

GREENE COUNTY OPIOID PREVENTION 3-YEAR STRATEGIC PLAN										
July 2018-September 2021										
Problem Statement			Strategies	Activities	Milestones	Timeline	Persons/ Agencies Involved	Outcomes		
Problem	But why?	But why here?						Short Term	Intermediate	Long-Term
<p>Too many Greene County (GC) youth and adults are misusing opioids and experiencing negative consequences</p> <p>Missouri Student Survey - 6<sup>th</sup>-12<sup>th</sup> graders reporting lifetime misuse of prescription drugs increased from 8.67% in 2014 to 12.6% in 2016, and current misuse of prescription drugs increased from 3.82% in 2014 to 8.2% in 2016</p> <p>GC Treatment records indicate a 40% increase from FY15 to FY16 for persons identifying heroin as their</p>	<p>Community Laws and Norms Favorable</p> <p>There are few documented collaborative opioid prevention activities and a low percentage of current medical providers accessing PDMP (SGCHD)</p> <p>Attitudes Favorable</p> <p>2016 MSS indicates an 88% perception of harm, 95% perception of parental feelings, and 94% perception of wrongness of prescription</p>	<p>There is no community-wide effort to increase awareness of opioid misuse prevalence, associated risks, or effective prevention and intervention activities to address this problem</p> <p>Lack of perception of harm of prescription drug misuse – 2016 MSS indicates student perception of harm for prescription drug misuse is lower than harm for use of all other illicit substances except marijuana, and</p>	<p>Provide Information</p>	<p>Community awareness campaign focused on the prevalence and risks of opioid misuse and related consequences, where opioids are accessed for misuse, and effective prevention strategies. This will include a comprehensive media campaign and promoting a variety of trainings, HELP videos, and the MO Safe &amp; Sober program <i>PRC, CARA</i></p> <p>DONE</p>	<p>1. Develop new media messages for TV, radio, print, and social media, incorporating input from target audiences into the messages.</p> <p>2. Implement media messages.</p> <p>3. Engage local partners to share awareness campaign within their sphere of influence.</p>	<p>1. 8/18-2/19</p> <p>2. Phase 1: 7/18-2/19 Phase 2: 3/19-6/19 Phase 3: 7/19-6/20</p> <p>3. Ongoing</p>	<p>MO Safe &amp; Sober SPS Media partners 417SQUAD SAMHTF Turner Foundation OFB</p>	<p>In FY2019, there will be increased community awareness compared to FY2018 results, of the prevalence and risks of opioid misuse, and awareness and implementation of prevention and intervention activities, as measured by tracking the doses and reach of paid media ads and print materials distributed, and pre-post or post only surveys, focus groups, instances of earned media, coalition membership and attendance lists, and key informant interviews tracked and analyzed</p> <p>FY2019 Missouri Safe &amp; Sober evaluation results for participating Greene County school districts will show increase from FY2018 results in awareness of risks of substance misuse, decreased in attitudes favorable towards substance misuse and increases in the number of youth pledging to not misuse substances</p>	<p>Community Laws and Norms Favorable - by 2022, there will be a decrease in community laws and norms favorable compared to 2016, identified through an increase in documented collaborative activities, key stakeholder feedback reports, community surveys and success in implementing the opioid misuse prevention strategic plan</p> <p>Attitudes Favorable – 2022 MSS will indicate an increase in perception of harm, perception of parental</p>	<p>By FY2024, fewer GC youth and adults will be misusing opioids and experiencing negative consequences</p> <p>2024 MSS will indicate for GC 6<sup>th</sup>-12<sup>th</sup> graders a reported 2% decrease in lifetime misuse of prescription drugs and 3% decrease in current misuse of prescription drugs, compared to 2016 MSS</p> <p>GC Treatment records will indicate a 20% decrease from FY16 numbers for</p>

<p>primary drug problem</p> <p>MO Rx/Heroin OD death rate is 57% higher than national rate</p> <p>2017 Opioid Roundtable Discussion - Springfield hospitals report treating 5-7 overdoses daily, and one hospital physician reported seeing more heroin ODs in March-April 2017 than total over the past 19 years</p> <p>CDC - GC Opioid OD deaths and death rates increased from 2012-2013 to 2014-2015 (46 to 88 deaths and 8.1 deaths/100,000 population to 15.3 deaths/100,000 population)</p> <p>Springfield Police Department seized 4,060 grams of heroin in 2016, up</p>	<p>drug misuse, which either remained steady or decreased since 2014</p>	<p>Generation Rx pre-tests indicate low awareness of risks and prevention activities associated with opioid misuse</p>	<p>Enhance/Build Skills</p>	<p>Implement Generation Rx programs for youth and adults <i>PRC, CARA, STR</i></p>	<p>1. Recruit additional Generation Rx Presenters through Training of Trainer or webinar TOT.</p> <p>2. Coordinate and implement Generation Rx presentations.</p>	<p>1. 8/18 - Then as needed</p> <p>2. Phase 1: 7/18-6/19 Phase 2: 7/19-6/20 Phase 3: 7/20-6/21</p> <p>3. Phase 1: 4/19-5/19 Phase 2: 4/20-5/20</p>	<p>UMKC School of Pharmacy SPS Boys and Girls Club DMH Greene County coalitions</p>	<p>Pre/post surveys will show a 10% increased awareness in risks related to opioid misuse, refusal skills, safe storage and disposal options, and how to respond to an opioid overdose.</p>	<p>feelings, and perception of wrongness of prescription drug misuse compared to 2016 MSS results, and adults will report increased awareness of the prevalence of opioid misuse and related risks, as well as effective prevention and intervention activities to address those issues</p>	<p>persons identifying heroin as their primary drug problem</p> <p>GC Opioid OD death rate will decrease by 5% compared to the 2014-2015 rate</p> <p>Springfield hospitals will report a decrease in daily overdoses they treat compared to 2017</p> <p>The number of GC opioid overdose deaths will decrease from 2017 numbers</p>
				<p>Implement Too Good for Drugs program in Springfield Public Schools middle schools <i>PRC, CARA</i></p>	<p>1. Train teens and adult sponsors to facilitate Too Good for Drugs program.</p> <p>2. Facilitate Too Good for Drugs program to middle school youth.</p> <p>3. Provide incentives for youth facilitators of Too Good for Drugs.</p>	<p>1. Phase 1: 8/18-10/18 Phase 2: 8/19-10/19</p> <p>2. Phase 1: 8/18-5/19 Phase 2: 8/19-5/20</p> <p>3. Phase 1: 4/19-5/19 Phase 2: 4/20-5/20</p>				
	<p>Community Laws and Norms Favorable</p>	<p>Same as above for Community Laws and Norms Favorable</p>	<p>Change Barriers/Access</p>	<p>Establish and promote permanent drug disposal boxes <i>PRC, CARA</i></p>	<p>1. Promote existence of all permanent drug disposal boxes in Greene County.</p>	<p>1. Ongoing</p>	<p>DREAM GCSO Other law enforcement</p>	<p>During FY2019, permanent drug disposal boxes will report at least quarterly the amount of medications collected, resulting in a 5%</p>	<p>Community Laws and Norms Favorable – same as above</p>	

from 397 grams in 2015	same as above	Youth access medications for misuse through means other than a script written for them Data: Rx access (MSS)  There is not a coordinated process to track instances of “doctor shopping” by individuals attempting to access prescription opioids for misuse or trafficking  Lack of community awareness of effective activities to properly dispose of unused or expired medications, and effectively secure prescription opioids in the home (stakeholder feedback, law enforcement reports of medications stolen from homes  Increase in heroin use stemming from prescription opioid misuse – law enforcement	Change Physical Design		2. Explore interest in establishing drug disposal boxes in other Greene County locations, educate potential pharmacy and law enforcement partners on the requirements for establishing a permanent disposal box, and assist those willing to host one in acquiring a box.	2. Phase 1: 8/18-6/19 Phase 2: 7/19-6/20 Phase 3: 7/20-6/21	Local pharmacies Crowder College USDA DEA	increase in the amount pounds of medications collected compared to FY2018 numbers.	Availability - By FY2022, there will be a decrease in availability of opioids for misuse, as evidenced by 2022 MSS showing decreased ease of availability to access prescription drugs, fewer patients “doctor shopping” for opiates identified through PDMP, documented use of proper disposal activities, and a decrease in the availability of non-prescribed opiates as reported by law enforcement
			Change Barriers/ Access	Promote and distribute drug disposal bags <i>PRC</i>  DONE	1. Educate the community on the importance of drug disposal bags and engage them in promoting distribution.  2. Distribute drug disposal bags at various locations and to partners.	7/18 – ongoing why supply lasts	DREAM Ozarks Area Pharmacy Association (OAPA)	2,000 drug disposal bags will be distributed in the county	
				Implement drug take back events <i>PRC, CARA</i>  DONE	1. Coordinate logistics for take back events (locations, DEA & other partnerships, etc).  2. Promote the take back event locations.  3. Implement take back events.	February-April and August-October each year	DREAM OAPA GCSO UMKC School of Pharmacy Law enforcement Media	At least 6 locations will host 1-2 TB events collecting at least 4,000 pounds of medications annually, and surveys collected at events will indicate increased support for opioid prevention efforts	
			Provide Support  Change Rules and Policies	Educate about PDMP <i>PRC, CARA</i>  Chris will check with GCHD about whether we can track/know who is using PDMP locally	1. Create sector-specific educational presentations about opioid misuse and the role of a PDMP in opioid misuse prevention.  2. Provide the presentations.  3. Provide positive recognition for the specific sectors who utilize PDMP.	1. 9/18-12/18  2. Phase 1: 1/19-6/19 Phase 2: 7/19-6/20 (if needed)  3. Ongoing	SGCHD DREAM Medical providers SAMHTF	5 presentations will be provided in FY2019  20% of medical providers will participate in PDMP in Year 1, and the percentage will increase in Year 2	
			Provide Information	Educate veterinarians on opioid misuse prevention strategies, including tips to identify adults who may be	1. Collaborate with local veterinarians to assist in developing relevant	1. 8/18-10/18	Veterinarian partners	Post surveys will indicate increased awareness of prevention strategies to decrease incidents of pet	

		reports, treatment provider feedback	Build/ Enhance Skills	diverting opioids intended for pets <i>PRC, CARA</i>  DONE	educational information specific to veterinarians.  2. Distribute materials to all veterinarians in Greene County.	2. 11/18-6/19 then as needed		owners accessing opiates for diversion	
				Educate realtors on opioid misuse prevention strategies, including campaigns to have medications secured in homes they are showing <i>PRC, CARA</i>  DONE	1. Collaborate with local realtors to assist in developing relevant educational information specific to realtors/clients.  2. Distribute materials to all realtors in Greene County.	1. 8/18-10/18  2. 11/18-6/19 then as needed	Realtor partners	Post surveys will indicate increased awareness of prevention strategies to decrease opioid thefts from property showings	
	Community Laws and Norms Favorable  same as above	Same as above for Community Laws and Norms Favorable	Enhance/ Build Skills	Provide trainings on how to identify opioid overdose and administer Naloxone, and how to request access to Naloxone <i>STR, CARA</i>  DONE	1. Coordinate logistics, promote, and provide trainings (offered as requested).  2. Promote Naloxone request form to those attending training.	1. Ongoing through 9/21  2. As needed at training	DMH MO-HOPE Trained facilitators	Pre-post surveys will indicate increased awareness of how to identify opioid overdose and administer Naloxone  MO-HOPE survey will track incidents of Naloxone administered to persons experiencing opioid overdose	Same as above for Community Laws and Norms Favorable
			Change Barriers/ Access	Providing homes with lock boxes <i>CARA</i>  DONE	1. Develop protocol for distribution of lock boxes to community homes.  2. Distribute lock boxes.	1. 8/18-10/18  2. 11/18 - while supplies last	DREAM Realtor agencies Participants meeting distribution protocol	The number of lock boxes distributed will be tracked	
	Availability  same as above	Same as above for Availability	Change Barriers/ Access	Promote healthy alternative activities when and where youth are available and at no or low cost <i>PRC, CARA</i>  DONE	1. Collaborate with partners and youth-serving organizations to offer and/or promote alternative activities for youth.  2. Develop prevention messaging to promote at the events.	1. Ongoing  2. Establish per event or organization	Youth-serving organizations 417SQUAD	Partner organizations will report increases in numbers of youth attending alternative activities and number of times prevention messages are shared at those events/activities	Same as above for Availability