

Ulster County Opioid Prevention Strategic Action Plan



Patrick K. Ryan, County Executive

Carol M. Smith, MD, MPH, Commissioner of Health and Mental Health

Vincent C. Martello, Director of Opioid Prevention Strategy

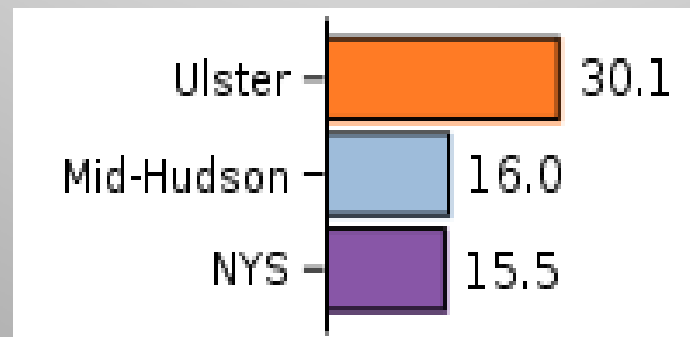
Dimensions of the Crisis

National: 70,237 Americans died from opioid related causes in 2017; more than motor vehicle accidents, gun violence, or of any other cause of accidental death

Local: in 2018, 56 Ulster County residents died from opioid related causes, a 93% increase from 2015 to 2018 - and the second highest rate of opioid fatalities of any county in NYS, outside of New York City

Select Key Indicators

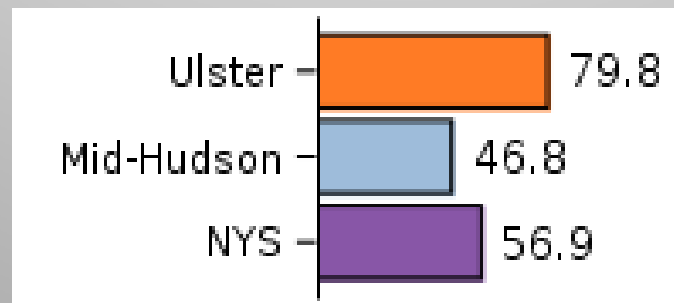
Based on the most recent available data, Ulster County's **opioid fatality rate** is almost twice as high as the NYS and MH Region rates



NYS Opioid Data Dashboard – County Level: Ulster County, May 2019

Select Key Indicators

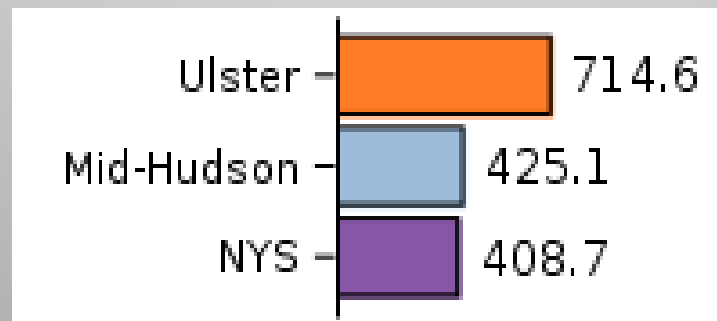
Based on the most recent available data, **Emergency Department visits** for opioid related overdoses in Ulster County are significantly higher than both the NYS and MH Region rates



NYS Opioid Data Dashboard – County Level: Ulster County, May 2019

Select Key Indicators

Based on the most recent available data, **the rate of opioid based prescriptions** in Ulster County is significantly higher than both the NYS and MH Region rates



NYS Opioid Data Dashboard – County Level: Ulster County, May 2019

This is a critical factor, because over 80% of heroin users first misused prescription opioids, and in some cases it only takes 5 days worth of opioid pain reliever use to become addicted – National Institute on Drug Abuse and CDC Rx Awareness Campaign

The UC Opioid Prevention Task Force

In early 2018, a Task Force was commissioned to re-examine every aspect of opioid prevention strategy in Ulster County. Also, to research best, promising, and evidence based practices nationwide, and to identify gaps and barriers in our local system of care and recovery

“The most cost-effective and humane way to address the opioid epidemic is through prevention and partnerships”

US Surgeon General Jerome Adams, MD, MPH

The UC Opioid Prevention Task Force

Over 65 community partners and stakeholders were brought together, from every sector

Adelphi University School of Social Work
Catholic Charities Community Services
Center for Creative Education
Columbia University
Columbia University School of Social Work
Community Members/Volunteers
Community Services Board
Cornell Cooperative Extension of Ulster County
Ellenville Regional Health Network
Ellenville Regional Hospital
Family of Woodstock, Inc.
Family Services, Inc.

The UC Opioid Prevention Task Force

Over 65 community partners and stakeholders were brought together, from every sector

Gateway Community Industries

Greater New Paltz Community Partnership/Town of New Paltz

HealthAlliance/WMC Network

NY/NJ High Intensity Drug Trafficking Area

Highland Central School District

Hope Rocks

Hudson Valley Community Services

Hudson Valley Mental Health

Institute for Family Health

League of Women Voters

Liberty Behavioral Management - Arms Acres/Conifer Park

Local Families

The UC Opioid Prevention Task Force

Over 65 community partners and stakeholders were brought together, from every sector

Maternal Infant Services Network

Medical Associates of the HV

Mental Health Association in Ulster County

Mobile Mental Health - Access Supports for Living

Morse Elementary School

Mt. Marion Elementary School

NYS National Guard - Counter Drug Operations

NYS Office of Alcoholism and Substance Abuse Services

Office of Mental Health/Community Services Board

Pamal Broadcasting

People USA

Pointe of Praise Church

The UC Opioid Prevention Task Force

Over 65 community partners and stakeholders were brought together, from every sector

Radio Kingston

Radio Woodstock

Reis Insurance Group

Riverview Baptist Church

Rondout Valley Business Association

Route 212 Coalition

RUPCO, Inc.

Safe Sober Living

SAMADHI Wellness and Recovery Center

Saugerties Police Department

ShopRite of Kingston

Step One

The UC Opioid Prevention Task Force

Over 65 community partners and stakeholders were brought together, from every sector

Tabasco Health Care

Travers-O'Keefe Insurance

UC Board of Health

Ulster County BOCES

UC Department of Health and Mental Health

UC Department of Probation

UC Department of Social Services

UC District Attorney's Office

UC Executive's Office

UC Legislature

UC Police Chief's Association

Ulster County Regional Chamber of Commerce

The UC Opioid Prevention Task Force

Over 65 community partners and stakeholders were brought together, from every sector

UC Sheriff's Department

UC Sheriff's Department and URGENT Task Force

UC Youth Bureau

Ulster Prevention Council

Ulster Savings Bank

Vassar Brother's Medical Center

The UC Opioid Prevention Task Force

The Task Force established an ambitious goal of reducing opioid related fatalities in Ulster County by 50% in 2 years

-50%
↓
2 Years

**It always seems
impossible until it's done.**

Nelson Mandela

The UC Opioid Prevention Task Force

In order to break down the complexity of the challenge into smaller and more manageable components, the TF broke the task down into the following components:

⇒ REDUCING SUPPLY

⇒ REDUCING DEMAND

⇒ IMPROVING TREATMENT AND RECOVERY SERVICES

Reducing Supply

A close examination of all law enforcement efforts to fight trafficking; improving opioid prescribing practices; the safe disposal of unused medications; enhancing awareness of the risks associated with opioid pain relievers and the benefits of non-opioid alternatives



Recommended and Updated Actions

Reducing Supply

- ⇒ Increase resources for the URGENT Task Force to aggressively combat drug trafficking, including support for local police agency participation – **UCOPTF Action**
Status: under review and discussion
- ⇒ Enhance patient and healthcare provider awareness, education, and interaction regarding the risks associated with opioid based pain relievers, and the benefits of non-opioid based alternatives – **UCOPTF Action**
Status: in progress

Recommended and Updated Actions

Reducing Supply

- ⇒ Promote and expand access to, and the use of, unused medication take back options, including the new NYS law requiring chain pharmacies to take back, at no charge to customers – **UCOPTF Action** *Status: in partial progress*
- ⇒ Promote the awareness and utilization of the URGENT Task Force Tip Line designed to allow community member to confidentially alert law enforcement regarding suspected drug trafficking – **UCOPTF Action** *Status: in progress*

Recommended and Updated Actions

Reducing Supply

- ⇒ Continue to engage in the existing class-action lawsuit (and perhaps others) to hold pharmaceutical companies accountable for the harm done to our community through their aggressive marketing of highly addictive opioid medications— **UCOPTF Action** *Status: in progress*



Families say Purdue Pharma must be ‘held accountable’

Reducing Demand

- *The War on Drugs didn't work because it focused exclusively on reducing supply. In a supply/demand driven economy, simply reducing supply without reducing demand will only encourage other suppliers to meet the demand, no matter how high*
- *The Drug Cartels would not exist but for the insatiable demand for drugs that exists in our communities – and nation*
- *Demand must be reduced through awareness, education, programming and messaging designed **to prevent our young people from entering the drug addiction pipeline***

Recommended and Updated Actions

Reducing Demand

⇒ Create and implement an ongoing and pervasive multi-media messaging campaign focused on youth directed substance use prevention. Explore public/private underwriting opportunities, and grants, to support

UCOPTF Action

Status: in partial progress

⇒ Expand and provide greater access to evidence based primary prevention programs, and prosocial activities in schools, youth centers, and communities throughout UC

UCOPTF Action

Status: in partial progress

Recommended and Updated Actions

Reducing Demand

- ⇒ Work with athletic directors, coaches, parents and educators to raise awareness of the risks of using and misusing opioid based pain relievers to treat sports injuries - **UCOPTF Action**
Status: in partial progress
- ⇒ Work with construction trade labor unions (statistically high rates of injury and opioid pain reliever use) to increase awareness of opioid use risks and safe alternatives - **UCOPTF Action**
Status: in partial progress

Improving Treatment and Recovery

- *A critical component of treatment is to remove the stigma associated with opioid use disorder. **Opioid use disorder** is not a character flaw or a moral failing, it **is a chronic disease and deserves to be treated as such***
- *Some aspects of treatment are focused on eliminating immediate harm that can lead to fatal consequences, others are structured to meet people where they are and help them along the path to healing and recovery. **It works best when they are ready to begin that journey***

Improving Treatment and Recovery

- *The current system of treatment has many good organizations and good people doing good work, however, **the system is badly fragmented and disconnected**. It is in the transition from one program/stage to another where bad outcomes happen. **Closing the gaps is essential***
- ***Successful recovery requires strong social and family support networks within the community** that are designed to reduce the isolation and the urge to succumb to the traumas and habits that fueled addiction in the first place*

Recommended and Updated Actions

Improving Treatment and Recovery

- ⇒ Create and implement substance use treatment and recovery plan at the UC Jail that integrates all stages, from intake to post-discharge into the community, with data driven follow-up to monitor potential relapse and reduce recidivism
UCOPTF Action *Status: in progress*
- ⇒ Expand Medication Assisted Recovery and transition to community care, via hospital Emergency Departments
UCOPTF Action *Status: in partial progress. Up and running at Ellenville Regional. Must be expanded to Kingston and Margaretville*

Recommended and Updated Actions

Improving Treatment and Recovery

⇒ Decrease the rate of opioid fatalities in UC by significantly increasing awareness of, access to, and training in the use of Narcan to treat and reverse overdoses

UCOPTF Action Status: *in progress*

⇒ Work to get more healthcare providers certified and willing to offer Medication Assisted Recovery services, including low-threshold access, without stigma

UCOPTF Action Status: *in partial progress*

Recommended and Updated Actions

Improving Treatment and Recovery

⇒ Connect all police, fire and emergency response agencies to peer advocate organizations for referral of overdose victims (and their associates and families) to appropriate treatment and recovery services, along with follow-up to prevent relapse

UCOPTF Action Status: *in partial progress*

⇒ Expand Ulster Regional Drug Court to an Opioid Court model to include close integration and collaboration with partners including criminal justice, peer advocates, and treatment and recovery services

Updated Action Status: *in progress*

Recommended and Updated Actions

Improving Treatment and Recovery

- ⇒ Enhance awareness and promotion of the services of the UC Family Advocate, who is dedicated to helping individuals and families navigate the substance use treatment and recovery system, including securing insurance benefits

UCOPTF Action

Status: *in progress and requires further support*

- ⇒ Enhance community based and whole family wellness and recovery services that minimizes the stigma and isolation that accompanies opioid use disorder, strengthens families, and maximizes the possibility of transformative change

Updated Action

Status: *in progress*

Recommended and Updated Actions

Improving Treatment and Recovery

⇒ Provide support and training for Certified Peer Recovery Advocates (Recovery Coaches) and work to place them in service organizations throughout Ulster County

Updated Action Status: *in progress*

⇒ Create a process, to include reporting and peer team follow-up, to track and reach out to individuals who have “dropped out” of the treatment and recovery system, in order to minimize the possibility of recurring overdoses and fatalities

Updated Action Status: *pending*

Recommended and Updated Actions

Improving Treatment and Recovery

- ⇒ Increase identification of people who are at risk of developing opioid use disorder (OUD) through evidence based screenings, including increasing the number of providers trained in such screenings. Early screenings help divert individuals from progressing to OUD

Updated Action Status: *pending*

- ⇒ Establish a “Recovery Friendly Business” program designed to help individuals in recovery and business owners connect to provide meaningful employment opportunities, with peer advocate support for both

Updated Action Status: *under development*

Recommended and Updated Actions

Improving Treatment and Recovery

Integrated Ulster is a partnership to create a system of care that is welcoming and effective in addressing the complex needs of all people in Ulster County.

The initiative will better address the needs of those who had substance use disorder in addition to other emergent issues. There is an emphasis on ensuring all providers engage and work with people impacted by addiction using an approach that incorporates an understanding of the stages of change and the importance of person-centered, trauma-informed care.

This work will help reduce stigma in the community and across helping professions, increase education and offer a more inclusive approach to service delivery.

Updated Action Status: in process

Recommended and Updated Actions

Improving Treatment and Recovery

- ⇒ Establish a Crisis Stabilization Center and/or Mental Health Urgent Care Center to provide immediate, and temporary, mental health and substance use services to individuals and families, pending transition to appropriate intermediate and long-term care

Updated Action

Status: *under review*

Summary of Awarded and Pending Grant Funding

Awarded

NYSDOH Opioid Data to Action Grant – a 3-year, **\$216K** grant (\$72K, per year) grant designed to reduce opioid overdoses and fatalities by supporting communities in building capacity for immediate harm reduction services

Status: *awarded. Began 09.01.19*

Healing Communities (CHASE) Grant – a **\$2.5 million** grant awarded through Columbia University designed to assist counties in NYS, that have high opioid fatality rates, reduce those rates by 40%, by creating and delivering a comprehensive and integrated intervention package that will prevent the use of opioids, treat addiction and promote recovery

Status: *awarded. Start date pending*

Summary of Awarded and Pending Grant Funding

Awarded

Ellenville Regional Hospital/Project Rescue – a \$350K, OASAS grant designed to provide a facilitated pathway to treatment and recovery, from the hospital Emergency Department through the use of Medication Assisted Treatment, to peer recover guided transition to care

Status: *awarded and in progress through September 2020*

Summary of Awarded and Pending Grant Funding

Awarded

Ellenville Regional Opioid Implementation Grant – a 36-month, **\$1 million** dollar Health Resources and Services Administration (HRSA) grant to implement coordinated opioid response initiatives and projects to reduce opioid use, overdose and fatalities. Partners include the Institute for Family Health, Step One, Catholic Charities, UCDOH-MH, Ellenville First Aid and Rescue Squad, and Greene and Columbia County partners

Status: *awarded and in progress*

TOTAL TO DATE AWARDED IN ULSTER COUNTY = \$4,066,000.

Summary of Awarded and Pending Grant Funding

Pending

Ulster County Sheriff's Office – Comprehensive Opioid Plan – a \$900K US Department of Justice grant focused on crisis response, opioid prevention education and awareness, supporting the needs of victims, family supports, diversion and alternatives to incarceration, employment assistance and coordination of services to include mental health rehabilitation, to reduce fatal overdoses and recidivism. Partners include UCDOH, the UCOPTE, SUNY New Paltz Benjamin Center, US DEA, US HIDTA, Catholic Charities, UC Restorative Justice Center, Institute for Family Health, and others

Status: *applied for and pending*

Summary of Awarded and Pending Grant Funding

Pending

Ellenville Regional Health Network/Rural Responses to the Opioid Epidemic Grant – a 24 month, up to **\$750K** Bureau of Justice Assistance grant designed to help rural communities prevent and reduce opioid related fatalities, including illicit fentanyl, and advancing a shared understanding of the patterns and characteristics of problem drug use in local communities.

Status: *applied for and pending*

TOTAL TO DATE PENDING IN ULSTER COUNTY = \$1,650,000.

TOTAL AWARDED AND PENDING = \$5,716,000.

Next Steps

An Opioid Prevention /Strategic Action Coordination Team has been assembled to facilitate the coordination and integration of the various interventions and grant initiatives outlined in this plan

The Team will identify and work to remove barriers, continue to research best and promising practices, measure progress, recommend the allocation and reallocation of resources, and recommend needed adjustments to improve outcomes

The Team will report directly to the County Executive and the Commissioner of Health and Mental Health