



Governor Raimondo's Task Force on Overdose Prevention and Intervention

April 10, 2019

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WELCOME & ANNOUNCEMENTS



GOVERNOR GINA M. RAIMONDO

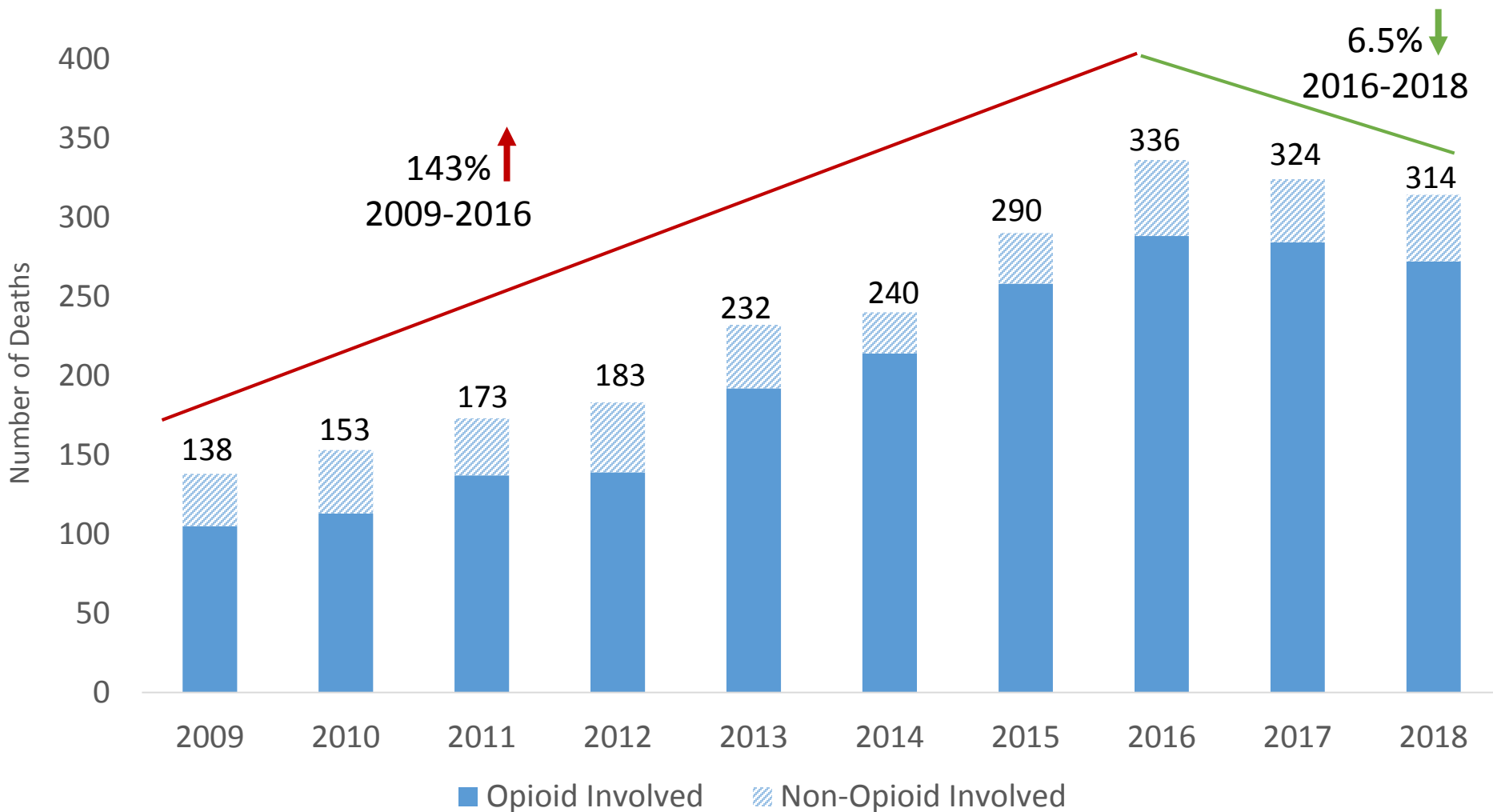


Fatal Overdoses in Rhode Island: Data Highlights

Nicole Alexander-Scott, MD, MPH
Director of Health

April 10, 2019

Fatal Drug Overdose Trends



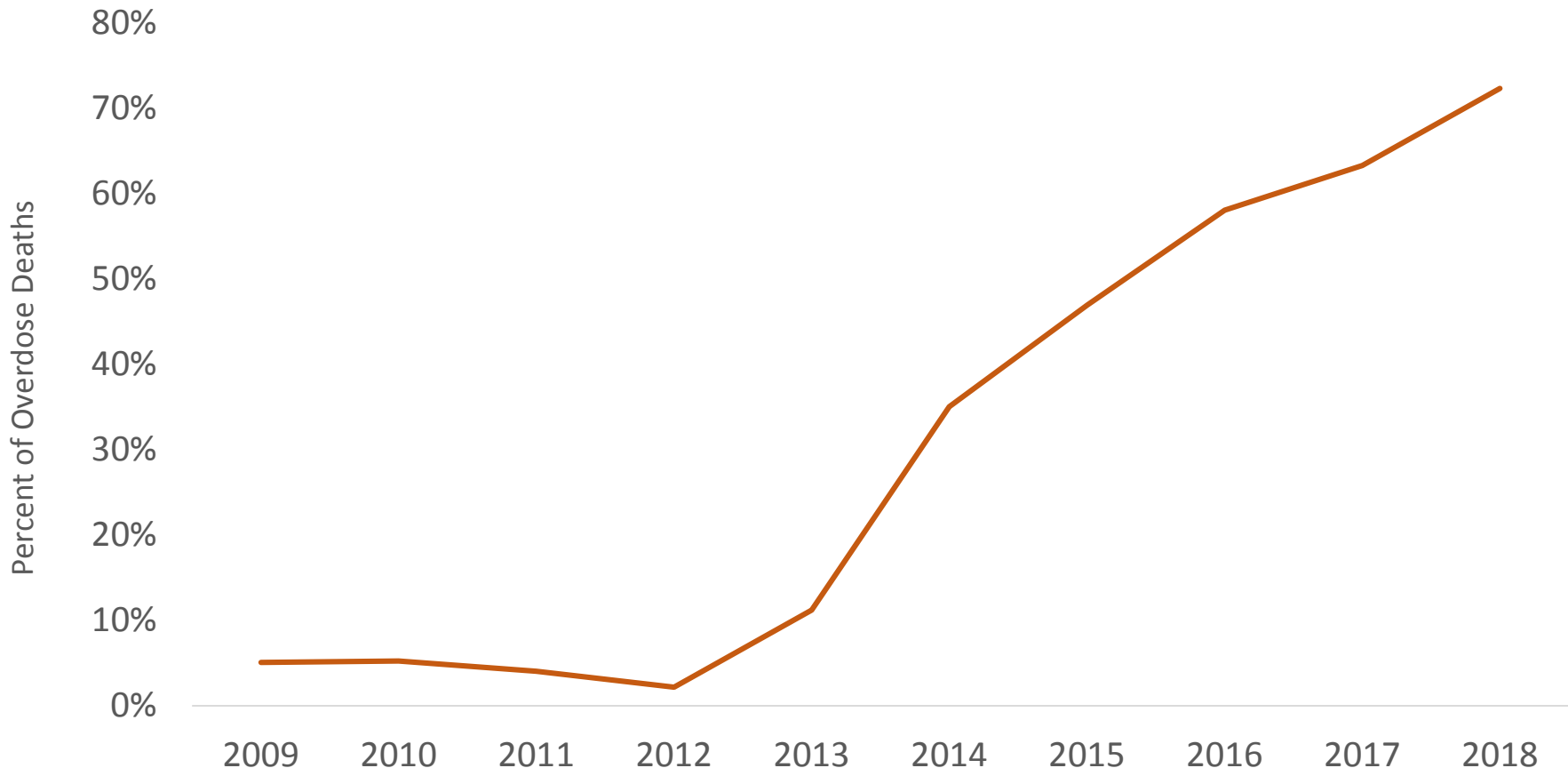
Source: Office of the State Medical Examiners (OSME), Rhode Island Department of Health (RIDOH)

Note: Percent decrease in all drug overdose was 3.6% between 2016 and 2017 and 3.1% between 2017 and 2018. Data reflect accidental drug overdose deaths and do not include suicides, homicides, or undetermined deaths.

Fentanyl Contributing to Cause of Death



The percent of accidental drug overdose deaths where fentanyl contributed to the cause of death increased from 5% in 2009 to 72% in 2018.



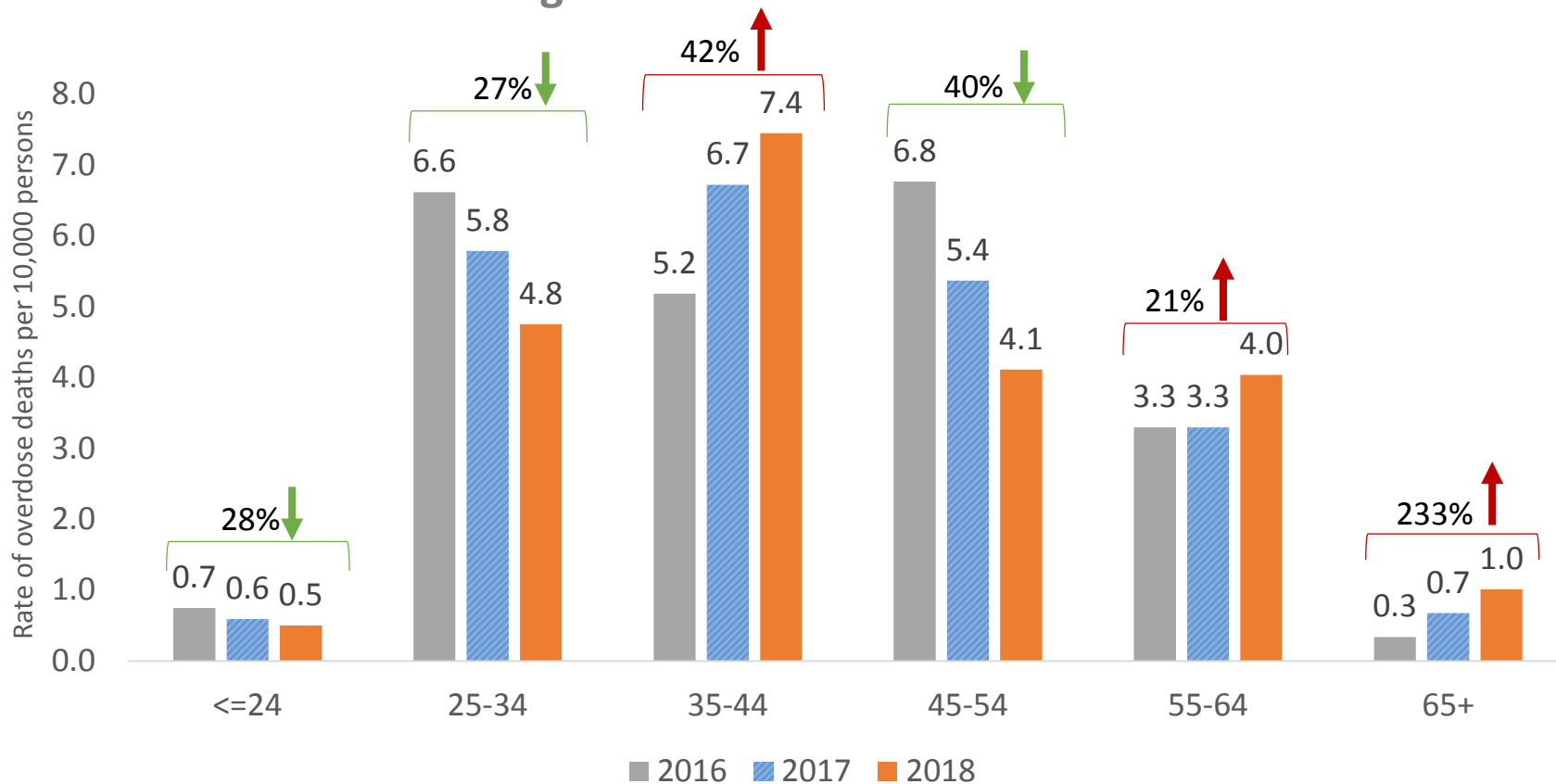
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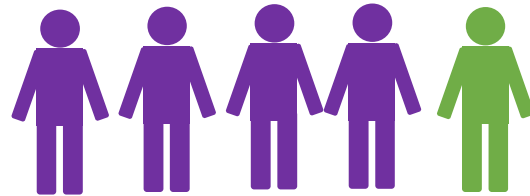
Age Group



Between 2016 and 2018, the decrease in accidental overdose deaths was not consistent across all age groups. The rate of fatal overdoses in persons ages 35-44 and 55+ increased during this time.



Approximately four out of five (79% in 2018)
overdose deaths occurred in males



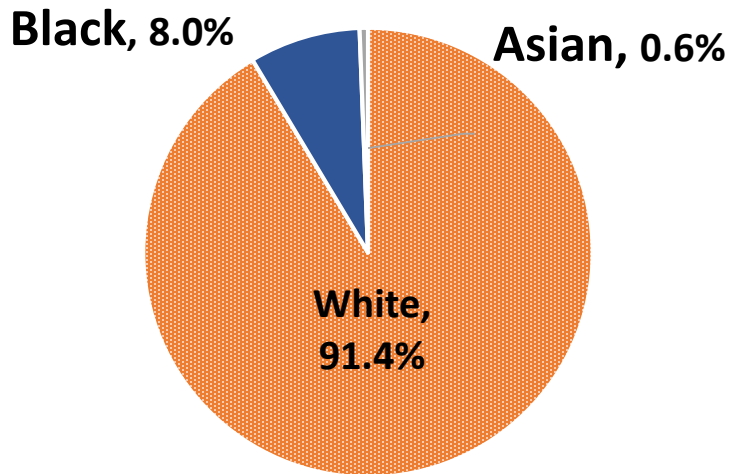
*The rate of overdoses by
gender did not change
substantially between
2016 and 2018*

Race and Ethnicity



RACE

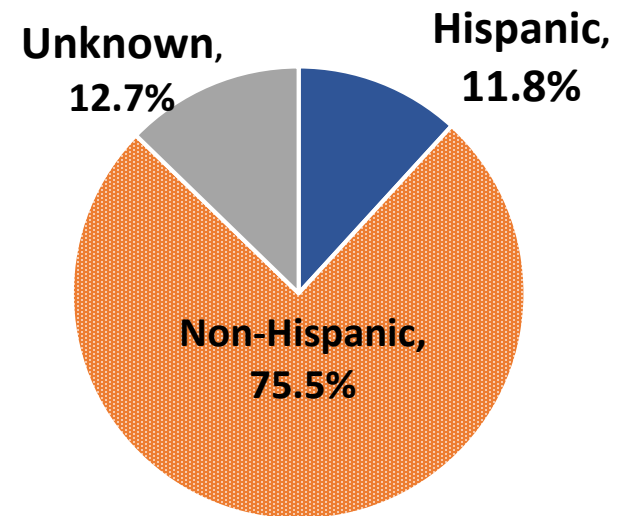
A majority of drug overdose deaths occurred in the white population



The rate of overdose deaths among black persons fluctuated between 2009 and 2018 but, on average, was slightly lower than the rate among whites.

ETHNICITY

A majority of drug overdose deaths occurred among non-Hispanics



Between 2009 and 2018, the rate of overdose deaths, on average, was slightly lower among Hispanics.

Strategic Plan Update: Overview



Keep focus on saving lives *and* go upstream to prevent deaths.

- **Keeps our strategic pillars**--prevention, rescue, treatment, and recovery.
- **Adds new core principles to act as bridges between each of the pillars**—important, cross-cutting workstreams aimed at addressing the problems that caused the overdose crisis.
- **Puts new emphasis on prevention and recovery**—or going upstream and downstream while maintaining our focus on saving lives through robust rescue and treatment resources.
- **Aligns with new funding sources**-- State Opioid Response grant from SAMHSA, the CDC-SURGE grant, the Dislocated Worker Grant from the Department of Labor, and grants from the Department of Justice to support the HOPE Initiative.

Strategic Plan Update: Core Principles



We need to change the social conditions that cause substance use disorder and that keep people with substance use disorder from getting effective support.

- Strategic pillars outline the Task Force's day-to-day actions and goals, but **there are important, cross-cutting principles that inform our work.**
- To keep the bigger picture in mind, this plan created five **core principles** to guide the work of the Task Force:
 - **Integrating Data to Inform Crisis Response**
 - **Meeting, Engaging and Serving Diverse Communities**
 - **Changing Negative Public Attitudes on Addiction and Recovery**
 - **Universal Incorporation of Harm-Reduction**
 - **Confronting the Social Determinants of Health**

What Else?



Based on the 2018 data and our new Strategic Plan, how will we move forward to continue to drive down overdoses and save lives?



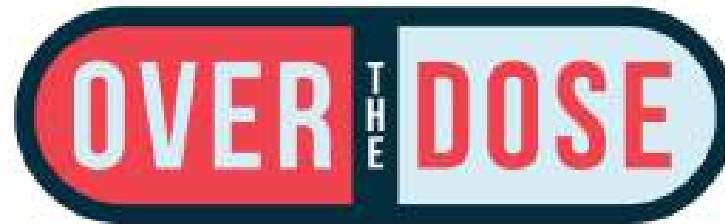
Over the Dose RI: An Evidence-Based Public Awareness Campaign to Reduce the Misuse of Opioid Prescription Pain Medications

**Governor Raimondo's Overdose Prevention
and Intervention Task Force
April 10, 2019**

Over the Dose RI: Partnerships



Over the Dose RI: Messaging Purpose



Reduce prescription opioid misuse among people at a higher risk for opioid use by **communicating the real risks** of using opioids not as prescribed.

Over the Dose RI: Campaign Goal



This campaign aims to **reduce prescription opioid misuse** by **increasing knowledge** of what prescription opioids are, how they affect your body, and how they affect other substances like alcohol.



<https://youtu.be/byvyEOX8nM4>

Over the Dose RI: Campaign Overview



Interactive website will live on PreventOverdoseRI.org and health.ri.gov

Four Facebook Live Events

Paid and organic social media campaign on Facebook and Instagram

Target Audience: Rhode Island adults ages 18–50

Campaign Duration: April 8 to June 17 (10-weeks)


Over the Dose RI: Interactive Website

“Microsite” will live on PreventOverdoseRI.org and health.ri.gov

Fact #5






How Prescription Opioids Can Affect You

Opioids should only ever be used as prescribed.



Drag a Pill to a Person
to see how misusing opioids can affect them.

Which Fact Surprised You The Most?

-  There are so many different prescription drugs that are opioids.
VOTE
-  Your brain reacts to prescription opioids and heroin the same way.
VOTE
-  It is incredibly easy to get addicted to prescription opioids.
VOTE
-  Mixing prescription opioids and alcohol can increase the risk of overdose and death.
VOTE
-  Selling leftover prescription opioids can lead to jail time.
VOTE

Over the Dose RI: Organic Social Media Content



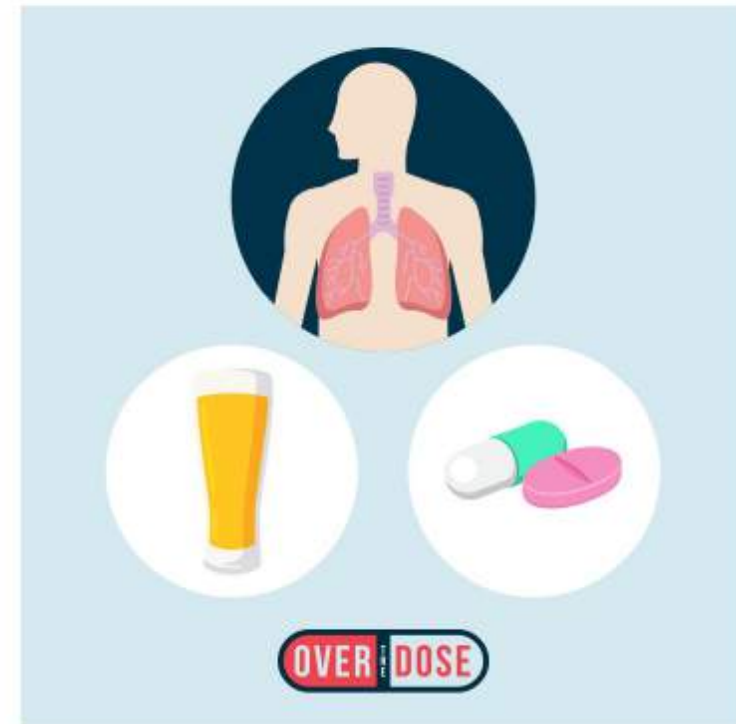
FACEBOOK + INSTAGRAM

MAIN AD COPY: Tap to learn these 5
ESSENTIAL opioid facts.

[FACEBOOK ONLY]

HEADLINE COPY: Opioids Made Easy

DESCRIPTION: Which drugs are opioids? What do they do? Why do doctors prescribe them?
Click here to learn the facts.



Over the Dose RI: Paid Social Media Banner Ads



Poppy Plant

Heroin

Prescription Opioids

Learn More →

OVER THE DOSE

This infographic illustrates the source of opioids. At the top is a red poppy plant with green leaves, labeled "Poppy Plant". A vertical line descends from the plant, which then branches into two horizontal lines. The left branch leads to a syringe with green liquid, labeled "Heroin". The right branch leads to a cluster of three pills (one white, one pink, one green), labeled "Prescription Opioids". At the bottom of the infographic, there is a light blue bar containing a dark blue button with the text "Learn More →" and the "OVER THE DOSE" logo.

EVERYONE should know these 5 opioid facts. Do you?

Find out →

OVER THE DOSE

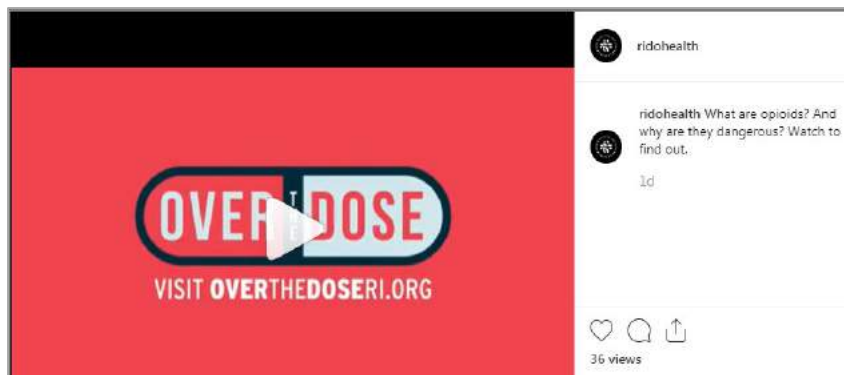
This advertisement features a close-up of a woman's face on the right side, looking slightly to the left with a serious expression. The background is dark blue with faint, light blue pill shapes. On the left side, the text "EVERYONE should know these 5 opioid facts. Do you?" is displayed in white and red. At the bottom, there is a light blue bar with a dark blue button containing the text "Find out →" and the "OVER THE DOSE" logo.

What You Can Do: Share and Spread the Word



Facebook: **Rhode Island Department of Health**

Instagram: **ridohealth**





Rhode Island Department of Behavioral Healthcare, Development Disabilities, and Hospitals

REGIONAL PREVENTION TASK FORCE COALITIONS





Rhode Island Regional Coalitions in Action

Heidi Driscoll



Elizabeth Farrar



Kathy Sullivan



Prevention matters!

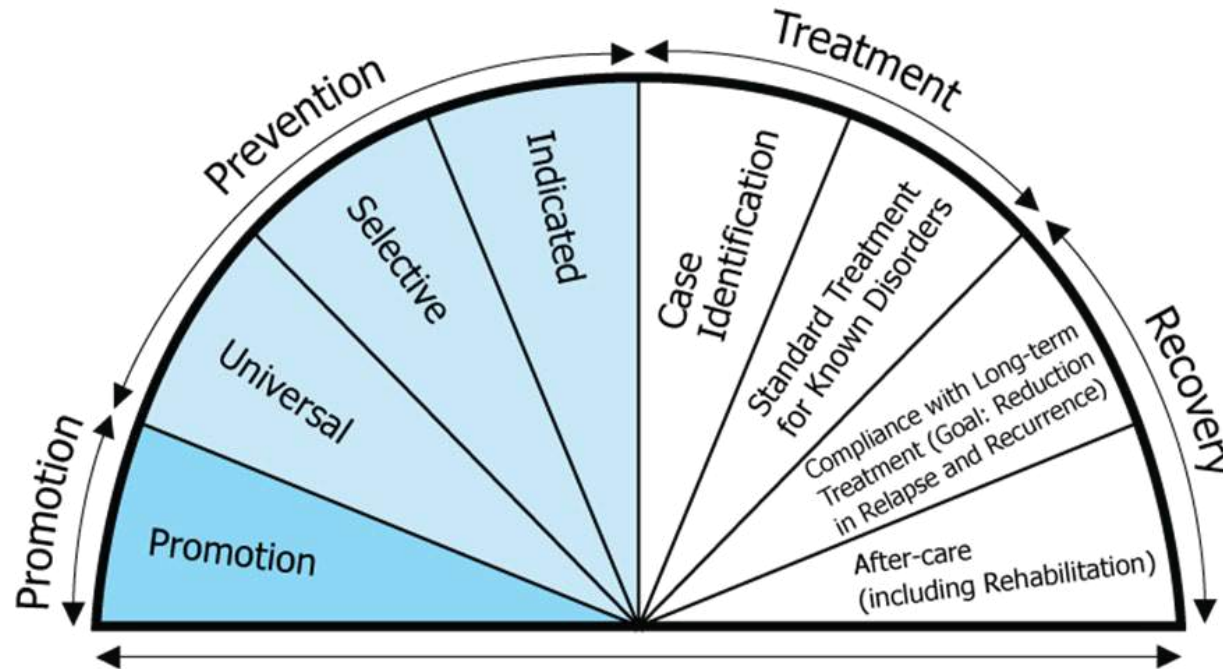


Prevention

- Delivered **prior** to the onset of a diagnosis, interventions intended to **prevent** or reduce the risk of developing a behavioral health problem such as underage alcohol use, prescription drug misuse, and illicit drug use.
- Strategies
 - **Universal** – Reaches entire population without regard to individual risk factors.
 - **Selective** – Target subgroups at risk for substance use.
 - **Indicated** – Identifies individuals who are experiencing early signs of substance abuse and target them with special programs.



Institute of Medicine-Continuum of Care





Why is Prevention Important?



11.9% of high school students have a substance use disorder.



Just a few years of heavy alcohol or marijuana consumption by youth can adversely affect their brain functions.



Tobacco, alcohol, and other drug users tend to have worse grades and poorer school attendance than non-substance users.



Prevention focuses on helping people develop the knowledge, attitudes, and skills they need to make good choices or change harmful behaviors.

If we start early, we can prevent the onset of substance use disorders for the majority of the population!



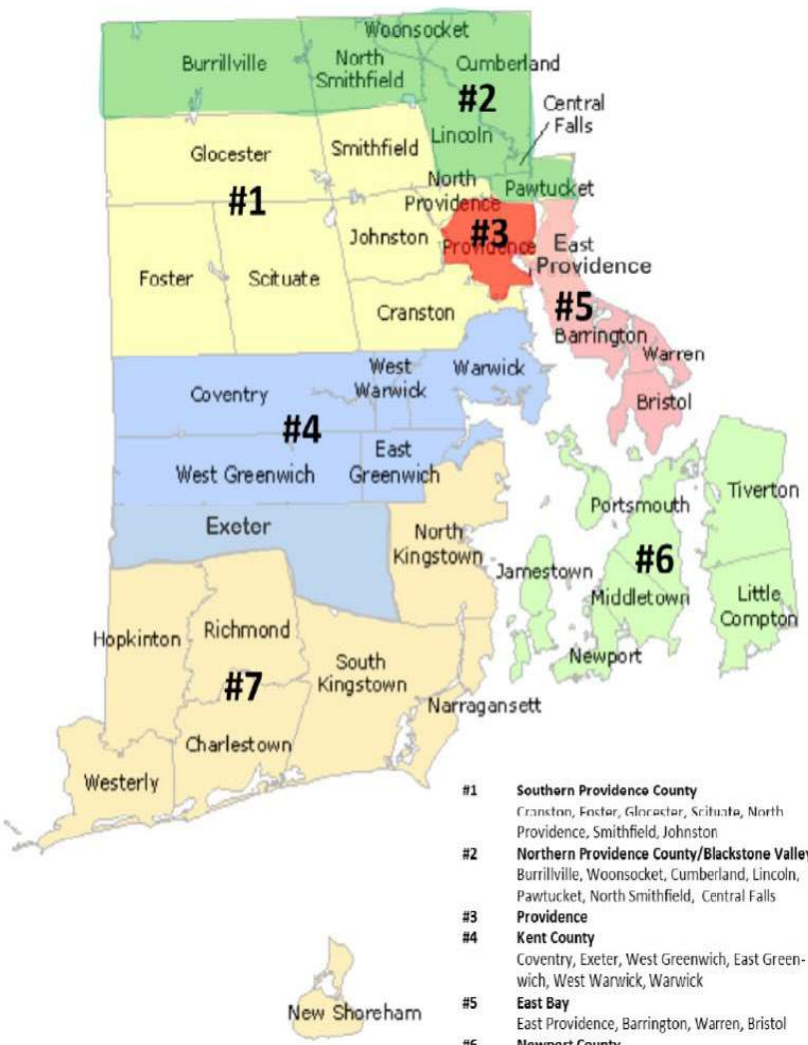
BHDDH Prevention System

- Rhode Island Substance Abuse Prevention Act (RISAPA)
Regional Prevention Task Forces (RPTF)
- Student Assistance Program (SAP) – Project Success
- Partnership for Success 2018 (PFS)
- State Opioid Response Grant (SOR)
- Rhode Island Prevention Resource Center (RIPRC)



Regional Prevention Task Forces (RPTF)

- Funds seven Regions
- Promotes comprehensive community prevention programming
- Local needs assessment
- Planning and implementation of evidence-based programs
- Evaluation of strategies, policies, and programs to produce long-term reduction of substance use and abuse and wellness promotion across the lifespan



#1: Southern Providence County

Cranston, Foster, Gloucester, Scituate, North Providence, Smithfield, and Johnston

#2: Northern Providence County/Blackstone Valley

Burrillville, Woonsocket, Cumberland, Lincoln, Pawtucket, North Smithfield, and Central Falls

#3: Providence

#4: Kent County

Coventry, Exeter, West Greenwich, East Greenwich, West Warwick, and Warwick

#5: East Bay

East Providence, Barrington, Warren, Bristol

#6: Newport County

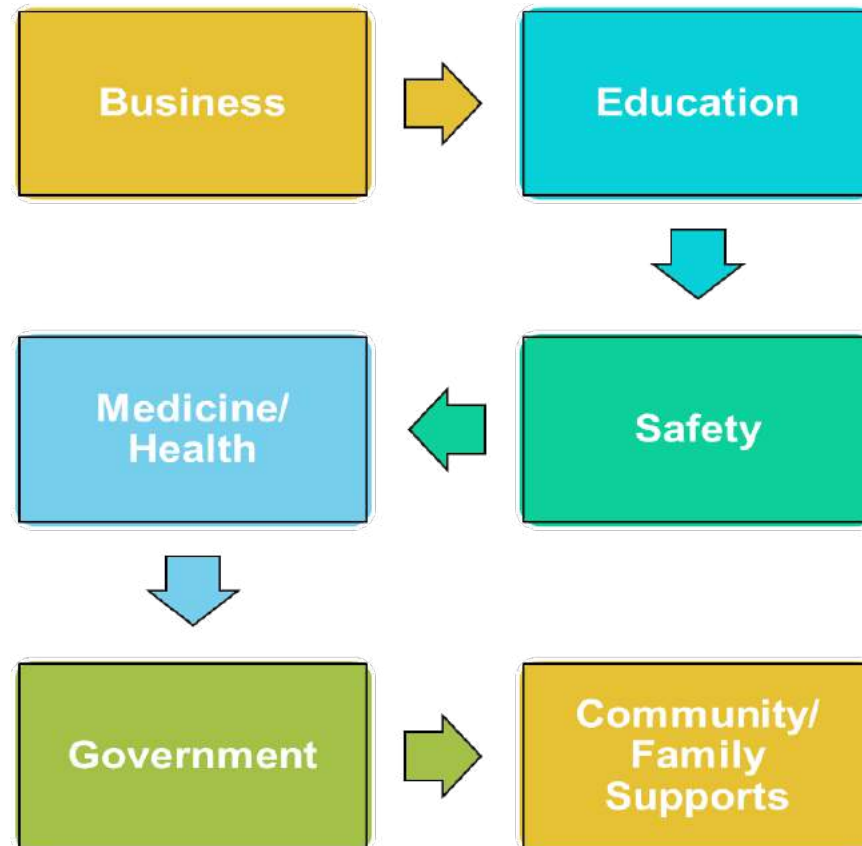
Portsmouth, Tiverton, Little Compton, Jamestown, Middletown, and Newport

#7: South County

North Kingstown, Narragansett, South Kingstown, Hopkinton, Richmond, Charlestown, Westerly, and New Shoreham



Coalition Sector Representation





Strategic Prevention Framework

Assessment of community

Capacity of your agency/coalition

Planning (needs/gaps)

- Risk factors
- Protective factors
- Prioritizing risk and protective factors

Implementation

- Involves the use of a logic model

Evaluation

- Monitor program implementation
- Identify areas that need improvement
- Highlight areas for sustainability





Evidence-Based Prevention Strategies



**Information
Dissemination**
Brochures, Media
Campaigns, PSA



Education
Classroom,
Parenting



Alternatives
Drug-Free Events,
Youth and Adult
Leadership
Opportunities



Environmental
Big P, Little P



Community-Based
Community and
Volunteer Training



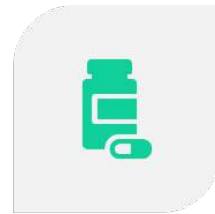
**Problem
Identification**



REDUCE THE USE
OF ALCOHOL BY
YOUTH 12-25



REDUCE THE
PERCENT OF HIGH
SCHOOL AGED
YOUTH REPORTING
30-DAY USE OF
MARIJUANA



REDUCE THE NON-
MEDICAL USE OF
PRESCRIPTION
DRUGS



INCREASE
SUPPORT AND
ADVOCATE FOR
TREATMENT FOR
MENTAL HEALTH



CAPACITY
BUILDING

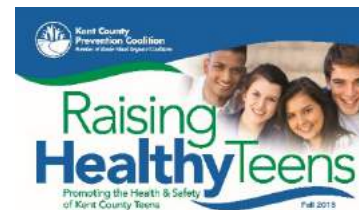


Strategic Plan



Coalition Events and Programs

- ▶ Count It! Lock It! Drop It!
- ▶ Hidden in Plain Sight
- ▶ Talk Early. Talk Often. Listen.
- ▶ Sideline
- ▶ Change Direction campaign
- ▶ Vaping/ENDS Education/Policy
- ▶ Red Ribbon Campaigns and National Drug Facts week



Nine Parent Tips for Talking About Marijuana with Your Teen

With the legalization of marijuana in many states including Massachusetts — our children might be getting mixed messages on the risks, impact and dangers.

- 1. Discuss the risks and benefits for Young People**
It's important to discuss the risks and benefits of marijuana use with your teen. The risks of marijuana use include impaired judgment, memory, and learning. The benefits of marijuana use include relaxation and stress relief. Discuss the risks and benefits of marijuana use with your teen.
- 2. Set clear boundaries**
Set clear boundaries for your teen regarding marijuana use. Discuss the risks and benefits of marijuana use with your teen. Set clear boundaries for your teen regarding marijuana use.
- 3. Talk About the Risks**
Talk about the risks of marijuana use with your teen. Discuss the risks and benefits of marijuana use with your teen. Talk about the risks of marijuana use with your teen.
- 4. Discuss Other Health Risks**
Discuss other health risks associated with marijuana use with your teen. Discuss the risks and benefits of marijuana use with your teen. Discuss other health risks associated with marijuana use with your teen.



Prevention Works

ADDICTION IS A DISEASE | PEOPLE RECOVER | TREATMENT IS EFFECTIVE

If you or someone you love has a substance use disorder call Rhode Island's Hope and Recovery Hotline:

401-942-STOP

1 in 6 TEENS

who use marijuana will become ADDICTED

ARE WE SURE WE WANT THIS FOR OUR KIDS?

LEARN MORE AT ABCDEFG.ORG

SIDELINED

A coach's field guide to injury

KENT COUNTY

PLAYING THROUGH PAIN

Why rest is truly best

IT TAKES A VILLAGE

How to support parents through their child's injury

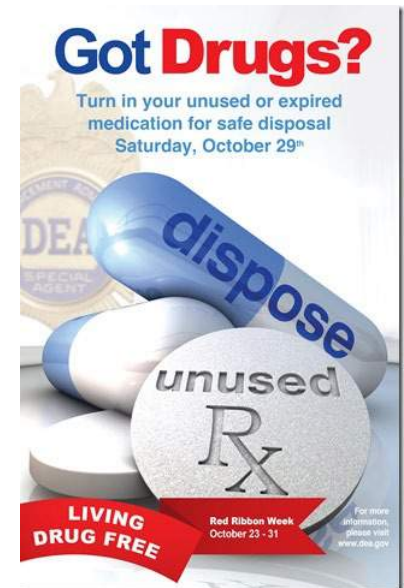
LEARN THE LINGO

Breaks up on the pain medications your athletes may be prescribed



Drug Take-Back Day

- ▶ **April 27, 2019 and October 2019**
- ▶ Provides a convenient and responsible means of disposing of prescription drugs.
- ▶ Educational opportunity: Reducing access to potentially dangerous or addictive medicines.





Permanent Drug Take-Back Boxes at Police Stations

Barrington
Burrillville
Charlestown
East Greenwich
Foster
Hopkinton
Jamestown
Little Compton
Middletown

Narragansett
Tribal
North Kingstown
Providence
Richmond
Tiverton
Warwick
Westerly
Woonsocket

**DON'T LET YOUR MEDICINE CABINET
BE AN UNINTENDED SOURCE OF DRUGS**

*Dispose of Unwanted, Unused or Expired
Prescription Medications Safely*



Secure Drop Box Locations:

- East Greenwich Police Department**
176 First Avenue, East Greenwich
- Warwick Police Department**
99 Veterans Memorial Drive, Warwick
- CVS (two locations)**
2400 Warwick Ave., Meadowbrook Plaza, Warwick
763 Tiogue Avenue, Coventry



Movie Theatre Public Service Announcement



Facing the Challenges Ahead



Alcohol & Youth
Still the Most-Used
Substance by Youth



Marijuana & Youth
Perception
of Harm ↓
Use
by Youth ↑




Tobacco & Youth
Cigarette
Use ↓
E-Cigarette
Use ↑



Opioids
Over 300 Opioid Overdose
Deaths in RI Annually

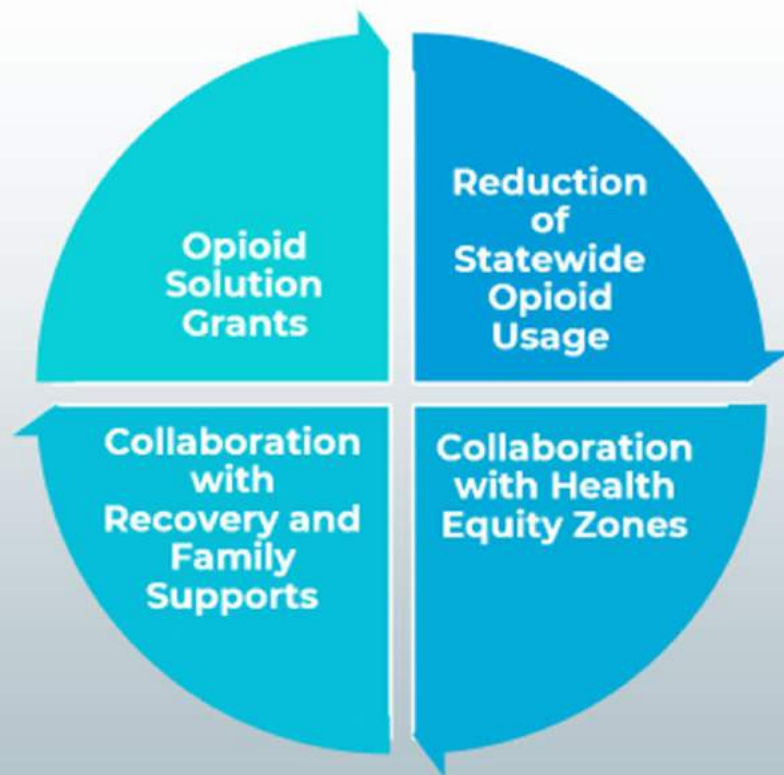


Addiction
1 in 6 Youth Will Develop
a Substance Use Disorder



Mental Illness
1 in 5 Adults have Mental Illness
and Suicide Rate on the Rise

State
Opioid
Response
Grant
(SOR)





Prevention Successes

- Reduction of tobacco use among youth
- Reduction in underage drinking rates
- Rhode Island Student Survey administered to more than 22,000 students in 2018
- Seven Regional Prevention Coalitions
- Student Assistance Counselors in 47 of the 64 middle and high schools
- **Next Steps:**
 - Increased perception of risk of harm for marijuana use among youth
 - Reduction of youth marijuana use
 - Reduction of youth use of electronic cigarettes/vaping
 - Continue to educate on harmful effects of underage drinking



Questions?

Join your Regional Coalition.
Together, we can create safe and healthy communities!

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Elizabeth.Farrar@bhddh.ri.gov





PUBLIC COMMENT