APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2018.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact Gage Harter.

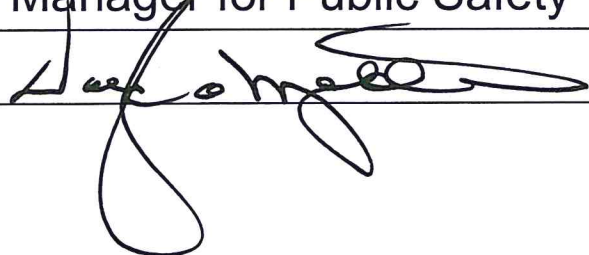## PROGRAM INFORMATION

County: County of Henrico

Program Title: Bounce Back from Addiction

Program Category: Health and Human Services

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Douglas Middleton

Title: Deputy County Manager for Public Safety

Signature:

1. **Program Overview**

    In the spring of 2016, Henrico County created a Heroin Task Force to evaluate the county's response to the Heroin/Opioid epidemic. The task force includes the Sheriff, chiefs of Fire and Police, Fire Chief, Police Chief, the executive director of Mental Health and Developmental Services, the Commonwealth's Attorney, the Health Department director, a deputy county manager, and representatives from the department of Social Services and Henrico County Public Schools (HCPS). In August 2016, the Task Force provided the county manager specific recommendations in the following areas: prevention, treatment, communication, and the criminal justice system.

    One of the recommendations focused on educating the public about the scope of the opiate problem in Henrico County and providing information about accessing treatment. As a result, Henrico County general government and HCPS collaborated to create the website http://bouncebackhc.com. This site shares information on addiction, statistics from our community on the opioid crisis, recovery stories, and a list of local treatment providers and resources. Since its launch, the site has received over 5,942 unique visitors, and many viewers have referred back multiple times.

2. **Problem/Challenge/Situation Faced by Locality**

    Opiate addiction has reached an unprecedented level in Virginia and Henrico County. In November 2016, Dr. Marissa Levine, the Virginia State Commissioner of Health declared the opiate epidemic a public health crisis. The CDC reports over 42,249 people died of a drug overdose in the United States in 2016, an alarming statistic and one that is only increasing. The upward trend is also experienced in Henrico County. The Virginia Department of Health reports

that 45 people died of an opioid overdose in Henrico County in 2016. This is a 22% increase from 2015.

3. **How Program Fulfilled Awards Criteria**

This project demonstrates what county government strives to be, a help/resource to the community it serves. Henrico County identified a problem, the opiate crisis, and gathered the resources together to provide needed assistance to its citizens. Multiple departments within the Henrico County Government and Henrico County Public School System collaborated and the resulting website, http://bouncebackhc.com has helped thousands in our community and promises to help thousands more in the years to come.

4. **How Program Was Carried Out**

A small interagency subcommittee was developed to address how to get resources and education to the community at large. This subcommittee comprised of representatives from police, fire, schools, mental health, county manager's office and county IT. The committee decided that rather than publishing and distributing a resource list that could be out -of -date as soon as it was printed, a website that could be updated in real time would be the way to go. The school system offered to have students from the Advanced Career Education Center (ACE), specifically those in a web design class, work on the project. The committee met at the school with the students to share the vision for the site and to answer any questions. They students were given a deadline and the committee went back to the school to see what they had come up with. They pitched two concepts to the committee. The Director of Career and Technical Education (CTE) for Henrico County Public Schools shared the following: "Education takes place in many different ways. It can be direct education, talking directly about a topic, or indirect by being engaged in the development of a product or idea. This project provided a unique opportunity for our students to learn directly and indirectly…In CTE, our goal is to provide "real-world" instruction. Having an outside project

like this makes the real- world scenario possible. Students had the opportunity to hear the client goals for the website, develop a user-friendly means to deliver a message, and develop a logo. While they do this as part of their class, having a real-world application that is seen by thousands of people added another dimension to the learning."

Simultaneously, another group of students at Deep Run High School studying media were tasked with interviewing people in recovery and producing a video for the website. These students interviewed several inmates at the local jail whose addiction led them to incarceration. Additionally, the students interviewed several citizens in the community who were in long term recovery.

By March 2017, the students were ready to pitch their two concepts/websites to the larger Heroin Task Force. During this meeting, each student presented their website. They provided a demonstration, answered questions, and gathered feedback. At this meeting, the task force decided to combine concepts from each of the demonstration websites to one website which was to become https://bouncebackhc.com. Students were involved initially in branding the site and from their initial idea; a county IT employee worked on the brand and presented some ideas to the subcommittee. The final selection was made and can be viewed below

In May 2017, the project was handed off to County Information Technology (IT) staff and interns. IT staff reports that "once the students delivered the site files, county IT set them up on a server and hosted the bouncebackhc.com website. IT college summer interns incorporated Bootstrap

(which is an open source toolkit for developing mobile-responsive sites) and modified the color palette to be more modern, as well as added new content that had been provided" by the substance use unit at Henrico Area Mental Health & Developmental Services. "Using the Bootstrap framework, the interns were able to incorporate modern features like "panels" on the Treatment Centers page."

County IT continues maintaining the site and update information as it is provided to them. The site includes the following tabs: What is Addiction?; Treatment; Resources; Personal Stories; Events; Statistics; Henrico Task Force.

The site went live on May 15, 2017. Press releases were issued, and officials were interviewed by radio and TV stations, all in effort to get the word out about the new site.

Additionally, it was important to first responders to have something to give to citizens they interacted with who were struggling with their own addiction or that of a loved one. The committee developed a magnet that displayed the logo and website. The hope was that even if the person didn't use the website at that time, he or she would use the magnet and some point refers to the website. First responders were eager to get the magnets. Magnets were also placed in local emergency rooms, our Health Department and at community events. Using the design from County IT, Henrico County purchased 30,000 magnets to distribute. A Henrico Police captain offered, "the magnets are a good resource and advertising tools that will keep our promotional message prominently displayed in front of our community members for a long time, as people rarely throw magnets away. Unlike hard-copy brochures that quickly become outdated or lost, requiring additional funding for reprinting, our magnets will remain current for the life of the website and can be easily placed on the refrigerator or other metal surface for quick reference. This allows

the Heroin Task Force the ability to keep information and resources contemporary on the website while using the magnet as a pointer-system for those needing assistance."

5. Financing and Staffing

The cost of the program is minimal. The only payments made were for the printing of the 30,000 magnets. The total cost was $1,890.00, a relatively small investment from the Mental Health and Developmental Services operating budget. By utilizing high school students and college interns, the work on the site was completed with minimal paid county staff. Maintenance of the site is managed by one county employee and has a minor impact on her overall workload. Distribution of the magnets is conducted during naturally occurring interactions with the community.

6. Program Results

To date, 5,942 unique citizens have accessed the http://bouncebackhc.com site. Many of those citizens have visited the site multiple times. Thousands more have the magnets and will hopefully utilize the site if the need arise.

However, the success is also evident in those who participated in the project. The Director of Henrico County Career and Technical Education shared "This learning opportunity had another layer. It helped students understand a major problem in our community and how they can be a positive force in helping to resolve this issue. I believe it will help them be better citizens in the future and more committed to our county and the overall health of the community."

Both sets of students learned a great deal about addiction, trauma, and recovery. It was eye opening for some of the students to sit across from inmates who talked in detail about their life and the trauma they faced and the addiction that developed. Many of these students had not

known of the impact of addition, had not seen it up close. Some of the students held stereotypes of those with an opioid addiction. They learned how the addiction started, often with alcohol or THC, and then progressed to prescription drugs, cocaine, and heroin. The whole process was extremely educational.

7. **Brief Summary**

Nearly every week, 1 person dies in Henrico County from an opioid overdose. Here are some stories that are all too common from our citizens.

A 45-year-old woman reports that her heroin addiction "really started after my daughter died from suicide and I just could not handle the grief and guilt." She reports a contributing factor was being "cut off" from her prescribing physician who was treating her with pain medication for fibromyalgia and arthritis.

"I began using drugs at the young age of 19." I tried cocaine because everyone else around me did it. At age 19, I tried heroin for the first time, and I had found the love of my life. I was asked by a judge when facing gun and drug charges why would a smart person like me choose heroin out of all the drugs? I can finally answer…it quiets the storm within me. So, for many years I used heroin to self -medicate."

The problem was obvious. Many of our county agencies were working very hard to address the problem from their perspective, but there was not a collaborative effort until the spring of 2016 when the Heroin Task Force was formed by the county manager.

References:

https://www.cdc.gov/drugoverdose/data/statedeaths.html

http://www.vdh.virginia.gov/data/opioid-overdose/