



# Governor Raimondo's Task Force on Overdose Prevention and Intervention

June 13, 2018

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**SENIOR ADVISOR TOM CODERRE,** OFFICE OF GOVERNOR GINA M. RAIMONDO

# **Community Overdose Engagement (CODE): Review and Response**

**Tuesday, June 19 | 1 p.m. - 4 p.m.**

**Crowne Plaza Hotel**

**Grand Ballroom**

**801 Greenwich Ave., Warwick**

**Register online: [bit.ly/CODE-RR](https://bit.ly/CODE-RR)**

# Statewide Public Transportation Campaign

## Hope & Recovery Hotline | 401-942-STOP

### June 1 - August 31, 2018



The opposite of addiction  
is *connection*. Call 24/7.  
401.942.STOP (7867)

Treatment & Recovery Support Services  
Hablamos Español





The opposite of addiction  
is connection. Call 24/7.  
401.942.STOP (7867)

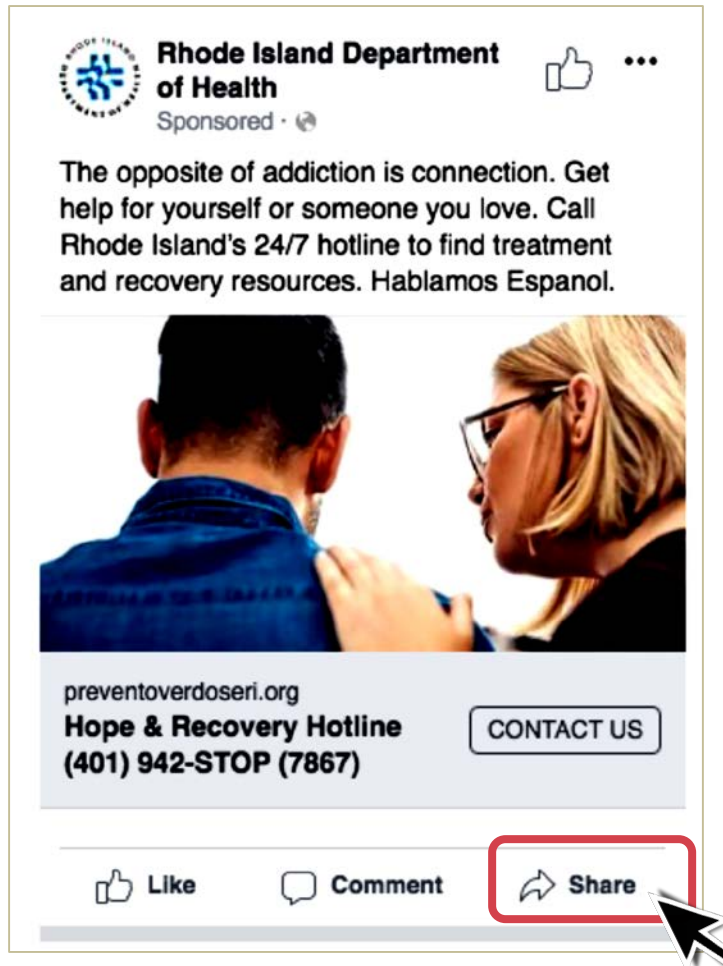
Treatment & Recovery Support Services  
Hablamos Español



# Social Media Campaign

## Hope & Recovery Hotline | 401-942-STOP


### May 25 - August 31, 2018



A screenshot of a Facebook post from the Rhode Island Department of Health. The post features a blue header with the department's logo and name. Below the header is a text message about addiction and recovery, followed by a photograph of a man and a woman in a supportive embrace. At the bottom, there is a link to preventoverdoseri.org, the hotline name and number, a 'CONTACT US' button, and a red-outlined 'Share' button with a mouse cursor pointing at it.




**Rhode Island Department of Health**  
Sponsored · 🌐

The opposite of addiction is connection. Get help for yourself or someone you love. Call Rhode Island's 24/7 hotline to find treatment and recovery resources. Hablamos Espanol.



[preventoverdoseri.org](http://preventoverdoseri.org)  
**Hope & Recovery Hotline**  
**(401) 942-STOP (7867)**



[CONTACT US](#)



 Like  Comment  **Share**

# Social Media Campaign


## PreventOverdoseRI.org

### May 25 - August 31, 2018

**Rhode Island Department of Health**  
Sponsored · 




 

In the last five years, we have lost more than 1,400 Rhode Islanders to opioid overdose. Visit [PreventOverdoseRI.org](https://PreventOverdoseRI.org) to learn how you can be a part of the solution to ending Rhode Island's overdose crisis.



[preventoverdoseri.org](https://preventoverdoseri.org)  
**PreventOverdoseRI.org**  
Addiction is a disease. Recovery...

[LEARN MORE](#)

 Like  Comment  Share



# INCREASES IN RHODE ISLAND OPIOID-RELATED OVERDOSE DEATHS Fentanyl and Cocaine-related Deaths

# Increases in Opioid-related Overdose Deaths Rhode Island, 2014 - 2017



## Number of Fentanyl and Cocaine-related Deaths



### 2014

Fentanyl-related deaths: 62  
Cocaine-related deaths: 51  
Fentanyl & Cocaine deaths: 22  
Other deaths: 105

22 in 2014



### 2015

Fentanyl-related deaths: 91  
Cocaine-related deaths: 46  
Fentanyl & Cocaine deaths: 45  
Other deaths: 108

45 in 2015



### 2016

Fentanyl-related deaths: 126  
Cocaine-related deaths: 56  
Fentanyl & Cocaine deaths: 69  
Other deaths: 85

69 in 2016



### 2017

Fentanyl-related deaths: 127  
Cocaine-related deaths: 33  
Fentanyl & Cocaine deaths: 79  
Other deaths: 84

79 in 2017



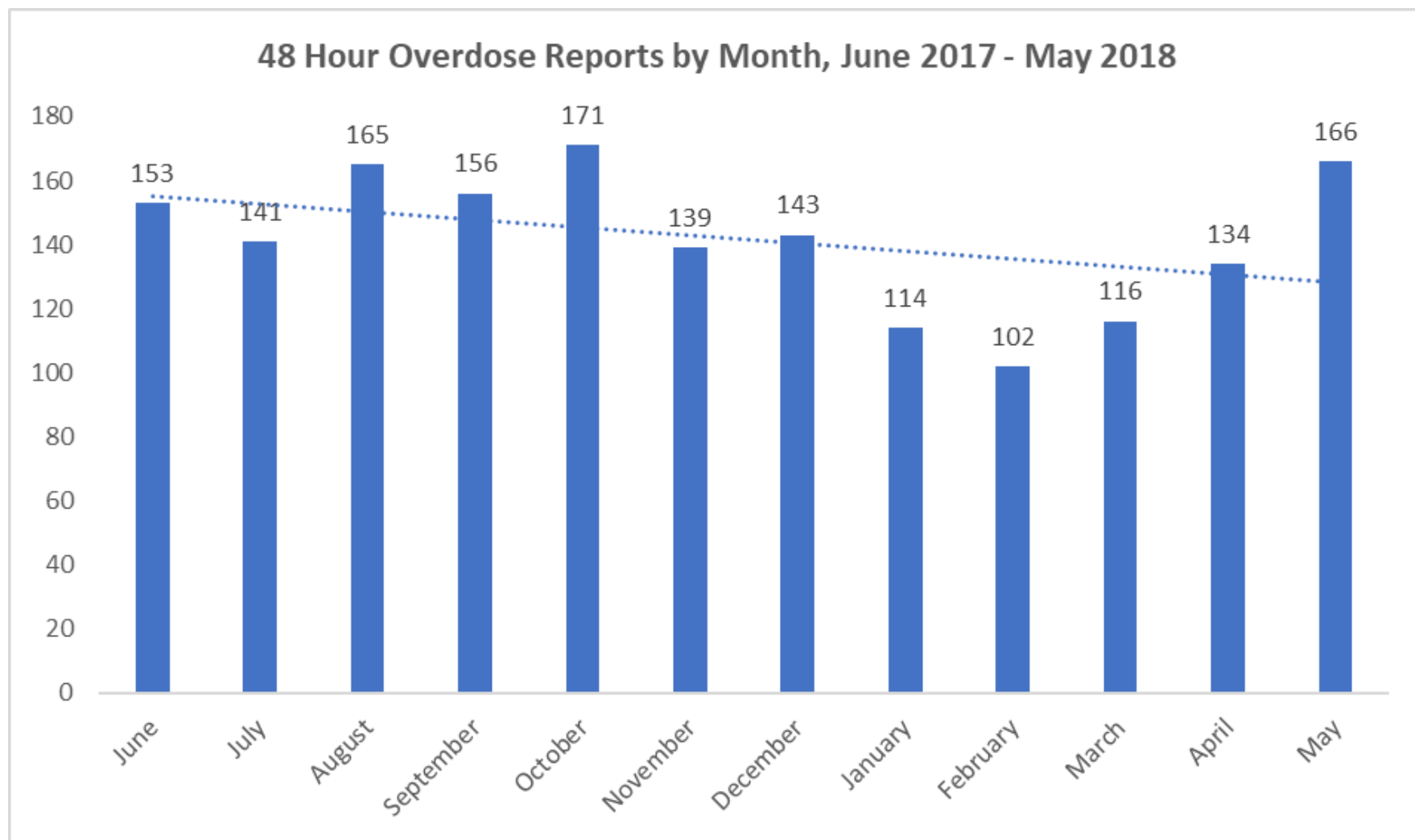
# 2018 Data Overview: Rhode Island Department of Health 48-hour Overdose Reporting System

**Jennifer Farfalla, MPH**

**Drug Overdose Prevention Epidemiologist**

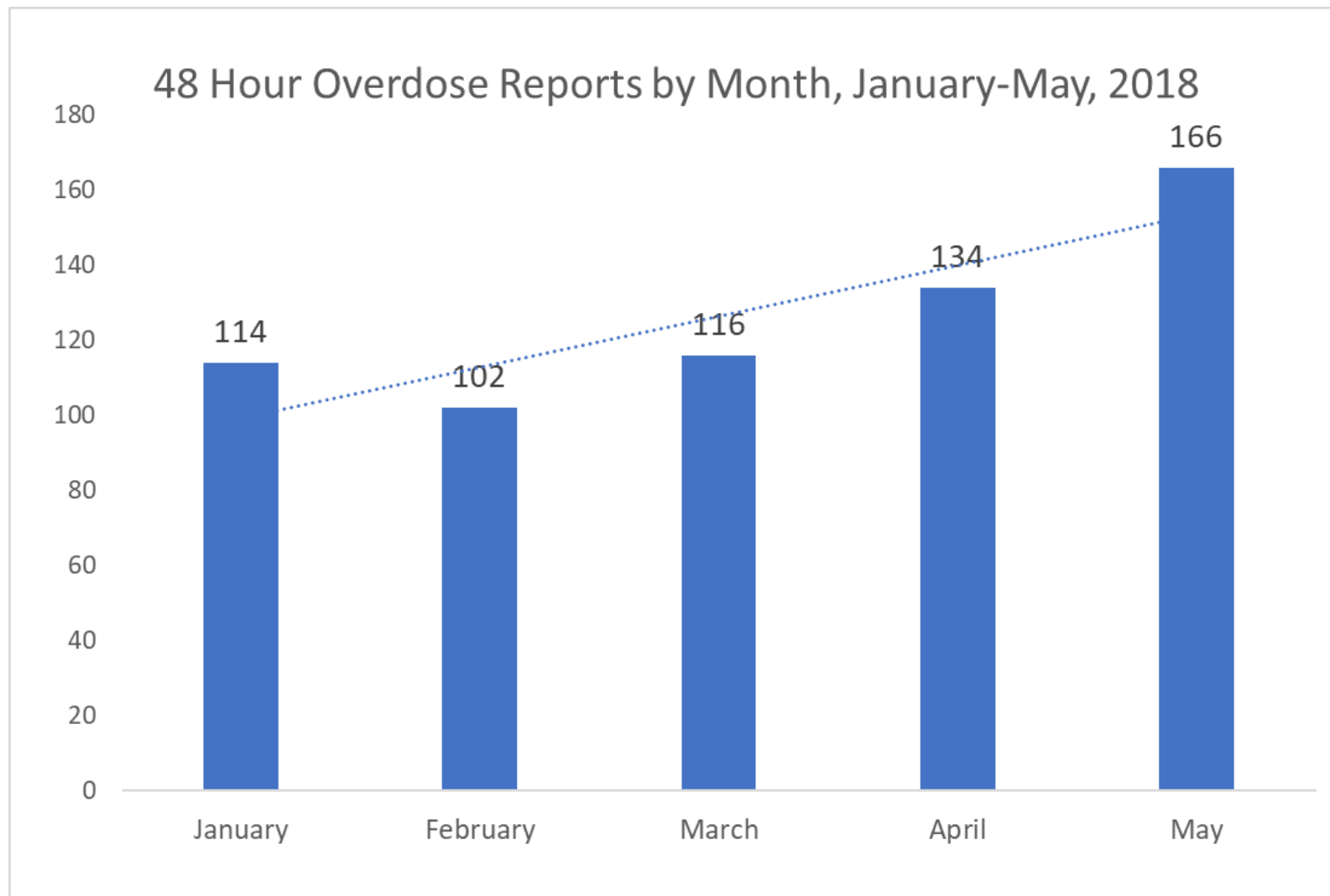
**Rhode Island Department of Health**

# Data Overview



Source: 48-hour Overdose Reporting System, Rhode Island Department of Health

# Data Overview

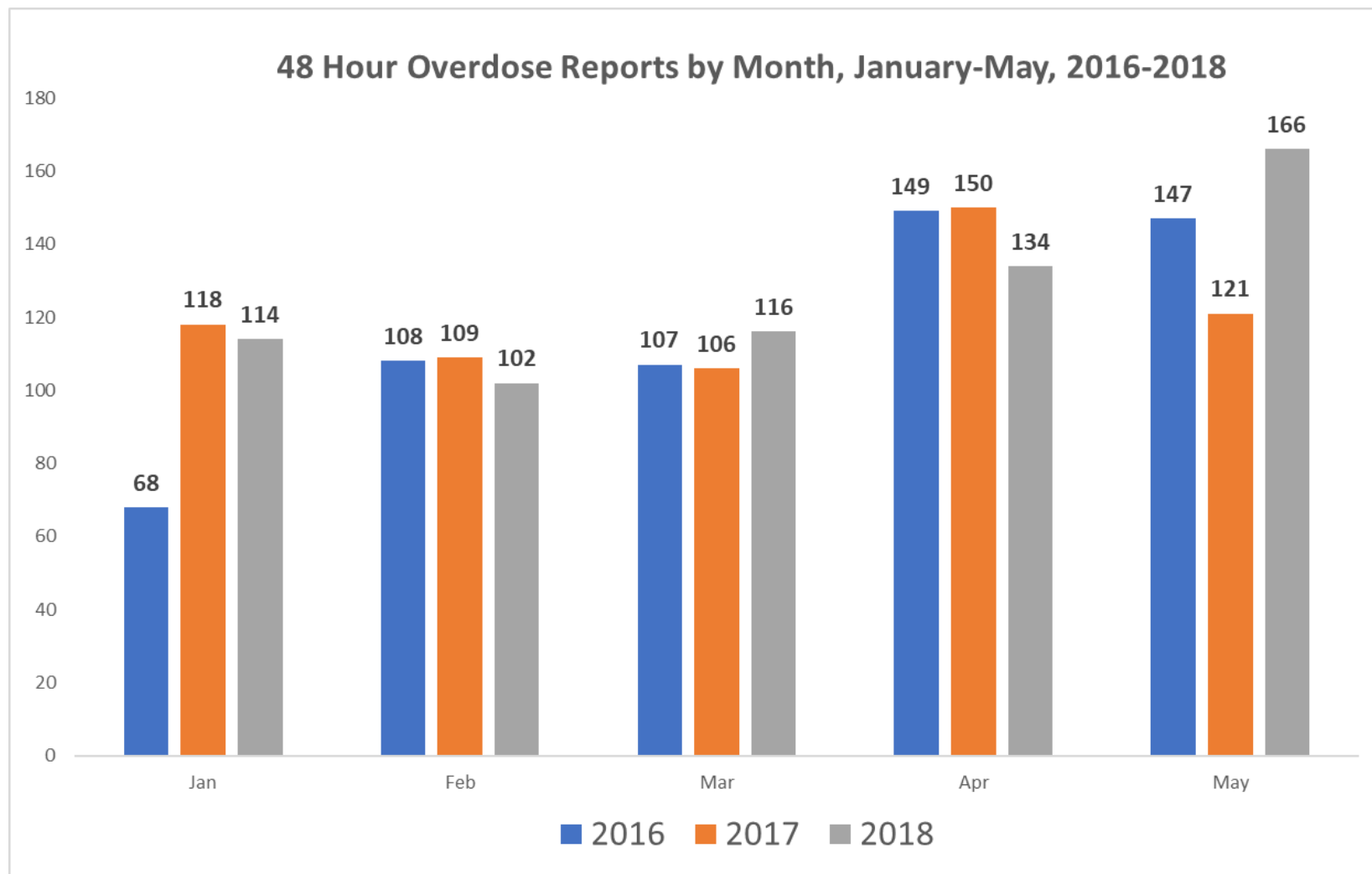


Source: 48-hour Overdose Reporting System, Rhode Island Department of Health

# Data Overview

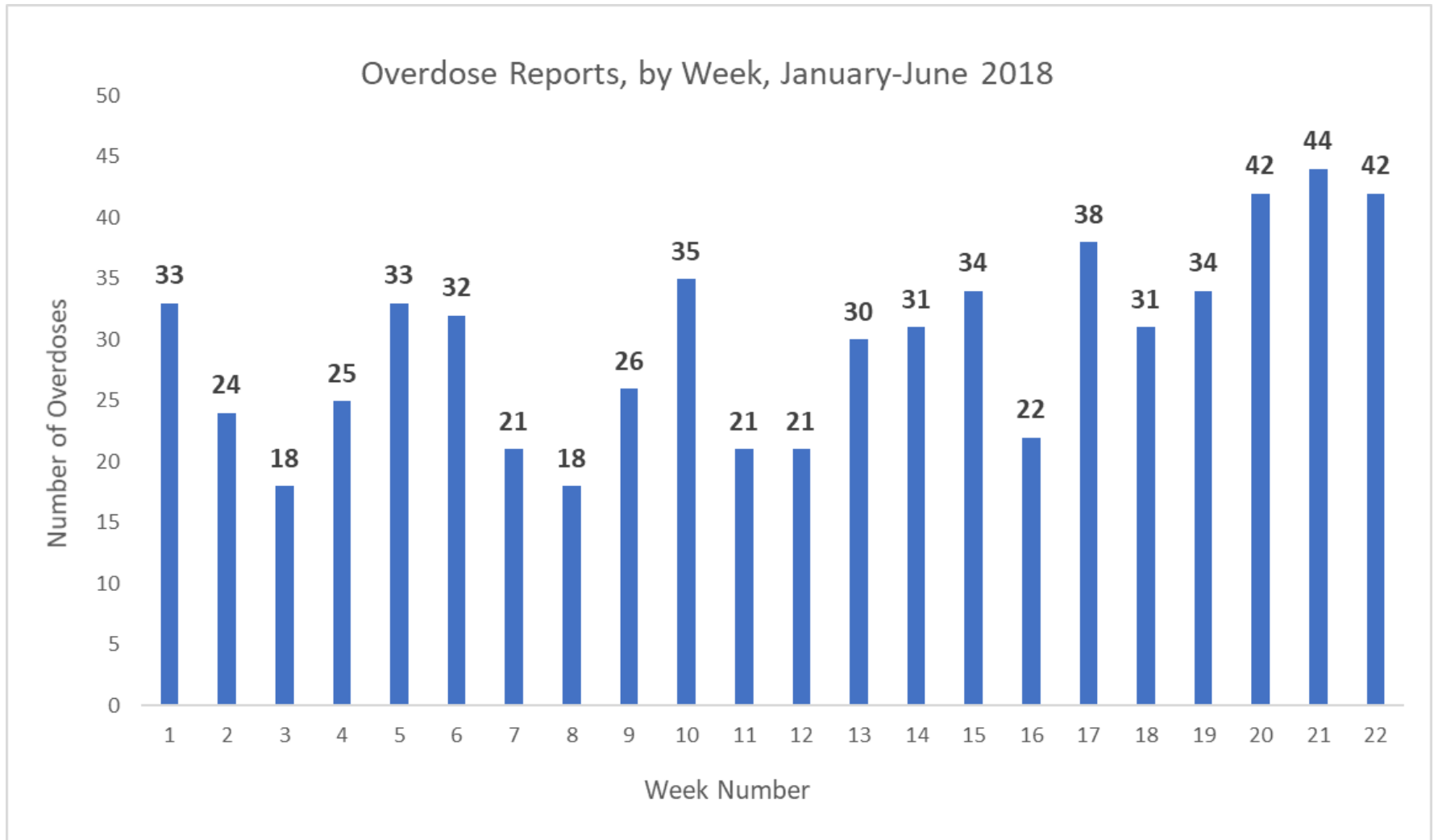


**Reports between January-May: 579 in 2016; 604 in 2017; 632 in 2018**



*Source: 48-hour Overdose Reporting System, Rhode Island Department of Health*

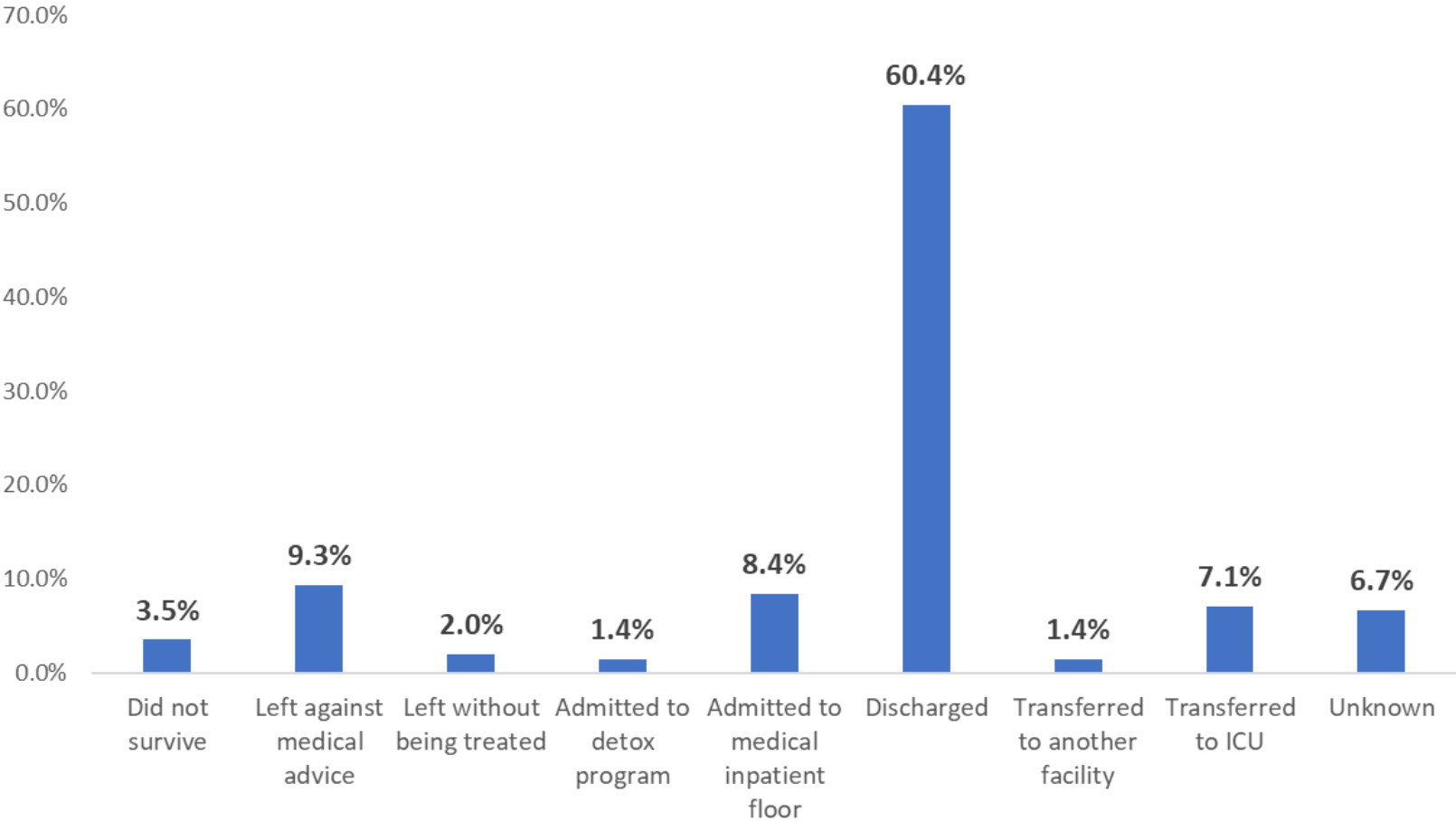
# Weekly Overdose Reporting Data



Source: 48-hour Overdose Reporting System, Rhode Island Department of Health

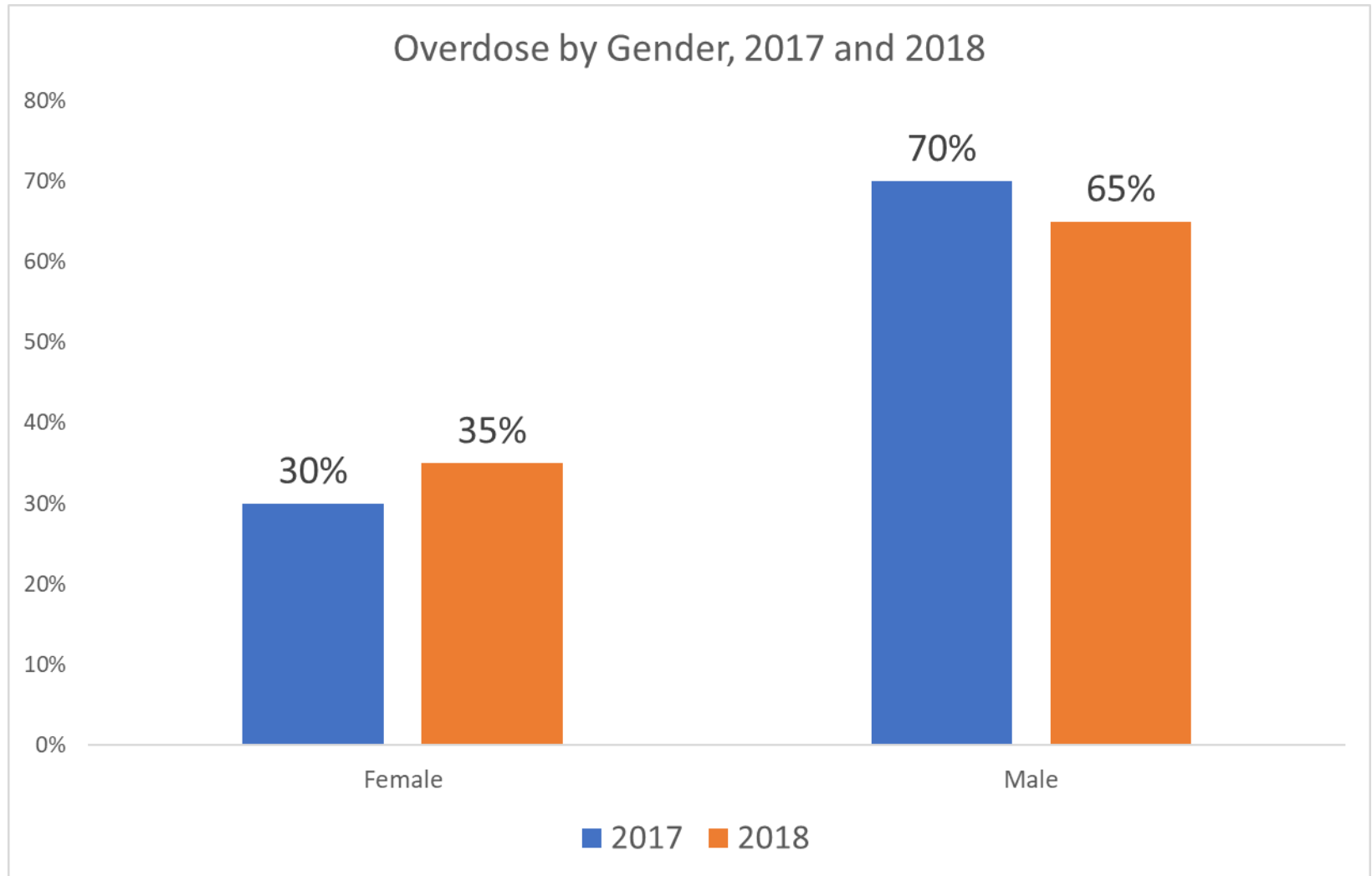
# Patient Outcome

Patient Outcome, January-May, 2018



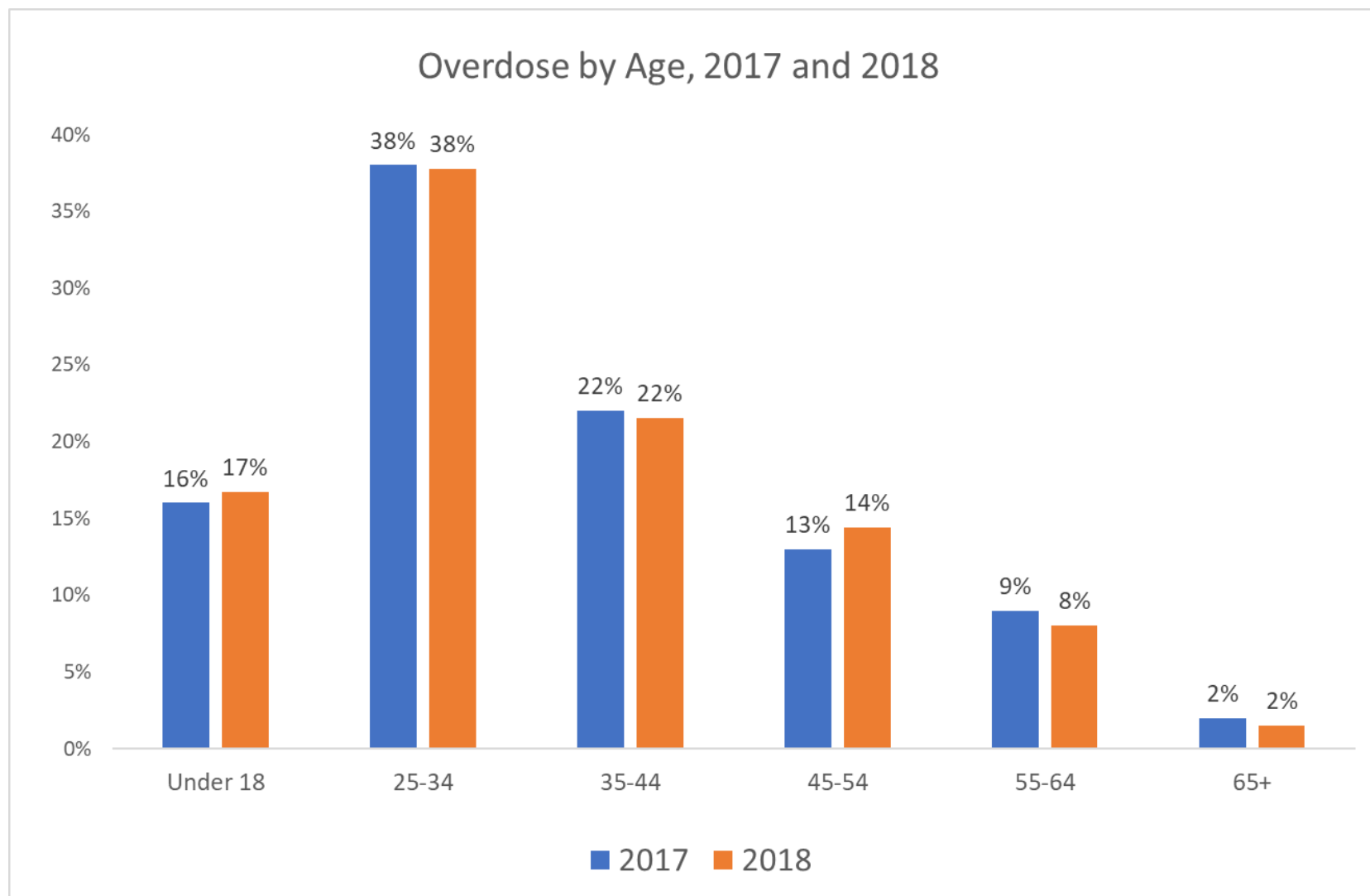
Data Source: 48-hour Overdose Reporting System, Rhode Island Department of Health

# Demographics: Gender



Source: 48-hour Overdose Reporting System, Rhode Island Department of Health

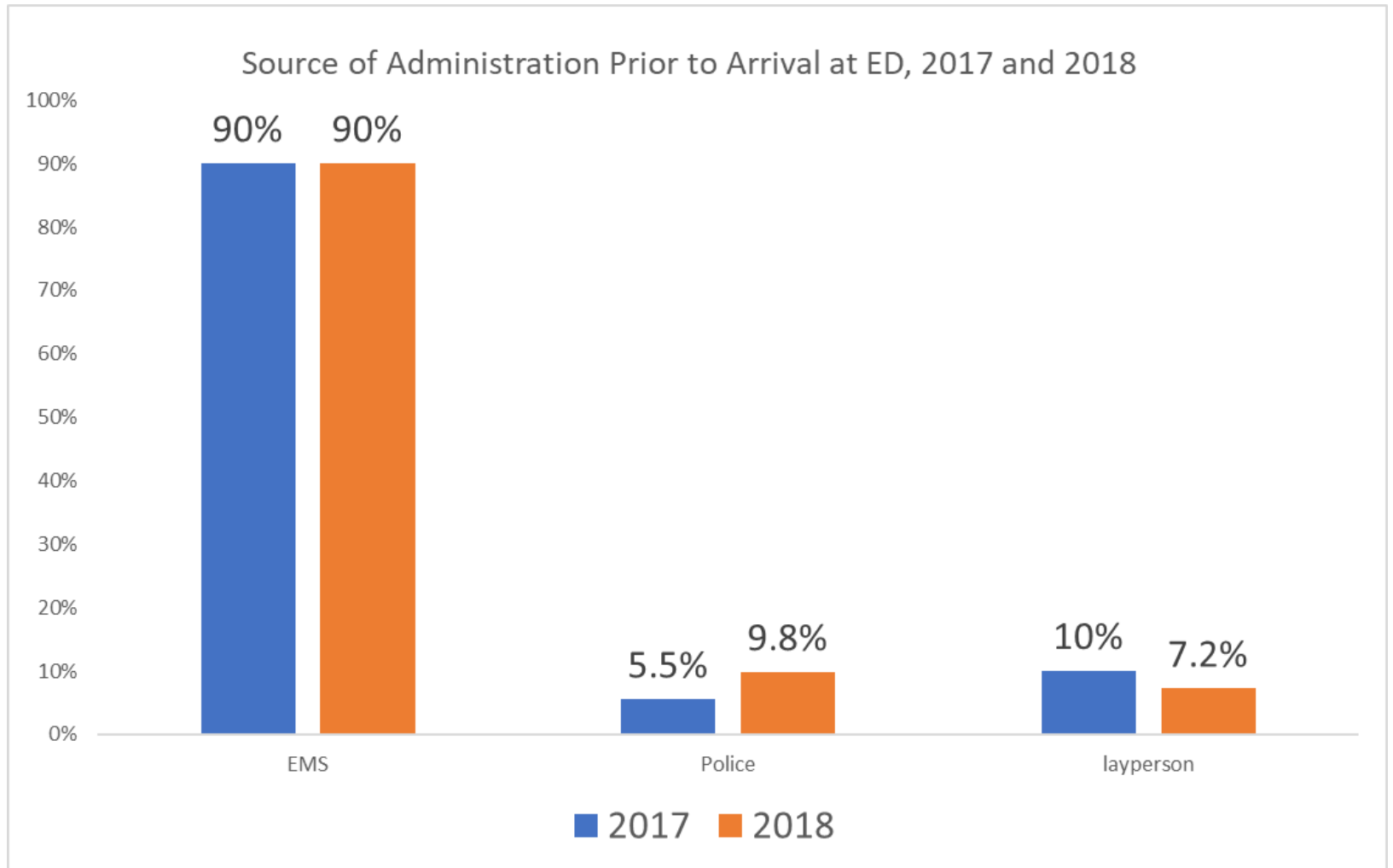
# Demographics: Age



Source: 48-hour Overdose Reporting System, Rhode Island Department of Health

# Naloxone Distribution

**75% of reported overdoses received naloxone prior to arrival at ED, 2017 and 2018**

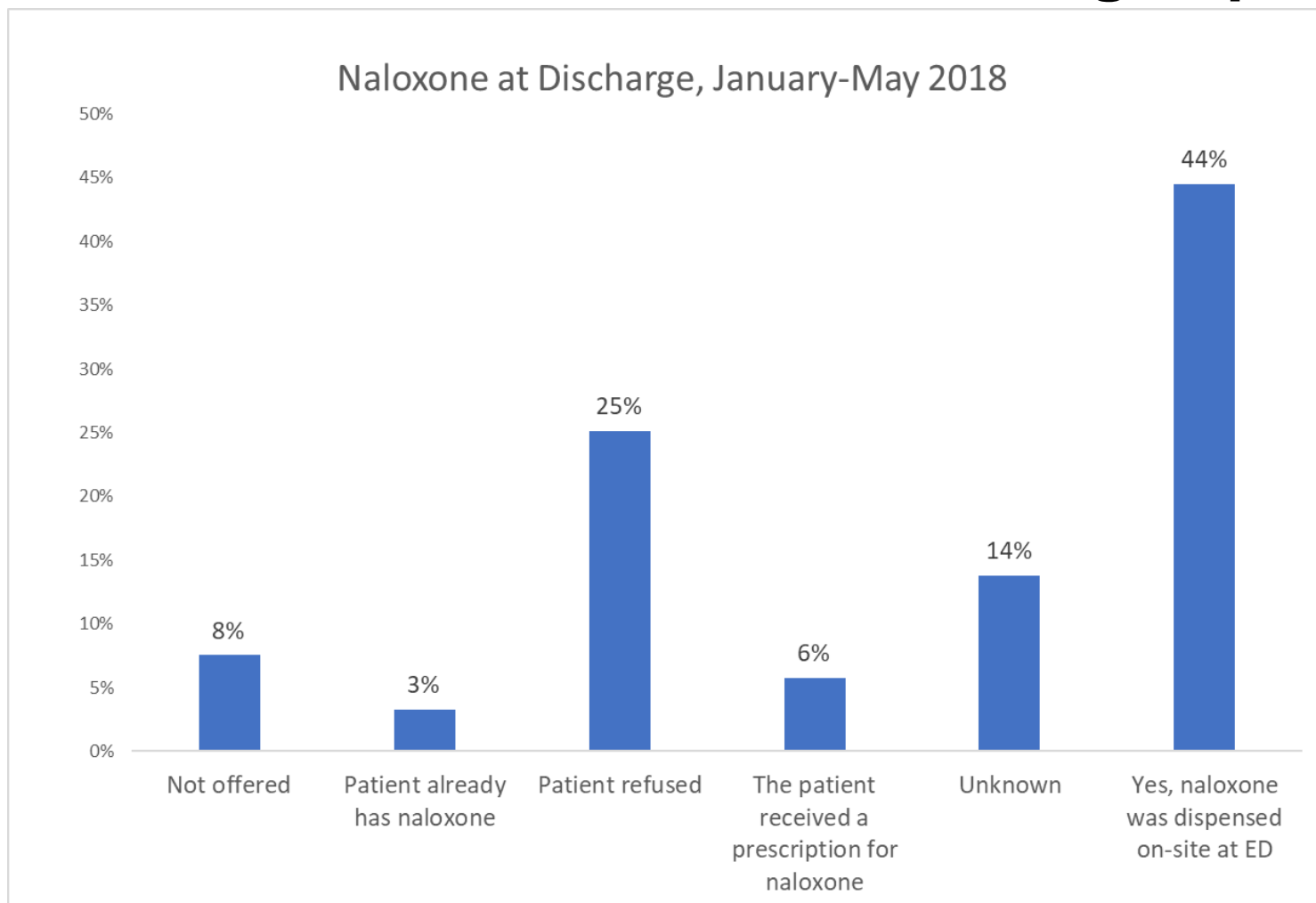


Data Source: 48-hour Overdose Reporting System, Rhode Island Department of Health

# Naloxone Distribution



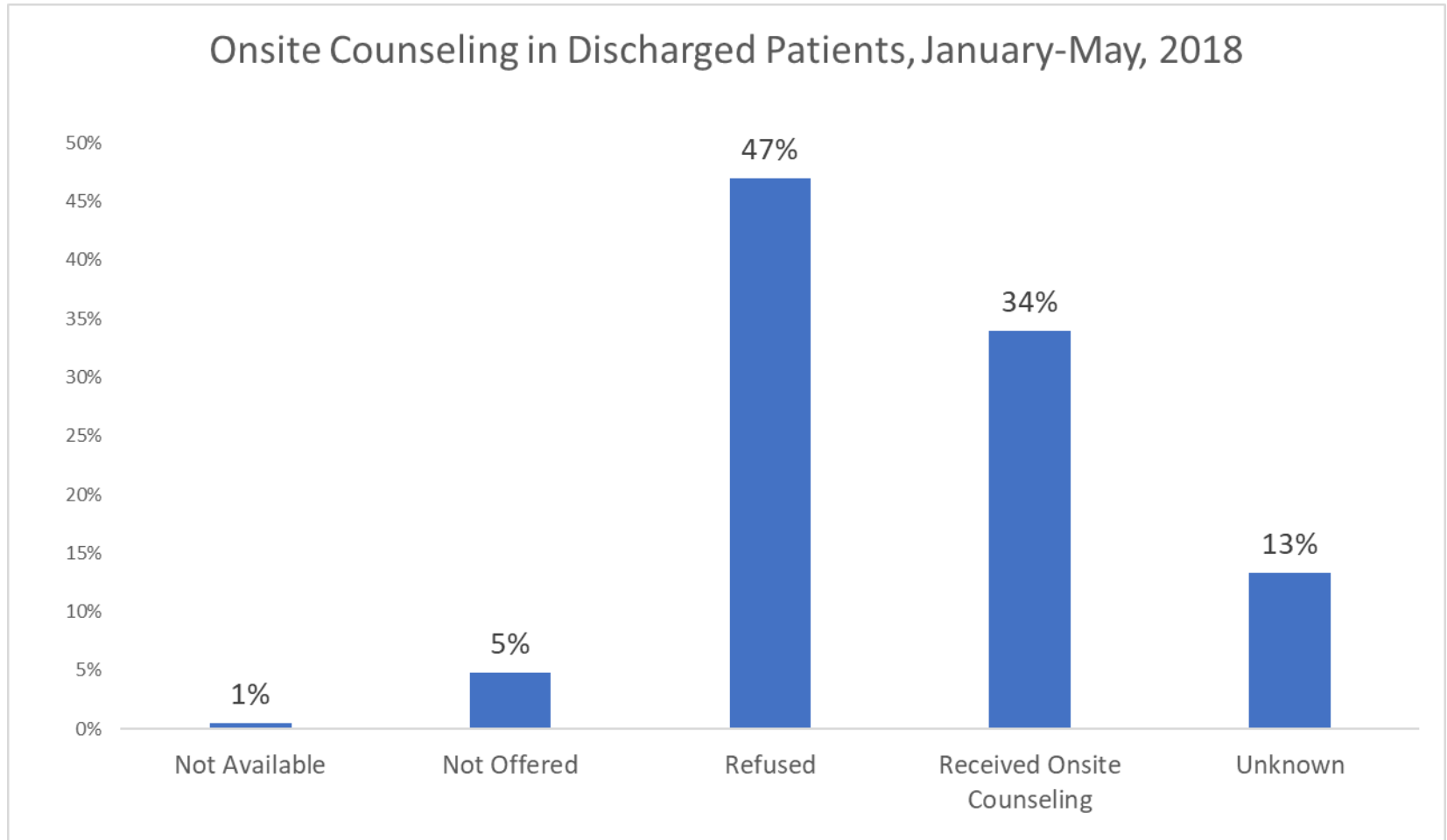
## Naloxone distribution for 398 discharged patients



Source: 48-hour Overdose Reporting System, Rhode Island Department of Health

# On-Site Counseling

## Onsite Counseling Outcomes: 398 discharged patients



Source: 48-hour Overdose Reporting System, Rhode Island Department of Health

# Reporting, by Hospital

Hospital	Total Number of Reports	Percent of Reports within Two Days of Overdose	Maximum Reporting Time (days)	Average Reporting Time (Days)
Butler	<5	100%	1	1
Hasbro	<5	0%	10	10
Kent	139	83%	20	2
Landmark	79	100%	1	1
Newport	14	100%	2	1
Our Lady of Fatima	23	100%	1	1
RIH	229	81%	136	3
Roger Williams	48	98%	30	1
South County	<5	50%	8	3
Miriam	98	94%	32	1
Westerly	22	68%	3	2

Source: 48-hour Overdose Reporting System, Rhode Island Department of Health



# Rhode Island Multidisciplinary Review of Overdose Death Evaluation (MODE) Team

May 2018 Report

# MODE Emergent Themes



- The number and overall proportion of unintentional drug overdose deaths among non-white Rhode Islanders appears to be increasing.
- Among the deaths in this population during the 3<sup>rd</sup> and 4<sup>th</sup> quarters of 2017, 71% involved fentanyl and 57% involved cocaine.

# MODE Structural Recommendations



- **Develop State harm-reduction communications plan**
  - Educate active drug users on the emergence of new drugs, or combinations of drugs, that may be harmful, including counterfeit and contaminated drugs
  - Discuss methods that can be used to reduce overdose risk
- **Develop a health advisory for healthcare and treatment providers on cocaine, including:**
  - Risk of overdose
  - Concerns about what the drug contains
  - Effective treatment
  - Need to co-prescribe naloxone
  - Importance of counseling cocaine-exposed patients about fentanyl, overdose risk, and safety planning

# MODE Structural Recommendations



- **Reinforce school nurse services and the provision of more comprehensive healthcare in schools** to reduce barriers to access of medical and behavioral healthcare services during adolescence.
- **Explore the development of State regulations on prescribing benzodiazepines** to reduce benzodiazepine dependence and overdose risk.

# MODE Community Recommendations



- **Develop/implement culturally appropriate overdose prevention interventions** in communities of color.
- **Develop and disseminate overdose prevention messages**, specific to cocaine-users, for distribution via social media or other sources.
- **Promote naloxone distribution/awareness among persons who use cocaine at known sites of drug use**, at substance use treatment facilities, and at community outreach organizations.
- **Provide overdose prevention education, training, and information about treatment resources at work sites**, to organizations supporting workers, especially at high-risk worksites.

# MODE Community Recommendations



- **Provide education to families to improve awareness of the signs of drug use** and how to engage in prevention.
- **Provide community supports, outreach, and risk-reduction materials** to families whose relatives are recently incarcerated.
- **Provide training to recovery specialists and others working in the field of substance use treatment** about resiliency techniques.

# Overdose Prevention Mini-Grant Opportunities



RIDOH offers overdose prevention mini-grants up to \$4,900 to community-based organizations to support projects that address the overdose crisis in Rhode Island.

## Qualifications:

- You are a non-profit organization.
- You have experience offering services and support to people affected by overdose in our state.
- Your project uses data from the *Rhode Island Multidisciplinary Review of Drug Overdose Death Evaluation (MODE) Reports* in your proposal.

**Deadline: 5 p.m., Friday, June 29<sup>th</sup>**

**Visit: [preventoverdoseri.org/mini-grants](http://preventoverdoseri.org/mini-grants)**



Jennifer Farfalla, MPH

Drug Overdose Prevention Epidemiologist

Rhode Island Department of Health

[Jennifer.Farfalla@health.ri.gov](mailto:Jennifer.Farfalla@health.ri.gov)



# COMMUNITIES COMING TOGETHER


## State Agencies and their Response to the Drug Overdose Crisis



# **Recovery Through Opportunity**

**Governor Raimondo's Overdose Prevention and  
Intervention Task Force**

**June 13, 2018**

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On March 20, 2018, the **US Department of Labor** (US DOL) announced the **National Health Emergency (NHE) Dislocated Worker Demonstration Grant Program.**

## NHE's Goals


Test innovative approaches to address the economic and workforce-related impacts of the opioid epidemic.

Offer support and training activities to dislocated workers, new entrants in the workforce, and incumbent workers.

Provide training that builds the skilled workforce in professions that could impact the causes and treatment of the opioid crisis.

On June 4, 2018, the **Rhode Island Department of Labor and Training (RI DLT)** requested **\$3,894,875** under the US DOL National Health Emergency Dislocated Worker Demonstration Grant Program.

Grant funds will support a statewide, collaborative project, **Recovery Through Opportunity (RTO)**, that provides training and support services to workers and individuals impacted by the opioid crisis and builds a skilled workforce, through Registered Apprenticeship, in professions necessary to impact the cause and treatment of the opioid crisis.

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RTO will leverage Rhode Island's existing workforce development programming, public health infrastructure, and substance use treatment resources to create new partnerships and help the State combat the opioid crisis, by:

- Scaling the existing efforts of the **Governor Raimondo's Overdose Prevention and Intervention Task Force**;
- Incorporating the State's workforce development program, **Real Jobs Rhode Island**; and,
- Integrating **Apprenticeship Rhode Island** to leverage and adopt innovative means to ensure Rhode Island has a robust number of health workers trained in various occupations to address the opioid crisis.

## RTO's Goals

Address the need for healthcare professionals to respond to the opioid crisis.

Provide addiction/opioid education and services for workers/workforce.

Provide career and training services for crisis-impacted residents to enter or re-enter the workforce.

## Goal 1:

Address the Need  
for Healthcare  
Professionals to  
Respond to the  
Opioid Crisis

- Provide **Peer Recovery Specialists (PRS)** with a **Medication Assisted Treatment (MAT)** for Peer Recovery Coaching Workshop and Training the Trainers.
- Expand the **Registered Apprenticeship (RA)** model for **Community Health Workers (CHW)**. This model will utilize the occupation more effectively by training CHWs in one of three specialty areas: substance use disorder, chronic pain self-management, and vocational services.

## Goal 2:

Provide  
Addiction/Opioid  
Education and  
Services for  
Workers/Workforce

- Educate the entry-level construction workforce on addiction issues pre-hire.
- In year two, these workshops will be expanded to the incumbent construction workforce, in partnership with the Rhode Island Building and Construction Trades Council.

### Goal 3:

Provide Career  
and Training  
Services for Crisis-  
Impacted  
Residents to Enter  
or Re-enter the  
Workforce

- Develop and deploy an opioid addiction screening training for employees of Community Based Organizations (CBOs) and public housing agencies that serve individuals suffering from opioid addiction.

To learn more about RTO, please contact:

**Matt Weldon**

*Assistant Director*

[Matthew.Weldon@dlt.ri.gov](mailto:Matthew.Weldon@dlt.ri.gov)

401-462-8150

**Angelika Pellegrino**

*Special Assistant to the Director*

[Angelika.Pellegrino@dlt.ri.gov](mailto:Angelika.Pellegrino@dlt.ri.gov)

401-462-8888

# Rhode Island Department of Education Efforts to Address the Opioid Epidemic

**Rosemary Reilly Chammat, EdD**  
**Rhode Island Department of Education**

# Rhode Island Department of Education (RIDE) Strategic Plan

## Six Priorities

1. Teacher and leader support
2. Early childhood education
3. Personalized learning statewide
4. Globally competent graduates
  - a. Social-emotional learning
  - b. Behavioral health
5. Informed instructional decision making
6. Student-centered resource investment

2020 VISION FOR  
EDUCATION:  
RHODE ISLAND'S  
STRATEGIC PLAN FOR  
PK-12 & ADULT EDUCATION,  
2015-2020

RHODE ISLAND COUNCIL ON  
ELEMENTARY & SECONDARY  
EDUCATION  
AUGUST 24, 2015

# Rules and Regulations for School Health Programs

Regulatory and statutory requirements for **all** schools grades K-12:

- Health education
  - Alcohol, tobacco, and other substance use required content
- Health services
- Healthy school environment
- Annual school health report

# Partnerships

- Executive Office of Health and Humans Services (EOHHS)
- Center for School Mental Health, University of Maryland
  - One district and four schools completed quality and sustainability assessment tools
- Participation in the School Health Services National Quality Initiative

# Partnerships

- Rhode Island Department of Children, Youth, and Families (DCYF); Rhode Island Department of Behavioral Healthcare, Developmental Disabilities, and Hospitals (BHDDH), and EOHHS
- Submitted a grant to Substance Abuse Mental Health Services Administration (SAMHSA) to:
  - Promote awareness of mental health
  - Provide professional development to staff
  - Develop partnerships to ensure youth and family access to care

# Framework: Whole School, Whole Community, Whole Child



# Framework: Whole School, Whole Community, Whole Child

- Research-based
- Aligns education and health effort-engaging rigorous curriculum engages youth
- Connects partners and resources to help address concerns
- Links to community to support youth when needs go beyond the school/district



# OFFICE OF THE ATTORNEY GENERAL

## Neil Kelly

### Deputy Chief, Civil Division



# OVERDOSE PREVENTION Truth Initiative Campaign Launch

# Public Awareness Campaign Overview

## *The Truth About Opioids*

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- ✓ Partnered with **Truth Initiative** to create a public awareness campaign to **prevent and reduce misuse of opioids** among **youth and young adults**.
- ✓ Campaign launched nationally last week, in partnership with the **Office of National Drug Control Policy** and the **Ad Council**.
- ✓ The campaign was developed using a **data-driven** approach with extensive **formative research** to inform the message development.

# Rhode Island-based Formative Research and Evaluation

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- ✓ The research included **extensive national surveys** and focus groups among 18 to 34-year-olds, including **four focus groups** in Rhode Island to bring a local perspective to the campaign.
- ✓ Pre-testing was conducted and campaign will be evaluated after it has played in our local media market for about nine months.
- ✓ Extensive state-specific media buy later this month and will continue through the end of February 2019.

# Model for Change



# Message Theme Development

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- ✓ Tested more than 150 ideas that measured attitudes about prescription opioid misuse and dependence.
- ✓ Selected messages that people didn't already all agree with (i.e., had room for the campaign to influence).
  - ✓ Were related to desired campaign outcomes.

# Targeted Outcomes

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Talking about the  
epidemic with  
friends and family

Seeking more  
information about  
prescription opioids  
and the epidemic

Risk-perception for  
misuse

Intention to share or  
misuse

# Targeted Attitudes

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Attitude Theme	Sample Survey Item (Respondents asked how much they agree)
Acceptance of misuse	“It's not a big deal if my friends use prescription painkillers without a doctor telling them to.”
Be part of the solution	“I would be part of the solution to end the opioid epidemic.”
Stigma around dependence	“I would be willing to have someone with prescription opioid dependence as a co-worker.”

A dark, grayscale background image featuring three people. On the left is a woman with dark, curly hair. In the center is a woman with long, straight hair and bangs. On the right is a man with short, dark hair. They are all looking towards the camera.

## Media Overview

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Drive efficiencies through targeted media, capture hand-raisers, and drive engagement.

Digital placement targeted toward 18 to 34-year-old audiences, including:

- YouTube pre-roll, paid search terms, and social media.
- Geo-targeted to only run within Rhode Island.
- Goal is to maximize reach within the targeted demographic.

# Media Overview



## LOCAL TV

- 18 to 34-year-old medical opioid users are heavy TV consumers
- TV ads will run on a variety of channels and shows to reach this audience at 80%
  - Daypart Mix: 66% Cable/17% Late Night/17% Late Fringe
  - Nine-month flight
  - Running within Providence-New Bedford DMA



## Evaluation

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Goal is to determine whether campaign is shifting knowledge and attitudes about prescription opioids.

- Survey Rhode Island 18 to 34-year-olds.
- Measure knowledge and attitudes before campaign launch, then again after campaign has been in the field for an extended time (approximately nine months).



# Videos: *The Truth About Opioids*

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Amy's story [https://www.youtube.com/watch?v=u\\_tXPFJ6WbM](https://www.youtube.com/watch?v=u_tXPFJ6WbM)

Chris's story [https://www.youtube.com/watch?v=XOkuM8\\_SMN8](https://www.youtube.com/watch?v=XOkuM8_SMN8)

Kyle's story [https://www.youtube.com/watch?v=E\\_\\_3hlpVqn0](https://www.youtube.com/watch?v=E__3hlpVqn0)

Joe's story <https://www.youtube.com/watch?v=qMIQn8sFROo>



# PUBLIC COMMENT