

APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** 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: _____

Program Title: _____

Program Category: _____

CONTACT INFORMATION

Name: _____

Title: _____

Department: _____

Telephone: _____ Website: _____

Email: _____

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: _____

Title: _____

Signature: _____

Library's Role as County Partner in Fighting Opioid Epidemic

Executive Summary

On average, 130 American die everyday from an opioid overdoseⁱ. Chesterfield County is not unique in how residents have been affected by the opioid crisis. The sharp rise in overdose events in Chesterfield County has prompted a multi-agency response to combat the crisis. Chesterfield County Public Library (CCPL) recognized its unique position to present information to the public as the community center where people from all walks of life freely gather.

CCPL partnered with Chesterfield County's Mental Health Support Services, Police, Emergency Management Services and Sheriff to develop print and digital materials to showcase the widespread effort these agencies were making to combat the epidemic. CCPL also recognized the need for a community conversation on the topic and scheduled the winter author visit with Beth Macy, author of "Dopesick: Dealers, Doctors, and the Drug Company That Addicted America." CCPL staff developed a video promotionⁱⁱ in support of the author event that involved talking with other county departments about opioid addiction and the local impact. Those discussions led to a full-scale effort to highlight the human side of addiction as well as to promote the collaborative efforts of departments across the county.

The efforts of CCPL and the other county agencies combined are tools in the fight to curb the epidemic in our community. The library's roll as community center created a space where once scattered and disconnected resources were now presented together and with greater context.

The Problem

By September 2018, Chesterfield County experienced 167 opioid overdoses, 26 of them fatal. Many departments were involved in addressing the problem, but there was no unified process for distributing information to the public or bringing the public together to talk about the problem. Different departments had their own tasks related to the epidemic including police, sheriff's office, fire and EMS, mental health, corrections, and many more. While each department was aware of what the others were doing, the public was not necessarily fully informed of all the resources available to them and what was being implemented in the community.

How the program fulfilled the awards criteria

Chesterfield County, as with much of the country, had seen an increase in opioid overdoses. County departments were responding to the crisis, but each had its own mission. Chesterfield County Public Library was aware of some of the issues in the county and was also aware of how other library systems were involved in the response. Chesterfield County's Health Department asked that libraries be a distribution location for Detera medication disposal kits. The library's ten locations made them logical distribution points throughout a geographically large county (437 sq. miles). And the county's Mental Health department had been working with the library to host and promote public sessions of REVIVE! Opioid Overdose and Naloxone Education in Virginia programs. These programs teach attendees how to recognize and respond to an opioid overdose and provided naloxone kits to all attendees. Mental Health had been reserving library meeting rooms for these classes since 2017, but in partnering with the library, classes were included in the library's quarterly magazine and event calendar and promoted through the library's social media channels. In January 2018, library managers received naloxone

training, the medication used to counteract an opioid overdose, as well as boxes of naloxone to keep in the library. Just a week before receiving training, there was an overdose in a Chesterfield library.

Throughout all of this, the library was working to schedule a winter 2019 author visit. A local bookstore suggested Beth Macy, an author who lived in Virginia and whose yet to be published book “Dopesick: Dealers, Doctors, and the Drug Company That Addicted America” was scheduled for release in August of 2018. The library’s Community Services department was overseeing the scheduling of the author and the creation of a video segment to promote the event. The library received approval to approach other departments to get background information on their opioid efforts. This search for background information turned into a much larger effort to share information across the county.

The winter issue *Loud & Clear*, the library’s quarterly magazine, highlighted the cooperative opioid response efforts across the county while also promoting the Beth Macy author event.

The focus of the Community Services department’s effort was the creation of the video to promote Macy’s visit and shed light on the opioid epidemic’s impact and Chesterfield County’s response. Library staff began the production process by first approaching the health department as they provided the naloxone training to customers and staff. Discussions with them led to contacts within the county’s police department, sheriff’s office, emergency medical services and mental health department. Each conversation became a weaving together of efforts and connections.

Library staff reached out Major Frank Carpenter with the Chesterfield County Police Department who contributed to the video promotion but also asked if the library

would be willing to distribute 10,000 Heroin and Opioid Resource Information cards to customers. The cards provided a list of the phone numbers of county departments and organizations that could aid anyone needing it. The library's ten locations, conveniently located throughout the county, and its guaranteed person-to-person contacts made it an ideal distributor. In January 2019, every person who checked out materials from a library was given a resource card. The 10,000 cards were completely distributed in about three weeks. Even if the person receiving the card didn't have a need for it, it allowed the information to be shared and spread. Major Carpenter referred to the cards and the distribution plan in the video created by the library.

Lieutenant Dan Stamp from Emergency Medical Services was interviewed about a one-of-a-kind program in the region. Chesterfield's EMS service created a peer-to-peer model to assist overdose victims. When EMS was responding to an overdose call, a recovering addict who is part of the peer-to-peer network also responds to the call to be a source of comfort and information for the victim. This program is highlighted in the video.

Library staff were invited into the Chesterfield County jail to spend time with jailed drug offenders and were given permission to record the visit. Inmates discussed their journeys through addiction and recovery. Being able to include these stories in the video gave a much more human perspective to the story.

In addition to inmates, Mental Health Support Services put the library in touch with a recovering addict who spent some time telling his story and sharing the challenges he still faces today.

All of these individual connections and segments were woven together into a video highlighting the efforts of several county departments while also highlighting the role of the library, a likely unexpected partner.

With 300 people registered for the Beth Macy author event, there was an opportunity for involved departments to reach many people at one time. Mental Health Support Services had an information table and distributed library created flyers promoting upcoming sessions of the REVIVE! program. EMS was present at the table along with their peer-to-peer counselor to talk about their role in combatting the epidemic. An attendee was having such a difficult time with the author presentation, the peer-to-peer counselor was able to meet with her privately during the event and provide some comfort. Debbie Burcham, Executive Director of the county's Community Services Board a member of the county's Heroin/Opioid Steering Committee, spoke before the author presentation to give an overview of the county's direction in fighting the opioid epidemic. The video that was produced by the library ran on a continual loop on a large screen monitor for viewing during the pre-event reception and during the post-event book signing.

Financing

The speaking fee for the winter author visit with Beth Macy totaled \$7,500. Printing the 10,000 Opioid and Heroin Resource cards for distribution to the library locations cost \$300 through the county general services printing center. The quarterly magazine, Loud & Clear, is printed for a total of \$2,518 for 7,500 copies.

Results

The goal of this program was two-fold: promote the Beth Macy author event and to share with the community the numerous resources available in fighting the opioid epidemic from multiple county agencies.

The Opioid and Heroin Resource Information cards were cheaply and quickly distributed to 10,000 people through a coordinated effort between CCPL and CCPD. Even

if the person receiving the information card isn't in need of the information themselves, the opioid addiction issue is so widespread that there is great likelihood the information card holder will be able to pass the information on to someone in need.

REVIVE! programs are held at area libraries, primarily at libraries in parts of the county that see the highest rates of overdoses. The library has a strong social media following and can advertise the programs more effectively in some cases than the Health Department. The audience the library reaches (both digitally and in person) may not have known or thought about participating in a program like this. Information presented through the video content and the resource cards brought the issue to the attention of this audience and may have contributed to them participating in the REVIVE! program. The library locations are convenient, with excellent parking, making them more accessible to attendees.

Attendees at the Beth Macy author event were able to learn more about how the opioid crisis got to where it is now and learned about the county's opioid response. Even more importantly was that an on-site peer counselor was available to counsel an attendee who was having a difficult time hearing the presentation.

The social media distribution of the library produced video had very extensive reach and sharing across the Facebook platform with over 3,700 views. CCPL was also able to interview Beth Macy for a short video on their Facebookⁱⁱⁱ

Additionally, this effort has created an opportunity for CCPL and Mental Health Support Services to work together to bring additional valuable programs to other segments of the community. By working so closely with MHSS, they are now reaching out to the library to discuss ways to incorporate summer-based prevention services programs for families and children into library programs. The library is an established resource and

facility for families all year, but especially in the summer when schools are closed, making the library a natural connector.

Brief Summary

Chesterfield County is not unique in how residents have been affected by the opioid crisis. By September 2018, Chesterfield County experienced 167 opioid overdoses, 26 of them fatal. As the crisis has developed, agencies across the county implemented efforts to combat the crisis. Many departments were involved in addressing the problem, but there was no unified process for distributing information to the public or bringing the public together to talk about the problem. Different departments had their own tasks related to the epidemic. While each department was aware of what the others were doing, the public was not necessarily fully informed.

Simultaneously, CCPL was scheduling its winter author visit with Beth Macy, author of “Dopesick: Dealers, Doctors, and the Drug Company That Addicted America.” CCPL staff developed a video promotion in support of the author event that involved talking with other county departments about the county’s opioid addiction issues. Those discussions led to a full-scale effort to highlight the human side of addiction as well as to promote the collaborative efforts of departments across the county. Chesterfield County’s Mental Health Support Services, Police, Emergency Management Services and Sheriff all became partners in this combined effort in promoting county resources and efforts.

ⁱ Center for Disease Control and Prevention - <https://www.cdc.gov/drugoverdose/epidemic/index.html>

ⁱⁱ CCPL and Chesterfield County Opioid Response <https://www.youtube.com/watch?v=TCrtPOoVPSU>

ⁱⁱⁱ Interview with Beth Macy <https://facebook.com/ChesterfieldVALibrary/videos/564454954033051/>

Library's Role as County Partner in Fighting Opioid Epidemic

Supplemental Materials



AN EVENING WITH
BETH MACY

Saturday, Jan. 26
Meadowdale Library
4001 Meadowdale Blvd.,
North Chesterfield, VA

Registration is required and begins Dec. 22.

6-6:45 p.m.
Pre-event reception and book signing with
Friends of the Chesterfield County Public Library
Registration required

7-8:30 p.m.
Presentation with Q&A, and book signing
Registration required

Journalist and bestselling author Beth Macy will discuss her New York Times bestselling book "Dopesick: Dealers, Doctors, and the Drug Company that Addicted America." The book describes the pharmaceutical industry's role in the epidemic. "Dopesick" also discusses how the epidemic has impacted the lives of first responders and a diverse group of Americans living in rural areas, suburbs and cities.

Macy will discuss her journey in gathering interviews with victims, family members, dealers and medical professionals from southwest Virginia.



Members of the Friends of the Chesterfield County Public Library will get priority seating at the event and will be invited to a pre-event reception and book signing.

DOPESICK
DEALERS, DOCTORS, and
THE DRUG COMPANY THAT ADDICTED AMERICA
BETH MACY
Author of the National Bestseller Factory Man

Providing a FIRST CHOICE community through excellence in public service | **CCPL** CHESTERFIELD COUNTY PUBLIC LIBRARY | **FRIENDS** OF THE CHESTERFIELD COUNTY PUBLIC LIBRARY



Please call 804-751-CCPL or visit library.chesterfield.gov for more information.

Opioid and Heroin Resource Cards

chesterfield.gov/941/Police chesterfield.gov/489/Fire-EMS

Opioid and Heroin Treatment Resources

chesterfieldsafe.org chesterfield.gov/765/Sheriffs-Office

See the reverse side.

For Help, Call

Alive RVA Peer Recovery Warm Line (7 Days a Week, 8AM-12Midnight)	(833) 473-3782
American Addiction Ctrs (24/7 Access)	(888) 449-9489
Avenues to Wellness	(804) 497-4676
Chesterfield County Mental Health Support Services -Substance Abuse Walk-ins	(804) 768-7318
Family Counseling Center for Recovery	(804) 354-1996
Family Intervention Center of Virginia	(804) 677-7728
The Healing Place	(804) 230-1217
John Randolph Medical Ctr (24/7 Access)	(804) 541-7715
McShin Foundation	(804) 249-1845
New Life for Youth	(804) 230-4485
NorthStar Community	(800) 908-2377
Richmond Behavioral Health Authority	(804) 819-4100
Richmond Beh. Health Authority North	(804) 359-3255
Richmond Intensive Outpatient	(804) 320-8032
SAARA Center for Recovery	(804) 762-4445
Teen Challenge North Central Virginia	(540) 286-2377
Tucker Pavilion (24/7 Access)	(804) 483-0050
Virginia Center for Addiction Medicine	(804) 332-5950

Grief Counseling Resources

Addiction Grief and Loss Support Group	(804) 229-5024
Full Circle Grief Counseling, Loss Groups	(804) 912-2947
VCAM Grief and Loss Support Group	(804) 332-5950

Facebook video post with over 3,200 views



Chesterfield County Public Library

Published by Stephen Hudson [?] · January 23 ·

...

Chesterfield County Public Library is part of a countywide effort to turn the tide of the Opioid epidemic sweeping the US. Learn how the library is equipping customers, informing the public, providing resources and partnering with other departments across Chesterfield County.



7:53

11,317
People Reached

952
Engagements

Boost Post

👍❤️👎 30

2 Comments 56 Shares

👍 Like

💬 Comment

➦ Share



Cover of Loud & Clear Magazine
(see below for excerpt from magazine)

Feature &

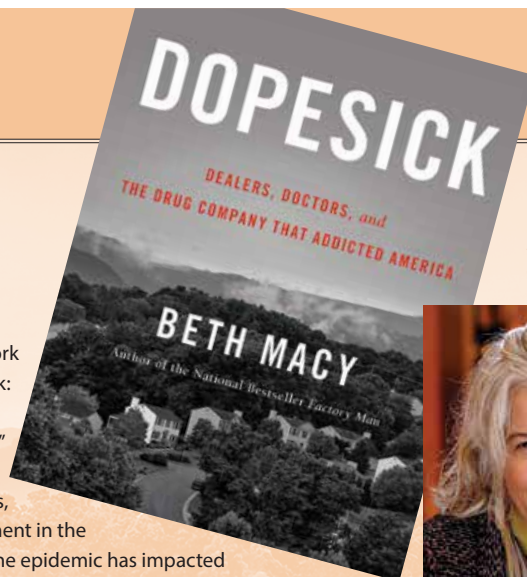
CCPL Hosts Beth Macy

Journalist and bestselling author Beth Macy will discuss her New York Times bestselling book, "Dopesick: Dealers, Doctors, and the Drug Company That Addicted America." The book chronicles the opioid crisis, including the role of doctors, drug companies and the government in the crisis. "Dopesick" describes how the epidemic has impacted the lives of first responders and a diverse group of Americans living in the suburbs, small farming communities and cities.

Macy will discuss her journey in gathering interviews with victims, family members, dealers and medical professionals from southwest Virginia. The award-winning writer, who has written two other books, is a longtime reporter who worked for the Roanoke Times. **Registration is required and begins Dec. 22.**

Members of the Friends of the Chesterfield County Public Library will get priority seating at the event and will be invited to a pre-event reception and book signing.

For more information or to register, call 804-751-CCPL or visit library.chesterfield.gov.



The only book to fully chart the opioid crisis in America: an unforgettable portrait of the families and first responders on the front lines.

**Saturday, Jan. 26
Meadowdale Library**

4301 Meadowdale Blvd., North Chesterfield, VA

6-6:45 p.m.

Pre-event reception and book signing with Friends of the Library
separate registration required

7-8:30 p.m.

Presentation with Q&A, and book signing

Author Event



Library Photography

Library programs, events, and activities are photographed or videoed for promotional purposes or to document library activities. Notify library staff if you prefer not to be photographed.

A Gift to the Friend's is a Gift to the Library

in 60

Did you know that CCPL engages customers in 63 varied types of library service interactions every minute; from catalog searches to personalized one-on-one sessions?

Consider The Friends of CCPL in your end of year giving plans, and you will help us maintain and grow our diverse material collections and extensive professional services to support these interactions.

A gift to CCPL through the Friends of the Chesterfield County Public Library is tax-deductible and is the perfect way to "pay it forward."



CCPL Development Services
chooseCCPL@chesterfield.gov
804.717.6696

Programs are provided in partnership with the Friends of the Chesterfield County Public Library.

Loud & Clear Winter 2018-19 | 2



Book Hits Home in Chesterfield County

Beth Macy's book "Dopesick: Dealers, and the Drug Company That Addicted America," describes the impact of the opioid epidemic on southwest Virginia communities—suburbs, small farming communities, cities and towns. According to Chesterfield County police Maj. Frank Carpenter, the story reflects what police are seeing in Chesterfield. "This epidemic has no boundaries," Carpenter said. "It's in affluent neighborhoods. It's in not so affluent neighborhoods. It's impacting people who are in the professional work world, and children in our schools."

The Virginia Department of Health has labeled the opioid epidemic a public health emergency. In 2017, more than 1,200 Virginians died from opioid-related overdoses. This year, in Chesterfield County, police report that there have been more 207 overdoses, 30 of them fatal. "When you take a look at the opioid crisis you realize that you can't arrest your way out of this epidemic," Carpenter said. "There has to be prevention resources applied on the front end and follow-up treatment on the back end to address this national crisis."

Chesterfield County Public Library (CCPL) has partnered with Chesterfield County Police to distribute Opioid and Heroin Treatment Resource cards that provide critical resources for people affected by the opioid crisis. The hand-out lists nearly two-dozen organizations that provide treatment, support and counseling.

Debbie Severt, senior clinician with the Chesterfield Mental Health Support Services says that county agencies are working together to address the whole person. "It's not just saying stop using, that's a piece of it," said Severt. "We help them by linking them to medication assisted therapy, group therapy, individual counseling and try to help them learn to live their life outside of treatment."

Another approach to fighting the epidemic, is the REVIVE!

program. REVIVE! is the Opioid Overdose and Naloxone Education (OONE) program for Virginia. CCPL hosts this free program that trains participants to recognize the signs of an overdose and how to administer naloxone (with a brand name of Narcan), a life-saving prescription medicine that reverses opioid overdoses.

"The library is about educating the community," Severt said. "Being able to provide more trainings through the library or bringing in the author of "Dopesick", helps educate the community about opioid addictions and substance abuse disorders." Most of CCPL's managers have been trained in administering naloxone. All ten libraries have naloxone kits. The library also provides medication disposal kits to help safely and effectively dispose of leftover or unused prescription drugs.

Librarians can help guide you to resources and services if you or someone you know is struggling with addiction. The library also provides access to books, videos, magazine and journal articles that highlight the opioid crisis.

For more information about the resource materials mentioned, call (804) 751- CPL (2275). For a list of upcoming REVIVE! programs, please visit chesterfield.evanced.info/signup and search for REVIVE!

PREVENT A FATAL OPIOID OVERDOSE

Tuesday, Dec. 11
6-7:30 p.m.
Chester Library

Tuesday, Jan. 29
6-8 p.m.
Chester Library

REVIVE! training helps people recognize and respond to an overdose.

Participants learn how to administer naloxone, a prescription drug that may reverse the effects of an opioid overdose, and about available community resources.

One box of naloxone will be provided to those who attend a training.

If you have already completed REVIVE! training, pick up free NARCAN® at Chesterfield County Health Department clinics held monthly on the first and fourth Friday, 2-3 p.m.



Providing a FIRST CHOICE community through excellence in public service

For more information, call 748-1227 or visit www.chesterfield.gov/1041/REVIVE-program

Programs are provided in partnership with the Friends of the Chesterfield County Public Library.

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QUIRK BOARD

OPIOID AND HEROIN TREATMENT RESOURCES

FOR HELP, CALL:



chesterfield.gov/941/Police



chesterfield.gov/489/Fire-EMS



chesterfieldsafe.org



chesterfield.gov/765/Sheriffs-Office

Alive RVA Peer Recovery Warm Line (7 Days a Week, 8AM-12Midnight) (833) 473-3782
 American Addiction Ctrs (24/7 Access) (888) 449-9489
 Avenues to Wellness (804) 497-4676
 Chesterfield County Mental Health (804) 768-7318
 Support Services-Substance Abuse Walk-ins
 Family Counseling Center for Recovery (804) 354-1996
 Family Intervention Center of Virginia (804) 677-7728
 The Healing Place (804) 230-1217
 John Randolph Medical Ctr (24/7 Access) (804) 541-7715
 McShin Foundation (804) 249-1845
 New Life for Youth (804) 230-4485
 NorthStar Community (800) 908-2377
 Richmond Behavioral Health Authority (804) 819-4100
 Richmond Beh. Health Authority North (804) 359-3255
 Richmond Intensive Outpatient (804) 320-8032
 SAARA Center for Recovery (804) 762-4445
 Teen Challenge North Central Virginia (540) 286-2377
 Tucker Pavilion (24/7 Access) (804) 483-0050
 Virginia Center for Addiction Medicine (804) 332-5950

Grief Counseling Resources

Addiction Grief and Loss Support Group (804) 229-5024
 Full Circle Grief Counseling, Loss Groups (804) 912-2947
 VCAM Grief and Loss Support Group (804) 332-5950

HOLIDAY CLOSINGS

The library will be closed in observance of:

CHRISTMAS

Monday, Dec. 24

Tuesday, Dec. 25

NEW YEAR'S DAY

Monday, Dec. 31

(close at 5 p.m.)

Tuesday, Jan. 1

LEE-JACKSON DAY

Friday, Jan. 18

MARTIN LUTHER KING JR. DAY

Monday, Jan. 21

LIBRARY HAPPENINGS SAVE THE DATE

Chesterfield Comic Con
 SATURDAY, MARCH 16
 Meadowdale Library

Train Day
 SATURDAY, MAY 18
 Ettrick-Matoaca Library

Dream
Big
READ!



youtube.com/user/GetTransformedCCPL

Check out our new website –

Visit us at
library.chesterfield.gov

FOLLOW US!

