

Taking Aim: Community Benefit Confronts Substance Use

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My Focus -

- On Being Anonymous – The Challenge
- National Mobilization – 100 Million Healthier Lives -IHI
- Community Collaboration – Training and Metrics – CADCA
 - SBIRT and the Hilton Foundation – New Possibilities
- Drug Free Communities Program – Funding Your Plan
 - Community Engagement, Planning and Implementation
- The Best Drug Free Coalition in the Country – Mercy Health 2015
 - Lessons from the Field

“You Have No Idea How This Feels”



- Anonymity as a barrier
 - Shame/Humiliation
 - Fear
 - Secrets
- Educate and Engage our Communities
- Coordination Resources

100 Million Healthier Lives – IHI Partnership

Identity: An unprecedented collaboration of change agents pursuing an unprecedented result:

100 million people living healthier lives by 2020

Vision: to fundamentally transform the way we think and act to improve health, wellbeing and equity.

100 Million Healthier Lives Spread – Multi-National

www.100mlives.org/map



100 Million - Addressing Opioids

- Opioid Working Group convened by Behavioral Health & Wellness Hub
- Communities combating the opioid epidemic featured on Mapping the Movement
 - www.100mlives.org/map
- Toolkit, resources, and networking for communities
 - 100mlives.org/opioid (launching June)
 - Coaching around aim setting
 - How to use our metrics to track progress



Engage With 100 Million On Opioids-

- Submit your community's work to the [Bright Spot collection](#) and highlight what you are doing
- Join 100 Million Healthier Lives formally and use its metrics platform to set an aim (www.100mlives.org/join)
- Join the conversation on [social media](#): Twitter at @100mlives using the hashtag #100mlives
- Sign up for biweekly newsletters and other email communication
- Register for Monthly Momentum Call where 100 Million members highlight member action, bright spots, and updates from the movement
 - **First Thursday of each month from 3:00 – 4:30pm ET**
[Register at 100mlives.org/momentum](#)
- **Save the date** to join in person the 100 Million Healthier Lives Fall Gathering in Phoenix, AZ on November 17-18, 2016.
- Contact 100mlives@ihl.org for more information

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Join the Conversation on Social Media

Twitter

- Follow at @100mlives
- Join the conversation around the opioid epidemic using #100mlives



Community Anti-Drug Coalitions of America – CADCA

- Founded in 1992 as a recommendation from the President's Drug Advisory Council.
- Today, CADCA supports a comprehensive, data-driven approach to prevent the use of illicit drugs, underage drinking, youth tobacco use and the abuse of medicines.
- CADCA represents more than 5,000 community coalitions.
- **CADCA's Vision**
 - A world of safe, healthy and drug-free communities.
- **CADCA's Mission**
 - To strengthen the capacity of community coalitions to create and maintain safe, healthy and drug-free communities globally.



Building Safe, Healthy, and Drug-Free Communities

What is CADCA?

CADCA works to strengthen the capacity of community coalitions to create and maintain Safe, healthy and drug-free communities globally.

- Public policy and advocacy
- Training and technical assistance – 12,000 per year
- Research dissemination and evaluation
- Special events and conferences
- Communications
- International programs
- Youth programs



Building Safe, Healthy, and Drug-Free Communities

Just a Few of CADCA's Special Projects

- Working with the Hilton Foundation on SBIRT within the coalition construct
- CADCA's Annual Survey of Coalition is now open – largest in-depth survey of the coalition field
- Longstanding work with NHTSA – Impaired driving toolkit
PreventImpairedDriving.org
- Addressing smart drug disposal in 4 Florida counties with DFC coalitions, Florida Rural Water Association, and Mallinckrodt
- Advancing OTC Medicine Safety with 5th and 6th graders with McNeil Consumer Healthcare, Scholastic and American Association of Poison Control Centers
- CADCA is a leading partner in DEA 360 project in 4 major U.S. cities
- CADCA is operating a CDC National Network on tobacco and cancer
Geographic Health Equity Alliance Visit
www.NoHealthDisparities.org



Prevention – Needed More Than Ever

- While teen drug use in many categories is down, youth marijuana use has rapidly increased over the past few years.
- Youth perceptions of risk related to marijuana continue to decline.
- The rapid rise in the use of electronic nicotine delivery systems (e-cigarettes) is concerning.
- Despite positive news of reductions in youth prescription drug abuse, medicine abuse remains a national epidemic.
- American adults rate drug use as the number three health concern facing youth.
- Funding for federal substance use prevention programs has been cut by 44% over the past 11 years.

The SBIRT Model – CADCA Blue Ribbon Effort

- SBIRT – Screening, Brief Intervention and Referral to Treatment
- Funded by the Hilton Foundation to make policy recommendations to allow spreading this model
- Spread would target adolescents and young adults

The U.S. Drug-Free Communities Program-A Resource You Can Use!

- The U.S. has invested a total of \$1.25 billion in the DFC program since it began in 1998. This Federal grant program supports community-based coalitions in preventing and reducing youth substance use.
- The DFC Program has funded **more than 2,000 coalitions** since it began. Currently, the U.S. has **697 DFC Grantees**.
- Coalitions funded to identify the youth drug issues unique to their communities and develop the infrastructures necessary to effectively prevent and respond to the disease of addiction.
- Strong emphasis on environmental/policy strategies CADCA is primary training and technical assistance provider.

CADCA was the driving force behind the passage of this program and is the primary training and technical assistance provider for the program.

Types of Data DFC Coalitions Collect and Analyze

- Core Metrics for the DFC Program
 - Past 30-day use, perception of harm, perception of parental disapproval of use, and perception of peer disapproval of use for alcohol, tobacco, marijuana, and prescription drugs for three grades
- But also
 - ER data related to drug misuse issues
 - Treatment admissions data
 - Poison control data
 - Arrest data
 - Vehicular crash data related to DUI and DUID
 - Suspensions/expulsions from school related drug misuse
 - High school graduation rates

COALITIONS— MONUMENTAL IMPACT!

TO HAVE A MONUMENTAL IMPACT ON YOUTH DRUG USE
INVEST IN THE DRUG-FREE COMMUNITIES (DFC) PROGRAM

Independent Evaluation Demonstrates the DFC Program Is Effective

• The continued expansion of the DFC program has resulted in communities across 2011 counties, states, cities of over 100,000 residents, and over 100,000 youth off high-risk activities.

• Percentages of high-risk behavior and tobacco use among youth in 2010 (based on national estimates):



Hospitals and Coalitions Working Together

- **Collaboration can:**
 - Effectively address substance misuse issues raised in Community Health Needs Assessments
 - Improve community health status
- **Strategic Actions**
 - **For Hospitals**
 - Let CADCA identify coalitions in your area. Collaborate with them to provide input into the Community Health Needs Assessment and Implementation Plan
 - Coalitions can bring data, an understanding of the local environment, community partners, and knowledge of evidence based prevention approaches.
 - **For Coalitions:**
 - Seek out your local non-profit hospital(s), identify areas of mutual concern, and invite them to be a member of your coalition.
 - Share information about your coalition, its members, and data on substance use in your area.

Connecting with CADCA

Engage with CADCA –

Visit: www.cadca.org

Call: 1-800-54-CADCA

Join via Social Media:

- Facebook: [facebook.com/CADCA](https://www.facebook.com/CADCA)
 - Twitter: @cadca
- Connected Communities Network: <http://connectedcommunities.ning.com>
 - YouTube: [youtube.com/cadcaog](https://www.youtube.com/cadcaog)
 - LinkedIn: [LinkedIn/company/cadca](https://www.linkedin.com/company/cadca)

Building Safe, Healthy, and Drug Free Communities 



Using the CADCA Tools – One Community in Action
Mercy Health - Muskegon, MI

Coalition of the Year

- 47% drop in teen binge drinking.
- 61% drop in driving after drinking.
- 37% drop in teen smoking.
- 10 tons of meds collected in five years.
- Over 70 people involved on regular basis.



CADCA – Luncheon in Washington DC
February 2015

Drug Free Community Grantee

- Funded Externally by SAMHSA/ Partnership for Success III, Community Benefit, SAMHSA Block Grant
- Annual budget of \$165,000, approximately 50% is staff; 10% admin; 15% is capacity building, and 35% of funding is used for community use in implementing strategies.
- Leverages \$22-35,000 from Mercy Health annually
- 45 organizations with 75 active members from the 12 sectors.



Coalitions are reported as community benefit under
'Community Building Activities'



Active Subcommittees



Prescription Drugs in Muskegon County

- Youth Survey reveals 17.5% of youth trying prescriptions not prescribed.
- Prescription drug excessively prescribed by physicians.
- Patients sharing and using expired meds that were unsafe.
- Police noticed increase break ins.
- People reselling their drugs.



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DFC Planning to Implement Disposal

- Coalition called for action plan and brought hospital and community together.
- Logic Model reveals disposal in several strategies.
- Key leaders emerged from law enforcement, prevention, hospital and affiliated organizations....
- Affinia Health, a physician service organization tasked with creating an accountable care organization in West Michigan.

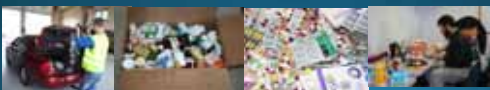


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How has Mercy Health helped MAMDP?



- Support from the hospital departments
- To get MAMDP started, hospital underwrote first two events.
- Helped develop a resource development plan.
- Hospital contract management helped work with existing disposal contractors.
- Sustainability planning leads to long term hospital resources.



DFC Engaged Pharmacists

- Developing strategic plans
- Initiated permanent daily collection at all Mercy Health Pharmacies
- Aligning residency programs with prevention
- Pharmacy staff recruitment and coordination for events
- Developing pain management and educational programs
- Media content for news stories, feature articles, social media and advising staff on medication trends



Educational Opportunities with Physicians

- Source Reduction Efforts
 - 2 CME Education for physicians on prescribing practices with information about wasted meds.
 - 60 plus physicians attending events
 - Advocating with health plans to change ability to prescribe 90 days on first.
- Physician / Enforcement communication workgroups established.

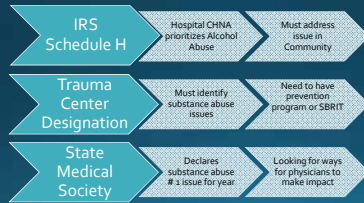


How has DFC helped Mercy Health?

- Featured in several publications and stories.
- Included in awards and grant applications.
- Helps with compliance with IRS
- Increased collaboration with law enforcement, physicians, pharmacists, and leadership.
- Several collaborative efforts:
 - Sobering Center
 - SBIRT
 - Enhanced Communication



Alignment Opportunities



Good Place to Start

- Community Health Needs Assessments
- Hospital CEO / Board Members
- PR & Communication
- Community Benefit Director
- Mission Director
- Pharmacy Departments (Prescription Drug)
- Cancer Control (Tobacco)
- Trauma Center Manager/ER Manager (Alcohol/Drugs)

Questions?

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