



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2021.** Please include this submission form with the 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: _____




2021 VACo Submission

Chesterfield County, Virginia

Chesterfield County, Virginia

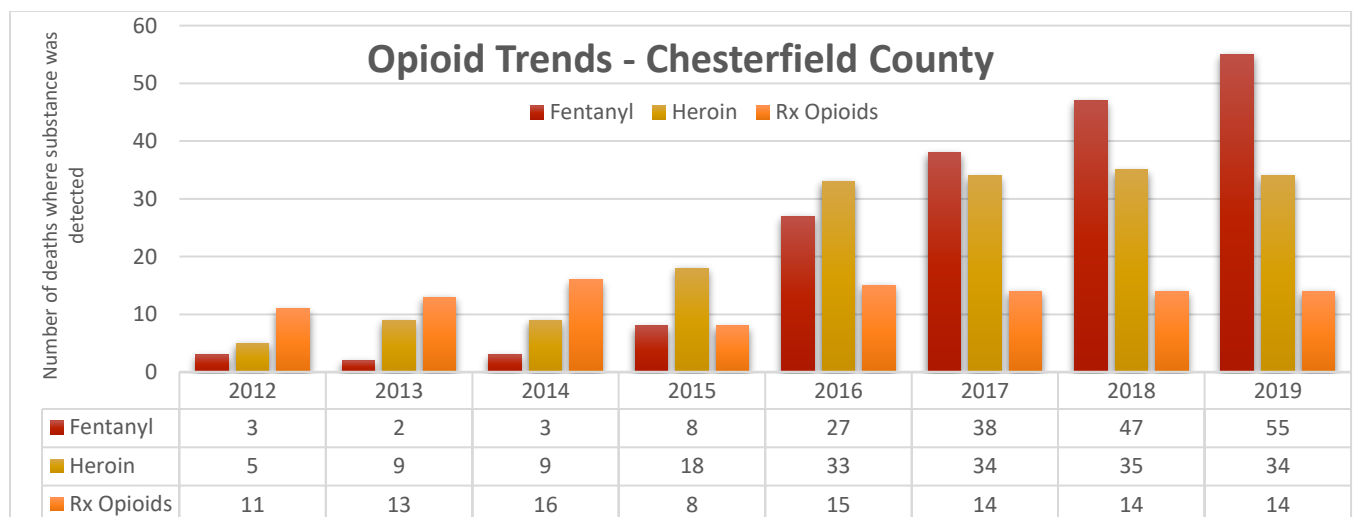
Department of Mental Health Support Services & The Substance Abuse Steering Committee 2021 VACo Award Submission

Abstract & Introduction

In response to increasing overdose deaths, and the overall impact on our community of the opioid epidemic, Chesterfield County created an interdepartmental Substance Abuse Steering Committee. The steering committee includes representation from the highest levels of County leadership and is tasked by our Board of Supervisors to study the problem and develop increasingly integrated strategies to impact the epidemic from prevention all the way to primary treatment efforts in multiple locations and programs. The steering committee quickly identified the need for additional human resources to coordinate these efforts, and a unique, interdepartmental position was created called the Opioid Outreach Coordinator (OOC). This initiative and position have been instrumental in creating increased collaboration, improved data tracking and utilization, and direct, boots-on-the-ground services to some of the most vulnerable individuals served by our County departments. The OOC has been instrumental in higher level strategic objectives like providing frequently updated data to the County Board of Supervisors, County Substance Abuse Steering Committee, Chesterfield Community Services Board and other County leadership positions (for program planning and grant management purposes) as well as working directly with individuals in our community impacted by Substance Use Disorders.

Our Need

As deaths from opiate overdoses began to rise in the early 2010s, Chesterfield County closely monitored the data from multiple different departments, programs, and perspectives. All were very concerned about the data that we were seeing, and each had a different perspective, impact, and responsibility around the growing epidemic.



Because each department had a different piece of the puzzle and brought a unique vision to the problem, this called for a more integrated approach. There were several major problems that we felt needed to be addressed, and these included:

- Improved collaboration and data sharing between departments who are serving the same individuals but may not have an integrated approach to helping impact their substance use
- Developing shared resources and novel treatment approaches that could only be realized by pooling resources and efforts
- Increase the number of individuals seeking treatment for substance use disorders
- Increasing the use of prevention strategies to more widely impact individuals across our county
- Expand our harm-reduction strategies by increasing Revive trainings and distributing Narcan more effectively to high-risk individuals
- Reduce the number of overdose deaths in our community
- Reduce the number of Heroin/Opioid related incidents, and provide targeted public safety and community interventions in areas experiencing or at elevated risk of high heroin/opioid related incidents

Program Description

The Heroin/Opioid Steering Committee (renamed the Substance Abuse Steering Committee in early 2020 to reflect a wider focus on multiple types of substances) was originally formed in the Fall of 2017 when the county's Board of Supervisors called for a coordinated, interdepartmental task force to be created. This task force, led by the Deputy County Administrator for Human Services, had wide representation across county departments. These departments included:

- | | |
|---|--|
| <ul style="list-style-type: none"> • Mental Health Support Services (MHSS) – outpatient treatment, Medication Assisted Treatment, Psychiatric services, Prevention services, and others • Department of Social Services (DSS) • Fire/EMS • Chesterfield Police Department (CPD) • Sheriff/Jails • Commonwealth Attorney • Community Corrections – Drug Court, Dual Treatment Track, and others | <ul style="list-style-type: none"> • Court Services Unit • Information Systems Technology (IST) • County Attorneys • Deputy County Administrator for Human Services • Circuit Court Judges • Communications and Media • Health Department • SAFE • Private and not-for-profit organizations |
|---|--|

Purpose Statement:

“The Substance Abuse Steering Committee provides strategic vision for a collaborative approach in the alignment of resources and best practices for addressing the substance abuse crisis impacting the Chesterfield Community

To best synchronize our efforts and provide direction to this large group, three subcommittees were formed that shared similar lines of service and similar roles in working to impact the opioid epidemic. The groupings that emerged became the Public Safety, the Prevention/Outreach/Education, and the Treatment/Recovery subcommittees. Weaving threads through all three of these subcommittees were departments and positions that played key roles in multiple different ways. IST, Media and Communications, and our county's top leadership positions all had roles that overlapped the various subgroups. In addition, all three subcommittees viewed national and local advocacy efforts and establishing/fostering key partnerships as a significant part of their success plans.

The following chart provides additional detail about the goals of each subcommittee:

Prevention/Outreach/Education	Treatment/Recovery	Public Safety
<p><u>Goals:</u></p> <ul style="list-style-type: none"> • Create and implement a comprehensive communications plan • Increase awareness and utilization of safe storage and disposal methods • Decrease access to prescription drugs • Increase community awareness of opioid and heroin epidemic and resources targeted to children and adults • Reduce impact on families by improving coordination of care for substance exposed infants and their families 	<p><u>Goals:</u></p> <ul style="list-style-type: none"> • Increase the number of individuals seeking treatment and other supports for substance use and misuse • Enhance/increase available treatment/intervention resources • Directly respond to the specific needs of individuals in our community who are struggling with active substance use disorders • Increase Revive trainings and Narcan distribution 	<p><u>Goals:</u></p> <ul style="list-style-type: none"> • Reduce the number of Heroin/Opioid related incidents • Provide targeted public safety and community interventions in areas experiencing or at elevated risk of high heroin/opioid related incidents • Reduce amount/type of drugs in Chesterfield County • Increase Revive trainings and Narcan distribution

The steering committee began meeting regularly and quickly determined that additional resources were needed to better track and integrate the work of the multiple stakeholders represented above. No single department had a position with the capacity to take on the responsibilities that the committee envisioned. So, with the support of the Board of Supervisors, funding was obtained to create a unique, first-of-its-kind position in Chesterfield County; The Opioid Outreach Coordinator.

The OOC was envisioned a true interdepartmental position, but the relevance to the Mental Health Support Services department with both treatment and preventive/advocacy types of roles made for the ideal home for this new position. A position description was created that included a great deal of flexibility for this new role to allow for as much creativity and evolution as possible. Key roles for this new position included the following:

- Receiving information from officers/detectives and partner agencies on cases involving opioid overdoses and providing case follow up including outreach, referrals, linkage to other county or community initiatives (including our Mobile Integrated Health Care team) and short-term case management services
- Providing training and case consultation to officers/detectives
- Work collaboratively with the Police Department Analyst, to use overdose mapping and other public data to track current trends
- Assist with the review of data in our various systems for trends; present trend information to the county's Opioid Steering Committee and other stakeholders, and explore potential strategies related to the trends
- Meet and share information and resources with all program stakeholders
- Become our county's expert and go-to resource for all departments who need information and consultation around the opioid epidemic

Program Costs

The cost of this initiative is primarily contained in the position costs incurred in hiring an individual to fill the Opioid Outreach Coordinator position. In addition to supporting the costs of the individual there are also program costs associated with the initiative.

Category	Cost	Description
Position cost	\$70,000.00	Salary plus benefits
Position supplemental costs	\$500.00	Travel, mileage, training
Technology costs	\$1,500.00	Computer equipment
Harm-reduction supplies	\$1,800.00	Fentanyl & methamphetamine testing strips
Prevention supplies	\$2,000.00	Drug lock boxes/bag and Rx disposal pouches
Education and marketing	\$5,000.00	Season of Hope campaign
TOTAL PROGRAM COSTS:	\$80,800.00	County, department, and grant funds were used

In addition to these costs, the OOC has leveraged multiple community relationships to obtain donations for items to distribute to the individuals served. The OOC and the supervisor of the program have worked to find free masks and other necessary supplies to hand out to our community citizens, for example. All of the Narcan distributed is provided free from the State.

Our Results

The results achieved by the Opioid Outreach Coordinator position can best be described through the perspective of three separate but overlapping lenses. The first is a macro-level perspective related to collaboration and partnership building, the second is specific to our efforts to drastically increase the number of Revive trainings and subsequent distribution of Narcan, and the third has to do with campaigns and community-based strategies.

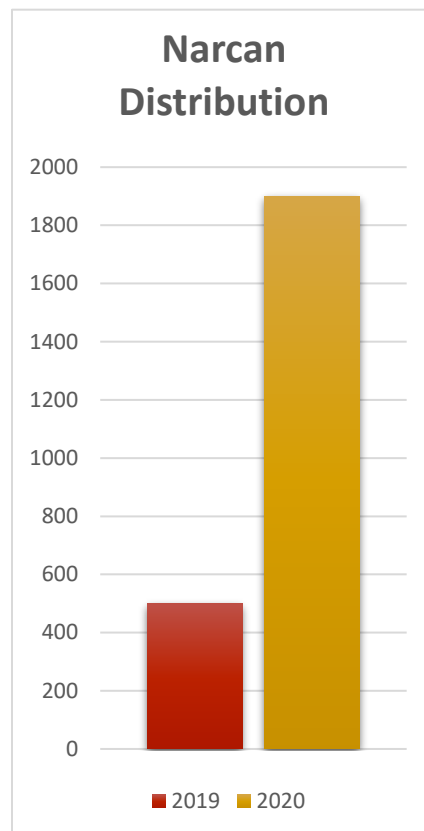
From a macro-level perspective, the OOC position has helped our steering committee and our County as a whole in multiple ways. Here are some ways that the OOC position has already contributed to our community collaboration and growing our network:

- Established new and active partnerships with local recovery homes, treatment centers, hotels/motels, faith-based groups, outreach programs, and methadone clinics to increase access to community citizens and family members in high-risk groups.
- Collaborated with multiple county departments (including Community Corrections, Police, Fire/EMS, Mental Health, Social Services, Families First, Libraries, jail diversion programs, and others) to provide harm reduction supplies and connections/referrals to community providers and supports.
- Established the OOC as a referral source for internal county providers with “warm line” type immediate response to county citizens in need
- Established trainings and partnered with Mental Health Support Services Peer Specialist staff to provide education on substance use trends to DSS, CTC students, District 27 Probation and Parole, and the Juvenile Detention Center.
- Provided paper training materials and resource information to internal and external agency leaders to enhance staff growth and development and keep agencies updated on current data and trends.
- Collaborated with DSS to update resource guide for parents of substance exposed infants in order to incorporate relevant data and guide recovery-oriented messaging.

- Partnered with the Virginia Department of Health Opioid Outreach Coordinator to identify gaps and opportunities in service delivery.

The accomplishments related to the goal of getting more Narcan out into the community have been equally impressive. The OOC has been a highly visible and sought-after source of training and direct contact with individuals in need.

- Created a data driven system for Narcan distribution in Chesterfield County to allow for Narcan to be distributed mostly in areas of highest overdose response per Police Department overdose response reports.
- Utilized new Narcan/Harm Reduction business cards and tear-off fliers to spread information about free Narcan program.
- Created new active partnerships across the County (see above) and as a result was able to distribute 1900+ Narcan in 2020 (compared to 499 the previous year).
- Tracked the use of Narcan that was distributed from 7/1/20 to 12/31/20 and learned that Narcan distributed from the OOC's efforts was used a reported 118 times to successfully revive someone in an active opioid overdose.
- Aided in the creation of a hands-free Narcan distribution initiative during COVID pandemic, resulting in a video that can be accessed online to provide REVIVE training. The training is then followed by mailing or delivery of Narcan directly to those who request it.
- Partnered with the Chesterfield Jail to use the training video in the jail, resulting in inmates (one of the highest groups at risk for overdose) having Narcan in hand when they are released.
- Introduced self as a direct referral source for MHSS staff for the provision of 24-hour harm reduction supply response and connection to community providers and supports for clients/families in need.



Campaigns to raise awareness and increase the reach of prevention strategies is the third category in which we have seen several notable accomplishments with our OOC position.

- Spearheaded Season of Hope campaign from November 2020 – January 2021.
 - Partnered with MHSS Substance Use Disorder and Prevention programs, Chesterfield Police Department, Chesterfield County Public School System, Libraries and Chesterfield Food Bank.
 - Resulted in the distribution of resource/support options during COVID and holiday season directly to families in need.
 - List included a variety of resources as well as information on REVIVE/Narcan, mental health supports and food/shelter contacts in the local community.
 - Partnerships were helpful in distributing this informational pamphlet, to 7000 individuals, including 5000 families in the school system and 1000 food bank recipients. The information also went out in a county-wide Valpak mailing and the Chesterfield County Library magazine.
- Outreach Supply Distribution – creation of new partnerships involving both state resource collaboration and multiple community-based programs have resulted in direct distribution of toiletries, face masks, school supplies, clothing, food, toothbrushes and condoms to families who need them (completely free of cost). This work is ongoing and increasing.

From the more micro, boots-on-the-ground perspective, the OOC has also directly impacted the lives of many of the individuals who reside in our county. Some of these accomplishments include:

- The OOC takes referrals from all of our County agencies (Police, Fire/EMS, Department of Social Services, etc.) to reach out to individuals or their family members who are in need of help to directly train and provide them with Narcan, provide safe storage/disposal resources, and connect them to community supports and
- Collaboration with Prevention Services by handing out medication lock boxes and bags in motels and outside of treatment clinics.
- The OOC responds directly to individuals who reach out for support. The OOC then contacts them by phone or meets them in person to provide harm reduction supplies, treatment consultation and referrals, and support for recovery efforts.

Summary

Chesterfield County's Opioid Outreach Coordinator initiative is creative and unique. Most importantly it has been incredibly impacting and effective. It was born out of a shared need to better impact the lives of the people that we serve in a time of growing concerns about the opioid (and substance use) epidemic. The program resulted in the creation of a diverse multi-departmental task force with representation from the highest levels of county leadership. That group had a vision: A vision of a new, unique position that would assist Chesterfield in ways that have continued to grow and evolve since its inception. The impact that the Opioid Outreach Coordinator position has had is observable both in the functioning of our county departments and, more importantly, in the lives of the individuals Chesterfield serves across our departments. The list of accomplishments is long, and we are looking forward to continuing to grow and morph this position as we move forward and discover new needs and new possibilities. By far the most important outcome of this initiative is observed in the spreading positive impact that the Opioid Outreach Coordinator has had on our community and our county system. It's no stretch to say that this program has not only impacted, but even more importantly, has saved lives!

Supplemental Materials

- Attachment 01 – separate document
 - Valpak mailing insert used by OOC
- Attachment 02 – separate document
 - Narcan cards used by the OOC
- Attachment 03 – separate document
 - Handouts used by the OOC

A Season of Hope IN CHESTERFIELD COUNTY

Resources for Navigating a Challenging Time



MEDICATION SAFETY

- Many of us are spending more time at home than we'd like. What a great time to dispose of old medications!
- Drop your old medications into the Medication Drop box at CPD Headquarters: 10001 Iron Bridge Rd, Chesterfield, VA 23832
- Obtain a Drug Disposal Pouch—these are available at all the local libraries. These pouches are free of charge and allow you to safely and easily dispose of medications.

For more information on these resources stop by your local library!

STRONG COMMUNITY

SIX FEET APART ISN'T TOO FAR TO MAKE A DIFFERENCE!

Do not assume that your friends are ok:

- Take time to check on your friends, family, neighbors.
- Reach out by text, email, or phone. • Leave a note on their doorstep.
- Everyone needs extra support right now.



CELEBRATE RECOVERY

- Remove the stigma of mental health and substance use and celebrate diversity.
- Watch Chesterfield County's REVIVE! video to learn how to respond to an opioid overdose: <https://www.chesterfield.gov/1050/REVIVE-Training>
- Request free Narcan from the County's Opioid Outreach Coordinator 804-717-6169
- Reach out for Mental Health and Substance Use Resources from your County:

804-748-1224

SAFE REPORTING LAW

18.2-251.03

People experiencing and/or reporting an overdose are protected from being arrested and charged with certain crimes.

Save a life and call 911!

TAKE CARE OF YOURSELF!

Make it a priority to check on your stress level and reach out for help if you need it.

Below is a list of resources for you and your loved ones:

- 24/7 Suicide Hotline: 800-273-8255
- 24/7 LGBTQ+ Trevor Line: 866-488-7386
- Substance Use Warm Line Number: 833-473-3782
- Mental Health Warm Line Support: 866-400-6428
- 24/7 Chesterfield County Mental Health Crisis Line: 804-748-6356
- Chesterfield Mental Health Same Day Access Number: 804-768-7318
- Chesterfield County Department of Social Services: 804-748-1100
- Chesterfield County Police Non-Emergency Line: 804-748-1251
- Chesterfield County Opioid Outreach REVIVE! Training and Narcan Distribution: 804-717-6169

NEW INSPIRATIONS

- Learn about a holiday or tradition you are unfamiliar with!
- Watch inspirational videos of people making the best of these challenging times or doing extraordinary things!

Looking for ways to give during this holiday season? Here are some great local and national organizations that you can partner with in Chesterfield County.

- Toys for Tots: 804-869-7860
- Salvation Army: 804-225-7470
- American Red Cross: 804-780-2250
- Wounded Warrior Project: 855-448-3997
- Chesterfield Food Bank: 804-521-2500
- Catholic Charities: 804-428-5598
- Shepherd's Center: 804-706-9198
- Meals on Wheels/Feed More Client Services: 804-673-5035
- Communities In Schools: 804-717-9305
- United Way: 804-771-5820
- Mercy Mall: 804-728-2928
- Chesterfield-Colonial Heights Alliance for Social Ministry (CCHASM): 804-796-3715
- Richmond Justice Initiative: 804-299-4473
- Side by Side: 804-644-4800
- YWCA: communications@ywca.org



Reach out to your local Faith Community to see if you can sponsor a family.

Chesterfield County, VA
2021 NACo Award Submission

Attachment #2

Narcan cards used by the Opioid Outreach Coordinator



Other supports available - call **804-717-6169**

- Fentanyl Testing Strips
- Prescription Drug Disposal Bags
- Medication Lockboxes
- Information about local recovery resources

Recovery is Possible!

For mental health and substance use treatment in Chesterfield,
please call the Access Line @ 804-768-7318.

If you are experiencing a mental health crisis, please call:
Chesterfield Mental Health Crisis Line @ 804-748-6356.

**Chesterfield County, VA
2021 NACo Award Submission**

Attachment #3

Samples of information cards used by the Opioid Outreach Coordinator:

Ready for change?

Recovery is possible and there are resources available:

Chesterfield CSB

804-768-7318

Substance use treatment services

Alive RVA

1-833-4PEERVA

(1-833-473-3782)

Talk to trained individuals with lived experience in addiction recovery – get connected to recovery supports, treatment resources, housing, food, and health resources

USING COCAINE/CRACK COCAINE?

FENTANYL, A DRUG STRONGER THAN HEROIN, IS BEING MIXED INTO COCAINE/CRACK COCAINE AND IS CAUSING DRUG OVERDOSE DEATHS.

YOU CAN'T SEE, TASTE, OR SMELL FENTANYL.

Fentanyl may be in the cocaine/crack cocaine you are using, selling, or buying.

SAFETY TIPS:

USE WITH OTHERS: If you overdose, it's important to have someone around to help.

CARRY NARCAN/NALOXONE, a medication that can reverse an overdose involving heroin, fentanyl, or other opioids. Have it on hand and tell others how to use it. It could save a life.

Free NARCAN in Chesterfield: 804-717-6169

FREE NARCAN IN CHESTERFIELD

Thursdays – FCCR: 905 Southlake Blvd parking lot
6:30a-1030a

Fridays – Southside Treatment Center: 9609
Jefferson Davis
Narcan will be distributed on Galena (side of
building)
630a-1030a

Can't make it?

Call 804-717-6169 or text 804-372-7307



**No Judgement
No Shaming
No Preaching
JUST LOVE!**

Call if you're going to use when you're alone. An operator will ask for your first name, EXACT location, and the # you're calling from. If you stop responding after using, we will notify EMS of your location, & possible overdose.

1(800)484-3731
www.NeverUseAlone.com

SAFE REPORTING LAW



As of July 1, 2020 the SAFE REPORTING law has been updated and expanded.

Code of Virginia: § 18.2-251.03

Arrest and prosecution when experiencing or reporting overdoses

- A. **No person will be subject to arrest or prosecution** for the unlawful purchase, possession, or consumption of alcohol, possession of a controlled substance, or possession of marijuana, public intoxication, or possession of controlled paraphernalia.

If: you are seeking medical attention for yourself OR someone else who is experiencing an overdose by calling 911 (or by notifying EMS, Police, or a firefighter).

You must remain on the scene and identify yourself to law enforcement.

This does not protect a person from arrest or prosecution for other crimes not listed.

No law-enforcement officer acting in good faith shall be found liable for false arrest if it is later determined that the person arrested was immune from prosecution under this section.

Save a life and call 911!

Free Narcan

Chesterfield: 804-717-6169

Thursdays – FCCR: 905 Southlake Blvd parking lot
6:30a-1030a

Fridays – Southside Treatment Center: 9609 Jefferson Davis
Narcan will be distributed on Galena (side of building)
630a-1030a

Henrico/Richmond:

Mondays: 5-8pm Health Brigade, 1010 N. Thompson St., Back parking lot

Tuesdays mobile: 12-3pm Church Hill- same location, 1403 N. 20th St.
(at Rogers St. and "T" Street)

Wednesdays mobile: 12-3pm Northside- On Newbury Avenue near
Meadowbridge Road (Near Simpson's Market)

Thursdays mobile: 12-3pm Southside- **NEW LOCATION**, Corner of
Dinwiddie and Jefferson Davis

Hanover: 804-365-4313

Peterburg/Hopewell: 804-896-5814