

The Opioid Addiction Crisis in the Northern Shenandoah Valley

A Community Response



Objectives

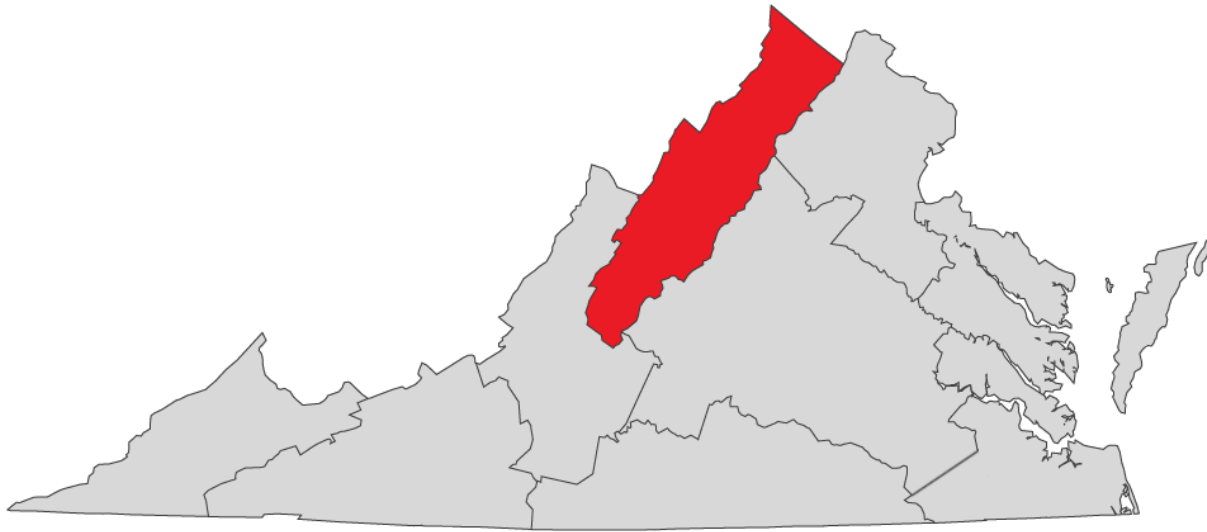
- Overview of the Problem
- Formation of the Northern Shenandoah Valley Substance Abuse Coalition
- Roles of key system representatives, community mental health organizations, and outpatient treatment centers
- Suggestions for sustainability

The Story We Want to Share

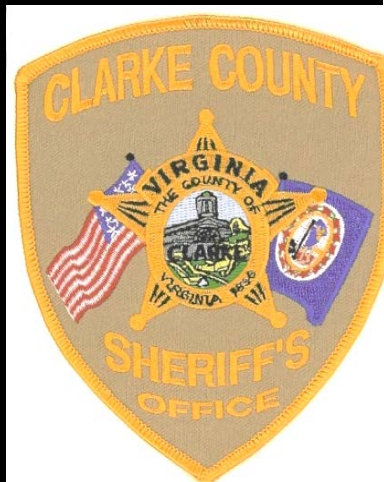
The Northern Shenandoah Valley Substance Abuse Coalition

- A dynamic, multi-disciplinary collaboration of law enforcement (prosecution and defense resources alike), health, child welfare, family courts, county and city leadership, and community members impacted by the crisis of heroin and opiate addiction
- Has brought together a diverse set of local, community partners that work collaboratively across disciplines to respond to a public health crisis in the Valley contributing time, talent and treasure

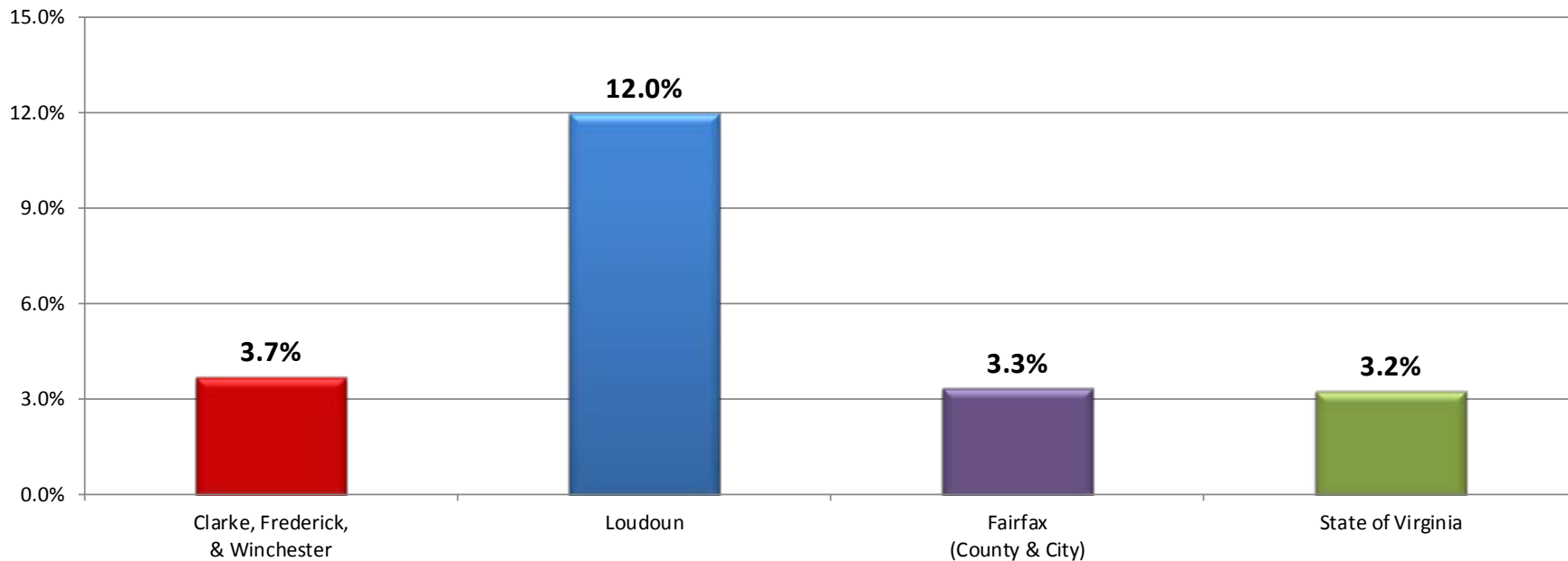
Our Community's Reality



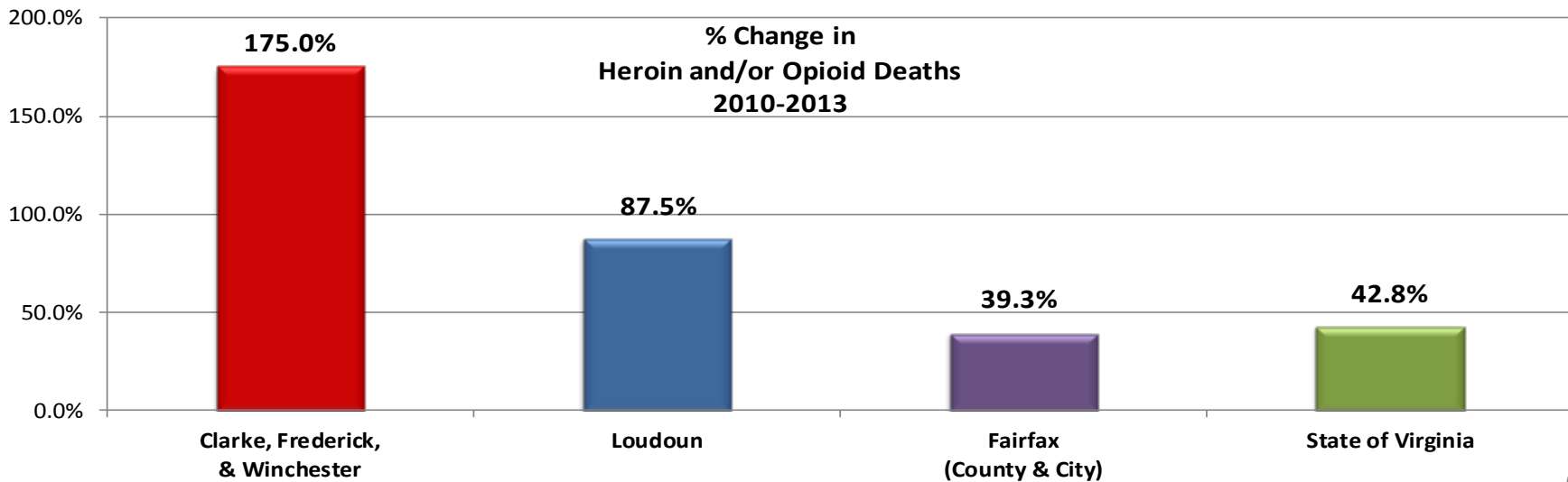
“We cannot
arrest our way
out of this
problem.”



**% Change in Population
2010-2013**

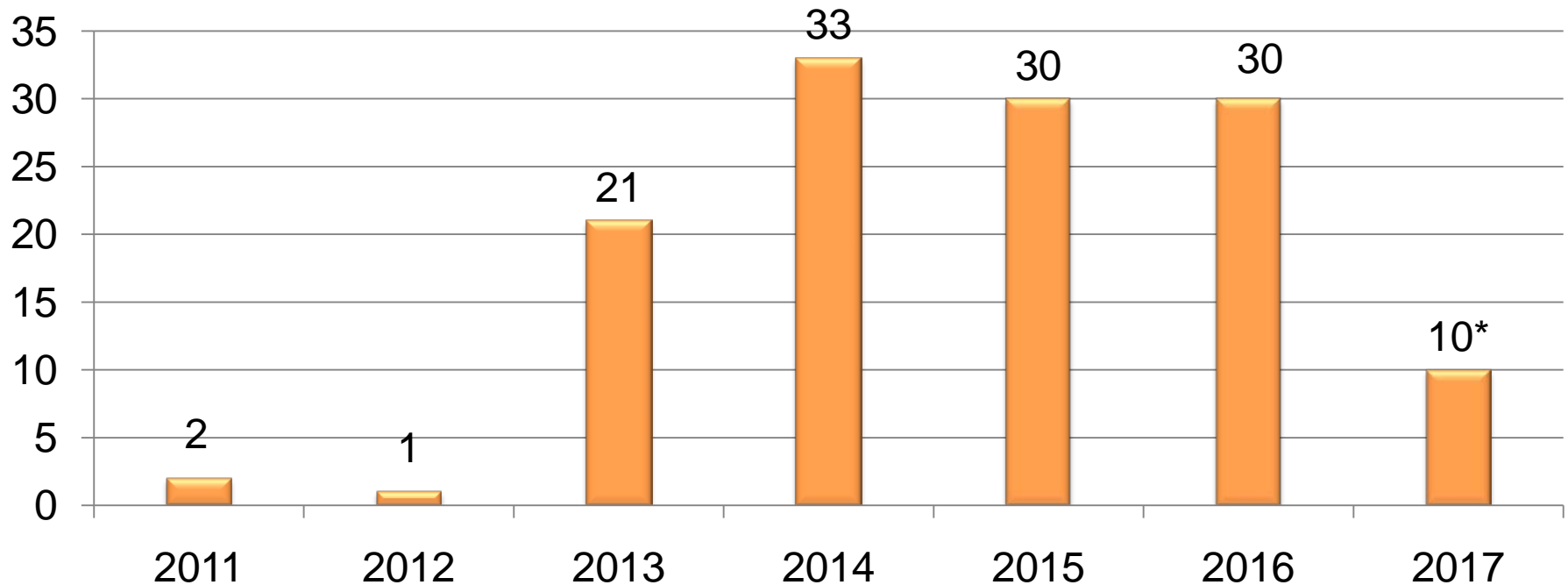


**% Change in
Heroin and/or Opioid Deaths
2010-2013**



Opiate Overdose Deaths

NW Virginia

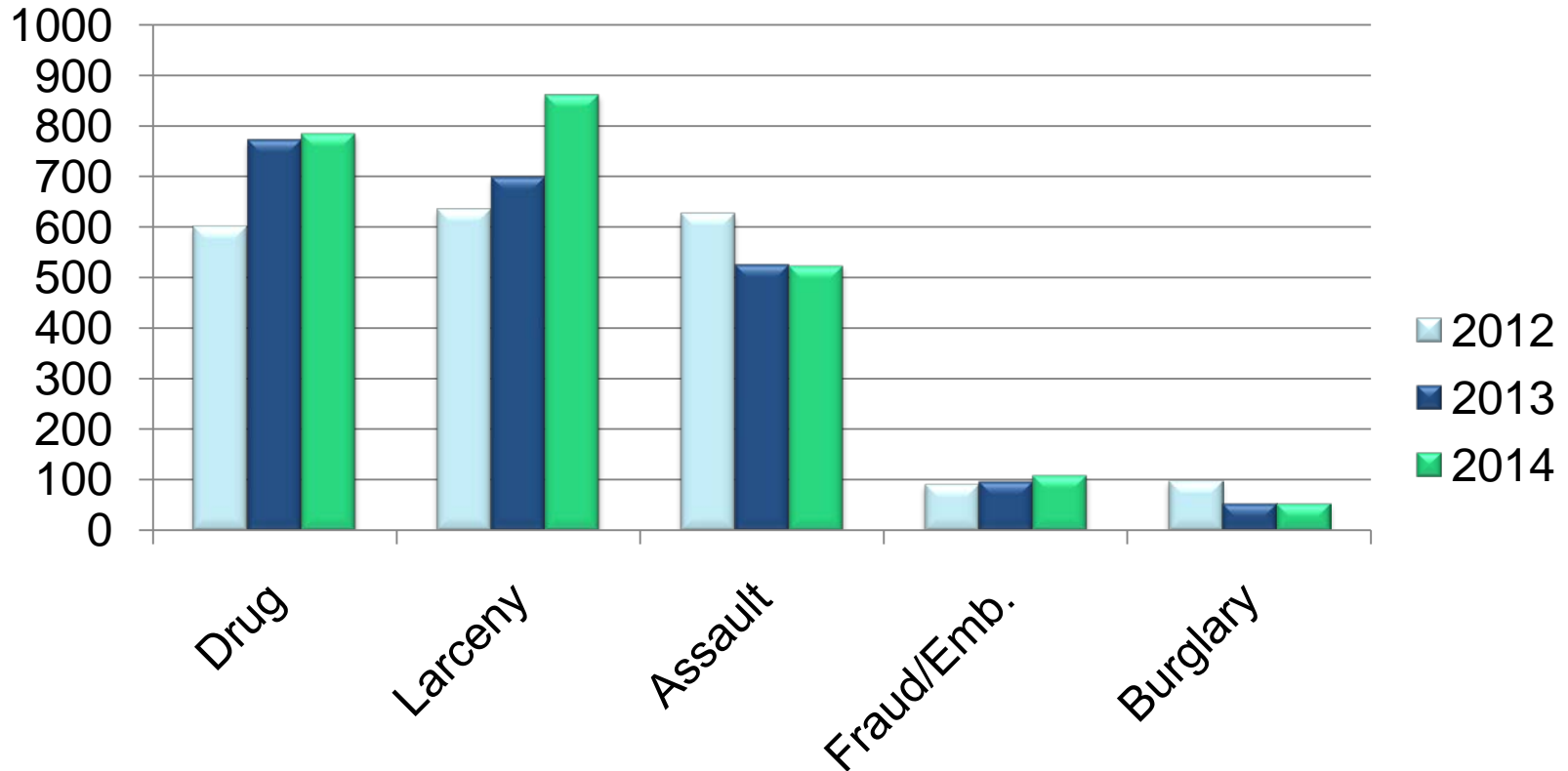


* 2017 as of 3/1/17

* Compared to 4 deaths as of 3/1/17

Clarke/Frederick/Winchester Arrests

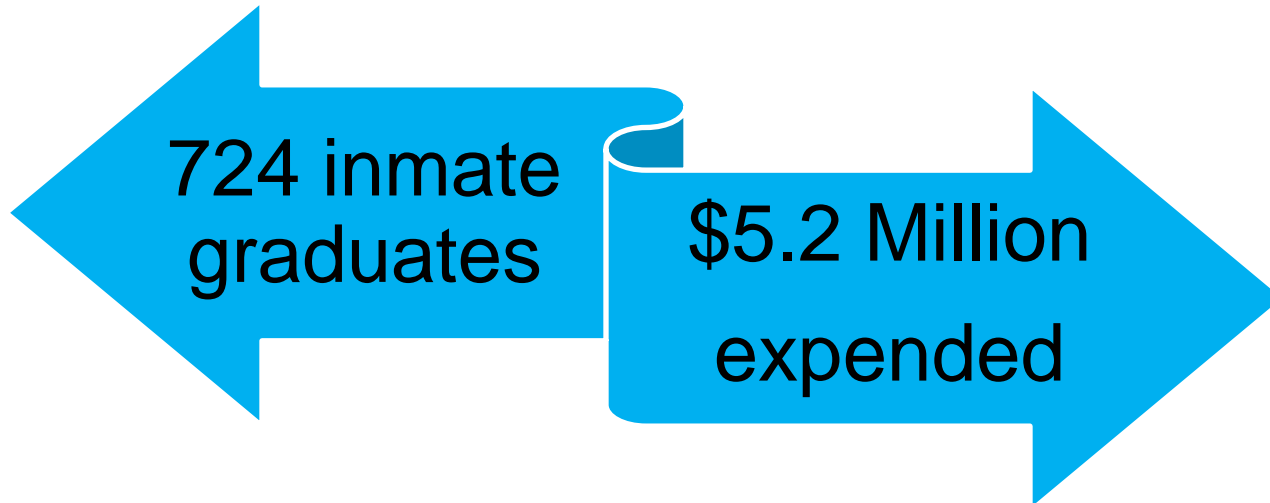
Virginia State Police



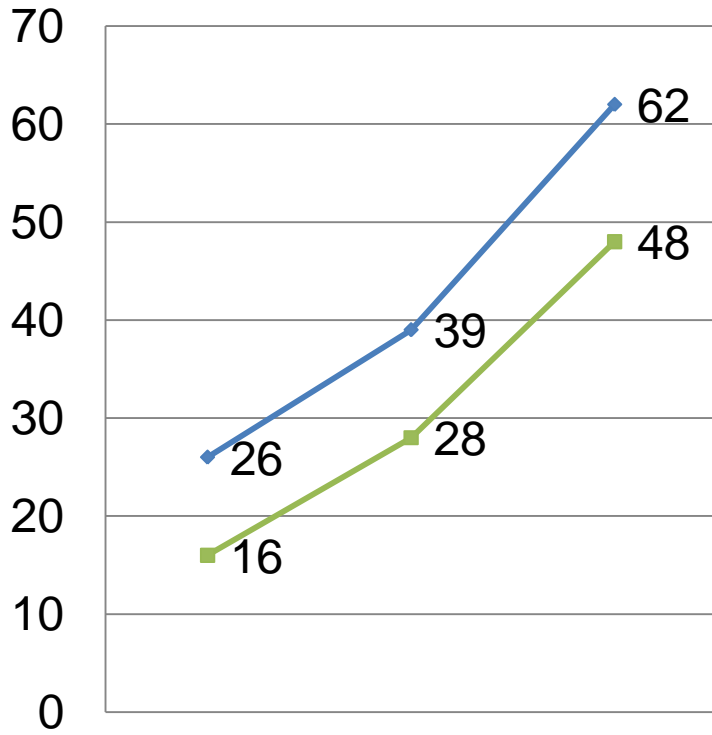
Northwestern Regional Adult Detention Center

90 Day Treatment Program

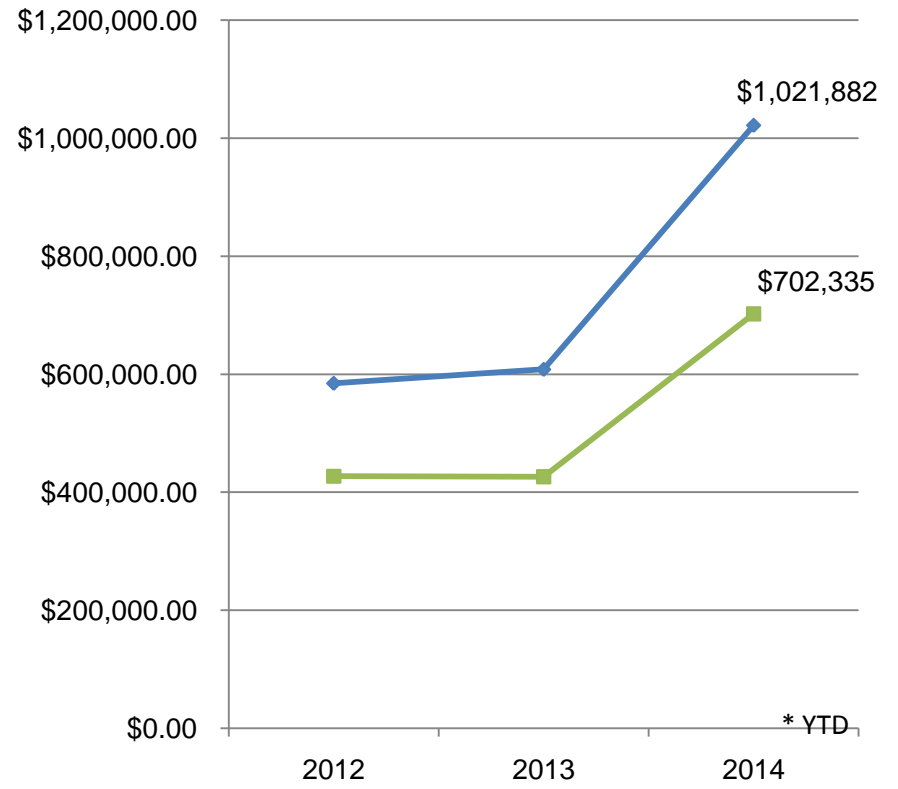
From July 2011 through March 2016:



Increase in Drug Related Foster Care – Frederick County

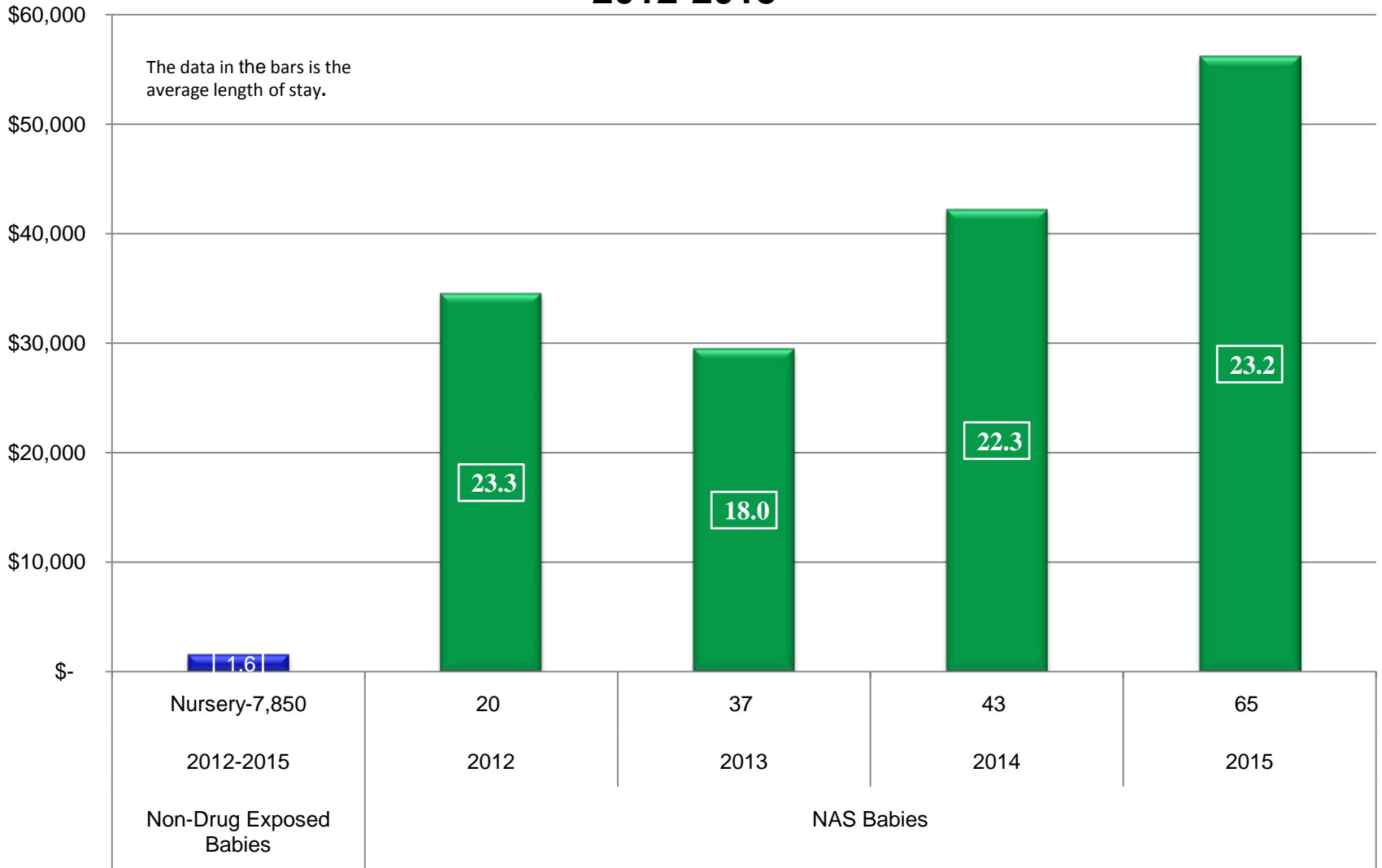


◆ Total Number of Frederick County Children in Foster Care at any Time During Calendar Year
■ Total Number of Frederick County Children in Foster Care at any Time During Calendar Year - Drug Related



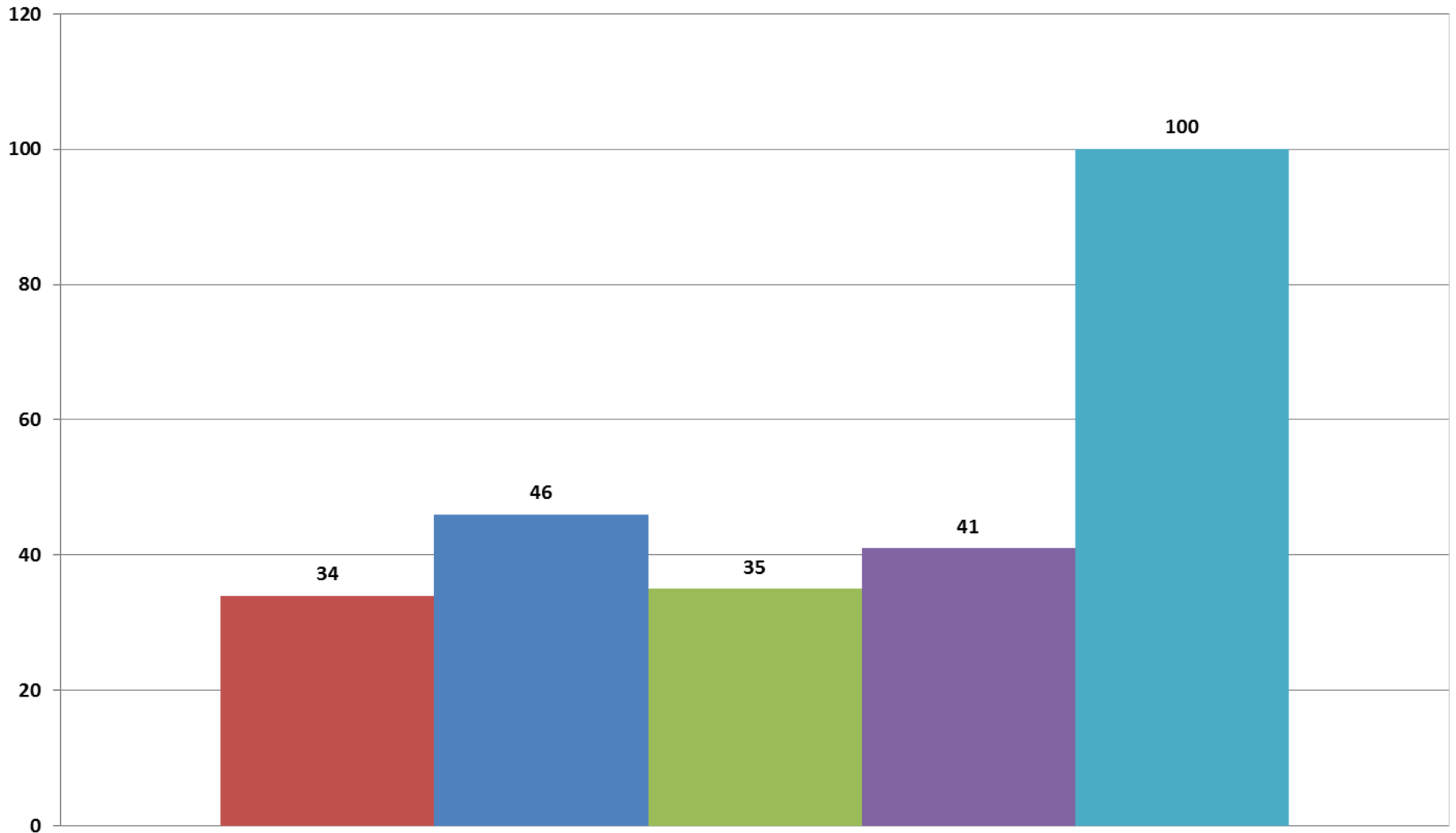
◆ Total Foster Care Expenditures by Year
■ Foster Care Expenditures - Drug Related

Winchester Medical Center 2012-2015



Winchester Medical Center Endocarditis Patients

2012 2013 2014 2015 2016



Winchester Medical Center Opiate and Heroin Cases

Emergency Inpatient



The Community Responds

Substance Abuse

Select Initiatives

April 2014

- Summit at Shenandoah University attended by approximately 200 people representing the U.S. Attorney's Office, Drug Enforcement Agency, Valley Health, local law enforcement, and concerned community members

June 2014

- Implemented a system wide program to ensure proper prescriptive practices in all Valley Health Hospital Emergency Departments and Urgent Care Centers
 - Appropriate dispensing
 - PMP utilization by prescribers
 - Patient Education program
- Partnered to develop informational resources, access, and visibility for community organizations and programs relating to addiction, rehab and crisis referral.
- Increased data sharing to support regional grant applications
- Continuing local and state level advocacy for drug exposed newborns

Substance Abuse

Select Initiatives

July 2014

- Partnered with Casey Family Programs bringing subject matter expertise to the community
- Community outreach on substance abuse and addiction initiatives launched:
 - VHS magazine article (115,000 households) educating our community on safe medication management
 - Health & safety fairs
 - VHS social media

Substance Abuse

Select Initiatives

September 2014

- Valley Health sponsored an educational forum for 200 local medical providers featuring presentations from local law enforcement, the DEA, and others about the opioid and heroin crisis in our community
- Monthly Addiction Awareness program for Valley Health employees launched educating staff and medical staff on best practices
- Promotion of the use of Virginia Prescription Monitoring Program to screen prescribed controlled substances.

Substance Abuse

Select Initiatives

October and November 2014

- Installation of Drug Take Back Boxes at the Winchester Police Department, Clarke County Sheriff's Department, and Frederick County Sheriff's Department through grants awarded by CVS pharmacy
- Partnering to advertise area:
 - Prescription drug "take-back" programs
 - Community "Drop Box" program
 - RX123 program launched in partnership CLEAN, Inc.

Community Leadership Summit Action

November 18, 2014



Mission and Vision Statements

City of Winchester: To provide a safe, vibrant, sustainable community while striving to constantly improve the quality of life for our citizens

Frederick County: Insuring the quality of life of all Frederick County citizens preserving the past and planning for the future

Valley Health: Serving our Community by Improving Health

Shenandoah University: SU educates and inspires individuals to be compassionate citizens who are committed to making responsible contributions within a community

Northwestern Community Services: To help people through life's challenges with quality behavior health services guided by principles of respect, recovery and self-determination.

Substance Abuse

November 2014 Summit

- With critical support and expertise from Casey Family Programs, we pulled together 100 local decision-makers and stakeholders in the community to address this public health crisis:
 - Law enforcement, Health Care, Judiciary, Government, Community Service Board, Educators, Social Services, recovery community, private substance abuse and mental health providers, non-profit organizations, and concerned citizens

Substance Abuse

November 2014 Summit

- The participants were presented with key data highlighting the community-wide effects of opioid and heroin addiction in our community
- Launched The Road to Recovery website with information and links to community resources for treatment and help (www.roadtorecovery.info)



Substance Abuse

November 2014 Summit

Adopted Desired Future State:

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

Substance Abuse

Community Timeline- Select Initiatives

January 2015

- Northern Shenandoah Valley Substance Abuse Coalition (NSVSAC) Charter written and process initiated which has resulted in becoming a Virginia non-profit corporation with 501(c)(3) status from the IRS

February and March 2015

- NSVSAC leadership meetings with federal state and local representatives

Substance Abuse

Community Timeline- Select Initiatives

March 2015

- Community forum
 - Attended by approximately 125 people
 - Content
 - Message of hope from a recovering addict
 - Data from the November 2014 summit
 - Member of the Northwest Virginia Regional Drug Task Force.
 - An hour-long Q&A session that provided excellent community feedback

Substance Abuse

Community Timeline- Select Initiatives

March 2015

- Jointly funded CSB/Valley Health Prenatal Early Intervention Service for substance addicted pregnant women: OB referrals to CSB Counselor on-site
 - OB offices obtain urine drug screen (UDS) at 1st Prenatal visit.
 - Universal UDS on 1st labor and delivery outpatient visit & on admission for labor.
 - Universal umbilical cord collection (lab stores for up to 3 weeks).
 - Cord tissue toxicology screening for known substance exposed infants and high risk families.
 - Finnegan's neonatal abstinence scoring assessment.
 - Adoption of AAP guidelines for increased length of stay of substance exposed newborns to monitor for NAS (4-5 days).

Substance Abuse

Community Timeline- Select Initiatives

April 2015

- Community educational forum “Your Kids Know More Than You Do.”
 - Attended by approximately 150 people
 - Dr. Will Rushton, an emergency room physician and poison control expert.
- Convened the organizational meeting of the Winchester-Frederick-Clarke Drug Treatment Court Advisory Committee with 22 participants in attendance, plus one member of the press.

Substance Abuse

Community Timeline- Select Initiatives

May and June 2015

- Members of the Winchester-Frederick-Clarke Drug Treatment Court Advisory Committee visit 4 Drug Treatment Courts in the Commonwealth
- The Northern Shenandoah Valley Substance Abuse Coalition is incorporated as a Virginia non-profit corporation; receives 501(c)(3) status from the IRS

Substance Abuse

Community Timeline- Select Initiatives

July 2015

- \$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
- Primary duties will be the planning and implementation of a Drug Treatment Court for Winchester, Frederick and Clarke

Substance Abuse

Community Timeline- Select Initiatives

September 2015

- Educational Forum for 160 physicians on pain management
- Community program on Addiction treatment options

October 2015

- Peer-to-Peer Recovery Coach Training funded by Casey Family Programs and conducted by the McShin Foundation
- Visit to Philadelphia Drug Treatment Court

Substance Abuse

Community Timeline- Select Initiatives

November 2015 – Hire Executive Director for the NSVSAC

January 2016 – Executive Director officially begins work

March 2016

- Submit Application to Virginia Supreme Court for approval of Drug Treatment Court
- Strategic Planning Retreat

April 2016 – Attend training conducted by the National Drug Court Institute

August 2016 – First Drug Treatment Court docket

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

Desired Future State

- 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 with a substance use disorder who reaches out to NSVSAC members
 - Robust Peer Recovery Coach program

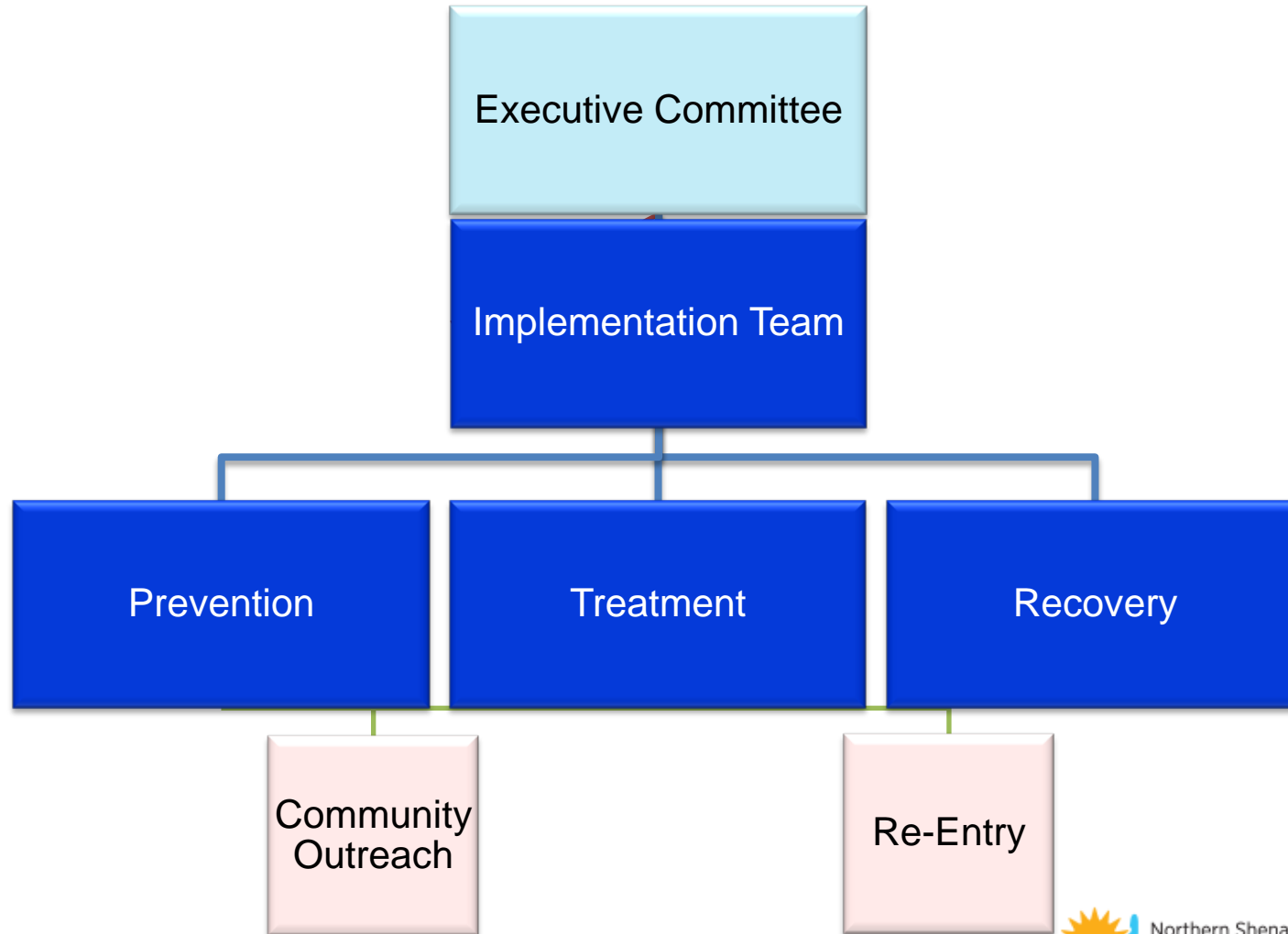
Original Organizational Structure

Addiction Action Committee



Revised Organizational Structure

NSVSAC



Drug Treatment Court

- Promote public safety by treating addiction and substance abuse among non-violent offenders
- High Accountability Court
- Comprehensive Substance Abuse Treatment
- Fee = \$900 payable at the rate of \$75 per month
- Work, education, or community service required



Drug Treatment Court

- In 2013, Virginia's re-arrest rates were (24.5%), better than national average of (27.5%)
- Up to two years of completing Drug Treatment Court, 75.5% of graduates are NOT re-arrested, compared to the national average of 72.5%

*According to the Office of National Drug Control Policy

S **Screening** **Brief Intervention** **Referral to Treatment**



College of Health
and Human Services



ValleyHealth

Winchester Medical Center

<http://chhs.gmu.edu/sbirt/index.cfm>

Grants Awarded

- \$25,000 – United Way Grant to support the Drug Treatment Court
- \$18,200 – Rotary Club Grant to support the Peer Program
- \$350,000 – BJA Drug Court Implementation Grant
- \$100,000 – HIDTA Funding for Treatment

Key Drivers of Early Success/ Lessons Learned

Strategies to consider

Key Drivers of Early Success/ Lessons Learned

Strategies to consider

- Engage and educate the Community/Leaders
 - Collect and share the data
 - Put a face on the crisis
 - Shine a light on the hope of recovery
- Education Strategy
 - Providers of Healthcare
 - Elected Leaders
 - Public


Key Drivers of Early Success/ Lessons Learned

Strategies to consider

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

Stakeholders can...

- Contribute time, talent and treasure to the community effort
- Champion the community's understanding of the disease of Addiction
- Educate providers and the community about the appropriate use of opioid analgesics
- Champion the community Drug take back programs
- Facilitate education and community access to Naloxone
- Help assess and address unmet needs in the continuum of care in the community



The work has just begun, but
imagine what we can do by
working together.