

# **FY '19 OMPP Strategic Plan Application Packet**

**Due: May 31, 2018**

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## **FY '19 OMPP Strategic Plan Summary**

**Jurisdiction: Carroll County**

**OMPP Community: Carroll County**

**Name of OMPP Coalition: Carroll County Opioid Prevention Coalition**

**OMPP Coordinator: Michelle McVay, Carroll County Health Department**

**OMPP Local Evaluator: Erin Artigiani, CESAR**

### **Staffing Pattern**

List all personnel, including contract staff, funded under this grant, percentage of time allocated to the project, and their title/role in MSPF.

Michelle McVay - 100% of time allocated to this project

Linda Auerback – Substance Abuse Prevention Supervisor 50% of time allocated to this project

Erin Artigiani - OMPP Local Evaluator 12.5% (20 hours per month)

## Strategic Plan Summary

Tying together the information you are providing in your FY '19 OMPP Implementation Plan, please provide a **1 to 2 page narrative** description of your OMPP project for the funding period July 1, 2018 – June 30, 2019. This would include a brief description of:

- Your OMPP community and Coalition
- the evidence based strategies that the Coalition will be implementing to address your selected contributing factors;
- the targeted population for each strategy, including evidence of need for the population
- the expected outcomes;
- the partners that will be working together to implement those strategies.

**Please discuss any changes to the Strategic Plan from last year's submission, including strategies and action steps that have been completed, added, altered, or dropped. Make sure these changes are represented in your FY '19 Implementation Plan as well.**

### OMPP Community and Coalition:

The OMPP community will be Carroll County. Carroll County is located in Western Maryland Region between Baltimore County to the East and Frederick County to the West. Carroll County residents have worked with state and local agencies since the mid-1990s to carefully monitor heroin use and the misuse of prescription opioids and to develop creative methods for conducting prevention strategies and programs. However, data shows that this problem is increasing again and there continue to be high profile cases extensively covered by local media, the *Carroll County Times* and the *Westminster Advocate*.

In the early 2000's the Carroll County Times featured an article about the Heroin Kills campaign, which at the time, brought the issue of heroin use in the county to the attention of many people. The article was published by the Washington Post and Carroll County's prevention efforts were recognized and duplicated across the nation. The 1999 *Heroin Kills* film garnered national attention, and is still shown locally in schools. This year, we are pleased to be partnering with the Carroll County State's Attorney's Office to develop a brand-new film that will be a sister to the original *Heroin Kills* movie. The new film is currently in the production stage, and casting calls distributed via social media have been shared widely: as of 5/31/18, the digital flyer has reached more than 27,000 people and been shared on Facebook over 200 times.

Another example is a series of articles that were featured during the week of April 26, 2015 in the *Carroll County Times*. This feature highlighted a different individual each day and discussed their perception of the heroin and prescription drug problem from within their frame of reference and how it affected our community. Examples of featured individuals included Brian DeLeonardo; the State's Attorney for Carroll County; Sheriff James DeWees; Beth Schmidt, a parent who lost a son to addiction; and Tim Weber of

Weber Sober Homes. The *Carroll County Times* featured a series of interviews with those in recovery in 2016 and highlighted the collaboration of the Carroll County Opioid Prevention Coalition and the Prevention Office. In addition, the history of heroin use and prescription opioids misuse and the county's efforts to address these drugs were highlighted in the Target America exhibit at the Maryland Science Center in Baltimore City, Target Maryland in Hagerstown, the DEA Museum Lecture Series, the DEA Discovery Education Virtual Field Trip October 25, 2016 and featured interviews for SAMHSA's National Prevention Week 2017. The Prevention Office was again highlighted on a national level as we were featured by SAMHSA for our "Dear Future Me" videos at the 2018 CADCA Conference National Prevention Day and in SAMHSA's "Prevention Works" newsletter, distributed to over 200,000 subscribers by email. We were also highlighted by the National Association of County and City Health Officials (NACCHO) as a "great example" of local participation in National Prevention Week.

These high energy community efforts have led to the continuation of a strong Opioid Prevention Coalition. We were pleased to applaud the Carroll County Health Department Substance Abuse Prevention Supervisor Linda Auerback for receiving the inaugural Bob Kirkland Memorial Award, presented by the Carroll County State's Attorney's Office in recognition of her tireless efforts to prevent substance abuse in our community. As a major force in the development and implementation of OMPP strategies, her work continues to be integral in facilitating the community partnerships that make our Coalition successful.

The Carroll County Opioid Prevention Coalition currently has 60 members. Members included public health professionals, drug treatment providers, drug court representation, substance abuse prevention professionals, individuals in recovery, law enforcement officials from 6 law enforcement agencies, the County State's Attorney, educators for local colleges and secondary schools, faith community pastors and members, senior advocates, pharmacists, mental health services, medical professionals, business industry, EMT's and first responders and concerned citizens.

### **Evidenced-Based Strategies Selected**

The specific evidence-based strategies to be implemented during OMPP Year 3 are: Media Advocacy and Law Enforcement Training to Raise Public Awareness of the Good Samaritan Law, and Prescriber/Pharmacist Education about the consequences of misuse of prescription opioids.

### **Targeted Populations**

The targeted populations continue to be prescribers and pharmacists; with a focus on outreach to determine behavioral change, law enforcement and criminal justice agencies, and Carroll County residents who are not aware of the Good Samaritan Law with an emphasis on individuals at risk of witnessing or experiencing an overdose. Prescribers and pharmacists will continue to be targeted as "gatekeepers" for part of the supply of prescription opioids available for misuse. If prescribers and pharmacists are aware of the risks and consequences of opioid misuse and communicate those dangers to their patients, both parties can make more informed decisions about how prescription opioid medications should be used on a case-by-case basis. Law enforcement and criminal justice agencies are

on the front lines of the opioid epidemic, and come face-to-face with overdose on a daily basis. Providing training and education about the Good Samaritan law to this population will help ease community concerns about calling emergency services in the event of an overdose. Finally, individuals who are unaware of the Good Samaritan Law and who are at risk for witnessing or experiencing an overdose will benefit from increased outreach and education about how the Good Samaritan Law can protect them and help save lives. Targeting this population will help us get our message to the people who are most likely to benefit from the Good Samaritan Law.

### **Expected Outcomes**

The coalition has defined targeted outcomes for each intervening variables. The six target outcomes in Year 3 are:

1. Increase residents' knowledge of the Good Samaritan Law
2. Increase residents' likelihood to call 911 to request emergency services in the event of an overdose
3. Increase the percentage of residents reporting a conversation with a prescriber or pharmacist about prescription opioids
4. Increase the number of calls for emergency services
5. Reduce the number of opioid-related overdoses
6. Reduce self-reported lifetime non-medical use of prescription opioids by Maryland high school students

### **Partners**

The following agencies and community organizations or members will be key partners in the successful implementation of the strategies: Carroll County Health Department Bureau of Prevention, Wellness and Recovery; Westminster City Police Department; Carroll County Sheriff's Department including Carroll County Detention Center; Hampstead Police Department; Manchester Police Department; Maryland State Police; ROPE Team, Carroll County Drug Task Force; Carroll County State's Attorneys' Office; McDaniel College; Carroll Community College; Carroll County Public Schools; Carroll Hospital Center including local Prescribers/Pharmacies; Access Carroll; On Our Own; Carroll County EMS and Westminster Volunteer Fire Department; Carroll Hospice; Carroll County Youth Service Bureau; Drug Treatment Facilities and the Recovery Community in Carroll County; media outlets in Carroll County; Carroll County Department of Aging; Carroll County Chamber of Commerce; Families Against the Stigma of Addiction; Drug Court; Northeast Carroll Ministerial Association, Trinity Lutheran Church, Deer Park Methodist Church, Critical Incident Stress Management, Anthony's Way, Springfield Hospital and Foolproof Improvisational Troupe.

## IMPLEMENTATION ACTION PLAN

### Strategy 1: Prescriber/Pharmacist Education and Training

**Target Population:** Prescribers/Pharmacists who prescribe/dispense opioids to Carroll County residents

Action Steps	Person Responsible	Timeline	Measure(s) of Success
1. Develop partnerships with this target population by recruiting Carroll County-based prescribers/pharmacists via direct outreach to join Opioid Prevention Coalition as advisors.	Opioid Prevention Coalition members, Carroll County Health Department Dental and Nursing Bureau, Carroll Hospital Center	July 2018 – December 2018	Regular prescriber/pharmacist participation in Opioid Prevention Coalition
2. Meet with Coalition and community stakeholders to discuss education and training on the risks and consequences of opioid misuse for local prescribers and pharmacists who prescribe or dispense opioids to Carroll County residents	OMPP Coordinator, Opioid Prevention Coalition members	July 2018 – October 2018	Training and education and formats determined and presented to Coalition
3. Determine recruitment methods and training schedule for local prescribers and pharmacists who prescribe or dispense opioids to Carroll County residents	OMPP Coordinator, Opioid Prevention Coalition members, Carroll Hospital	October 2018 – December 2018	Recruitment methods determined, trainings scheduled
4. Conduct training(s) facilitated by Carroll County Health Department, Carroll Hospital, and other partners as appropriate; collect feedback via secondary evaluations and secondary patient surveys	OMPP Coordinator, Prevention Office, Carroll Hospital	January 2019 – April 2019	Trainings conducted, feedback collected
5. Develop opioid educational materials using preapproved strategy resources: handout cards, posters, window clings, rack cards, including SAMHSA Overdose toolkit for prescribers.	Opioid Prevention Coalition workgroup to include prescribers/pharmacists, Carroll Hospital Center, marketing partners	October 2018 – December 2018	Materials developed

6. Disseminate prescriber education materials to the practices of diverse types of prescribers and pharmacists.	Coalition members, law enforcement, Carroll Hospital, Prevention Office	January 2019 – April 2019	Materials disseminated
7. Track the number of education materials disseminated to prescribers/pharmacists and their feedback through Key Informant interviews; track number of training and education events held, participants trained and their feedback through secondary evaluations; track impact on conversations with patients via secondary patient surveys	OMPP Coordinator and Evaluator	April 2019 – June 2019	Feedback obtained from key informant interviews, secondary evaluations, secondary surveys and presented to Coalition

## IMPLEMENTATION ACTION PLAN

### Strategy 2: Enforcement and Criminal Justice Training/Education

#### Target Population: Law Enforcement and Criminal Justice Agencies

Action Steps	Person Responsible	Timeline	Measure(s) of Success
1. Meet with Coalition and community stakeholders (including recovery groups and support groups for families of individuals in active addiction) to discuss Good Samaritan education and training for law enforcement and criminal justice partners.	OMPP Coordinator, Carroll County States Attorney's Office, Carroll County Sheriff's Office, EMT	July 2018 – August 2018	Training and education and formats determined and presented to Coalition
2. Determine training schedule for local law enforcement agencies, Drug Court personnel, first responders, treatment and recovery agencies/organizations. Determine first responder recognition format.	OMPP Coordinator, Carroll County States Attorney's Office, Carroll County Sheriff's Office, EMTs	September 2018 – December 2018	Trainings scheduled; first responder recognition format determined
3. Conduct training(s) facilitated by the Carroll County States Attorney's Education Liaison, Opioid Prevention Coalition, Carroll County Public Library and Families Against the Stigma of Addiction partnership.	OMPP Coordinator, Carroll County States Attorney's Education Office, Carroll County Public Library and Families Against the Stigma of Addiction	January 2019 – April 2019	Trainings conducted
4. Encourage Overdose response as chance to build trust with law enforcement and encourage aftercare. Facilitate dissemination of educational and resource information to assist with overdose aftercare.	OMPP Coordinator, SAO, Substance Abuse Prevention, Carroll Hospital, EMT	April 2019 – June 2019	Educational and resource materials being disseminated to overdose victims
5. Track number of participants trained, number of Good Samaritan education materials distributed, number of first responders recognized.	OMPP Coordinator, States Attorney's Education Office, EMT, Carroll Hospital	June 2019	Report presented to Coalition



## IMPLEMENTATION ACTION PLAN

### Strategy 3: Social Marketing Campaign

**Target Population:** Carroll County residents at risk of witnessing or experiencing an overdose

Action Steps	Person Responsible	Timeline	Measure(s) of Success
1. Continued capacity development with target organizations/agencies who through their social experience have contact with opioid users including: treatment and recovery services. Develop partnerships with Carroll County faith-based, civic organizations and business leaders. Targeted messages based on populations not aware of GSL. Building trust within the community concerning the GSL through collaboration with the SAO and direct messaging through the SAO.	Coalition Workgroup, Bureau of Prevention, Wellness and Recovery- Carroll County Health Dept., Maryland Heroin Awareness Advocates, Families Against the Stigma of Addiction, SAO	July 2018 – September 2018	Regular participation in Opioid Prevention Coalition by community faith, civic, and business representatives
2. Meet with Naloxone program trainers, peer recovery specialists, and Families Against the Stigma of Addiction to discuss and plan collaboration opportunities to encourage training for Naloxone.	OMPP Coordinator, Substance Abuse Prevention Supervisor, Director of Training for Naloxone, Naloxone trainers, FASA	July 2018 – October 2018	Collaboration opportunities identified and planned
3. Meet with Coalition to discuss updates to existing approved campaign materials (in accordance with previously approved MassTAPP communications toolkit) based on feedback from Focus Groups and Key Informant Interviews conducted in FY18.	Opioid Prevention Coalition, persons in recovery, Carroll Hospital Center, Carroll County States Attorney's Office, MD Heroin Awareness Advocates	October 2018 – December 2018	Coalition met and determined appropriate updates
4. Meet with marketing firm to provide updates to existing approved campaign materials	OMPP Coordinator, Trembling Giant Marketing	December 2018 – January 2019	Updates delivered to marketing firm

<p>5. Continue to develop new partnerships to disseminate print materials to treatment/recovery organizations, businesses, churches, social media/billboard/outreach campaigns; press releases, newspaper and internet articles, multi-agency community outreach events.</p>	<p>Opioid Prevention Coalition, Bureau of Prevention, Wellness and Recovery, treatment/recovery agencies, On Our Own, Shelters, Carroll Hospital, Chamber of Commerce, Religious leaders, Law Enforcement agencies, EMT's, SAO, Detention Center</p>	<p>February 2019 - May 2019</p>	<p>Materials disseminated</p>
<p>6. Track number of Good Samaritan Law information print materials disseminated, social media posts, billboard impressions, website analytics, focus group data; track behavioral changes through number of calls for service related to potential overdose (cases reported by Sheriff's Office)</p>	<p>Opioid Prevention Coalition, Bureau of Prevention, Wellness and Recovery, treatment/recovery agencies, On Our Own, Shelters, Carroll Hospital Center, Carroll County Chamber of Commerce, Religious leaders, Law Enforcement agencies, EMT's, Carroll County State's Attorney's Office, Carroll County Detention Center</p>	<p>June 2019</p>	<p>Report presented to Coalition</p>

## Summary of OMPP Implementation Costs

**Instructions:** Please submit the following chart projecting the costs of implementing each of the evidence based strategies you have included in your OMPP Implementation Plan Worksheets.

**Jurisdiction:** Carroll County Opioid Prevention Coalition

Evidence Based Strategy	Expenses for implementing this strategy	Rationale – How did you arrive at the cost of implementing this strategy	OMPP Funding Requested to implement the strategy	Funding or in-kind from other sources (if there is any)	Total Funding for this Strategy
Prescriber/Pharmacist Education Training	Prescriber Opioid Prevention Education toolkit materials	SAMHA Overdose Prevention Toolkit copies- 200 copies @ \$10.00  Opioid Education Posters- 8 ½ x11” 200 @ \$.60 ea. Stress Pills w/message	\$2,000.00  \$120.00  \$1,000.00	Coalition members adding pertinent information to the kit	\$3,120.00
	Pharmacist Opioid Education Prevention toolkit materials	Know an Opioid Overdose Rack Card 20,000 @ \$.10  Opioid education patron hand out cards-1. Know and Opioid Overdose 2. Safeguard prescriptions 3. Disposal information Total approx. 10,000 cards @ \$.25  Point of sale counter advertising item for pharmacies 150 @\$10.00	\$2,000   \$2,421.44  \$1,500.00		\$5,921.44

	Opioid education program targeting office managers of pain management, orthopedic, general practice, oral surgeons and dentists in Carroll County	Invite-Postage 200@ \$.49 stationary, copies 200 @ \$1.00  Food/beverage for 200 participants @ \$10.00  Venue Rental-\$150.00 x 2 hours  Incentives-pens, notepads, etc.  Bags for educational materials 200@ \$5.00  Books on opioids as give- away	\$98.00 \$200.00  \$2,000.00  \$300.00  \$1,000.00  \$1,000.00  \$1200.00	Pharmacist, DEA & speakers  Venue discount \$500.00  Community member advertiser contribution	\$6,298.00
<b>Total Funding</b>			\$14,839.44		\$15,339.44
Enforcement and Criminal Justice Training/Education	Good Samaritan Law education materials        Appreciation/Recognition training/acknowledgment for First Responders reinforcing the Good Samaritan law administering naloxone Billboard	Good Samaritan Educational materials for training participants \$5.00 x 500   Food/beverage for 100 participants @ \$20.00  Venue 150.00 x 2 hrs.  Awards-\$25.00 x 100 5 billboards x 3months and artwork	\$2,500.00   \$2,000.00  \$300.00  \$2,500.00 \$6,700.00	Carroll County States Attorney’s Office Presentation States Attorney Education Hand Out Cards Venue donation  Community member donations Speaker fee \$1,000	\$15,000
	Print:				

Media Advocacy	Good Samaritan Law education Posters	1,000 @ \$.60	\$600.00		\$2,829.52
	Good Samaritan Rack Cards	5,000 @ \$.12	\$600.00		
	Opioid Prescription Drug/Heroin Website upgrades and server fees	3 months 407.38 (1 year)	\$1,629.52		
	Good Samaritan Billboards	5 billboards x 3 months and artwork fee	\$6,300.00		\$10,701.04
	Billboard artwork	2 different designs at \$200.00 ea.	\$400.00		
	Comcast landing page ad-Good Samaritan Law	3 months @ \$1333.68	\$4,001.04		
<b>Total Funding</b>			\$24,952.00		\$22,952.00
<b>Grand Total</b>			\$42,370.00		\$43,870.00