Moving Upstream to Prevent Substance Misuse and Addictions: Primary Prevention in Action

August 17, 2017
2:00 pm – 3:00 pm ET
Audio: 888-632-5004; 765826
Dr. Jay Butler, MD, CPE

- Chief Medical Officer
- Alaska Department of Health and Social Services
- Director, Division of Public Health
ASTHO’s 2017 President’s Challenge

PUBLIC HEALTH PRACTICE PARADIGMS

ACUTE HEALTH EVENT CONTROL AND PREVENTION

1. Reduce the need to self-medicate, control access to addictive substances, and promote protective factors

2. Diagnose and treat addictions and substance use disorders

3. Prevent life-threatening adverse outcomes

SNEPs, Naloxone, Ignition Interlock

SCREENING AND TREATMENT

Diagnose and treat addictions and substance use disorders

Screening and Treatment
Remove Stigma
Understanding of Addiction as a Chronic Condition of the Brain

CHRONIC DISEASE SCREENING AND MANAGEMENT

ENVIRONMENTAL CONTROLS AND SOCIAL DETERMINANTS

1. Environmental and social determinants

2. Reduce the need to self-medicate, control access to addictive substances, and promote protective factors

3. Prevent life-threatening adverse outcomes

ASTHO logo
Conceptual Framework

Public Health Approaches to Preventing Substance Abuse and Addiction

1° Prevention

- Reduce the need to self-medicate
- Control access to addictive substances
- Promote protective factors

Foundation:

Effective, Evidence-Based Education and Communication

Public Health Practice Paradigms

- Effective PDMPs and Use of Data
- Age Restrictions
- Limit Advertising
- Taxation
- Judicious Prescribing
- Rational Pain Management
- Prevent and Mitigate ACEs
- Personal and Community Resiliency
- Adolescent Risk Reduction
- Improve Mental Health

Environmental controls and social determinants
Kaiser Permanente Presentation

- Brigid McCaw, MD
  - Medical Director of Kaiser Permanente's Family Violence Prevention Program
Addiction doc says: It’s not the drugs. It’s the ACEs – adverse childhood experiences.

https://acestoohigh.com/2017/05/02/addiction-doc-says-stop-chasing-the-drug-focus-on-aces-people-can-recover/
ACEs SCIENCE is the Foundation

EPIDEMIOLOGY
the ACE Study and expanded ACE surveys

IMPACT ON THE BRAIN
the neurobiology of toxic stress/ACEs on developing brains

IMPACT ON THE BODY
the short- and long-term health consequences of toxic stress

EPIGENETICS
how the effects of ACEs are passed on from generation to generation

RESILIENCE
the brain is plastic and the body wants to heal

Source: ACEsConnection.com
Clinical Opportunities to Address ACEs in Kaiser Permanente

<table>
<thead>
<tr>
<th>Current ACEs</th>
<th>Past Exposure to ACEs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Children and Families</strong></td>
<td><strong>Adults</strong></td>
</tr>
<tr>
<td>Mitigate impact of ACEs</td>
<td>Improve effectiveness of care</td>
</tr>
<tr>
<td>✓ Child Maltreatment</td>
<td>• Substance Misuse</td>
</tr>
<tr>
<td>✓ Intimate Partner Violence</td>
<td>• Morbid obesity, Bariatric Surgery</td>
</tr>
<tr>
<td>✓ Substance Misuse</td>
<td>• Chronic Pain</td>
</tr>
<tr>
<td>✓ Depression/anxiety</td>
<td>• Complex, chronic conditions</td>
</tr>
<tr>
<td>• Other mental illness</td>
<td>• Intimate Partner Violence</td>
</tr>
<tr>
<td>• High-risk- foster children, teen parents</td>
<td>• Mental Health</td>
</tr>
</tbody>
</table>

**Must Do**
- High Value

**PRIMARY PREVENTION**
- Research
- Graduate Medical and Nursing Education

8.1.17 | fvpp@kp.org
Integration of Behavioral Health in Prenatal Care

Peripartum Depression: Routine screening, treatment, and follow-up

Substance Abuse: Early Start Program

Domestic Violence: Screening, intervention and referral

Identifying and treating these maternal conditions improves mothers well-being AND infant outcomes. It has a 2-Generation impact.
Prenatal Screening for ACES/Resiliency

ACEs are associated with increased risk for prenatal depression, IPV, substance use, obstetric problems, and premature delivery.

Screening for ACEs can help clinicians identify women who need extra services.

Adding Resilience scale was important and useful.

Clinicians & patients found screening valuable.
Prenatal Care and Early Childhood are Golden Opportunities for Primary Prevention of Substance Misuse
Contact

Brigid McCaw, MD, MS, MPH, FACP
Medical Director, Family Violence Prevention Program, Kaiser Permanente, Northern California
(510) 987-2035
brigid.mccaw@kp.org
Vermont Department of Health Presentation

Tracy Dolan, MS
- Deputy Health Commissioner for the Vermont Department of Health
Tracy Dolan
Deputy Commissioner
Vermont Department of Health
Mission:

Protect and promote the best health for all Vermonters
Alcohol & Drug Abuse Programs (ADAP)

Mission:
To Prevent and Eliminate the problems caused by alcohol and drug misuse
<table>
<thead>
<tr>
<th><strong>State Substance Abuse Services</strong></th>
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<tbody>
<tr>
<td><strong>VDH/ADAP</strong></td>
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<tr>
<td>Preferred Provider Oversight &amp; Quality</td>
</tr>
<tr>
<td>Prevention – Community, School-Based Services, High Risk Populations</td>
</tr>
<tr>
<td>Intervention – PIP, IDRP, SBIRT, School Health, VPMS, Naloxone, Rocking Horse</td>
</tr>
<tr>
<td>Treatment – Preferred Provider Outpatient Intensive Outpatient Residential Hub – Methadone Halfway/Transitional Housing</td>
</tr>
<tr>
<td>Recovery Services – Recovery Centers, Peer Support</td>
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<tr>
<td><strong>DVHA</strong></td>
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<tr>
<td>Care Coordination – Team Care VCCI, Spoke Staff</td>
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<tr>
<td>Treatment - Private Practitioner Outpatient Hospital Detoxification Spoke/Physician Services Pharmacy/Medication</td>
</tr>
<tr>
<td>Utilization Review - Residential Services</td>
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<tr>
<td>Support Services - Laboratory, Transportation</td>
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<tr>
<td><strong>Other State</strong></td>
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<tr>
<td>DCF/Reach Up &amp; Lund Screening</td>
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<tr>
<td>AHS Integrated Family Services</td>
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<tr>
<td>DOC Screening</td>
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<td>DOC Therapeutic Communities</td>
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<tr>
<td>Pre-Trial Services</td>
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<tr>
<td>Court Screening</td>
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<tr>
<td>DMH Co-Occurring</td>
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<tr>
<td>DMH Elder Care Clinicians</td>
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<tr>
<td>DAIL – Screening</td>
</tr>
<tr>
<td>AOE – School Based Health Services</td>
</tr>
<tr>
<td>DLC – Regulation &amp; Training</td>
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<tr>
<td>DOT – Impaired Driver Prevention</td>
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</tbody>
</table>
- Focuses on population and individual health
- Using data to understand consumption and consequence patterns
- Understanding the nature and impact of the problem to set priorities for policy, access, and infrastructure
Regional Prevention Partnerships (RPP)

- $12,363,040, 5-year SAMHSA Grant awarded from 10/01/15 to 9/30/20
- Continuation of Partnership for Success (PFS) 2012-2015 grant focused on funding a regional approach to substance abuse prevention through our VDH District Office Structure
- Integrates Strategic Prevention Framework (SPF) and the Vermont Prevention Model
Local VDH Team:

- District Director
  - Local Lead & Decision Maker
- Prevention Consultant
  - Local TA Provider & Support
Substance Abuse Prevention System—
System Organization

The Strategic Prevention Framework
Supports Accountability, Capacity, and Effectiveness
Substance Abuse Prevention System: Prevention Model

Policies and Systems
Local, state, and federal policies and laws, economic and cultural influences, media

Community
Physical, social and cultural environment

Organizations
Schools, worksites, faith-based organizations, etc

Relationships
Family, peers, social networks, associations

Individual
Knowledge, attitudes, beliefs

RPP Goals

- 1. Reduce underage drinking & binge drinking (persons 12-20 years old)
- 2. Reduce marijuana use (persons 12-25 years old)
- 3. Reduce prescription drug misuse/abuse (persons 12-25 years old)
- 4. Increase regional prevention infrastructure/capacity

Vermont Department of Health
RPP Cohorts

- Two RPP Cohorts:
  - Previous Partnerships for Success (PFS) Grantees (PFS-RPP Continuation Grantees)
    - Limited years of funding under RPP/PFS 2015
    - Completed a new assessment, updated regional plans & added marijuana strategies, ongoing implementation
    - Ongoing capacity building with focus on sustainability
  - New RPP Grantees
    - 5 years of RPP funding
    - Completed initial assessment, completed regional plans, ongoing implementation
    - Ongoing capacity building
Statewide Coverage
### PFS-RPP Grantees

<table>
<thead>
<tr>
<th>AHS District</th>
<th>Lead Agency</th>
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<tbody>
<tr>
<td>Barre</td>
<td>Washington County Youth Services</td>
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<tr>
<td>Brattleboro</td>
<td>Youth Services</td>
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<tr>
<td>Burlington</td>
<td>Chittenden County Regional Planning Commission</td>
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<tr>
<td>Morrisville</td>
<td>Lamoille Family Services</td>
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<tr>
<td>Rutland</td>
<td>Rutland Regional Medical Center</td>
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<tr>
<td>White River Junction</td>
<td>Mt Ascutney Prevention Program</td>
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</table>
**New RPP Grantees**

<table>
<thead>
<tr>
<th>AHS District</th>
<th>Lead Agency</th>
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</thead>
<tbody>
<tr>
<td>Bennington</td>
<td>The Collaborative</td>
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<tr>
<td>Middlebury / Addison</td>
<td>United Way of Addison County</td>
</tr>
<tr>
<td>Newport</td>
<td>Northeast Kingdom Learning Services</td>
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<tr>
<td>St Albans</td>
<td>Franklin County Caring Communities</td>
</tr>
<tr>
<td>St Johnsbury</td>
<td>Northeastern Vermont Regional Hospital</td>
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<tr>
<td>Springfield</td>
<td>The Collaborative</td>
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</table>
Focus on Regional Prevention Infrastructure

- Use of the Strategic Prevention Framework at a regional level with regional partners
- Coordinate prevention efforts of local coalitions & prevention partners across region
- Coordinate prevention media messaging statewide & at regional level
- Deliver prevention services across the region
Regional SPF—Assessment

- Vermont Department of Health’s State Epidemiological Outcomes Workgroup (SEOW) produced Regional Prevention Partnerships (RPP) Data Profiles

- Provided demographic data, substance abuse prevalence data, risk & protective factors, prescription drug monitoring system data, emergency room data, and citation / compliance data

- Regions used data profiles to complete regional assessments
Regions are required to complete region-wide capacity building activities, including media advocacy.

Vermont Department of Health provides a two six-month media toolkits per year with required and suggested media activities.

- Ensures alignment with statewide media campaigns as well as coordination of messages—helping to ensure media market saturation of specific substance abuse prevention messages.

**Timeline**

Media buy planned for January through April 2018

Marijuana-specific messaging spring 2018
### RPP Strategy/Activity Menu

#### POLICY & SYSTEMS: Local, State and Federal Policies and Laws, Economic & Cultural Influences, Media

<table>
<thead>
<tr>
<th>Underage &amp; Binge Drinking</th>
<th>Prescription Drugs</th>
<th>Marijuana</th>
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<tbody>
<tr>
<td><strong>REQUIRED:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Local policy enhancements</td>
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<tr>
<td>Specific policy focus to be determined by regional assessment. Some examples include:</td>
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<tr>
<td>- Restrict alcohol outlet density / location / hours of operation</td>
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<tr>
<td>- Restrict alcohol in public places and/or at community events</td>
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<tr>
<td>- Restrict advertising/promotion</td>
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<tr>
<td>- Language in regional or town plans establishing principals related to alcohol outlets, consumption on public property, etc.</td>
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<tr>
<td>- Social Host Liability Enhancements</td>
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<tr>
<td>- Support Responsible Beverage Service (RBS) Trainings provided by ELC</td>
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<td>- Retailer recognition for passing compliance checks</td>
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<tr>
<td><strong>OPTIONAL:</strong></td>
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<td></td>
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<tr>
<td>- Sticker shock</td>
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**REQUIRED:**
- Enhance local underage drinking, DUI, and other drug law enforcement efforts. Select one or more of the following strategies:
  - Saturation/Check Points
  - Saturate/Party Patrols and/or
  - Support Training of Drug Recognition experts

#### COMMUNITY: Physical, Social & Cultural Environments

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<tr>
<td><strong>REQUIRED:</strong></td>
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<td></td>
</tr>
<tr>
<td>- Education and outreach to community on Proper Storage and Safe Disposal of Unused Prescription Drugs</td>
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<td>- Expand Permanent Safe Drop Off Locations</td>
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<tr>
<td>- Promote Prescription Drug Take Back Events</td>
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**REQUIRED:**
- Regional capacity building (including community mobilization & media advocacy)
- Promote Statewide Media Campaigns as requested (including other local information dissemination approaches)
### Regional SPF—Planning & Strategy Menu

**ORGANIZATIONS:** Schools, worksites, colleges, faith-based organizations, etc.

<table>
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<tbody>
<tr>
<td><strong>OPTIONAL:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Alcoholics (schools or colleges only)</td>
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<tr>
<td>• eCheckups (schools, colleges, or worksites only)</td>
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<td></td>
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<tr>
<td><strong>REQUIRED:</strong></td>
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<tr>
<td>• Outreach to Pharmacies and Prescribers on Providing Education to Patients on Prescription Drug Misuse, Safe Storage/Disposal</td>
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<tr>
<td><strong>OPTIONAL:</strong></td>
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<tr>
<td>• Marijuana eCheckUp (schools, colleges, or worksites only)</td>
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**RELATIONSHIPS:** Family, Peers, social networks, associations

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<tr>
<td><strong>OPTIONAL:</strong></td>
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<tr>
<td>• Family Matters</td>
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<tr>
<td><strong>OPTIONAL:</strong></td>
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<td></td>
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<tr>
<td>• Teaching good choices</td>
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<tr>
<td>• Nurturing Parenting Program</td>
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<tr>
<td>• Strengthening Families Program (3rd-5th)</td>
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<tr>
<td>• Support one or more of the following at a local school</td>
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<tr>
<td>o Advising and Training of Peer Leadership / Youth Empowerment Groups</td>
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<tr>
<td>o Establishment of Gay/Bisexual Straight Alliance (GSA or QSA)</td>
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**INDIVIDUALS:** Knowledge, attitudes, beliefs

<table>
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<tr>
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<tr>
<td>• Smart Moves (a Boys &amp; Girls Club Program)</td>
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<tr>
<td>• Support one or more of the following at a local school</td>
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<tr>
<td>o Screen and referral to substance abuse and mental health services</td>
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<tr>
<td>o School-based Mentoring</td>
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Implementation Highlights

- Integrating Substance Abuse Prevention into Healthy Communities Frameworks & Municipal Planning
  - A Primer on Planning for Prevention
  - Healthy Community Design Resource

Vermont Department of Health
Implementation Highlights

- Universal Screening at local colleges/universities
- Pilot program with universal screening with a community college campus
Implementation Highlights

- Expanding Prescription Drug Drop Boxes & Promoting DEA Take Back Days
- RPP Grantees are instrumental in helping to establish new drop boxes in local communities
- Vermont has been very successful in saturating most local law enforcement agencies with a drop box
Community-based Infrastructure and Expansion Grants

- Prevention Infrastructure – grants to 4 existing high functioning coalitions to continue outcomes towards reducing underage drinking, high risk drinking and marijuana use

- Prevention Expansion – grants to 4 community agencies to expand substance abuse prevention services to high needs populations including low SES, LGBTQ, military families, and immigrant/new Americans.
School-based Substance Abuse Services

Objectives

- Increase capacity of schools to coordinate substance abuse prevention and early intervention
- Reduce past month use of alcohol, marijuana and/or any illicit substances among adolescents (12-17)
- Reduce binge drinking among adolescents (12-17)
Required activities:
- Screening and Referral for SA and MH using CRAFFT and/or GAIN-SS
- Coordinated School Health

Optional activities:
- Evidence-based classroom curricula
- Youth empowerment groups
- Evidence-based parent education programs
- Delivery of parent information
Governor's Opioid Coordination Council (Executive Order 09-17): Monday, May 8, 2017

An Executive Order creating the Governor's Opioid Coordination Council to lead and strengthen Vermont’s response to the opioid crisis by ensuring full interagency and intra-agency coordination between state and local governments in the areas of prevention, treatment, recovery and law enforcement activities.
The 21-member council, appointed by Governor Scott, is co-chaired by Agency of Human Services Secretary Al Gobeille, Public Safety Commissioner Tom Anderson, and former Chittenden County State Senator Jim Leddy, whose professional career was dedicated to addressing the challenges of substance use disorders. Jolinda LaClair, director of drug prevention policy, a position created by the Executive Order, will oversee the Council’s work.
Subcommittees

- Treatment and Recovery
- Prevention and Enforcement
  - ADAP’s Director of Prevention Services serves on this subcommittee and contributes to the discussions and presentations on current opioid prevention efforts by VDH
  - Prevention and Enforcement recommendations will be developed to include in the full set of recommendations to the Governor in October
Shaping Our Appalachian Region, Inc. Presentation

■ Jared Arnett, MBA
  ▪ Executive director for SOAR
Shaping Our Appalachian Region

SOAR
LIFE EXPECTANCY AT BIRTH

Sources: Mortality data (2002-11) from CDC Wonder; Census data (interpolated population avg. of 2000 & 2010) from American Fact Finder

Center on Society and Health

Virginia Commonwealth University
CHANGE:
Driven by Innovation
Collective Impact is a framework to tackle deeply entrenched and complex social problems. It is an innovative and structured approach to making collaboration work across government, business, philanthropy, non-profit organizations and citizens to achieve significant and lasting social change.
Blueprint for a 21st Century Appalachia

www.soar-ky.org/blueprint
1. **Drive Action:** aligned with the Regional Blueprint
   - Drive broadband expansion and adoption.
   - Cultivate partnerships to lead the implementation of strategies aligned with the SOAR Blueprint.
   - Engage key stakeholders across all industry sectors to continuously develop innovations in process and programs.

2. **Be the Champion:** promoting and inspiring Appalachia Kentucky
   - Demonstrate expertise on Appalachian strategy and approach by communicating the Regional Blueprint to stakeholders.
   - Change the narrative of Appalachia from a focus on challenges to opportunity.

3. **Grow the Team:** in number and capacity of our partners
   - Launch SOAR network to connect leaders, drive action and champion strategically aligned efforts in the region.
   - Develop regional branding efforts to solidify and build a feeling of ownership by people throughout the region.
   - Support engaged partners at the local level.
Discussion
Thank you for participating!