



The Opioid Addiction Crisis in the Northern Shenandoah Valley

A Community Response

Objectives

1. Garnering systemic and public buy-in to address the overdose crisis
2. Getting systems to work together
3. Community actions in fighting the overdose epidemic
4. Progress Report on our efforts to date
5. Our organizational structure and resource management and how it has contributed to our work
6. Challenges, Lessons Learned, Drivers of Success

Overview

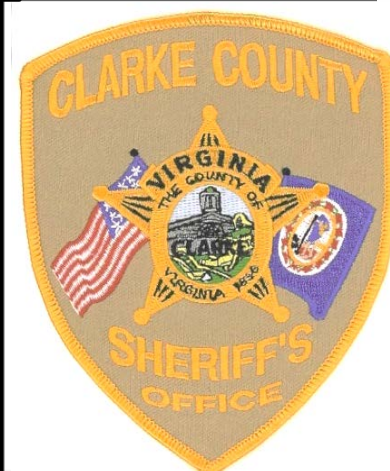
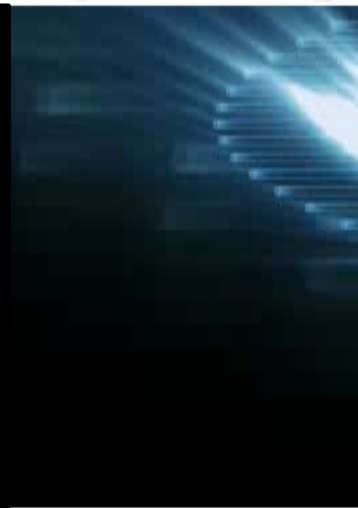
1. Overview (Slides 1-3)
2. Buy-in/Working together (Slides 4-13)
3. Update on Community Initiatives (Slides 14-17)
4. Progress Towards Desired Future State (Slides 18-25)
5. Strategic Planning Retreat/Structure (Slides 26-31)
6. Select Early Challenges/Lessons Learned (Slides 32-34)
7. Key Drivers of Early Success (Slides 35-37)
8. Final Thoughts (Slide 38-39)



Our Community's Reality

Building a burning platform for change

“We cannot
arrest our way
out of this
problem.”





Community Education

Community Forums

- ~ 450 attendees at three forums March - September 2015
- Content
 - Message of hope from a recovering addict
 - Community Data
 - Education
 - Northwest Virginia Regional Drug Task Force
 - “Your Kids Know More Than You Do”
 - Treatment options
 - Community feedback

The Media- Keeping the Crisis in the Public Dialogue

Road to Recovery website www.roadtorecovery.info

Proper use and disposal of opioids

Provider Education

Four CME forums ~600 attendees (375 unique attendees)

- Content
 - Opioids and heroin crisis in our community
 - Proper prescriptive practices
 - Pain Management
 - Substance Abuse Disorder

Monthly Brown Bag Lunches

Community Leadership Education

Community Leadership Summit Action

November 18, 2014



www.roadtorecovery.info

Community Leadership Education

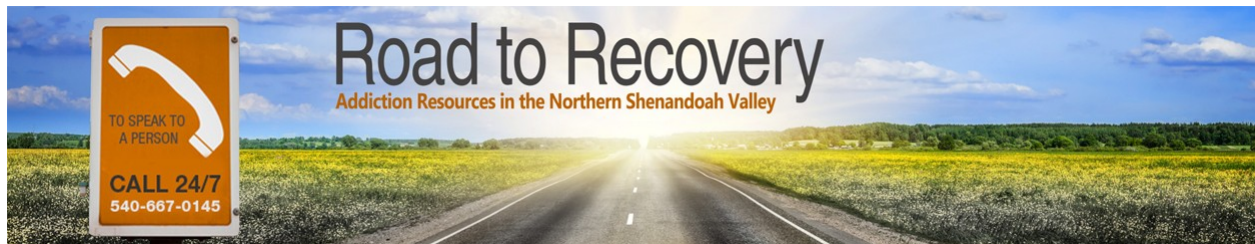
November 2014 Summit

- Put a face on the crisis
- Commonality of Missions and Visions
- Data tells the story
 - Mortality over time
 - Mortality v. Population growth
 - Expense of Criminal Justice System as primary treatment provider
 - Correlation of Social Service utilization and Substance Abuse
 - Clarke/Frederick/Winchester Arrests over time
 - Hospital ED, Inpatient and Neonatal impact over time of Heroin and Opiate cases

Community Leadership Education

November 2014 Summit

- Launched The Road to Recovery website with information and links to community resources for treatment and help (www.roadtorecovery.info)



- Community leadership is moved by the “Face of the Crisis” and the reality of our data

The Community Adopts a Desired Future State

November 2014 Summit

By January 1, 2017 the Winchester, Frederick, and Clarke community will have a comprehensive coordinated approach to the prevention, treatment and adverse societal impact of addiction, as evidenced by:

- A decrease in mortality from overdoses
- A decrease in the incidence of substance exposed infants
- A decrease in the incidence of children needing social services intervention due to parental/caregiver addiction
- A decrease in the incidence of crimes attributable to addiction



The Road to our Desired Future State

November 2014 Summit

Best Practices Recommendations

- Prevention and Education Programs
- Medical Provider Education Programs
- Drug Take-Back Programs
- Treatment/Detox Programs
- Options for the uninsured and underinsured patients
- Prescription Monitoring Programs
- Drug Courts
- Transitional care after incarceration
- Peer Recovery Network

Summary Points

Garnering buy-in/Getting systems to work together

- Community, Leadership and Provider Education
 - Forums
 - Website
 - Media
- Commonality of Missions and Visions
- Stakeholder participation/Transparency in exploring and developing recommended “Best Practices”
- Adoption of a common “Desired Future State”

Update on Community Initiatives

October 2015- May 2016

Select Community Initiatives

October 2015- May 2016

- Northern Shenandoah Valley Substance Abuse Coalition (NSVSAC) Charter written and is incorporated as a Virginia non-profit corporation; receives 501(c)(3) status from the IRS
- \$60,000 each from the City of Winchester, Frederick County and Valley Health, plus \$15,000 from Clarke County to enable the NSVSAC to hire an Executive Director
- Meetings with federal, state and local elected officials

Select Community Initiatives

October 2015- May 2016

- Convening of the Northwest Regional Adult Drug Treatment Court Advisory Committee
- Visits to 5 drug treatment courts
- Submit Application to Virginia Supreme Court for approval of Drug Treatment Court
- Attend training conducted by the National Drug Court Institute
- Submitted proposal for the Adult Drug Court Discretionary Grant Program to the BJA
- First Drug Treatment Court docket anticipated July 2016



Select Community Initiatives

October 2015- May 2016

- Facilitate education and access to Naloxone
- Community Treatment Needs Assessment
- Peer-to-Peer Recovery Coach Training
- Ongoing Educational Forums
- Strategic Planning Retreat



Progress towards Desired Future State

Desired State

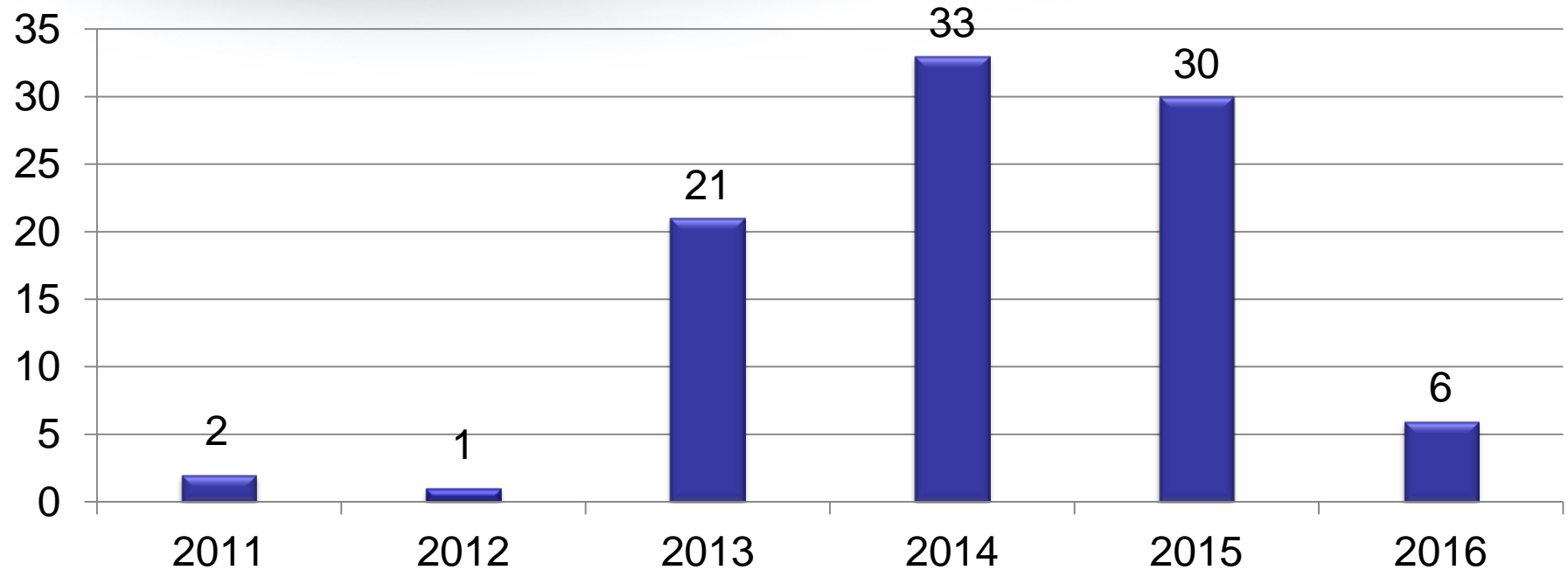
1/1/17

- A decrease in mortality from overdoses
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Opiate Overdose Deaths

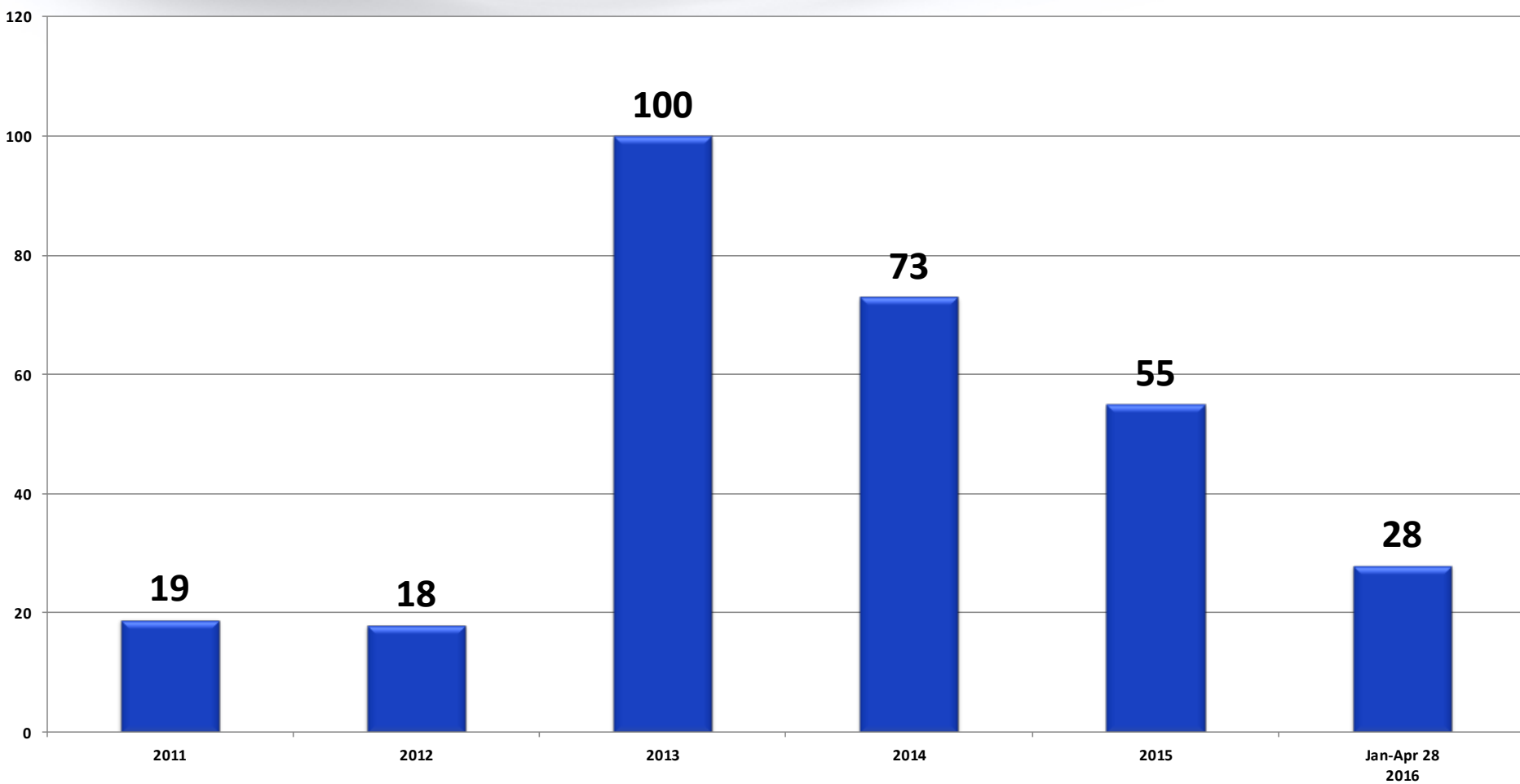
NW Virginia



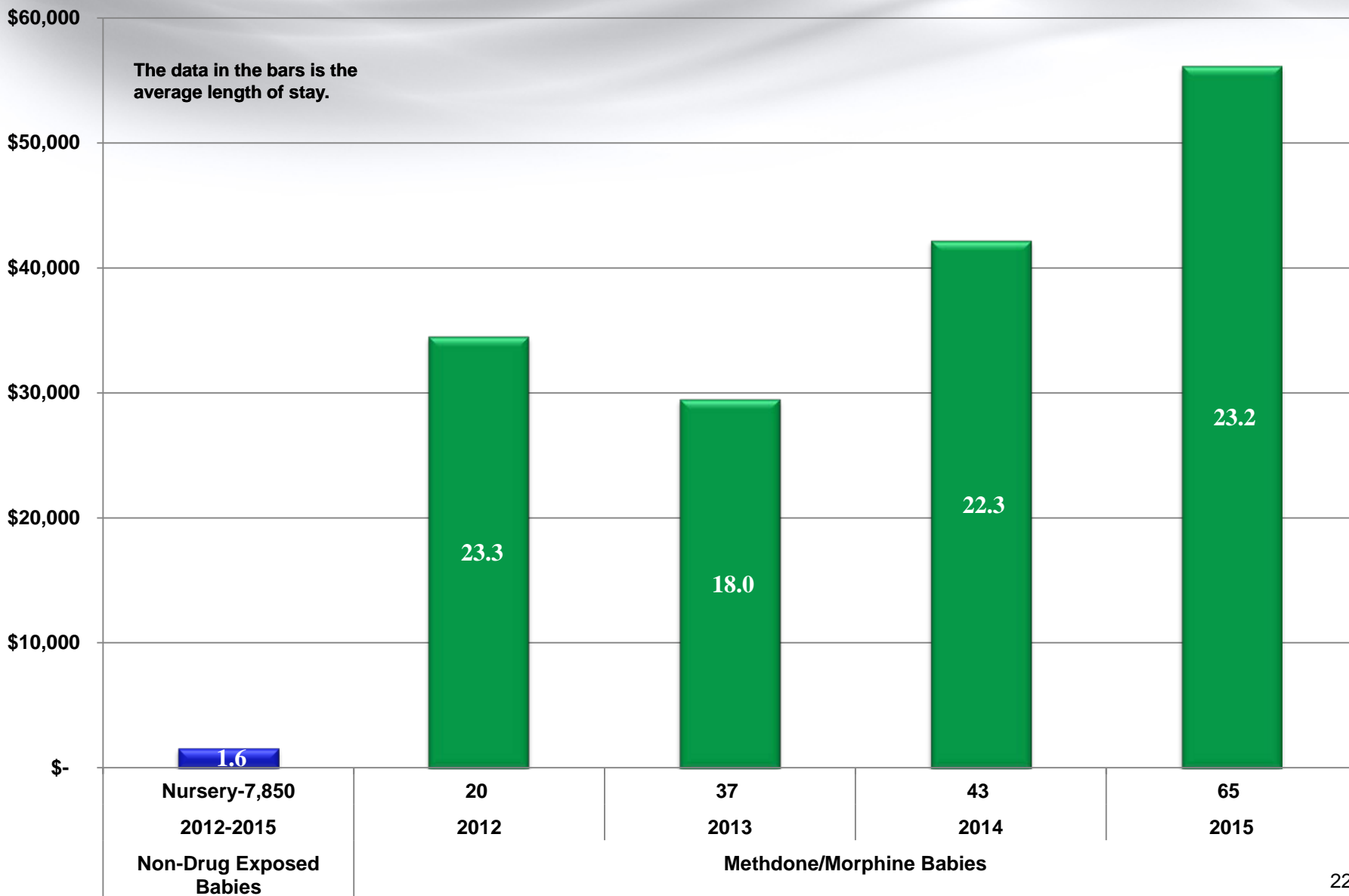
-Without the use of NARCAN the death toll would be much higher.

-2016 as of 4/19/16

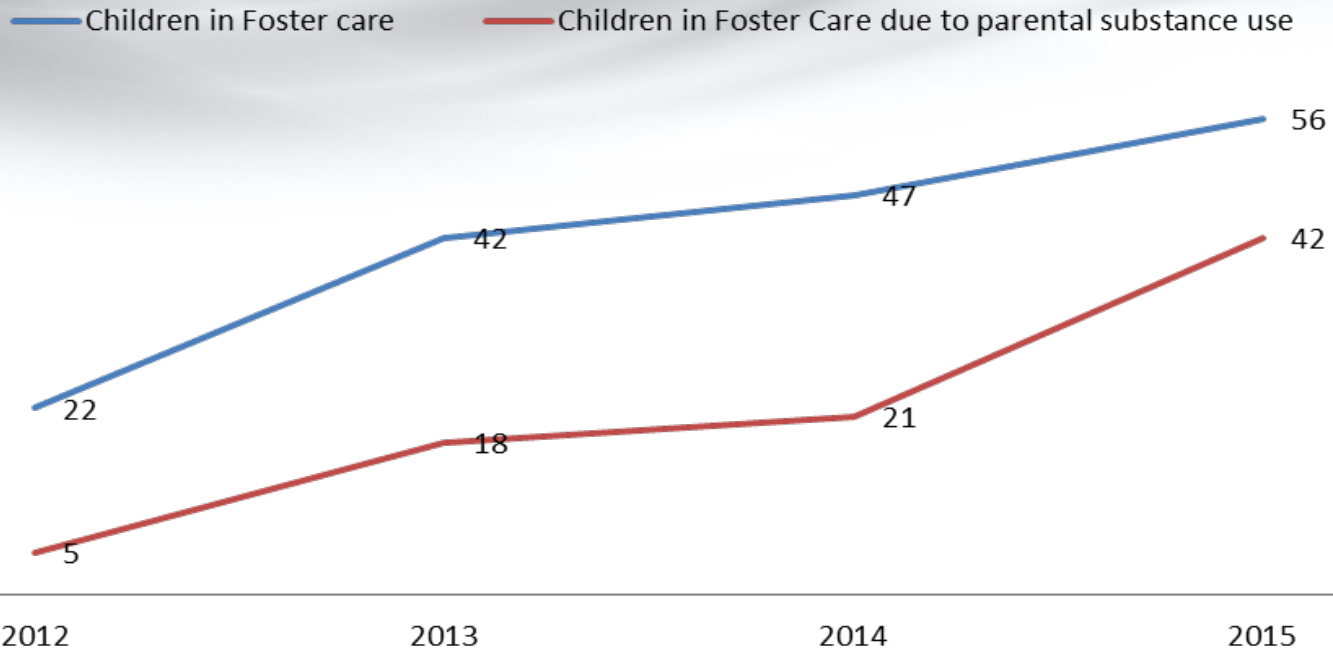
Opiate Overdose Injuries



Winchester Medical Center 2012-2015

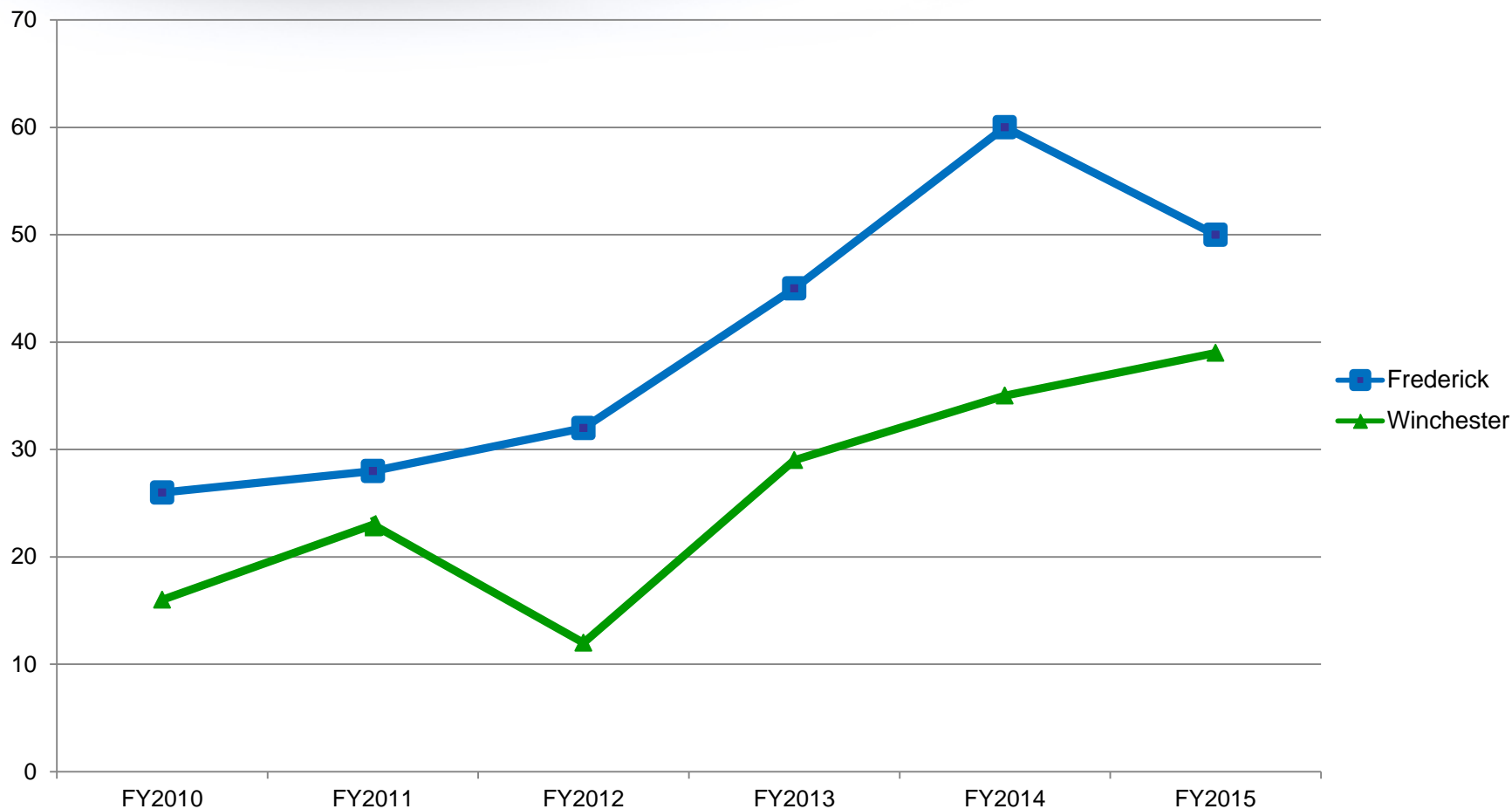


WDSS Children in Foster Care as a Result of Parental Substance Use



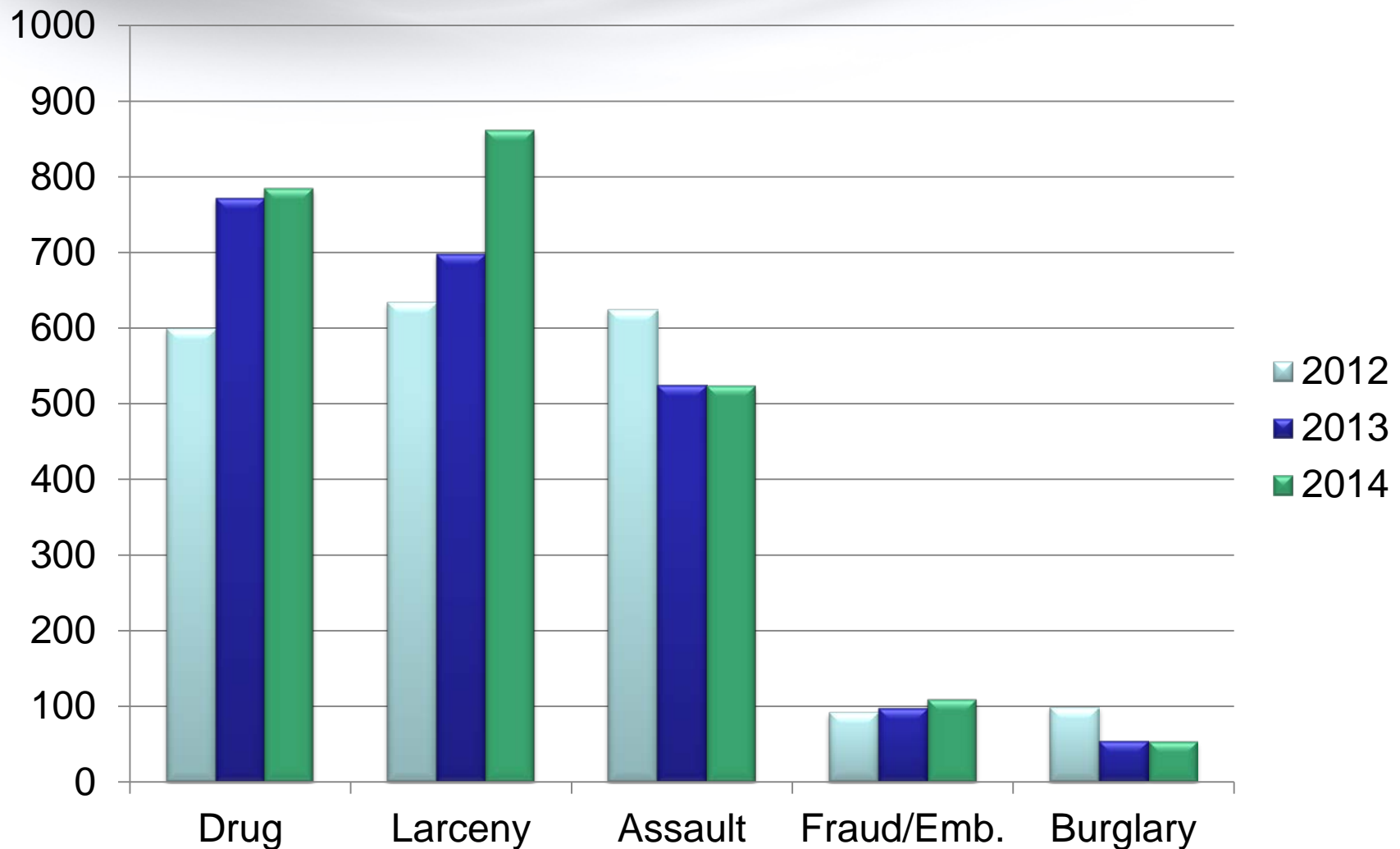
The chart above illustrates the correlation between the number of children in foster care with the City of Winchester Department of Social Services and those in care where parental substance use was a contributing factor to the child's removal.

Substance Exposed Infant Reports to Child Protective Services



Clarke/Frederick/Winchester Arrests

Virginia State Police



Strategic Planning Retreat

March 2016



Northern Shenandoah Valley

**Substance Abuse
Coalition**

Mission

The Northern Shenandoah Valley Substance Abuse Coalition will collaborate with community partners to take the lead in identifying and developing effective resources to ensure that the necessary continuum of care for substance abuse and addiction services are available to all members of the community.

Vision

Working together to overcome the grip
of substance abuse and addiction.



Areas of Strategic Focus

Select Desired Future States

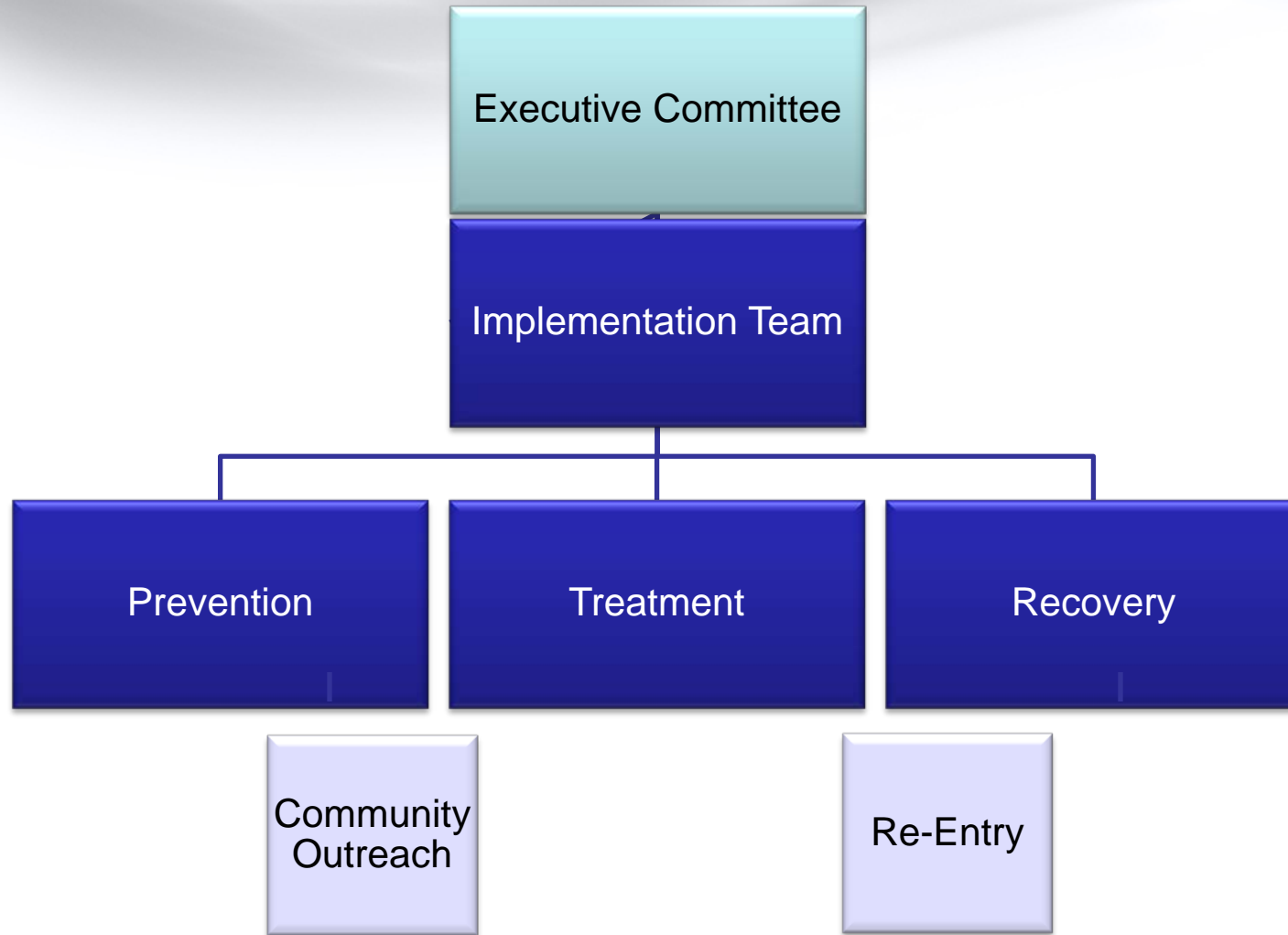
- **Prevention**
 - Creating a new community norm
 - Age-appropriate and situationally-appropriate education offered to all longitudinally
- **Treatment**
 - Treatment that is financially and geographically accessible in a timely manner
 - Client-focused individualized treatment with family/supports
- **Recovery**
 - Resources are available to anyone who reaches out to NSVSAC members with substance use disorder issues
 - Robust Peer Recovery Coach program

Original Organizational Structure

Addiction Action Committee



Revised Organizational Structure NSVSAC





Select Early Challenges/ Lessons Learned

Select Challenges/Lessons Learned

- Changing the hearts and minds of some community leaders
- Barriers to data sharing across the continuum
- Our CSB is lowest per-capita funded CSB in the Commonwealth and does not have a robust presence
- Lack of geographically and financially accessible Substance Abuse Treatment

Select Challenges/Lessons Learned

- Lack of reliable long term source of funding
- Do not underestimate the dangers of partisan politics
- Grant application process is more burdensome than appears to be necessary
- Include the Recovery and Faith based communities early
- Engage Community Service Organizations



Key Drivers of Early Success

Strategies to consider

Key Drivers of Early Success/ Lessons Learned

Strategies to consider

1. Engage and educate the Community/Leaders
 - a. Collect and share the data
 - b. Put a face on the crisis
 - c. Shine a light on the hope of recovery

2. Education Strategy
 - a. Providers of Healthcare
 - b. Elected Leaders
 - c. Public

Key Drivers of Early Success/ Lessons Learned

Strategies to consider

3. Addiction is a disease. This is a public health crisis.
4. Establish a multi-disciplinary, cross-systems approach
5. Establish realistic and concrete goals
6. Share the issue through the media whenever the opportunity arises
7. Include the Recovery and Faith based communities early

FINAL THOUGHTS

- You need **key strategic leaders** who can reach out to and across the many and various governmental organizations, non-profit agencies, and other community partners
- You need to find or create an **intermediary organization** that can pull together the various agencies, organizations and actors in your community
- You need to find **sources of revenue** – local, state, federal or donations



The work has just begun but
imagine what we can do
working with our community
partners.....