

# The Opioid Addiction Crisis in the Northern Shenandoah Valley

A Community Response



Northern Shenandoah Valley  
**Substance Abuse  
Coalition**

# Objectives

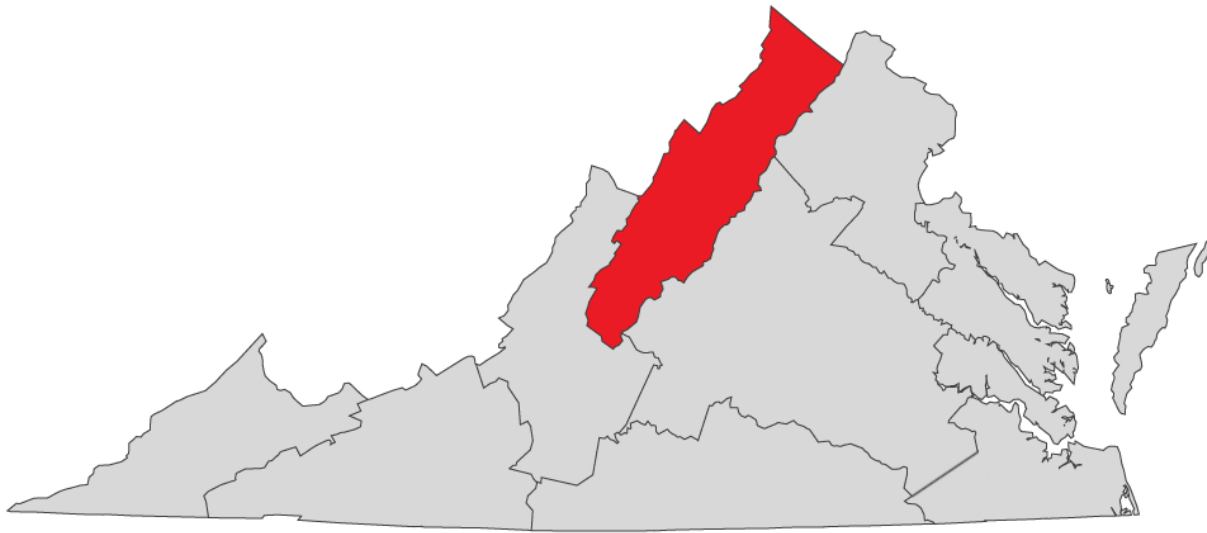
- Overview of the Problem
- Formation of the Northern Shenandoah Valley Substance Abuse Coalition
- Roles of key system representatives, community mental health organizations, and outpatient treatment centers
- Suggestions for sustainability

# The Story We Want to Share

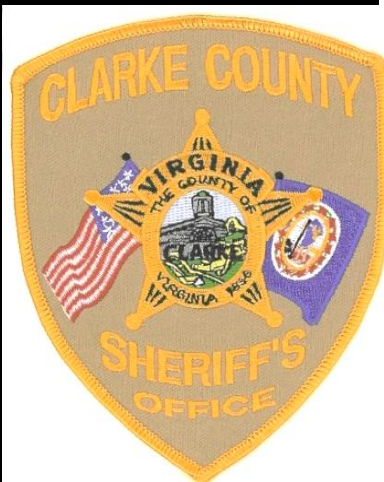
## The Northern Shenandoah Valley Substance Abuse Coalition

- A dynamic, multi-disciplinary collaboration of law enforcement (prosecution and defense resources alike), health, child welfare, family courts, county and city leadership, and community members impacted by the crisis of heroin and opiate addiction
- Has brought together a diverse set of local, community partners that work collaboratively across disciplines to respond to a public health crisis in the Valley contributing time, talent and treasure

# Our Community's Reality

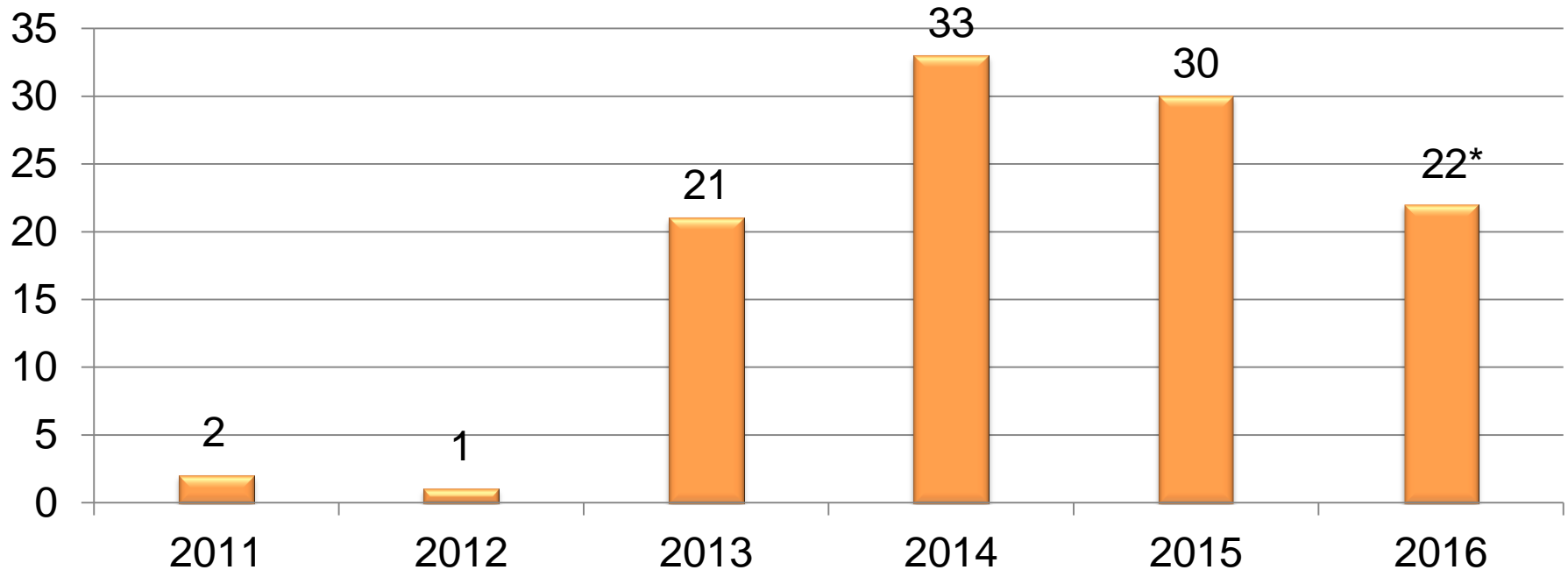


“We cannot  
arrest our way  
out of this  
problem.”



# Opiate Overdose Deaths

NW Virginia

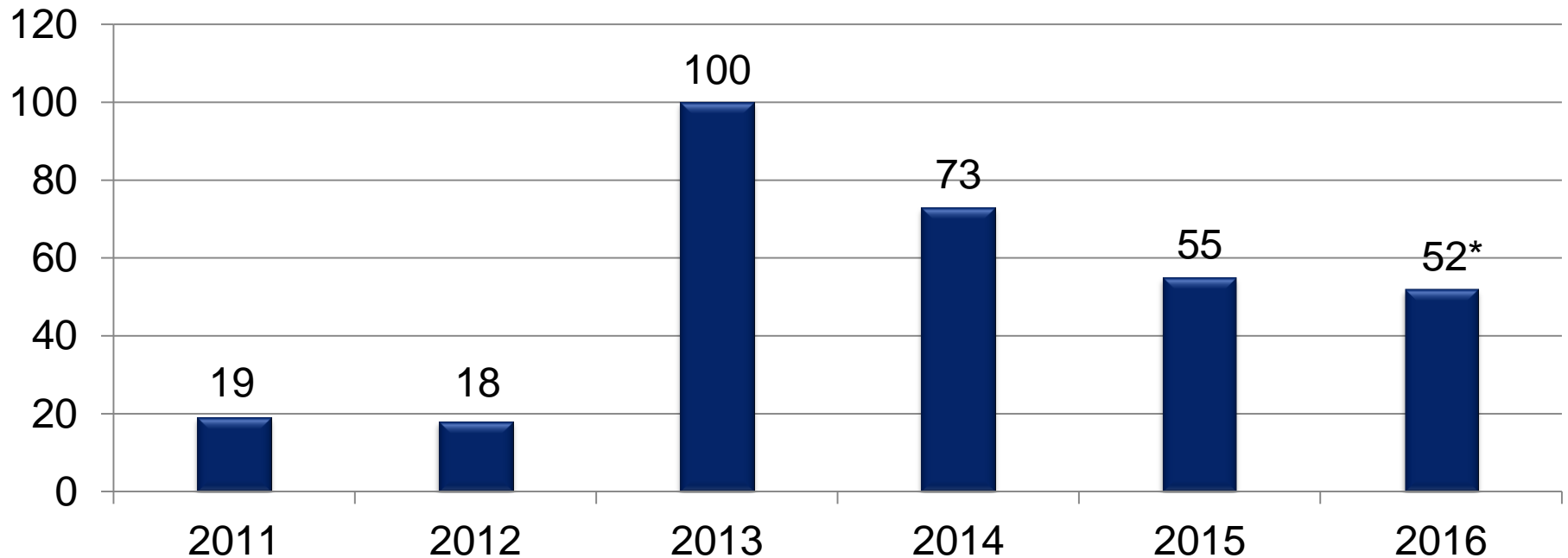


\* 2016 as of 10/11/16

\* Compared to \_\_\_\_\_ deaths as of 10/11/15

# Opiate Overdose Injuries

NW Virginia

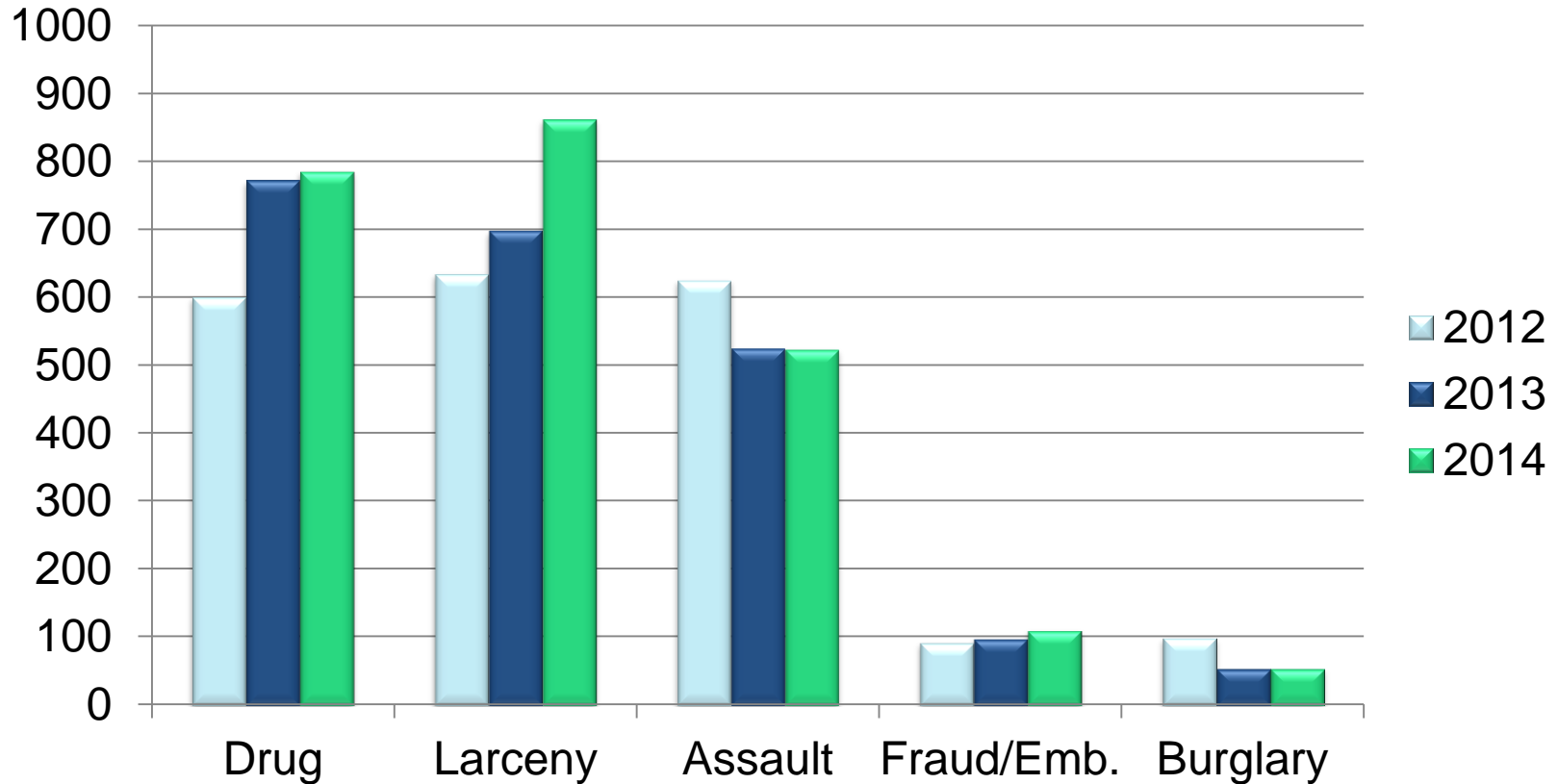


\* 2016 as of 7/3/16

\* Compared to 32 injuries as of 7/10/15

# Clarke/Frederick/Winchester Arrests

Virginia State Police

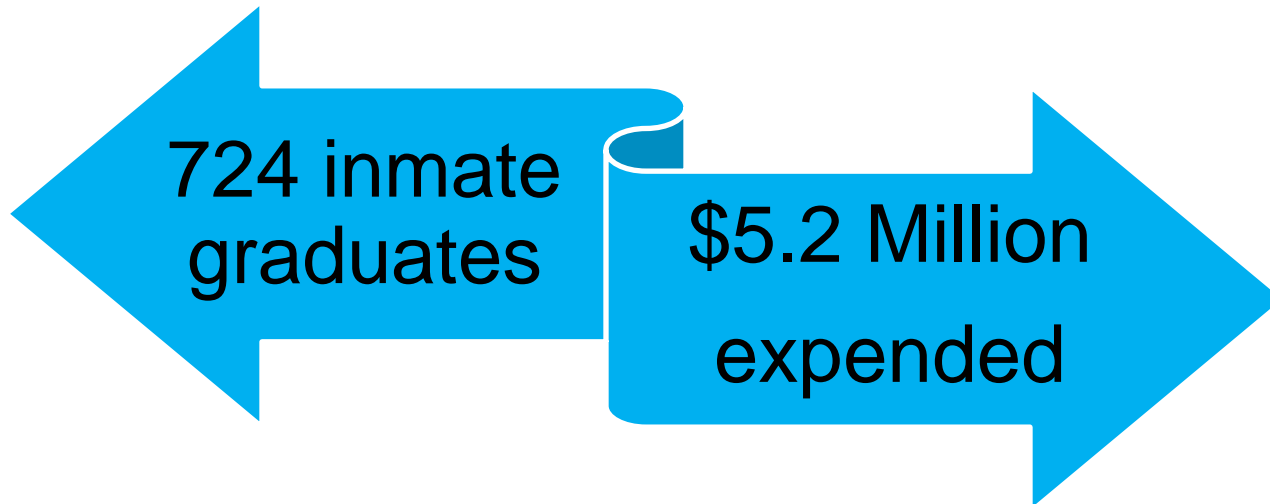




# Northwestern Regional Adult Detention Center

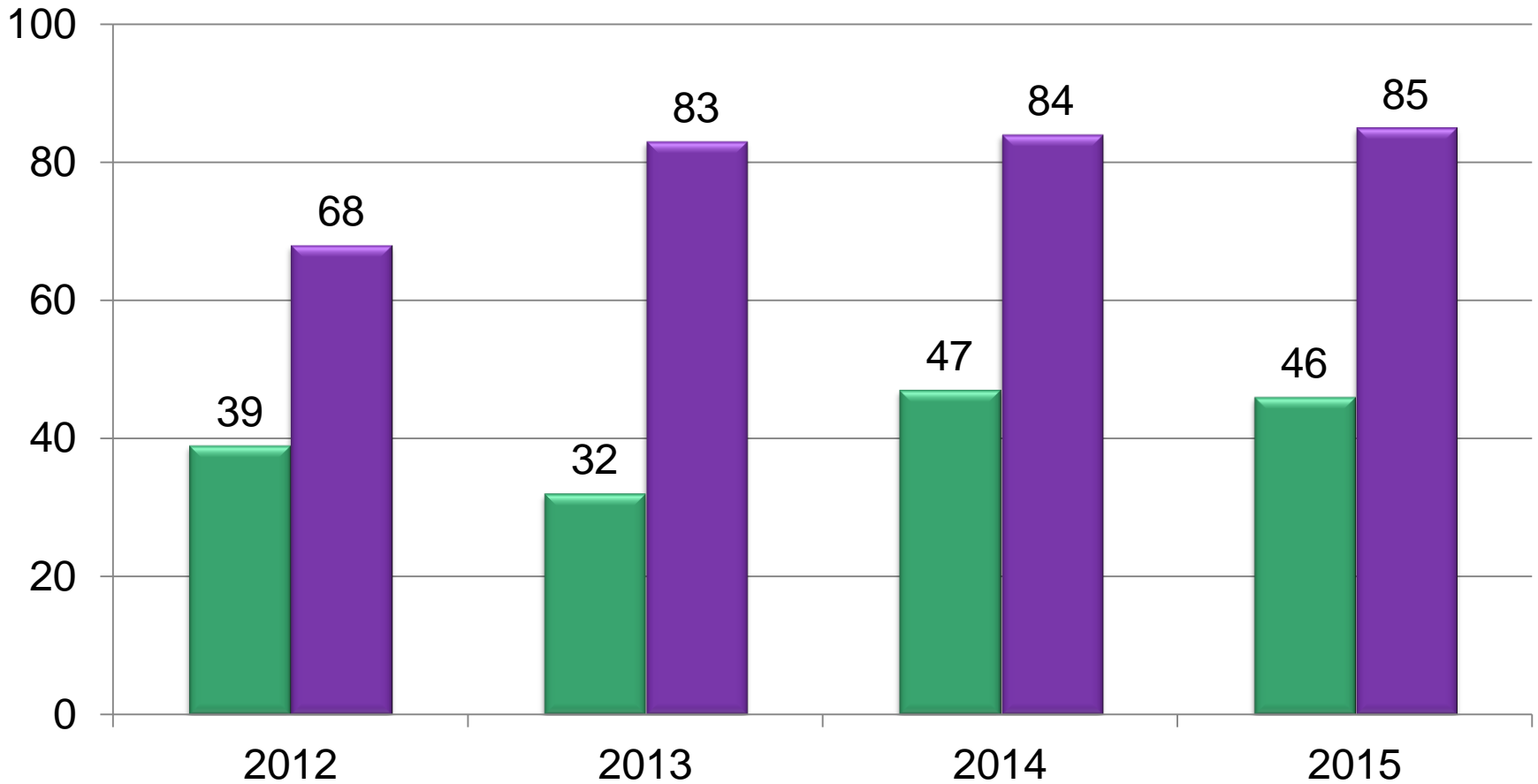
90 Day Treatment Program

From July 2011 through March 2016:

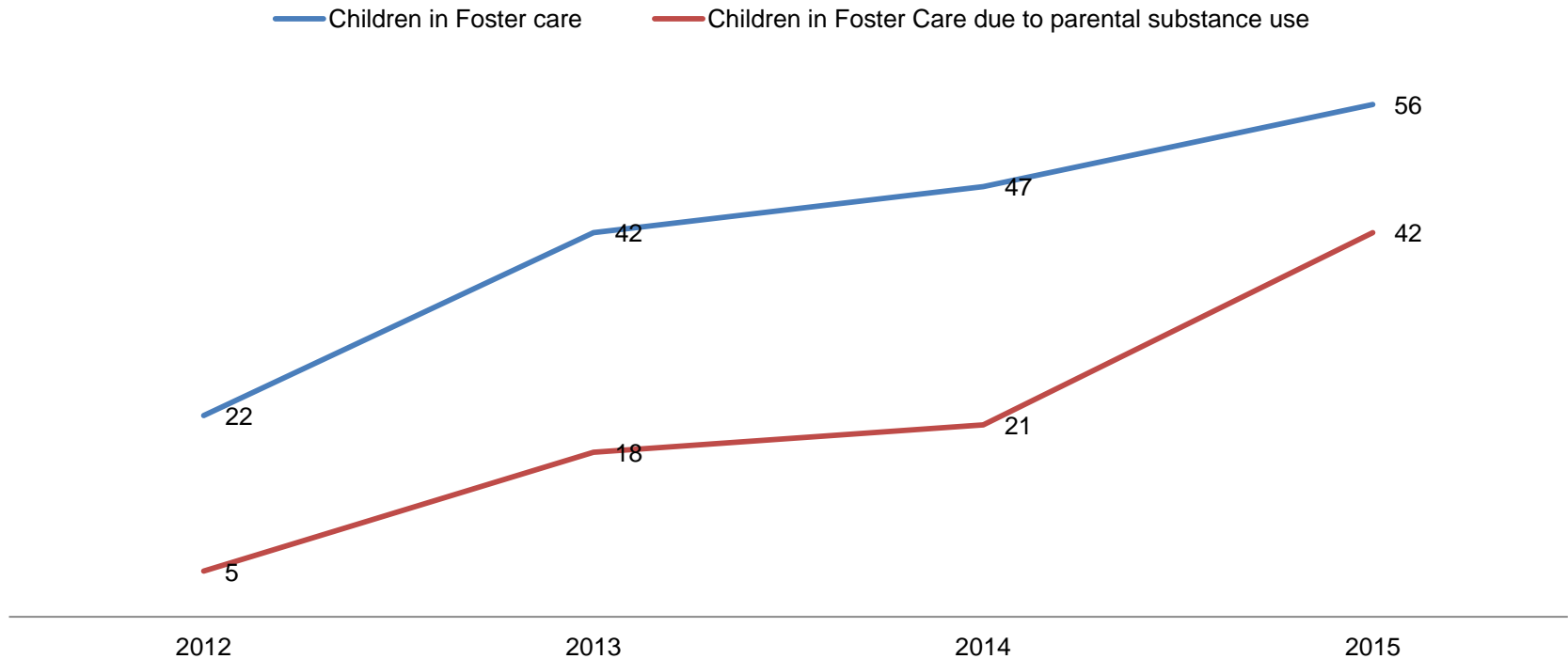


# Winchester Medical Center Opiate and Heroin Cases

■ Emergency ■ Inpatient

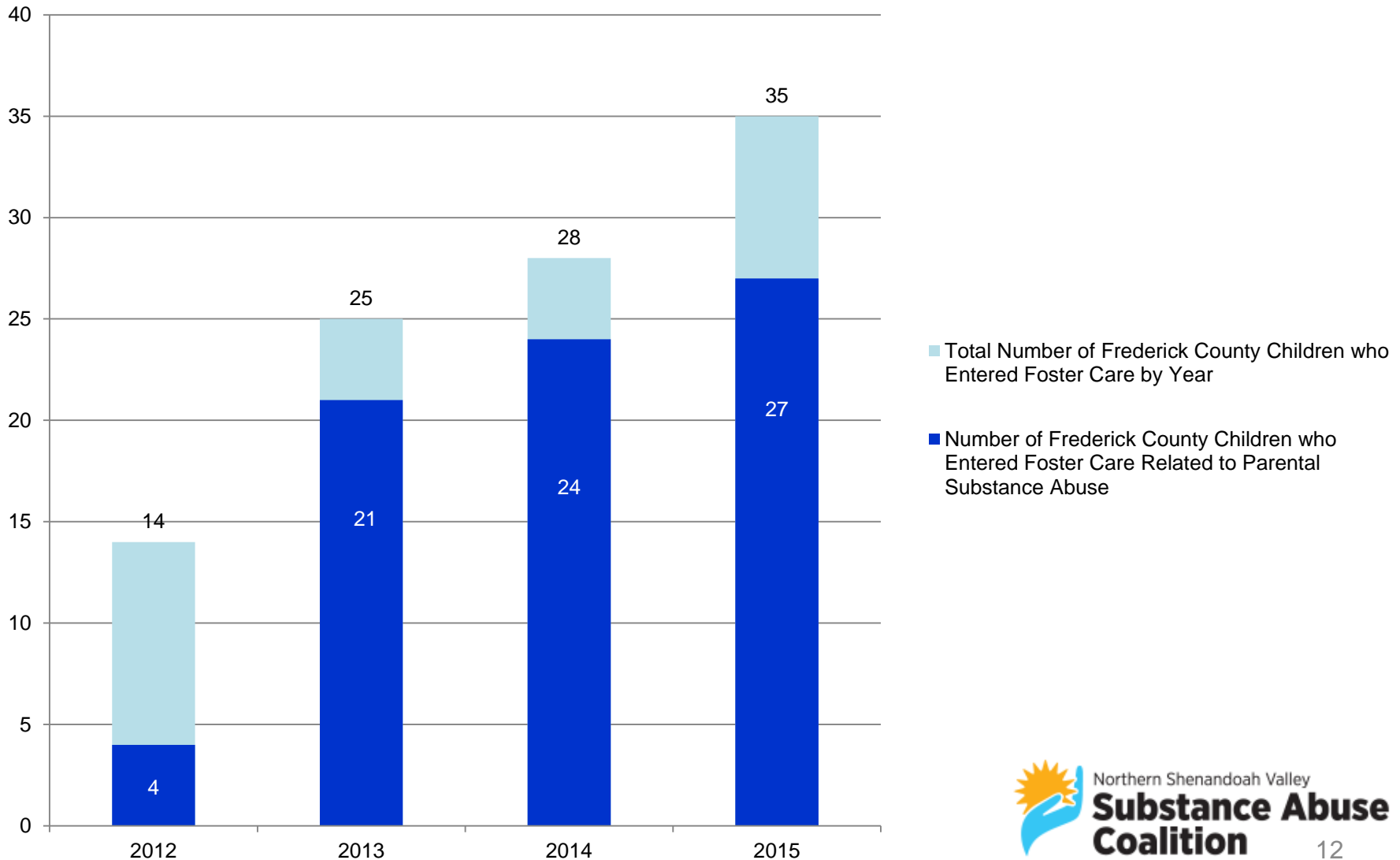


## WDSS Children in Foster Care as a Result of Parental Substance Use

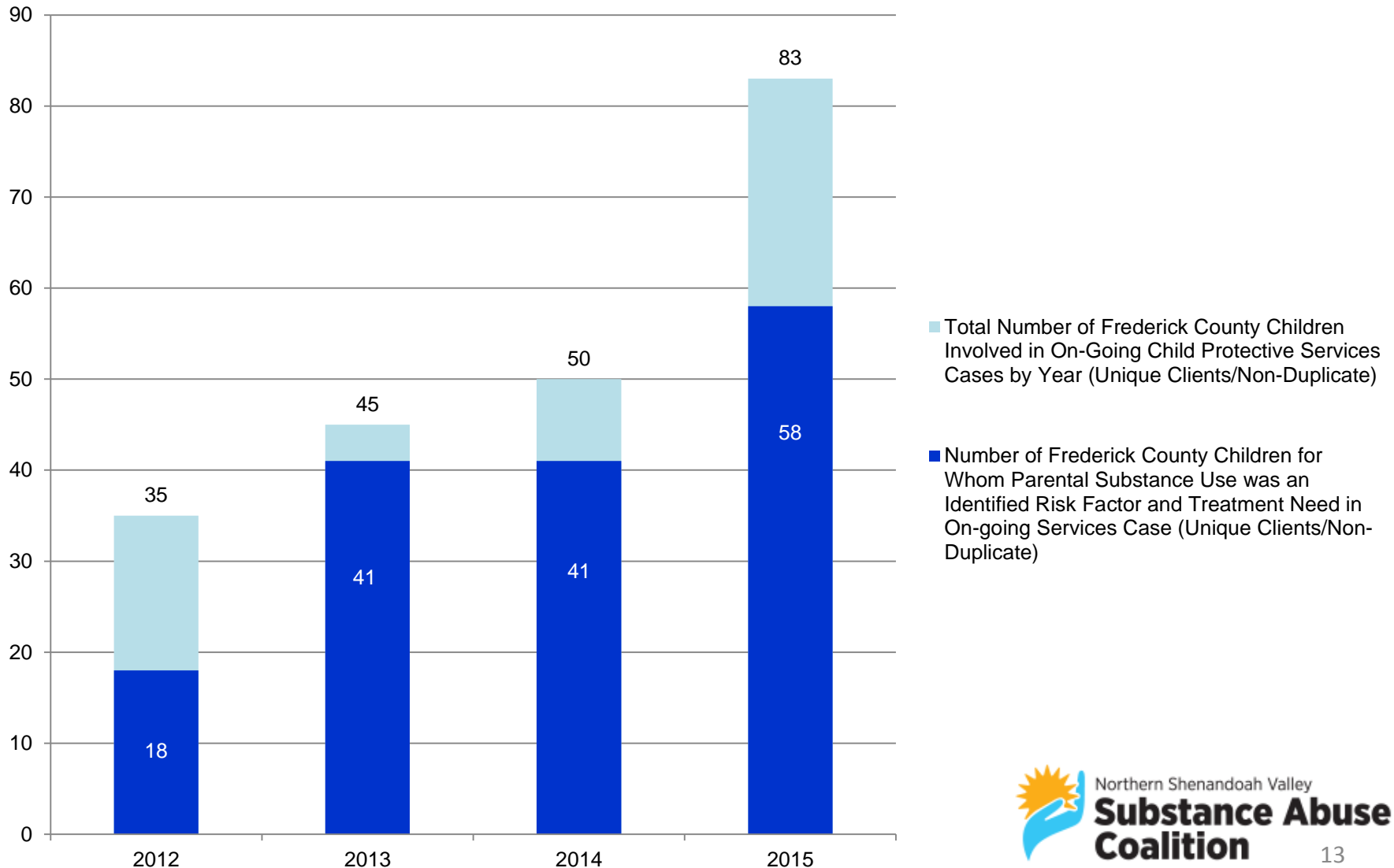


The chart above illustrates the correlation between the number of children in foster care with the City of Winchester Department of Social Services and those in care where parental substance use was a contributing factor to the child's removal.

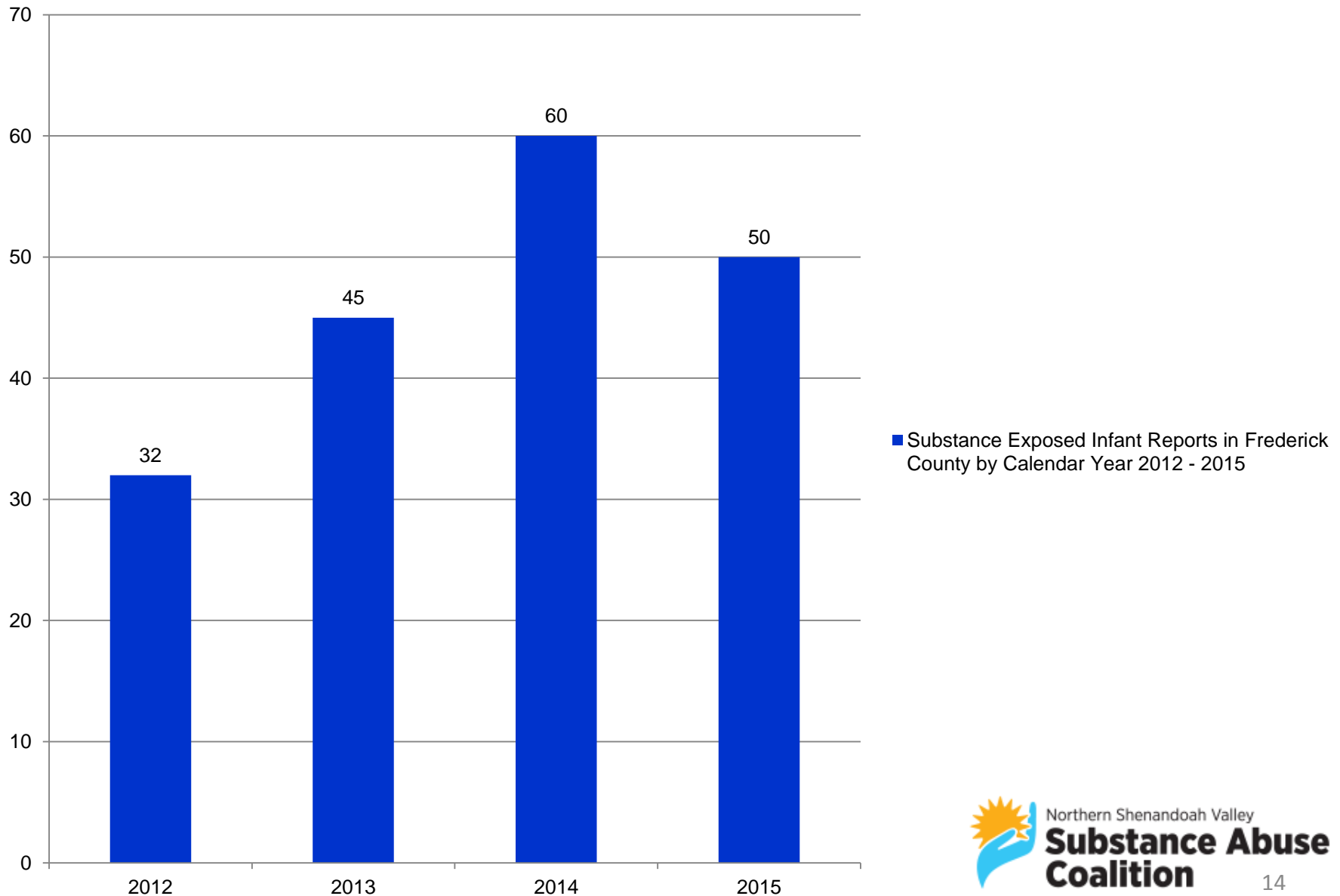
# Increase in Drug Related Foster Care – Frederick County



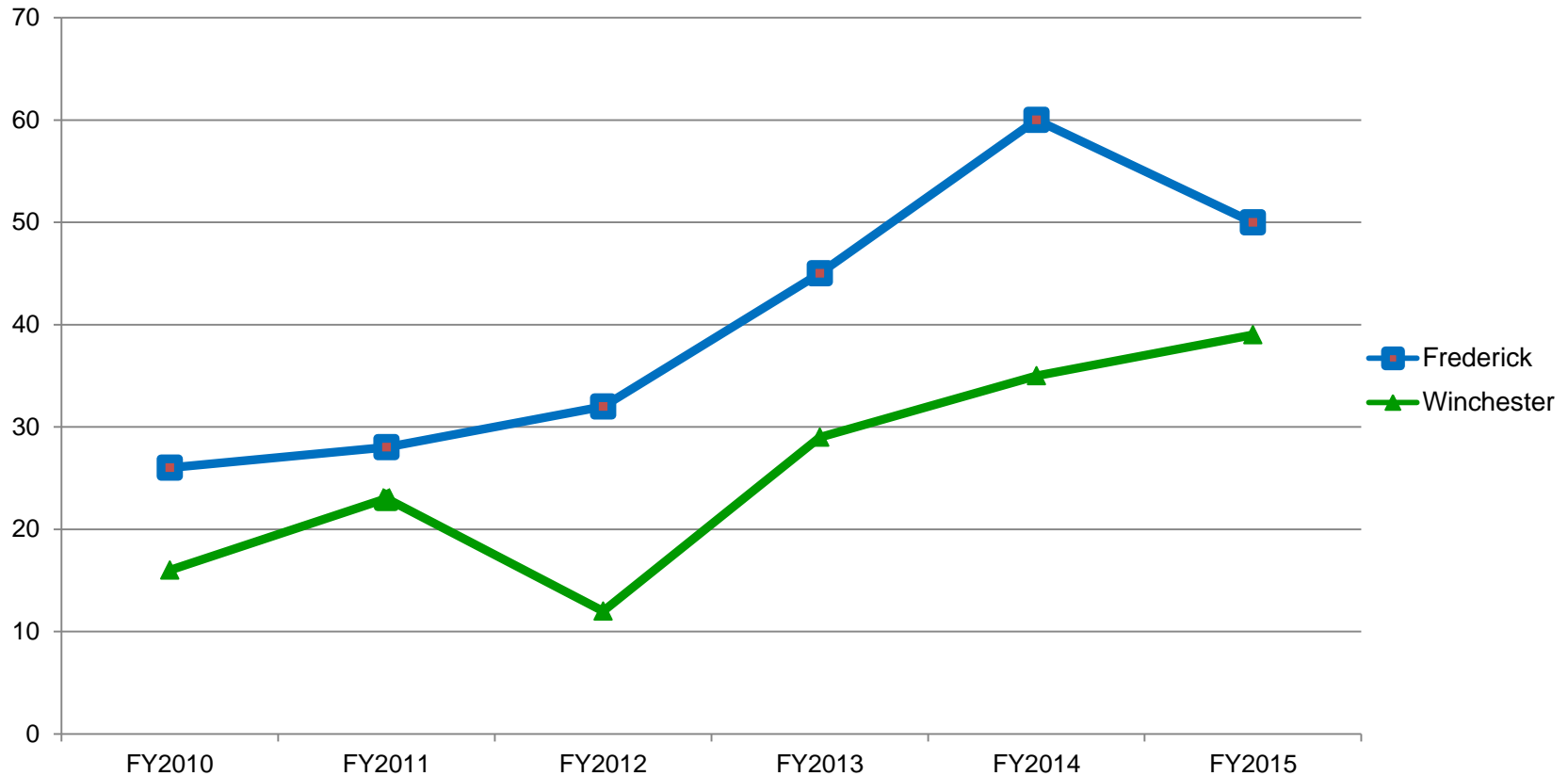
# Increase in Drug Related Child Protective Services – Frederick County



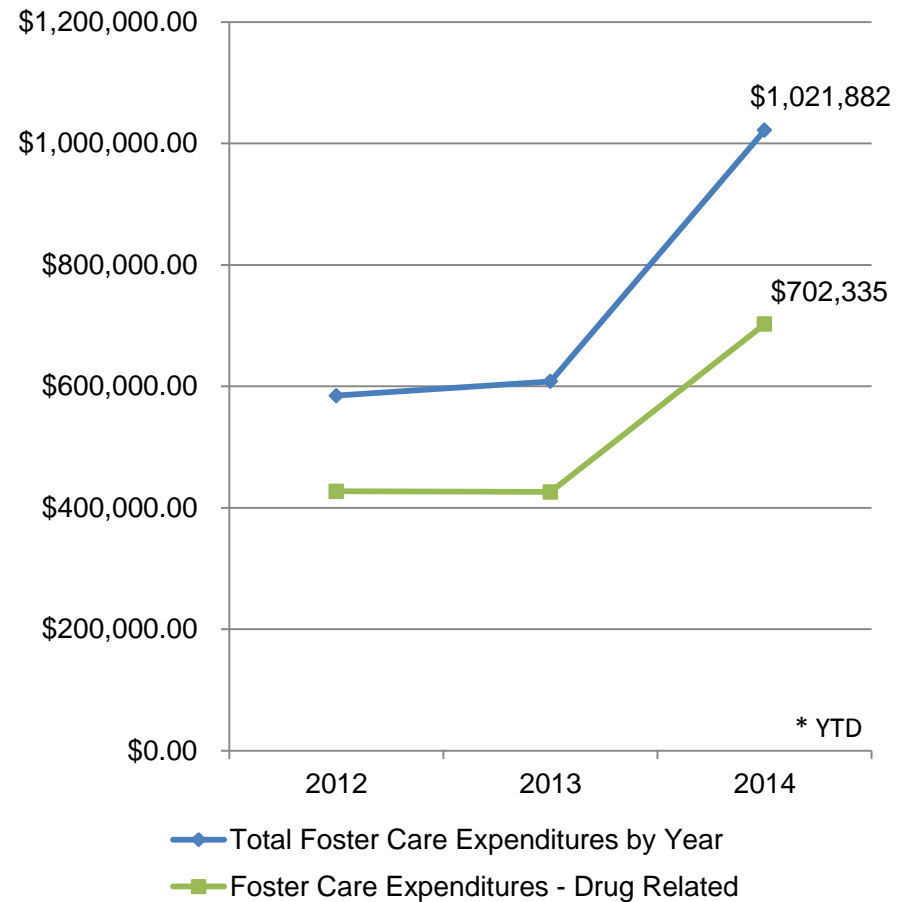
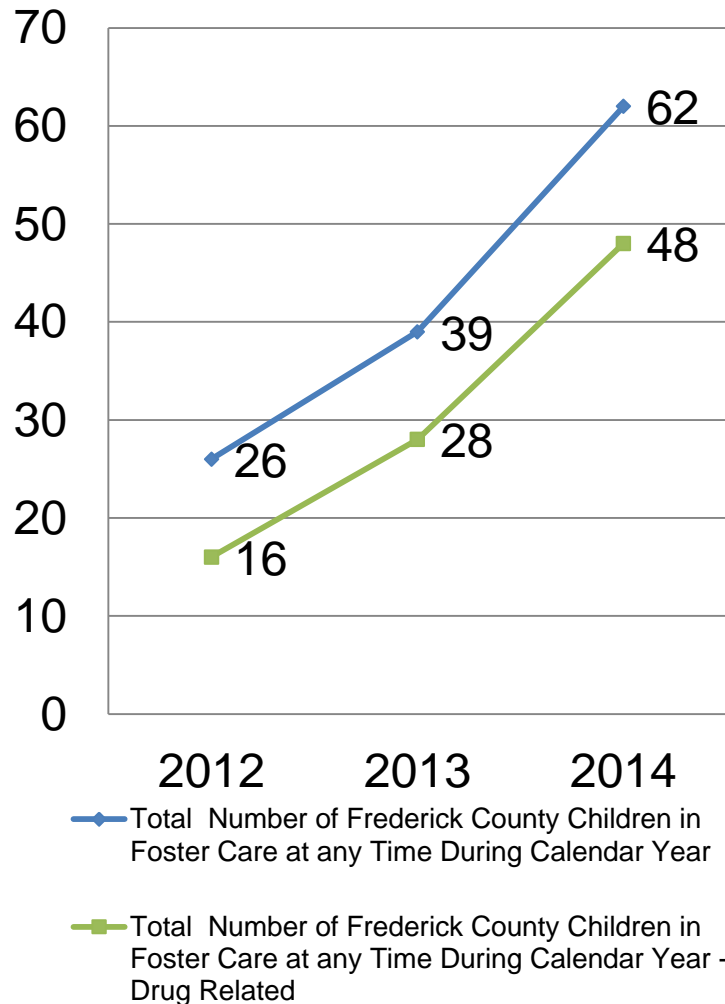
## Substance Exposed Infant Reports in Frederick County by Calendar Year 2012 - 2015



# Substance Exposed Infant Reports to Child Protective Services

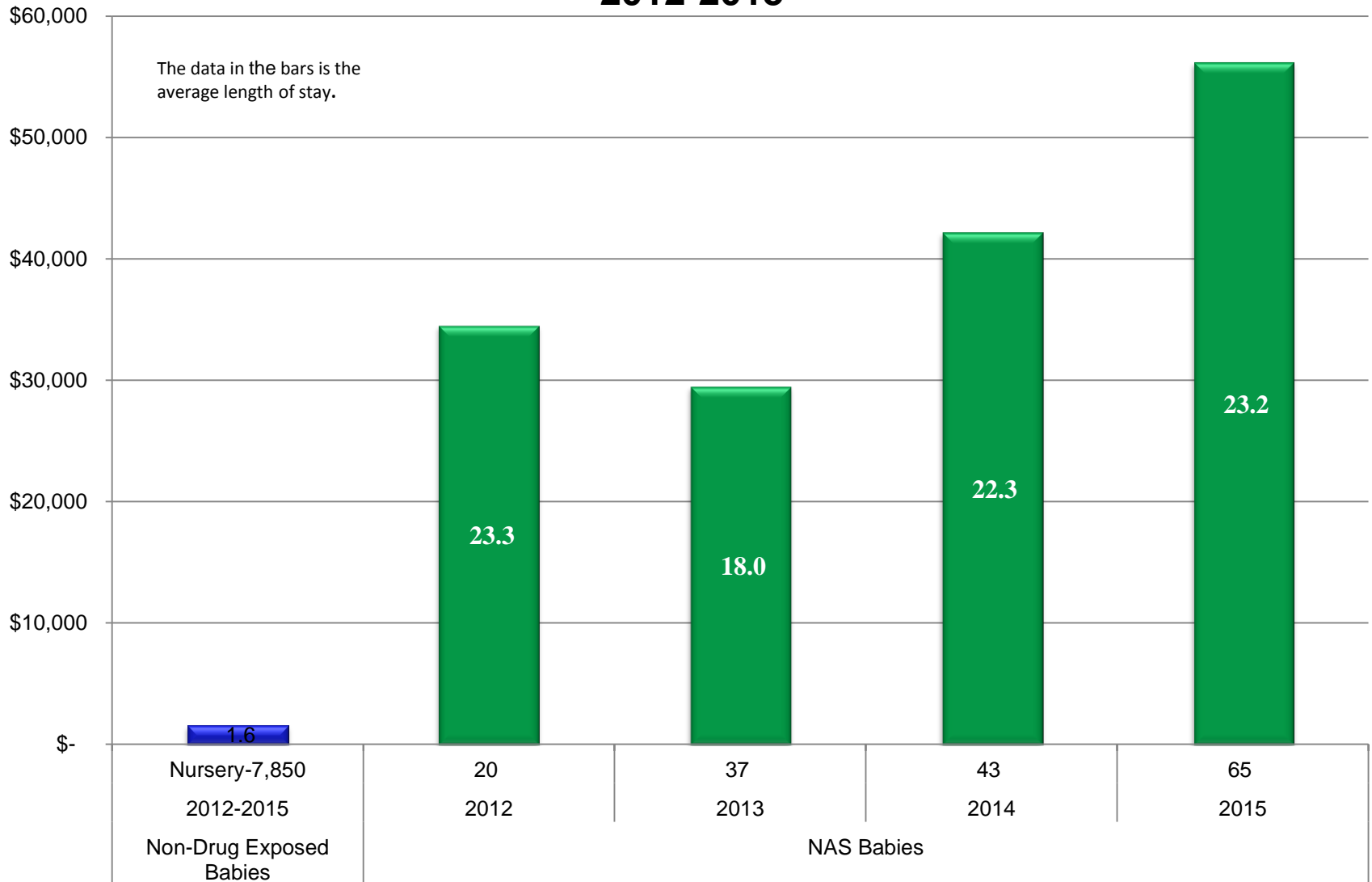


# Increase in Drug Related Foster Care – Frederick County





# Winchester Medical Center 2012-2015



# The Community Responds

# Substance Abuse

## Select Initiatives

### **April 2014**

- Summit at Shenandoah University attended by approximately 200 people representing the U.S. Attorney's Office, Drug Enforcement Agency, Valley Health, local law enforcement, and concerned community members

### **June 2014**

- Implemented a system wide program to ensure proper prescriptive practices in all Valley Health Hospital Emergency Departments and Urgent Care Centers
  - Appropriate dispensing
  - PMP utilization by prescribers
  - Patient Education program
- Partnered to develop informational resources, access, and visibility for community organizations and programs relating to addiction, rehab and crisis referral.
- Increased data sharing to support regional grant applications
- Continuing local and state level advocacy for drug exposed newborns

# Substance Abuse

## Select Initiatives

### July 2014

- Partnered with Casey Family Programs bringing subject matter expertise to the community
- Community outreach on substance abuse and addiction initiatives launched:
  - VHS magazine article (115,000 households) educating our community on safe medication management
  - Health & safety fairs
  - VHS social media

# Substance Abuse

## Select Initiatives

### **September 2014**

- Valley Health sponsored an educational forum for 200 local medical providers featuring presentations from local law enforcement, the DEA, and others about the opioid and heroin crisis in our community
- Monthly Addiction Awareness program for Valley Health employees launched educating staff and medical staff on best practices
- Promotion of the use of Virginia Prescription Monitoring Program to screen prescribed controlled substances.

# Substance Abuse

## Select Initiatives

### **October and November 2014**

- Installation of Drug Take Back Boxes at the Winchester Police Department, Clarke County Sheriff's Department, and Frederick County Sheriff's Department through grants awarded by CVS pharmacy
- Partnering to advertise area:
  - Prescription drug "take-back" programs
  - Community "Drop Box" program
  - RX123 program launched in partnership CLEAN, Inc.

# *Community Leadership Summit Action*

**November 18, 2014**



# Mission and Vision Statements

**City of Winchester:** To provide a safe, vibrant, sustainable community while striving to constantly improve the quality of life for our citizens

**Frederick County:** Insuring the quality of life of all Frederick County citizens preserving the past and planning for the future

**Valley Health:** Serving our Community by Improving Health

**Shenandoah University:** SU educates and inspires individuals to be compassionate citizens who are committed to making responsible contributions within a community

**Northwestern Community Services:** To help people through life's challenges with quality behavior health services guided by principles of respect, recovery and self-determination.



# Substance Abuse

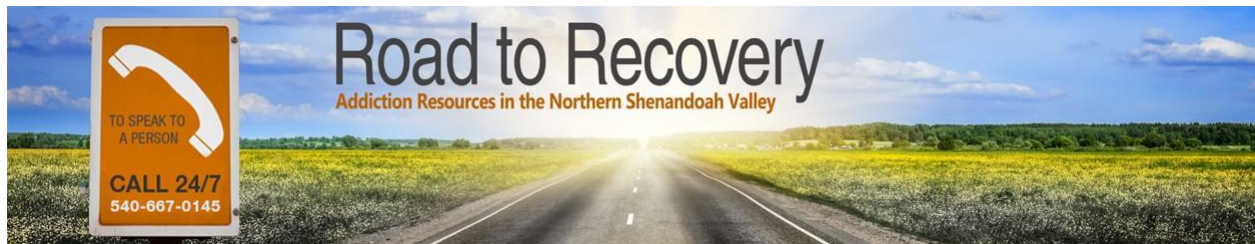
## November 2014 Summit

- With critical support and expertise from Casey Family Programs, we pulled together 100 local decision-makers and stakeholders in the community to address this public health crisis:
  - Law enforcement, Health Care, Judiciary, Government, Community Service Board, Educators, Social Services, recovery community, private substance abuse and mental health providers, non-profit organizations, and concerned citizens

# Substance Abuse

November 2014 Summit

- The participants were presented with key data highlighting the community-wide effects of opioid and heroin addiction in our community
- Launched The Road to Recovery website with information and links to community resources for treatment and help ([www.roadtorecovery.info](http://www.roadtorecovery.info))



# Substance Abuse

## November 2014 Summit

### Adopted Desired Future State:

By January 1, 2017 the Winchester, Frederick, and Clarke community will have a comprehensive coordinated approach to the prevention, treatment and adverse societal impact of addiction, as evidenced by:

- A decrease in mortality from overdoses
- A decrease in the incidence of substance exposed infants
- A decrease in the incidence of children needing social services intervention due to parental/caregiver addiction
- A decrease in the incidence of crimes attributable to addiction

# Substance Abuse

## November 2014 Summit

### **Best Practices Recommendations**

- Prevention and Education Programs
- Medical Provider Education Programs
- Drug Take-Back Programs
- Treatment/Detox Programs
- Options for the uninsured and underinsured patients
- Prescription Monitoring Programs
- Drug Courts
- Transitional care after incarceration
- Peer Recovery Network

# Substance Abuse

## Community Timeline- Select Initiatives

### **January 2015**

- Northern Shenandoah Valley Substance Abuse Coalition (NSVSAC) Charter written and process initiated which has resulted in becoming a Virginia non-profit corporation with 501(c)(3) status from the IRS

### **February and March 2015**

- NSVSAC leadership meetings with federal state and local representatives

# Substance Abuse

## Community Timeline- Select Initiatives

### **March 2015**

- Community forum
  - Attended by approximately 125 people
  - Content
    - Message of hope from a recovering addict
    - Data from the November 2014 summit
    - Member of the Northwest Virginia Regional Drug Task Force.
    - An hour-long Q&A session that provided excellent community feedback

# Substance Abuse

## Community Timeline- Select Initiatives

### **March 2015**

- Jointly funded CSB/Valley Health Prenatal Early Intervention Service for substance addicted pregnant women: OB referrals to CSB Counselor on-site

# Substance Abuse

## Community Timeline- Select Initiatives

### April 2015

- Community educational forum “Your Kids Know More Than You Do.”
  - Attended by approximately 150 people
  - Dr. Will Rushton, an emergency room physician and poison control expert.
- Convened the organizational meeting of the Winchester-Frederick-Clarke Drug Treatment Court Advisory Committee with 22 participants in attendance, plus one member of the press.



# Substance Abuse

## Community Timeline- Select Initiatives

### **May and June 2015**

- Members of the Winchester-Frederick-Clarke Drug Treatment Court Advisory Committee visit 4 Drug Treatment Courts in the Commonwealth
- The Northern Shenandoah Valley Substance Abuse Coalition is incorporated as a Virginia non-profit corporation; receives 501(c)(3) status from the IRS

# Substance Abuse

## Community Timeline- Select Initiatives

### **July 2015**

- \$60,000 each from the City of Winchester, Frederick County and Valley Health, plus \$15,000 from Clarke County to enable the NSVSAC to hire an Executive Director
- Primary duties will be the planning and implementation of a Drug Treatment Court for Winchester, Frederick and Clarke

# Substance Abuse

## Community Timeline- Select Initiatives

### **September 2015**

- Educational Forum for 160 physicians on pain management
- Community program on Addiction treatment options

### **October 2015**

- Peer-to-Peer Recovery Coach Training funded by Casey Family Programs and conducted by the McShin Foundation
- Visit to Philadelphia Drug Treatment Court

# Substance Abuse

## Community Timeline- Select Initiatives

**November 2015** – Hire Executive Director for the NSVSAC

**January 2016** – Executive Director officially begins work

**March 2016**

- Submit Application to Virginia Supreme Court for approval of Drug Treatment Court
- Strategic Planning Retreat

**April 2016** – Attend training conducted by the National Drug Court Institute

**August 2016** – First Drug Treatment Court docket

# Strategic Planning Retreat

## March 2016



Northern Shenandoah Valley

**Substance Abuse  
Coalition**



Northern Shenandoah Valley

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# Mission

The Northern Shenandoah Valley Substance Abuse Coalition will collaborate with community partners to take the lead in identifying and developing effective resources to ensure that the necessary continuum of care for substance abuse and addiction services are available to all members of the community.

# Vision

Working together to overcome the grip of substance abuse and addiction.



# Areas of Strategic Focus

## Desired Future State

- Prevention
  - Creating a new community norm
  - Age-appropriate and situationally-appropriate education offered to all longitudinally
- Treatment
  - Treatment that is financially and geographically accessible in a timely manner
  - Client-focused individualized treatment with family/supports
- Recovery
  - Resources are available to anyone with a substance use disorder who reaches out to NSVSAC members
  - Robust Peer Recovery Coach program



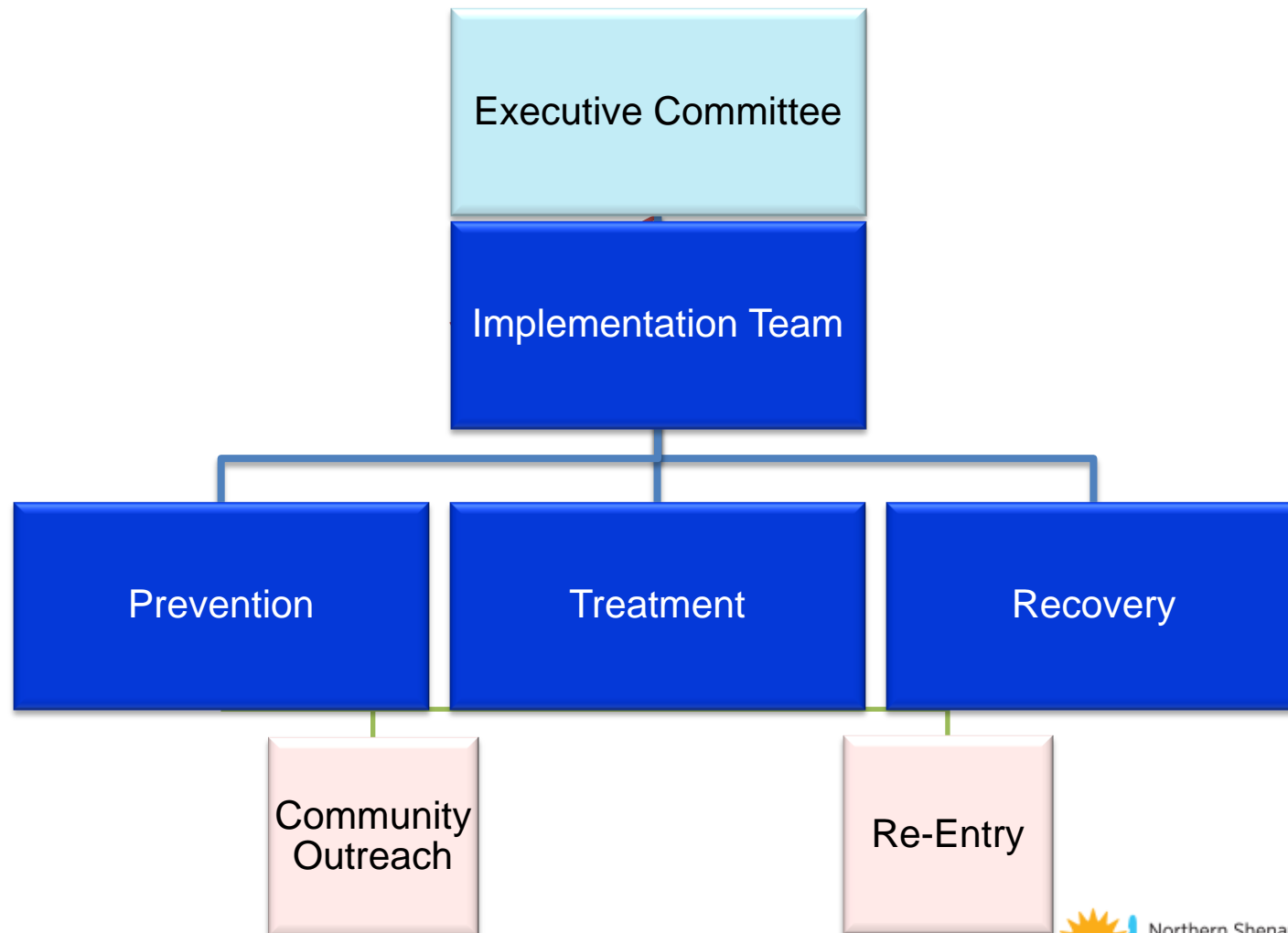
# Original Organizational Structure

## Addiction Action Committee



# Revised Organizational Structure

## NSVSAC



# Key Drivers of Early Success/ Lessons Learned

Strategies to consider

# Key Drivers of Early Success/ Lessons Learned

## Strategies to consider

- Engage and educate the Community/Leaders
  - Collect and share the data
  - Put a face on the crisis
  - Shine a light on the hope of recovery
- Education Strategy
  - Providers of Healthcare
  - Elected Leaders
  - Public


# Key Drivers of Early Success/ Lessons Learned

## Strategies to consider

- Addiction is a disease. This is a public health crisis.
- Establish a multi-disciplinary, cross-systems approach
- Establish realistic and concrete goals
- Share the issue through the media whenever the opportunity arises
- Include the Recovery and Faith based communities early

# Stakeholders can...

- Contribute time, talent and treasure to the community effort
- Champion the community's understanding of the disease of Addiction
- Educate providers and the community about the appropriate use of opioid analgesics
- Champion the community Drug take back programs
- Facilitate education and community access to Naloxone
- Help assess and address unmet needs in the continuum of care in the community

A large, jagged iceberg floats in the deep blue ocean under a clear blue sky. The iceberg's surface is highly textured with many sharp peaks and deep crevasses. The water around the base of the iceberg is a lighter blue, suggesting depth and cold. In the background, snow-covered land is visible on the horizon.

The work has just begun, but  
imagine what we can do by  
working together.