



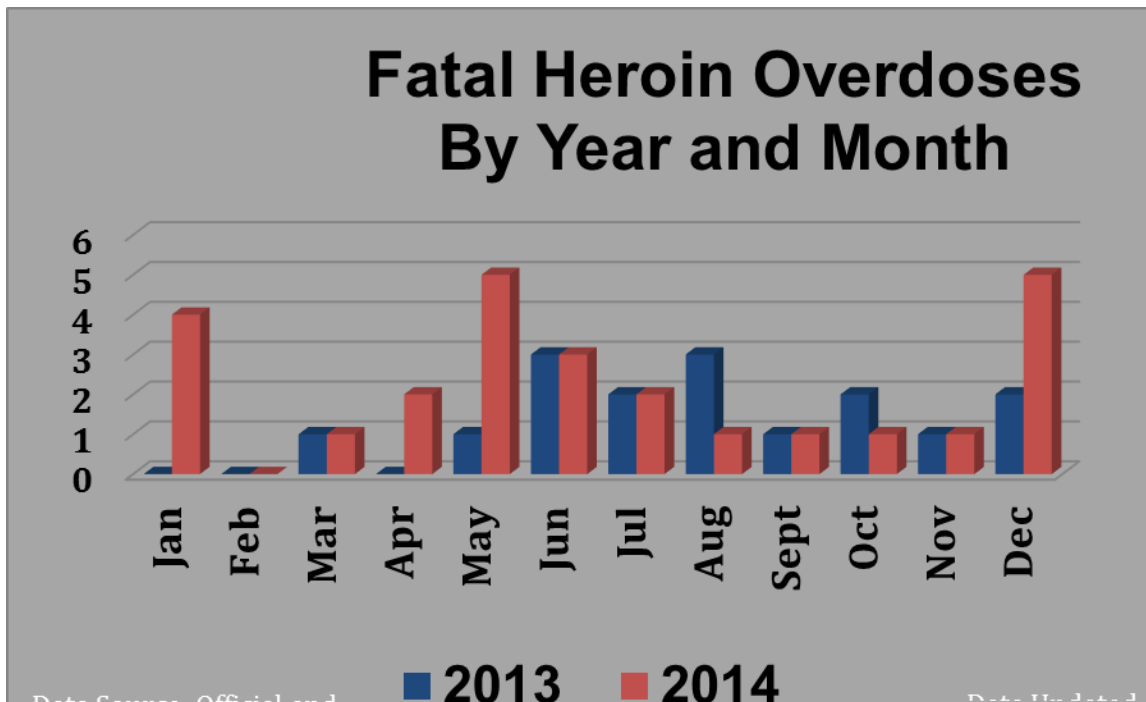
# Montgomery County Action Against Opiate Addictions and Overdose



## Montgomery County Consumption Patterns

Non-Alcohol drug usage begins in middle school and increases as youth get older.

- Reported in the 2014 Youth Risk Behavior Survey (YRBS)
  - 7.1% of Montgomery County (MC) middle school students aged 11 or younger reported taking a prescription drugs without a doctor’s prescription compared to 8.4% of high school students aged 16 or 17, and 12.8% aged 18 or older.
  - 14.1% of MC high school students also reported taking a prescription drug not prescribed by a doctor. 17% of 12<sup>th</sup> graders vs. 9.1% of 9<sup>th</sup> graders.
  - 2.7% and 3.9% of middle and high school students reported ever using heroin respectively.
  
- Among adults
  - Overdose deaths have risen each year over the past 4 years. This year MC will exceed the 78 opioid related deaths in 2015. Based on the data for every overdose death there are 80 non-fatal overdose events.
  - MC experiences an increase in opioid overdose events in the warm (May through August) and cold (December through January) seasons.



Data Source: Official and Unofficial Police Data

Data Updated: 1/22/2015

### ***Community Awareness and Education Efforts***

- The States Attorney's Office launched *Speak up Save a Life* - Over 10,000 students and parents in schools and communities were educated on the dangers of opiates and provided increased knowledge of Good Samaritan Law.
- Many Voices for Smart Choices (MVSC) - A coalition of parents and stakeholders who develop/implement educational programs for the public and providers.
  - Developing a plan for prescriber education and increase utilization of the Prescription Drug Monitoring Program (PDMP).
  - The campaign is focused on increasing the community's perception of risk of opioids and proper storage and safe disposal.
  - Drug Take Back efforts have collected over 10,000 pounds of pill form prescription drugs from medicine cabinets and safely disposed.
- MVSC/Department of Health and Human Services Public Service Announcement (PSA) Campaigns
  - Transit shelter signage, social media using Facebook and Twitter, ads shown in movie theatre, mobile banner ads, and in the process of moving to a digital/television
    - *Websites*
      - [www.clearthecabinet.com](http://www.clearthecabinet.com) – shares information about proper disposal and safe keeping of prescription drugs, drop-off locations
      - [www.itsneverworthit.com](http://www.itsneverworthit.com) – shares information about the signs of use and signs of opioid overdoses, how to help someone experiencing an overdose, Good Samaritan Law information.
    - *Printable materials*
      - 1,000 posters, 12x18 (10 versions, quantity of each TBD)
      - 4x4 cards, 50,000 (4 versions, 12,500 each)
      - 10,000 Rack Cards (Good Samaritan Law)
      - 20,000 disposal location cards
  - Currently developing new messaging derived from people in recovery
    - Additional PSA specific to dangers of opioids
    - 2 minute looping video targeting doctor's offices which prescribe opiates to educate their patients about the dangers of opioids and provide education on alternative methods of treatment.

### ***Overdose Death Prevention***

- Naloxone Certification
  - Trained over 140 nurses which includes school health and public health nurses
  - Looking to expand with Department of Correction staff, homeless shelters, school resource officers, and school security.
  - Trained and supplied Naloxone to over 200 county and city police.
- Stop Triage Engage Evaluate Refer (STEER)
  - Police and mental health collaboration to identify, refer and outreach to substance abusing adults.
- Montgomery County Overdose Fatality Review Team (MOFRT)
  - The group is tasked with promoting interagency coordination in investigations of drug overdose deaths and recommending services to surviving family members .

***Policy and Systems Changes to Consider***

- State-wide efforts requiring physicians, prescribers, pain management staff doctors, etc., to have continuing medical education (CME) training on responsible opioid prescribing methods.
- Increase of emphasis on peer to peer education through strengthening the infrastructure or establishment of Students Against Destructive Decisions (SADD) or youth prevention groups in schools starting at the middle school level.
- Greater focus on addressing root causes versus symptoms, for example, the opiate epidemic drives funding towards prevention of opiate abuse but underlying causes such as trauma, depression, Post-Traumatic Stress Disorder (PTSD), might also lead to other risky behaviors such as alcohol or other substance abuse, or suicide.