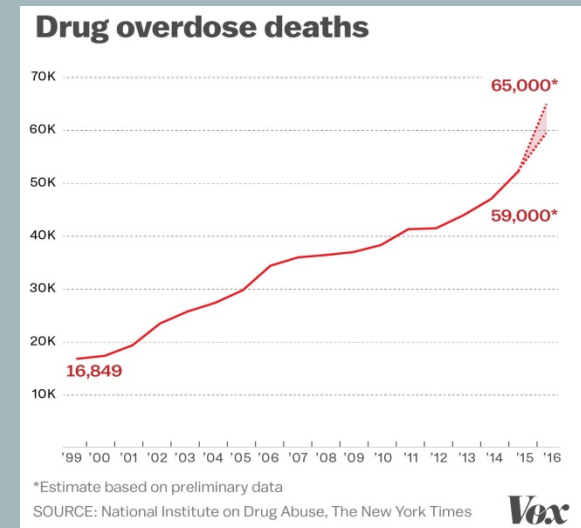
Michael P. Hein, County Executive

Carol Smith, MD, MPH, Commissioner

The Dimensions of the Opioid Crisis

Opioid overdose fatalities in the U.S. are now the leading cause of death for people under 50

Drug overdose deaths killed over 64,000 people in the U.S. last year



Opioid related overdoses killed 53 people in Ulster County in 2017

“ The opioid epidemic that is currently ravaging the United States is a “man-made epidemic”. Pharmaceutical companies heavily and dishonestly advertised opioids to both doctors and patients, creating a generation of addicts.

Over 64,000 Americans died of heroin overdoses last year and 75 percent of them were using prescription painkillers before they started using the illegal street drug. *Arresting the drug dealers has not been an effective solution to the crisis and that the real solution is to educate doctors and the public on the danger of prescribing highly addictive medications.”*

Thomas Zugibe, Rockland County District Attorney

Ulster County Opioid Overdose and Fatality Report Summary 2015 -2017

Annual - OD Fatalities

	2015	2015 ME Fatal	2016	2016 ME Fatal	2017 (Jan-Jun)	2017 ME Fatal
All Opioid Overdoses	27		36		6	
Heroin Overdoses	15		17		1	
Pain Reliever Overdoses	15		25		5	
All Opioid Involved >		30		45		42 - Annual Total

Annual - ED OD Visits

	2015	2016	2017 (Jan-Jun)
All Opioid Overdoses	100	107	50
Heroin Overdoses	63	68	37
Non-Heroin Overdoses	37	39	8

Annual - OD Hospitalizations

	2015	2016	2017 (Jan-Jun)
All Opioid Overdoses	40	36	7
Heroin Overdoses	9	10	0
Non-Heroin Overdoses	31	26	7

Siena College Opioid Survey – February 2018

Highlights:

- Over the last 2 years, *24% of New Yorkers have been prescribed opioids*
- *62% did not take the entire opioid prescription - 40% did not dispose of the unused portion*
- *51% were told of the risk by their doctor or other health professional - 49% were not*
- *At their pharmacy, 42% of patients were informed of risks – 58% were not*
- *18% of New Yorkers said they, a friend or family member has been treated for opioid use*

Siena College Opioid Survey – February 2018

Highlights:

- 11% said it was relatively easy to access treatment services – 26% said it was not
- 48% said they either experienced or heard of insurance coverage difficulties
- 41% said treatment programs are not working with individuals long enough and following up enough to make lasting recovery possible
- 31% said insufficient space in treatment facilities is a barrier to recovery

The Dimensions of the Opioid Crisis

2.1 Million Americans are struggling with opioid use, while only 1 in 5 are receiving treatment needed to help them recover

Opioid use disorder cuts across all socioeconomic groups, however, communities that have the highest rates of opioid use often have the highest rates of chronic disease and negative factors related to inadequate income.

Addressing the opioid crisis requires an integrated “whole community” approach, where every person and every sector plays an important role in transforming neighborhoods - and transforming lives

Cross-Sector Collaboration

A Proven and Effective Public Health Approach





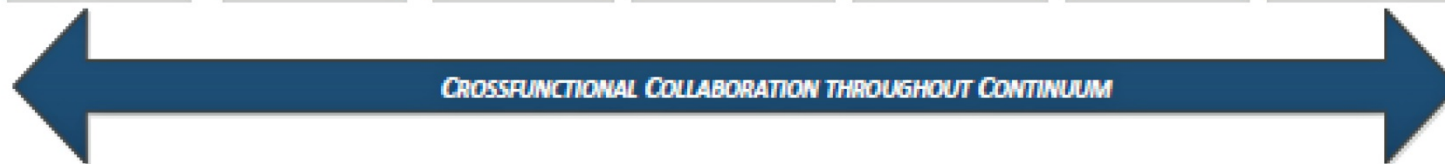
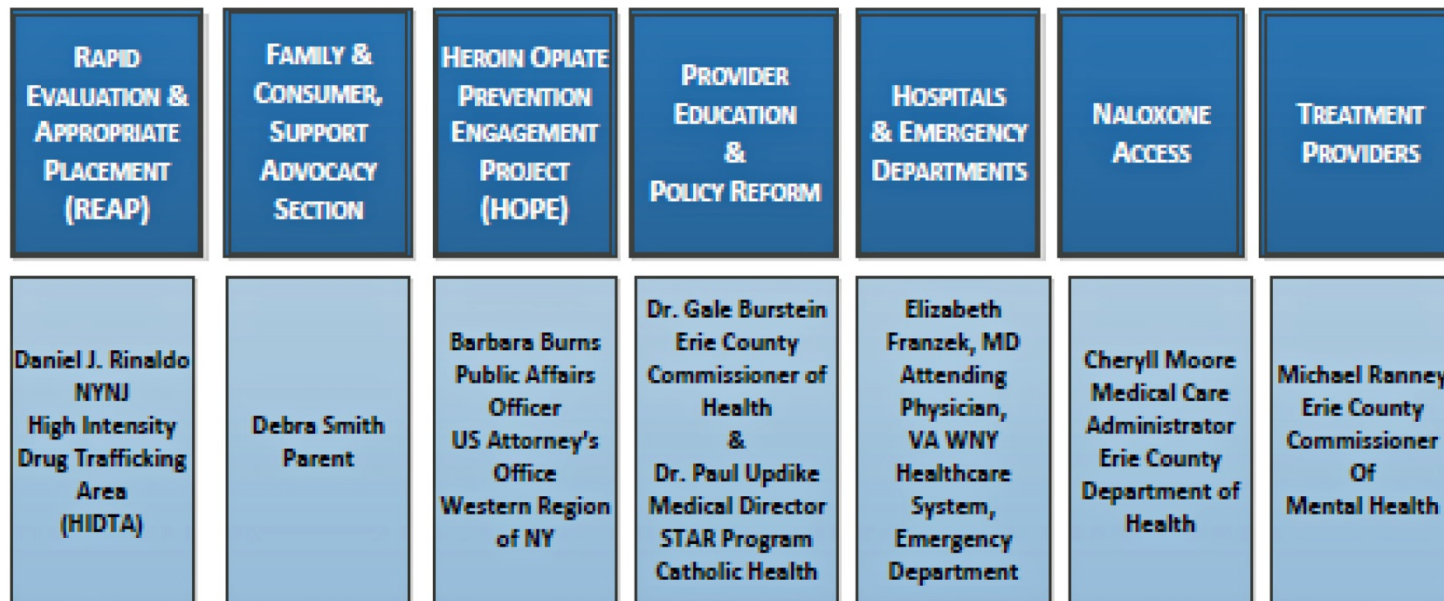
Erie County
Opiate Epidemic Task Force:
Family & Consumer Support
and Advocacy Section



Erie County
Department of
Health



Public Health
Prevent. Promote. Protect.



Task Force Mission:
To provide a framework for organizations and individuals from across the opiate overdose continuum to collaborate, develop, and share best practices through timely sharing of information to assist individuals and their loved ones fighting the disease of addiction and to undertake prevention efforts that educate the community on the dangers of addiction.

What Can Result from an Integrated Community Approach

Onondaga County Opioid Overdose Deaths Fall 36 Percent!

Attributable to:

- *A significant increase in the number of addiction treatment services in the Syracuse area*
- *Significant progress in making medication assisted treatment available on demand for those struggling with opioid use disorder*
- *Hundreds of new slots open for outpatient drug treatment*
- *Narcan has become more widely available*
- *Many doctors prescribing fewer opioids*

Substance Use Prevention Strategy in Ulster County

Comprehensive
Integrated
Community Based

Reducing Supply

URGENT LAW ENFORCEMENT TASK FORCE

Aggressive Pursuit of Drug Trafficking

MANDATORY PHARMACY MED TAKE BACK

Keeping Unused Medications Off Our Streets/Out of the Wrong Hands

PHYSICIAN EDUCATION

Working to Prevent Over-Prescribing of Pain Medications

I-STOP ELECTRONIC PRESCRIBING

Digital Flagging of Over-Prescribing Practices and "Doctor Shopping"

Reducing Demand

ULSTER PREVENTION COUNCIL

Multi-Sector Community Coalition Dedicated to Prevention Education + Local Coalition Building

YOUTH DEVELOPMENT SURVEY

Surveys All Middle/HS in Ulster County to Monitor Substance Abuse Trends and Attitudes

COMMUNITY AWARENESS FORUMS

Brings Together Experts, the Public and Those Who Have Worked Their Way Through Addiction

DRUG COMPANY LAWSUITS

Holding Drug Companies Accountable for Overly Aggressive Marketing of Highly Addictive Products

Treatment and Recovery

FAMILY ADVOCATE

Helping Individuals and Families Navigate the Treatment/Recovery/Insurance Maze

UlsterHelps.org

A Comprehensive Online Guide to Treatment/Recovery/Prevention Resources

MOBILE MENTAL HEALTH - SUBSTANCE USE TEAMS

On Call, Expert Assistance, When and Where Needed

NARCAN AND DRUG ASSISTED RECOVERY

Overdose Antidote and Physician Assisted Medication to Facilitate Recovery



Ulster County Department of Health

Michael P. Hein, County Executive Carol Smith, MD, MPH, Commissioner

The Three Pillars of Prevention

REDUCE SUPPLY

- Support law enforcement/criminal justice efforts to aggressively pursue drug trafficking
- Improved prescribing practices
- Unused medication take back programs
- Public and litigation pressure on drug industry to stop aggressive marketing of highly addictive products



Reducing Supply – An Example

We know that this epidemic is fueled by both *lawful* and illegally obtained opioids and that there is a direct correlation between the per capita rate of opioid prescribing, prescription abuse, and addiction. Unfortunately, as the chart below indicates, ***Ulster County has the 6th highest per capita rate of opioid prescribing out of 62 counties in NYS.***

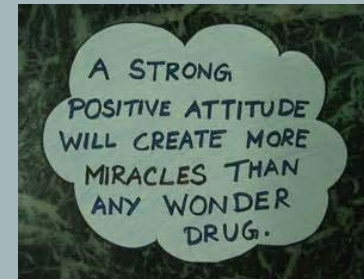
10 New York State Counties with Highest Per-Capita Opioid Prescribing	
County	MMEs per capita
Sullivan	1182.4
Chemung	1165.1
Warren	1005.3
Niagara	999.9
Chautauqua	940.4
Ulster	931.7
Greene	909.4
Erie	885.3
Cattaraugus	871.8
Broome	862.2



The Three Pillars of Prevention

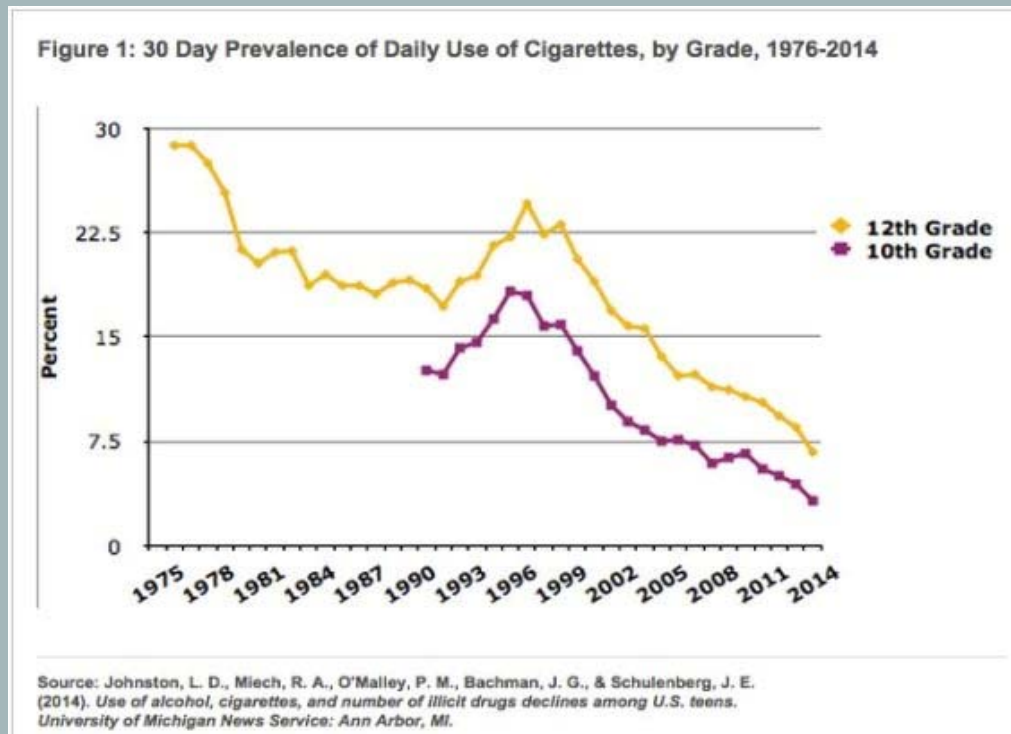
REDUCE DEMAND

- Youth Development Survey to assess and pre-empt substance use trends (grades 7 -12)
- Awareness and education at all levels, especially among children and young people
- Strong, cross-sector community engagement (coalitions, forums, inter-agency workgroups, etc.)
- Ongoing and ubiquitous counter-messaging in all media
- Develop and support pro-social engagement opportunities (*the strongest mitigation factor*)



Reducing Demand – An Example

Why Cigarette Usage Is At Record Lows And Dropping



In 1998, the Tobacco Master Settlement Agreement was signed, directing millions of dollars to states and local governments for prevention awareness and education, including robust and ongoing counter-advertising campaigns

The Three Pillars of Prevention

IMPROVE/COORDINATE TREATMENT AND RECOVERY SERVICES

- Connecting individuals/families with specific and appropriate treatment options and insurance coverage – **Family Advocate**
- Better communications and coordination of care to ensure continuity and reduce relapses (peer-to-peer/addiction coach models – wraparound services)
- Physician assisted medication
- NARCAN training and availability
- De-stigmatization to encourage treatment and recovery
- UlsterHelps and other comprehensive resource guides
- Diversion from arrest to treatment (Drug Courts, PD interventions)
- Mobile services



Improving Treatment/Recovery– Example

Dear Scarborough Police Department,
First of all I would like to apologize for being a problem child for the past few years. My actions over the past few years have not shown who I really am. But enough about the past. I am so grateful from the bottom of my heart that you got me into this treatment center. Words can't describe the change I've seen in myself in these first two weeks. I can only ~~say~~ say thank you so much, and hope that you can understand how truly grateful I truly am. I have been blessed with a second chance, and that is due to the fantastic program you have started,

The Police Assisted Addiction and Recovery Initiative is a nonprofit organization whose mission is to support the Gloucester Police addiction initiative to aid other police departments to implement similar programs, and to foster a dialogue around the unique opportunity for police departments to take direct action against the disease of drug addiction in their communities

Taskforce Workflow

GOAL – REDUCE OPIOID OVERDOSES AND FATALITIES IN ULSTER COUNTY BY 50% IN 2 YEARS

- 1. REVIEW STATS and GOALS FOR REDUCING OPIOID OVERDOSES and FATALITIES**
- 2. INVENTORY AND ASSESS LOCAL PROGRAMS, PRACTICES, INTERVENTIONS – *ENHANCE EFFECTIVE ONES***
- 3. EXPLORE NATIONAL/GLOBAL PRACTICES, INTERVENTIONS, RECOMMENDATIONS**
- 4. EVALUATE FOR EFFECTIVENESS and POSSIBLE IMPLEMENTATION HERE**

Taskforce Workflow

5. **CHOOSE and CREATE ACTIONS** (3 each for *Reducing Supply, Reducing Demand* and *Improving Treatment and Recovery Services*) for **INCLUSION IN PLAN** (per criteria below):
 - **Potential, significant impact** on goals?
 - **Doable** given all available community resources?
 - **Timeframe** – how long to produce results?
 - **Measurable** and how?
6. **DEVELOP EACH ACTION FOR IMPLEMENTATION**
7. **IMPLEMENT and MEASURE** (*modify as necessary*)

UC OPIOID PREVENTION TASK FORCE WEBSITE – EMAIL ADDRESS AND CONTACT INFO

Website:

<http://ulstercountyny.gov/health/ulster-county-opioid-prevention-task-force>

Email:

UCOpioidTaskForce@gmail.com

Contact:

Vincent Martello, Coordinator
vmrt@co.ulster.ny.us