

MAO Perspectives on Take Back, Educate and Inundate

Presenter

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Disclosure statement

- I have nothing disclose.

Topic Objectives

- Discuss the impact of the opioid crisis in the United States and Alabama
- List innovative approaches to preventing opioid use disorders in Ryan White HIV/AIDS Program (RWHAP) Clinics and AIDS Service Organizations
- Explain the benefits of implementing multi-layered prevention and intervention strategies to reduce opioid misuse and abuse amongst patients/clients and service providers
- List national health observances months and days to launch substance abuse prevention campaigns

* Bridging HIV, HCV, & SUD: Innovations in the Field Webinar Series

Opioid Crisis in the United States

- Access to prescription drugs that are being sold online or through social media
- Increase in the lethality and availability of fake or counterfeit prescription pills that contain fentanyl and methamphetamines
- Most common counterfeit pills that are made to look like prescription opioids include:
 - Oxycodone (Oxycontin and Percocet)
 - Hydrocodone (Vicodin)
 - Alprazolam (Xanax)
 - Stimulants like amphetamines (Adderall)

<https://www.alabamapublichealth.gov/news/2021/10/06.html>

Opioid Crisis in the United States

- More than 9.5 million counterfeit pills have been seized this year
- The number of DEA seized counterfeit pills with fentanyl jumped nearly 430 percent since 2019.
- DEA lab testing reveals that 2 out of every five pills with fentanyl contain a potentially deadly dose
- There were 93,000 overdose deaths in 2020 during the COVID-19 pandemic resulting in a 29% increase from 72,000 overdose deaths in 2019

<https://www.alabamapublichealth.gov/news/2021/10/06.html>

Opioid Crisis in Alabama

- Opioid prescriptions have decreased by 38% since 2011
- Deaths from drug overdoses have shifted to more dangerous drugs such as heroin and fentanyl
- In 2020, an est. 980 people in Alabama died from drug overdoses which was a 27 percent increase from 2019
- Prescription drug overdoses declined as heroin and fentanyl overdoses increase
- Alabama is one of 25 states with the highest increase in drug overdoses

Addressing the Opioid Crisis in Alabama

- In 2017, Governor Ivey established the Alabama Opioid Overdose and Addiction Council.
- Development of a strategic plan with subcommittee's to explore the following problems:
 1. Community Engagement/Veterans
 2. Prescribing and Dispensing
 3. Rescue (Naloxone)
 4. Treatment/Recovery
 5. Data
 6. Law Enforcement
 7. Prevention/Education
 8. Workforce

Council Recommendations

- Prevention
- Intervention
- Treatment
- Community Response
- Workforce

* <https://mh.alabama.gov/wp-content/uploads/2019/11/ALABAMA-OPIOID-OVERDOSE-AND-ADDICTION-COUNCIL-FINAL-.pdf>

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MAO SERVICES



Medical Advocacy & Outreach

26% of MAO Personnel dedicated to support services including telemedicine and information technology support.

39 %
of MAO
Personnel

- HIV Specialty & Primary
- PrEP
- nPEP
- Hepatitis C
- Dental
- Pharmacy

Medical

Behavioral

- Mental Health
- Substance Abuse
- Counseling
- Treatment Referral
- Drug Testing

9%
of MAO
Personnel

20 %
of MAO
Personnel

- Social Work
- Case Management
- Transportation
- Food Pantry
- House Assistance
- Consumer/Client Engagement

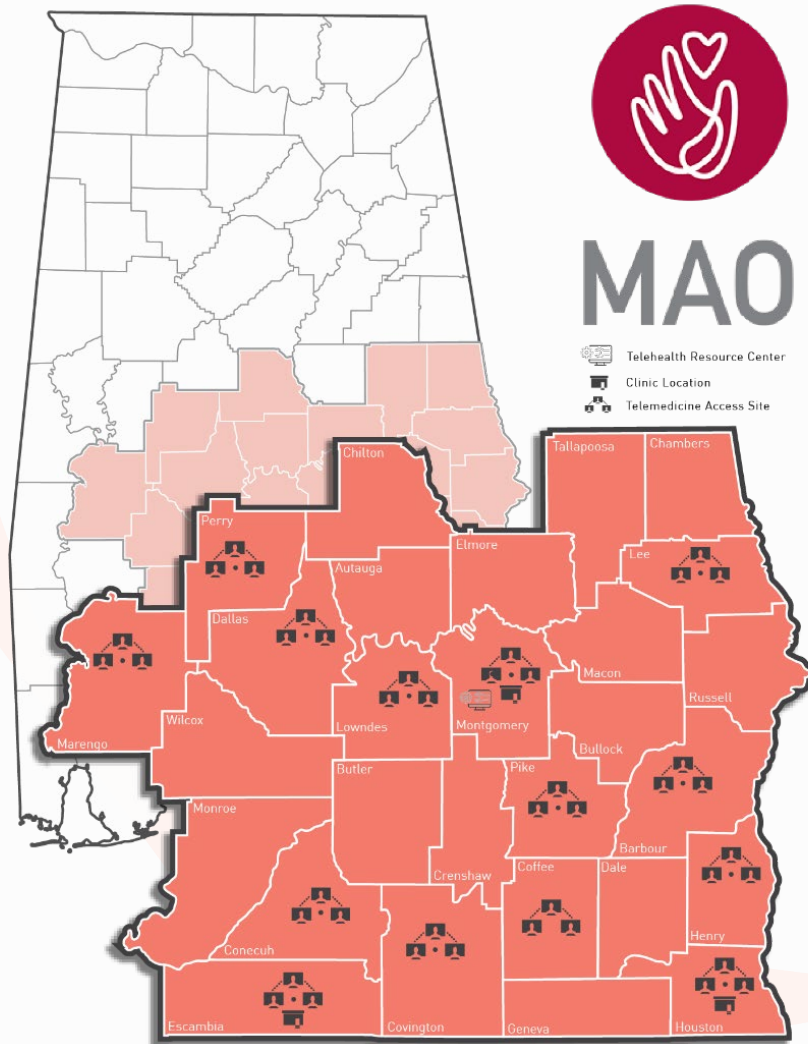
Social

Educational

- HIV Testing
- Hepatitis C Testing
- School & Community Prevention Education
- Alabama AETC/ Professional Development
- Civic Health Advocacy

6%
of
MAO
Personnel

GEOGRAPHY & REACH



18,675 square miles

- 4 - Full-service Clinic, Testing & Education Hub Sites
 - Montgomery
 - Dothan
 - Atmore
 - Selma (Clinic Only)
- 11 - Alabama e-Health Satellite Clinics
- Hub Sites & Satellite Clinics connect MAO team members using state-of-the-art encrypted telemedicine technology.

Alabama  Health

Why Opioid Prevention in RWHAP Medical Settings

- People living with HIV (PLWH) that have a history of injection drug use
- PLWH who are associated with an injection drug user either directly or through unprotected sexual contact
- PLWH who self identify a prior history of illicit drug use
- PLWH who are diagnosed with other co-morbid health conditions where controlled substances are prescribed for pain management

Take Back - Educate - Inundate



Collecting and disposing of expired and unused medications

(Annual Take Back Days)

April, October and Ongoing

Take Back - Educate - Inundate

- Individual encounters with agency patients/clients
- Training and continuing education with agency staff, community health care and behavioral health providers

Take Back - Educate - Inundate

Mass distribution of substance use prevention information using social media



Working with Law Enforcement

DEA NATIONAL ^{Rx}
TAKEBACK



Documenting Prescriptions

DEA NATIONAL ^{Rx}
TAKE-BACK



A Collaborative Approach

DEA NATIONAL **Rx**
TAKEBACK

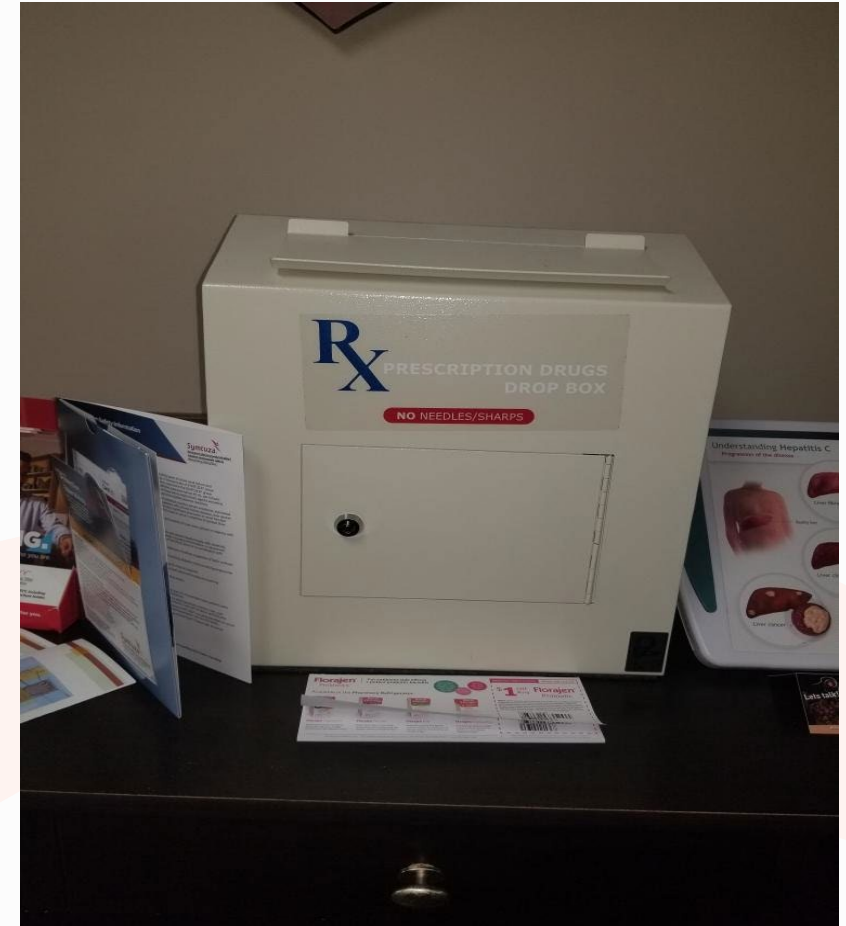


Our First Year



Our Second Year

DEA NATIONAL ^{Rx}
TAKE-BACK



Still Collecting

DEA NATIONAL ^{Rx}
TAKEBACK



Program Benefits & Outcomes

- Easy integration of program into existing RWHAP services
- Increased and expanded collaborations with non-RWHAP service providers
- Program replication in diverse and nontraditional human service and social settings
- Coordinated efforts with local law enforcement officials
- Convenience of onsite medication disposal for agency patients/clients
- Professional development training for behavioral health service providers

Supporting Council Recommendations

Alabama Opioid Overdose and Addiction Council

Supporting Council Recommendations:

- **Preventing** prescription medications from entering the wrong hands through Take Back efforts
- **Intervening** by providing education and conducting Screening, Brief Intervention and Referral to Treatment (SBIRT) screenings with agency constituents
- Facilitating **Treatment** opportunities by coordinating linkages and referrals to State certified substance abuse treatment programs and community mental health centers
- Supporting **Community Response** efforts by launching Take Back Educate Inundate initiatives with Ryan White clinic staff, patients, clients and family members of MAO
- **Workforce** – Internal Media Relations, National Observance Days/Months, New Patient Intake, Information Sharing/Dissemination

2020 Project Expansion

The AmerisourceBergen®
FOUNDATION



Selma AIR
Five Horizons



But Guess What Happened.....

COVID-19
UPDATES FROM THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

COVID-19
Safer at Home


-  Leave home only for essential work or necessities
-  Practice good hygiene: cover coughs and sneezes, don't touch your face, and wash hands often
-  Work remotely whenever possible
-  Physical distancing of at least 6 feet
-  Use cloth face coverings when in public
-  Disinfect frequently used items and touched surfaces often

Impact of Twindemics on Recipients with Substance Use Disorders in RWHAP Care Settings

- Pandemic related stress influenced first time drug use
- Pre-existing problems intensified during the pandemic
- Lockdowns and different pandemic restrictions contributed to isolation and difficulties with coping and adjusting
- Limitations in accessing treatment and recovery virtually
- Increase use of fentanyl, methamphetamines and heroin


Getting Creative during the Twindemic

WHY IT MATTERS TO ME...




END THE OPIOID EPIDEMIC
#BETHEANSWER #ENDSTIGMA


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The AmersourceBergen FOUNDATION




MAO Behavioral Health



The Dannon Project
One mission...One life at a time



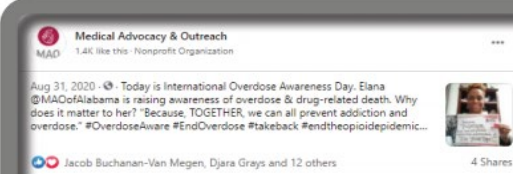
AIM
All In to Reduce Intoxication Mortality



COSA
Council on Substance Abuse
NCAAD


MAOI.ORG **#ENDTHEOPIOIDEPIDEMIC - #BETHEANSWER - #ENDOVERDOSE**

END THE OPIOID EPIDEMIC **2020 MOMENTS TO REMEMBER**



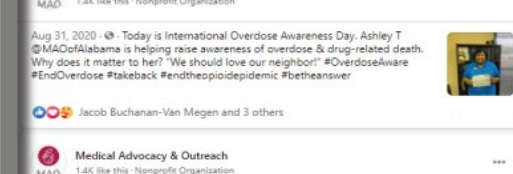
Medical Advocacy & Outreach
1.4K like this · Nonprofit Organization

Aug 31, 2020 · Today is International Overdose Awareness Day. Elana @MAOofAlabama is raising awareness of overdose & drug-related death. Why does it matter to her? "Because, TOGETHER, we can all prevent addiction and overdose." #OverdoseAware #EndOverdose #takeback #endtheopioidepidemic...
4 Shares



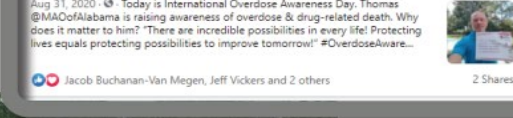
Medical Advocacy & Outreach
1.4K like this · Nonprofit Organization

Aug 31, 2020 · Today is International Overdose Awareness Day. Glenn @MAOofAlabama is raising awareness of overdose & drug-related death. Why does it matter to him? "I don't want ANYONE ELSE I care about to die from an overdose!" #OverdoseAware #EndOverdose #takeback #endtheopioidepidemic...
1 Share



Medical Advocacy & Outreach
1.4K like this · Nonprofit Organization

Aug 31, 2020 · Today is International Overdose Awareness Day. Ashley T @MAOofAlabama is helping raise awareness of overdose & drug-related death. Why does it matter to her? "We should love our neighbor!" #OverdoseAware #EndOverdose #takeback #endtheopioidepidemic #betheanswer
3 others



Medical Advocacy & Outreach
1.4K like this · Nonprofit Organization

Aug 31, 2020 · Today is International Overdose Awareness Day. Thomas @MAOofAlabama is raising awareness of overdose & drug-related death. Why does it matter to him? "There are incredible possibilities in every life! Protecting lives equals protecting possibilities to improve tomorrow!" #OverdoseAware...
2 Shares

Addressing the Opioid Crisis in Alabama **30** **EVAN WHITE CONFERENCE**


* In 2017, Governor Ivey established the Alabama Opioid Overdose and Addiction Council

* Development of a strategic plan with subcommittee's to explore the following problems:

1. Data
2. Prescribing and Dispensing
3. Rescue (Naloxone)
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5. Law Enforcement
6. Prevention/Education

Take Back - Educate - Inundate **30** **EVAN WHITE CONFERENCE**

Mass distribution of substance use prevention information using social media



Take Back - Educate - Inundate **30** **EVAN WHITE CONFERENCE**

DEA NATIONAL TAKEBACK

Collecting and disposing of expired and unused medications

(Annual Take Back Days) April, October and Ongoing

49:31

STOLEN - LOST MISUSED
Every day, more than 115 Americans die

More Creativity during the Twindemic

FACEBOOK/INSTAGRAM

END THE OPIOID EPIDEMIC
#BETHEANSWER #ENDSTIGMA

YOU COULD BE SAVING...
 • SOMEONE YOU KNOW
 • SOMEONE YOU LOVE
 • SOMEONE WHO MIGHT CHANGE THE WORLD!

MAOI.ORG
 (800) 510-4794
 Montgomery & Atmore Areas
 Option 8
 Dothan/Wiregrass Area
 Option 3

2020 Partners
 MAO Behavioral Health
 AIM
 COSA
 NCADD
 The Dannon Project
 One mission... One life at a time!

Made possible, in part, by The AmersourcesBergsen FOUNDATION

TWITTER/LINKEDIN

END THE OPIOID EPIDEMIC
#BETHEANSWER #ENDSTIGMA

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**TAKE BACK - EDUCATE - INUNDATE INITIATIVE
 SAMPLE 2020 THEMED SOCIAL MESSAGING IMAGES**

END THE OPIOID EPIDEMIC
#BETHEANSWER #ENDSTIGMA

EMAIL BANNER

Annual Health Observances

National Prescription Drug Take-Back Day

Turn in your unused or expired medication for safe disposal

April and October

Visit www.dea.gov or call 800-882-9539 for a collection site near you.

Sponsored by the U.S. Drug Enforcement Administration



SEPTEMBER



NATIONAL RECOVERY MONTH 2021

RECOVERY IS FOR EVERYONE:
Every Person, Every Family, Every Community

WWW.NATIONALRECOVERYMONTH.ORG



NPW MAY 8-14 2022

national prevention week



-  Strengthen COMMUNITY
-  Build RESILIENCE
-  Create HOPE

A Pennington Institute Initiative

TIME TO REMEMBER.
TIME TO ACT.



31 AUGUST
—
INTERNATIONAL OVERDOSE AWARENESS DAY

Resources for Helping Professionals



DIAL 211

Need Help? Want to Help?

Food, Shelter, Clothing & More

or visit www.211ConnectsAlabama.org



24/7 Helpline

844-307-1760


Are you, or a family member, struggling with addiction or in need of support?

Do you prefer chat? Live chat is available through our website: www.rosshelpline-tu.org
Want to send an email? Send us a message: helpline-tu.ala@gmail.com

Every call, live chat and email is answered by a person in recovery at:
RECOVERY ORGANIZATION OF SUPPORT SPECIALISTS
R.O.S.S.

Addiction is a disease, not a moral failing.

All services are confidential and free, made possible through funding from ADAMI and SAMHSA.



NAMI HelpLine

National Alliance on Mental Illness

Information, Resources, Support
Monday–Friday, 10:00 a.m. to 6:00 p.m. ET
800-950-NAMI (6264)
info@nami.org

Disaster Distress Helpline

-  1-800-985-5990
-  TEXT: “TalkWithUs” to 66746
-  DisasterDistress.samhsa.gov

SAMHSA HHS.gov

NATIONAL SUICIDE PREVENTION LIFELINE

1-800-273-TALK (8255)
suicidepreventionlifeline.org

References

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- <https://www.overdoseday.com/>
- <https://www.samhsa.gov/prevention-week>



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