



Opioid Abuse Advisory Committee Meeting

January 6, 2023

9 – Noon CT

Hosted by South Dakota Dept. of Health





Welcome & Introductions



Prescription Opioid Abuse Advisory Committee

Lori Martinec, South Dakota Department of Health, Chair
Becky Heisinger, South Dakota Association of Healthcare Organizations

Sara DeCoteau, Sisseton-Wahpeton Oyate of the Lake Traverse Reservation

Margaret Hansen, South Dakota Board of Medical & Osteopathic Examiners

Amy Hartman, Volunteers of America – Dakotas

Tiffany Wolfgang, South Dakota Department of Social Services

Tom Deadrick, Attorney General's Office Representative

Kristen Carter, South Dakota Pharmacists Association

Dayle Knutson, Great Plains Indian Health Services

Kari Shanard-Koenders, South Dakota Board of Pharmacy
Rep. Taylor Rehfeldt, South Dakota Legislature

Dr. Erin Miller, South Dakota State University, College of Pharmacy & Allied Health Professions

Tosa Two Heart, Great Plains Tribal Leaders Health Board

Dr. Jennifer Ball, PharmD, Center for Family Medicine

Brian Mueller, Pennington Co. Sheriff's Office

Jill Franken, Sioux Falls

Susan Kornder, Northeastern Mental Health Center

Mary Beth Fishback, Brookings Behavioral Health & Wellness

Jason Jones, Pierre Police Department

Jason Foote, Yankton Police Department

Dr. John Rounds, PT, Pierre Physical Therapy & Rehabilitation

Dr. Melanie Weiss, OD, Weiss Eyecare Clinic





Funding Updates

- DOH Grants
- DSS Grants





Overview of the 2022 Annual Report





South Dakota's Opioid Road Map: *Data & Surveillance*

- Prescription Drug Monitoring Program Updates
- Prevalence Data & Enhanced Surveillance Activities

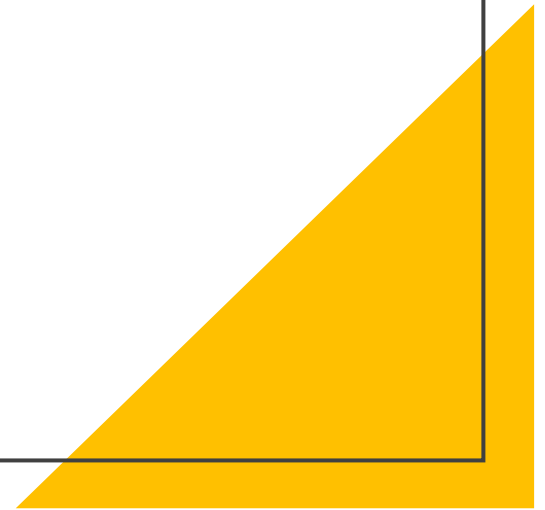


SD PDMP Update

Opioid Abuse Advisory Committee

January 6, 2023

Melissa DeNoon, R.Ph., SD PDMP Director



What's New at the PDMP?

- Interstate Data Sharing active with 39 other PDMPs including all our neighboring states and recently added St. Louis County, MO, Alaska, and Florida
- Current Program focus:
 - Data Submission Compliance
 - Data Integrity – Inspection Audit Project
- 2021 BJA Harold Rogers PDMP Enhancement Grant



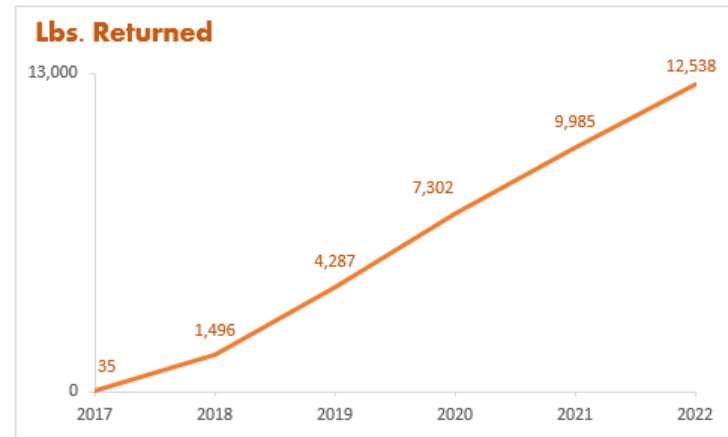
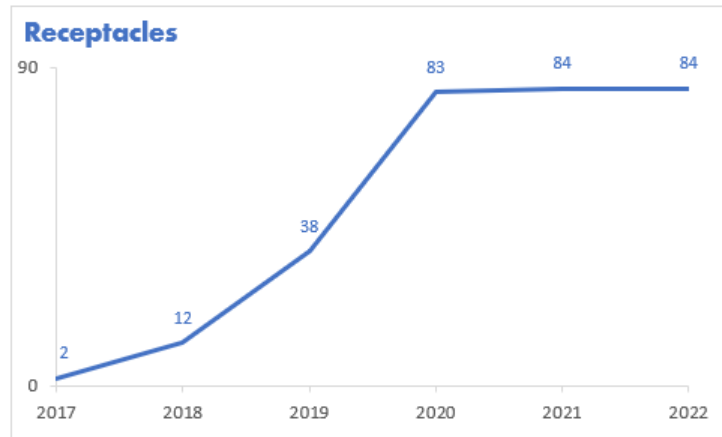
Clinical Alerts

- 2018 enhancement to SD's PMP AWARxE platform
- Provide notifications on patients that meet or exceed one or more of three thresholds:
 - Multiple provider episodes within a specified time period
 - Daily active morphine milligram equivalents (MME)
 - Concurrent opioid and benzodiazepine prescribing
- Goal is to inform practitioners of patients at risk and aid in clinical decisions for best patient care

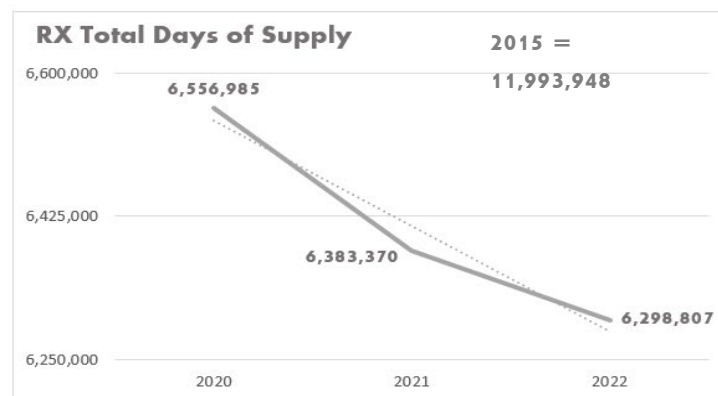
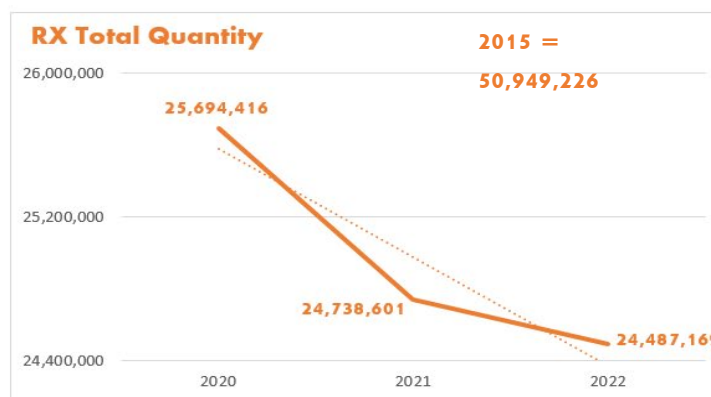
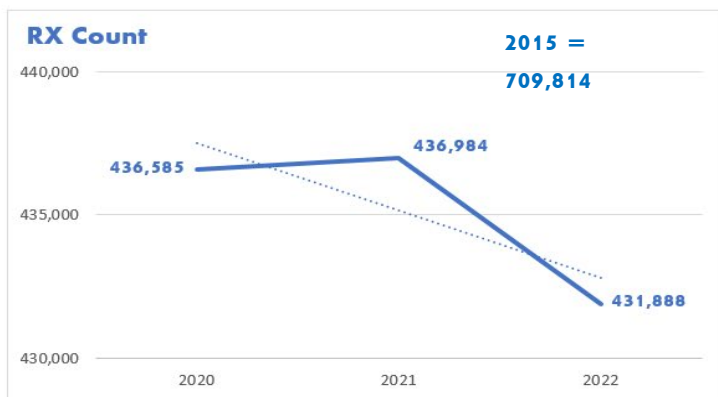
Clinical Alert Trends

Clinical Alerts Measures	2018	2019	2020	2021	2022
Total Alerts for All Prescribers	90,879	72,963	66,931	65,176	56,871
Total Prescribers Received Alerts	13,029	12,350	11,579	11,570	9,984
Multiple Provider Threshold Alerts	515	407	229	263	220
Daily Active MME Threshold Alerts	34,592	25,949	22,389	21,153	18,861
Opioid & Benzo Threshold Alerts	55,772	46,607	44,313	43,760	37,790

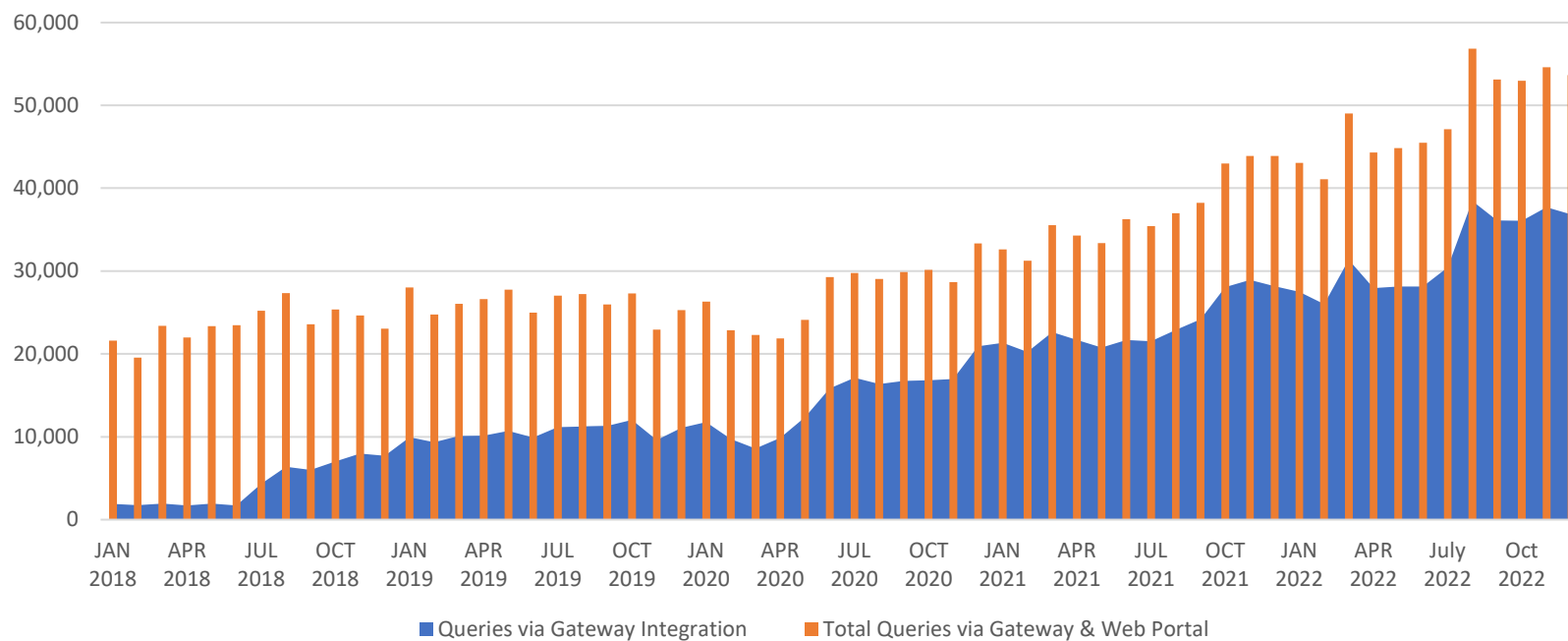
PharmaDrop Drug Take-Back Program



Trending SD Patients' Opioid Prescriptions



Trending PDMP Utilization by SD Drs & RPhs

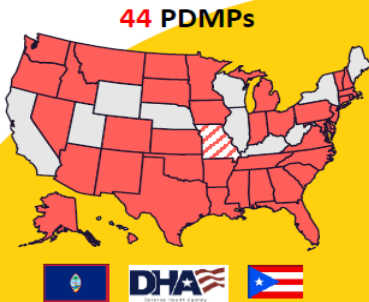


PDMP Platforms and Interoperability



 **PMP AWAR_xE**
PDMP Platform

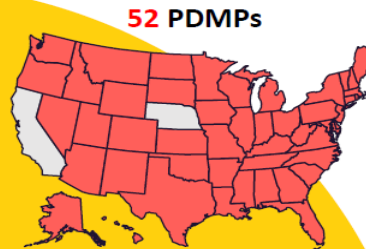
350 million
controlled substance
prescriptions per year





PDMP Interstate Sharing Hub

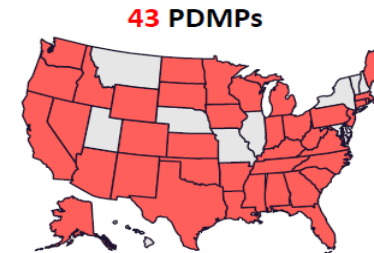
NO COST to the states

Now 400 million
transactions per month



 **PMP Gateway[®]**
PDMP Clinical
Workflow Integration

Now 90 million
patient encounters
per month



Johnny Williams

List Recent Search

Acct Number: 1836593821
MRN: #324561
Bed: 10

DOB: 2/16/1959
Gender: M
Code: Full Code

Immunizations: None
Allergies: aspirin, latex, peanuts
Adv Directive: Yes

Narx: Nar 633, Sed 280, Stim 000, Ovd 590
Fall Risk Score: 6
Attending: Dr. Goodall

Chart Summary

Chart Summary

Procedures and Diagnoses

Anticipated Discharge Date –

Allergies

Reason for Visit

Mar

Fall, hip pain

Results

Advance Directive –

Power Note

Yes – 03/23/09

Orders

Code Status

Form Browser

Full Code

Patient Information

Allergies

Immunization Schedule

Aspirin

Latex

Peanuts

Vital Signs

March 25, 2016 7:00 AM CDT

NarxCare:	Narcotic	633
	Sedative	280
	Stimulant	000
	Overdose	590

Show Report

Blood Type –	Skin Integrity Risk Score –
Fall Risk Score	Lab Pregnancy Status
6 (conley)	N/A
Pain Scale	Immunizations
5	None
Pain Location	

Click
Show Report
Button

Johnny Williams

Acct Number: 1836593821
MRN: #324561
Bed: 10

Chart Summary

- Procedures and Diagnoses
- Allergies
- Mar
- Results
- Power Note
- Orders
- Form Browser
- Patient Information
- Immunization Schedule

Johnny Williams, 34M

Narx Report Resources

Date: 12/14/2018 [Download PDF](#) [Download CSV](#)

- + Williams, Johnny
- + Communications Messages: 0 Care Notes: 0 [Add Note](#)
- Risk Indicators

NARX SCORES			OVERDOSE RISK SCORE	ADDITIONAL RISK INDICATORS (2)
Narcotic	Sedative	Stimulant	590 (range 0-999)	<ul style="list-style-type: none"> 1 >= 4 opioid or sedative dispensing pharmacies in any 90 day period in the last 2 years 1 >= 5 opioid or sedative providers in any year in the last 2 years
633	280	000		
Explain these scores			Explain this score	Explain these indicators





NarxCare: It's All in the Details

NARXScores AND RISK INDICATORS



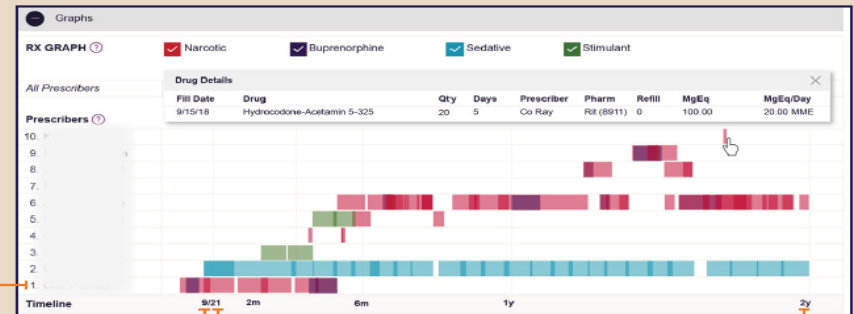
3rd digit = number of current dispensations

SCORE RANGE	RISK/COMPLEXITY	PATIENT POPULATION
0 - 199	Low exposure, low risk	 75%
200 - 499	Moderate complexity	 20%
> 500	Multiple prescribers, pharmacies, overlaps	 5%

- Scores reflect past exposure to opioids, sedatives, and stimulants
- Scores help differentiate those patients with low to high risk based on multiple prescribers, pharmacies, and overlaps
- Shows number of current prescriptions dispensed
- Provides essential clinical alerts in the prescriber workflow
- Notifies prescribers when further investigation may be warranted

- Filter-able display of controlled substance history
- Two-year timeline view by drug category and provider
- Chart offers specific Rx details
- Shows changes in prescription history
- Offers visibility to medications prescribed by other providers
- Identifies acute, episodic, and chronic treatment history
- Differentiates between single encounters and longitudinal continuity of care

NARXCARE PDMP REPORT: DYNAMIC GRAPHICAL DISPLAY OF DISPENSATION HISTORY

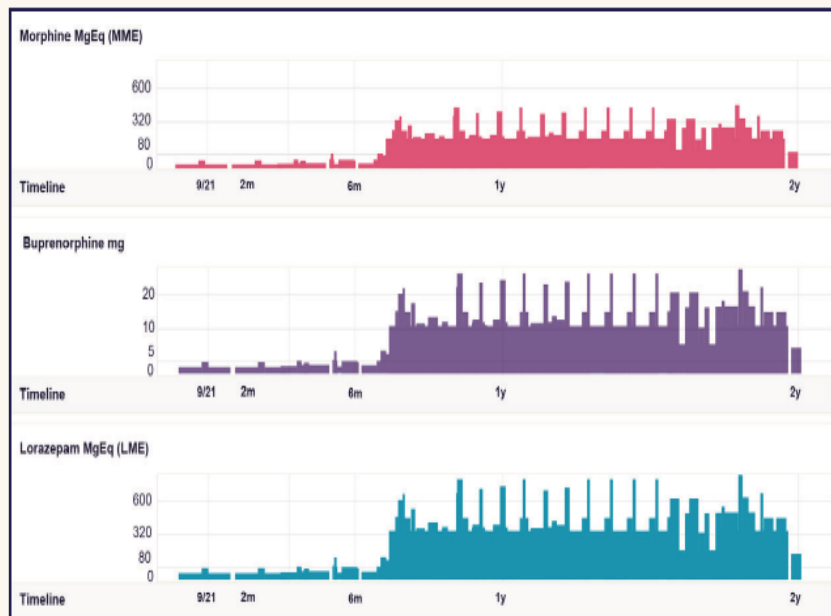


Most recent prescriber

Report date

24-month dispensation HX, day supply (duration) represented for each Rx

TREATMENT INTENSITY



- Total Morphine Milligram Equivalents (MME) and Lorazepam Milligram Equivalents (LME) by day over a two-year timeline
- Helps identify needs for frequent monitoring, dose taper, and/or naloxone, to reduce risk of opioid-related harm
- Provides data to help determine needs for medication changes

- Summary table of current and 30-day average
- Comparison between current MME and 30-day MME/day average

CURRENT AND 30-DAY AVERAGE

Summary			
Summary	Narcotics* (excluding buprenorphine)	Sedatives*	Buprenorphine*
Total Prescriptions: 7	Current Qty: 108	Current Qty: 104	Current Qty: 320
Total Prescribers: 2	Current MME/day: 60.00	Current LME/day: 2.00	Current mg/day: 96.00
Total Pharmacies: 2	30 Day Avg MME/day: 8.00	30 Day Avg LME/day: 0.20	30 Day Avg mg/day: 7.47

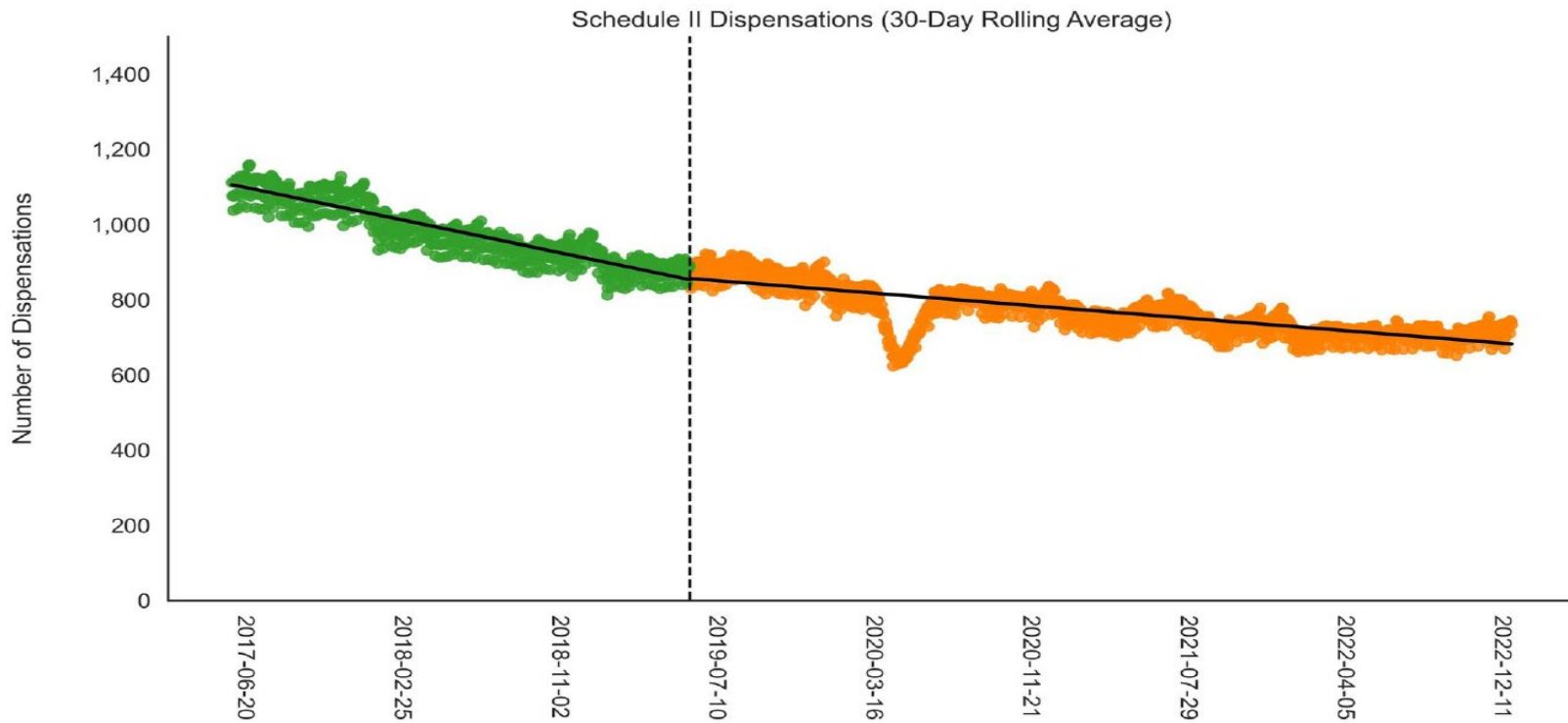


PMP Gateway Effectiveness

Trends observed in SD

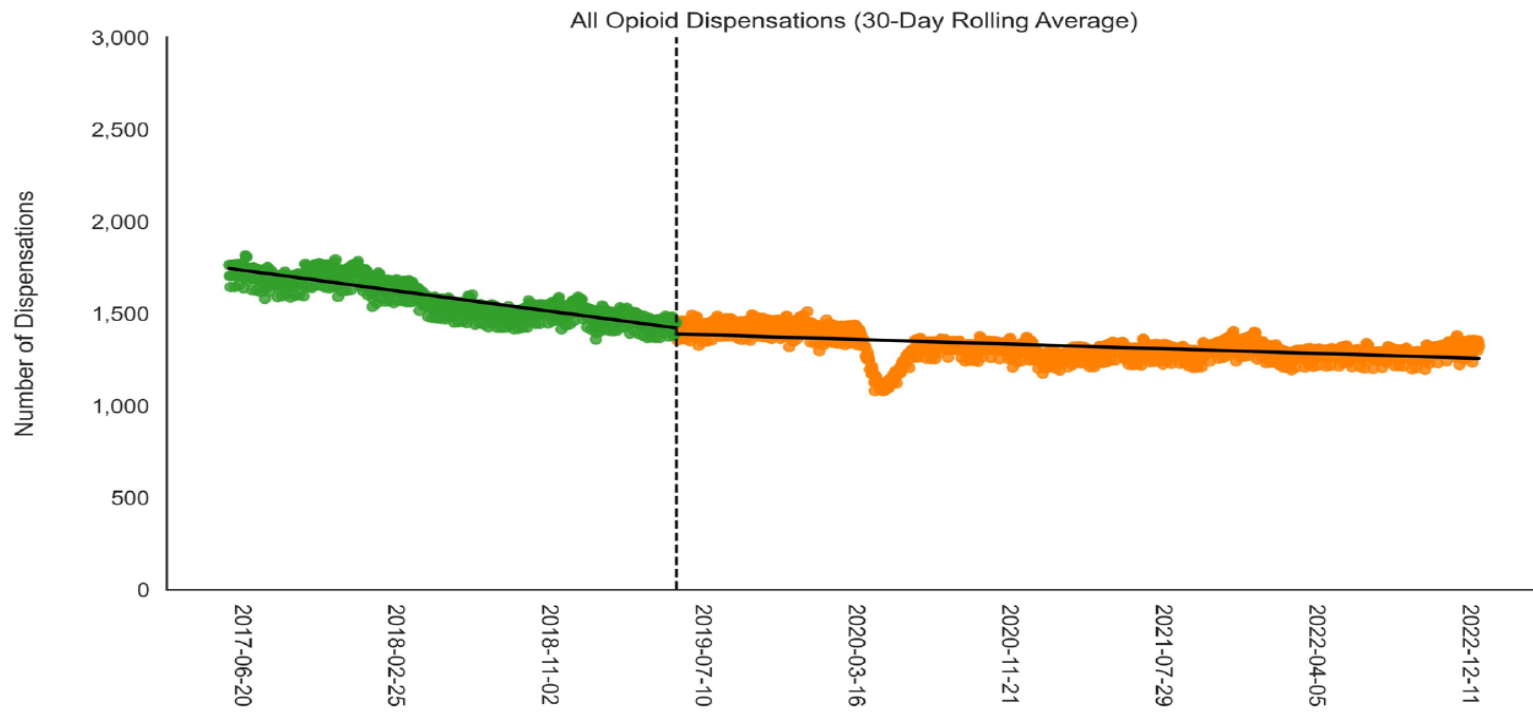
Opioid Dispensation Trends: Schedule 2 Only

Pre- and Post-Gateway Implementation



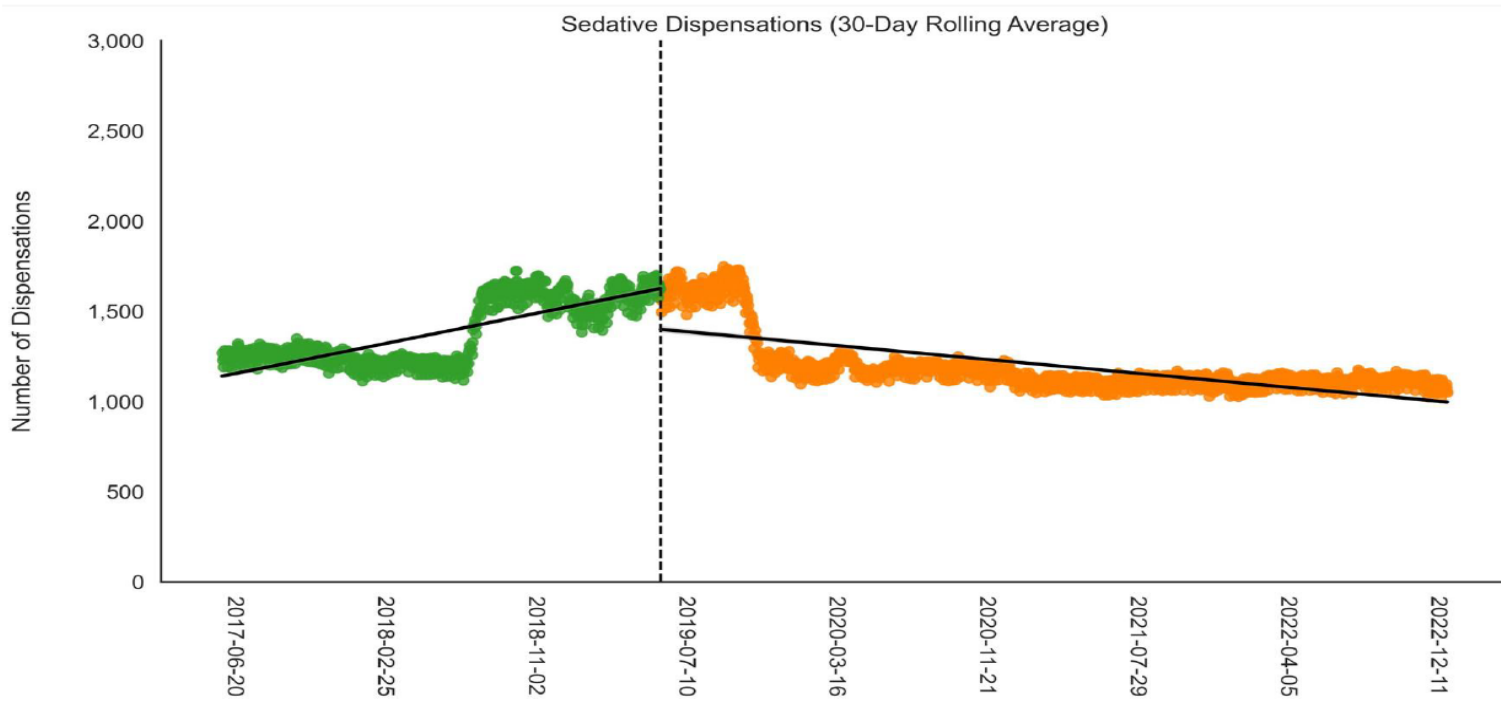
Opioid Dispensation Trends: All Schedules

Pre- and Post-Gateway Implementation



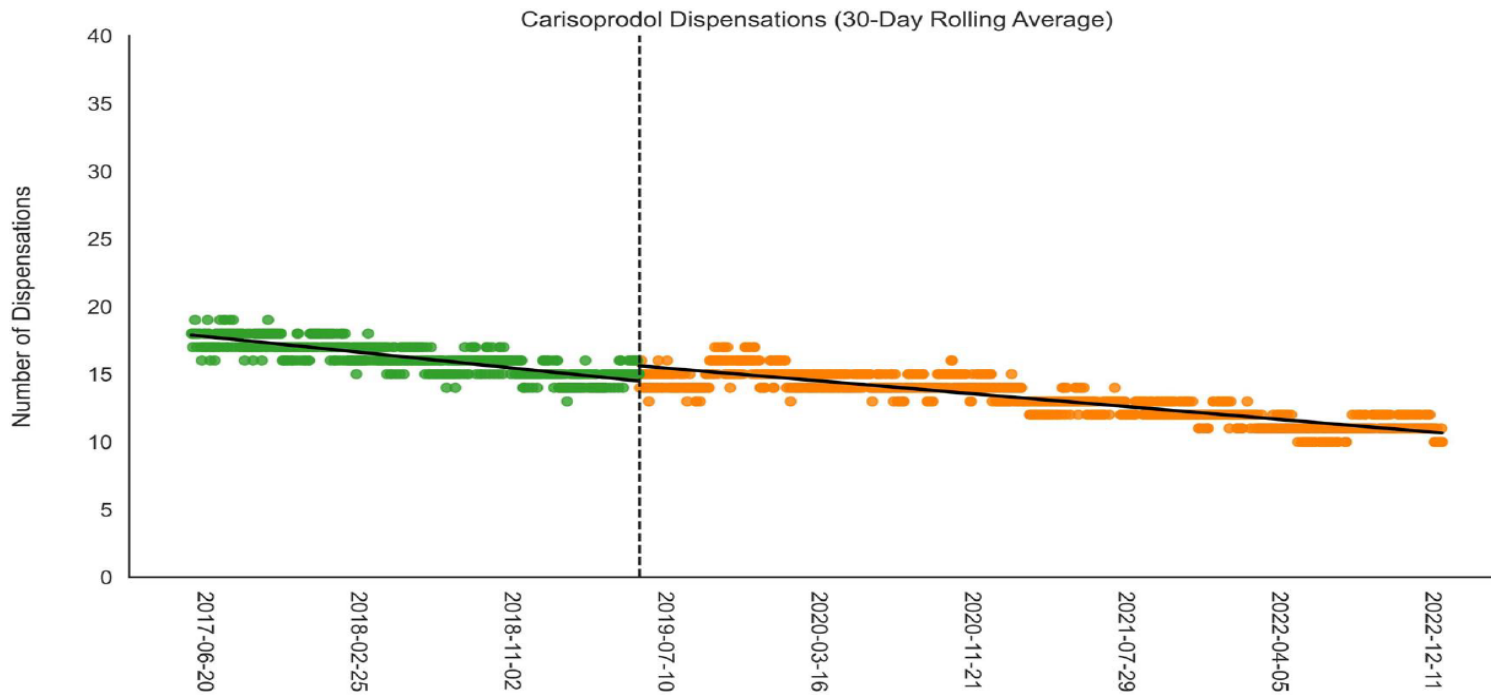
Sedative Dispensation Trends

Pre- and Post-Gateway Implementation



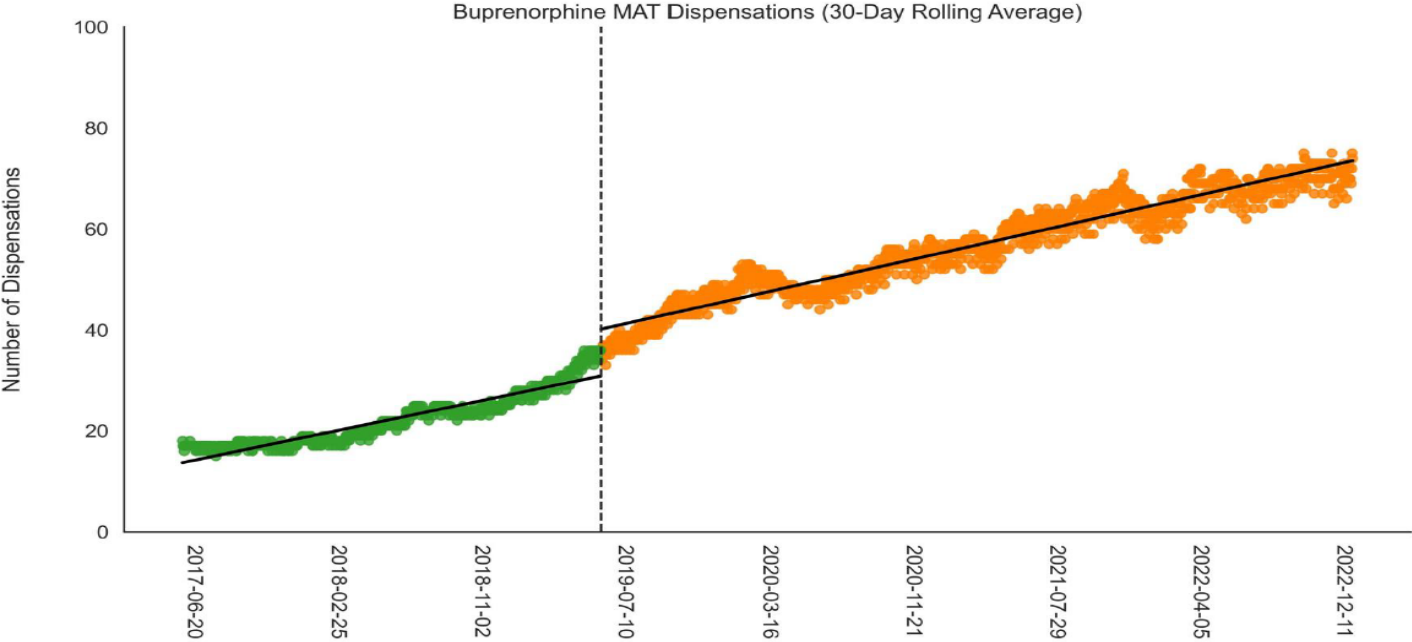
Carisoprodol Dispensation Trends

Pre- and Post-Gateway Implementation



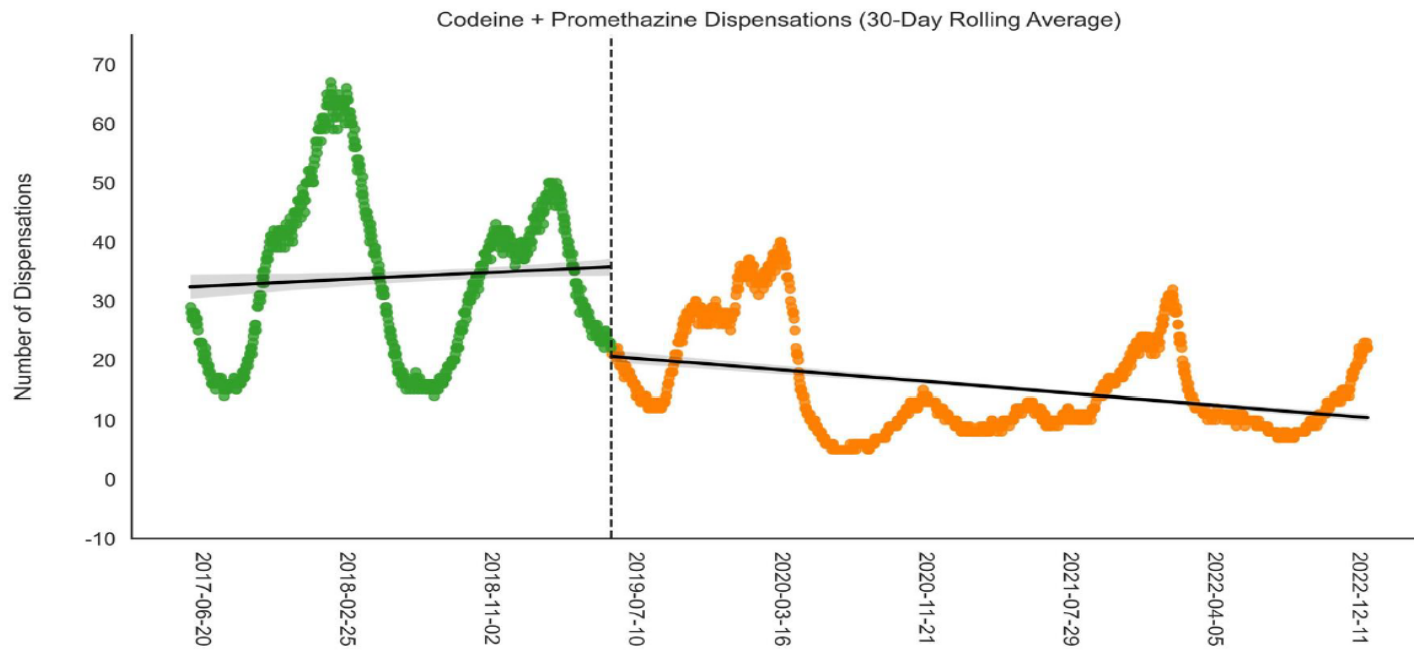
MAT Dispensation Trends

Pre- and Post-Gateway Implementation



Codeine + Promethazine Dispensation Trends

Pre- and Post-Gateway Implementation





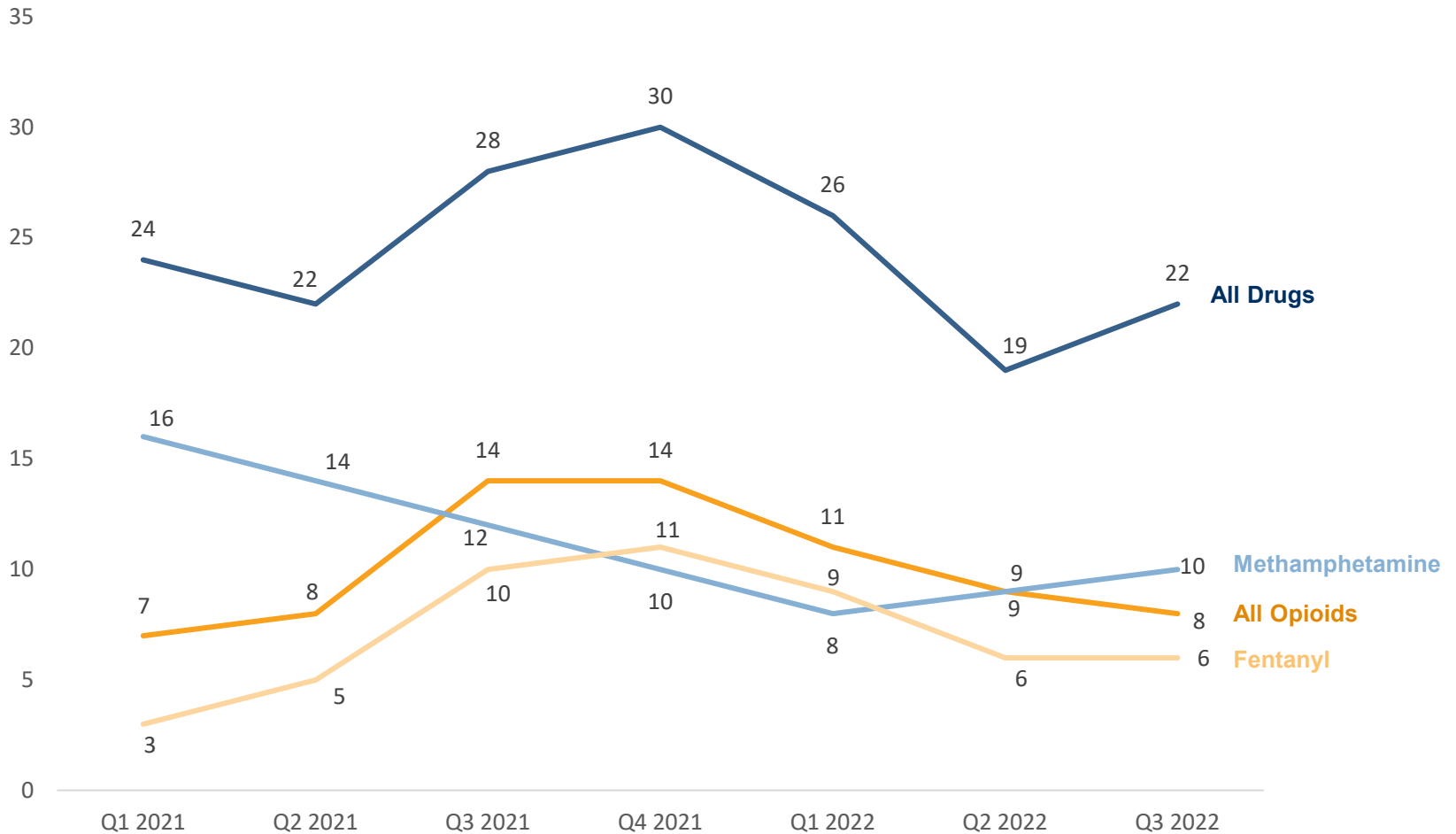
SOUTH DAKOTA
DEPARTMENT OF HEALTH

Data Updates

Amanda Weinzetl, MPH
Injury Prevention Epidemiologist
South Dakota Department of Health



Provisional* Drug Related Deaths by Drug Type, South Dakota



*2022 data is provisional, subject to change, and reflects death records filed with the South Dakota Department of Health as of 12/01/2022



State Unintentional Drug Overdose Reporting System (SUDORS)

What is SUDORS?

- Surveillance strategy of the OD2A funding
- Collects information on unintentional and undetermined overdose deaths
 - Death certificates
 - Coroner reports
 - Toxicology reports
- No personally identifiable information is entered into the web-based data system (NVDRS)

SUDORS Case Inclusion:

- Presence of any of the following underlying cause-of-death codes: X40-X44, Y10-Y14
- Substance types include illicit drugs, prescription and over-the-counter drugs, and dietary supplements
- Deaths that occurred in South Dakota

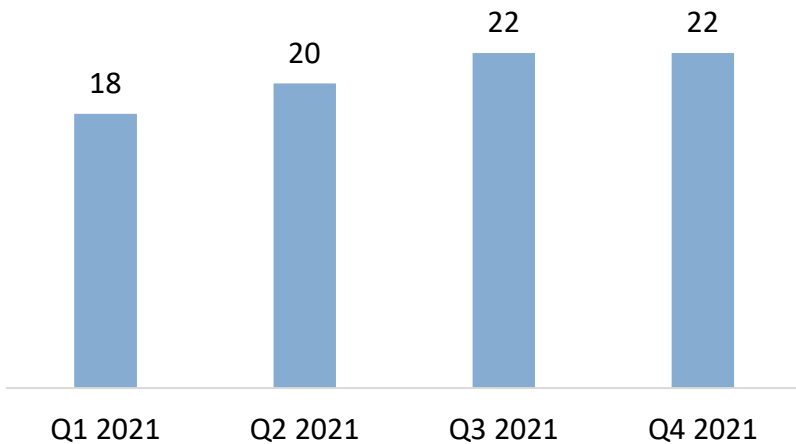
Data in the next couple slides reflects numbers and information based on the point in time the data was pulled from the system. Changes in data could occur after initial analysis.

2021 SUDORS Data Summary

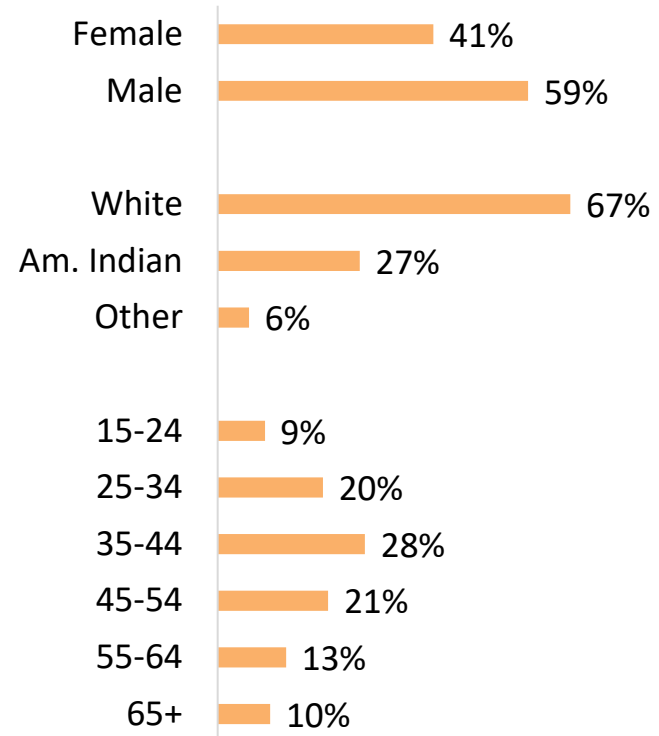
82

deaths in 2021

SUDORS Cases by Quarter



Who died of a drug overdose?

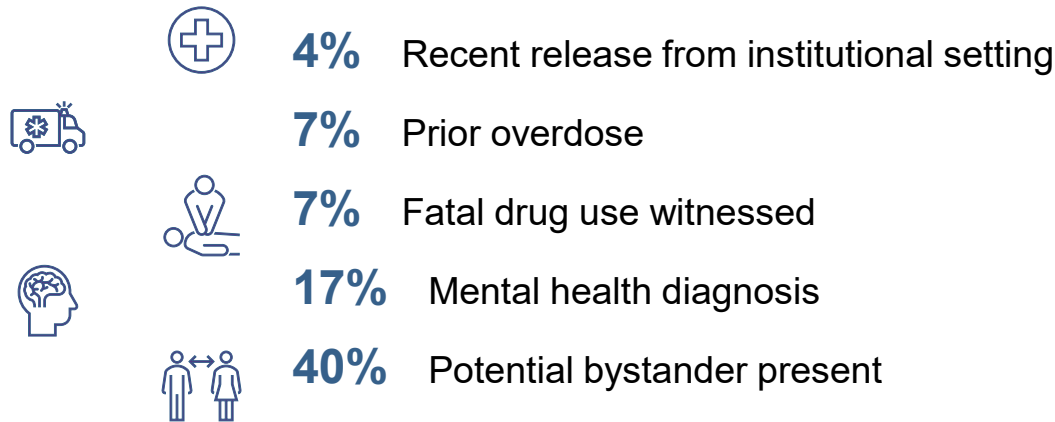




What circumstances were documented?

58%

of drug overdose deaths had at least one opportunity for intervention



A potential bystander was present in 40% of deaths, indicating there may have been an opportunity to provide life-saving actions at the time of the overdose.

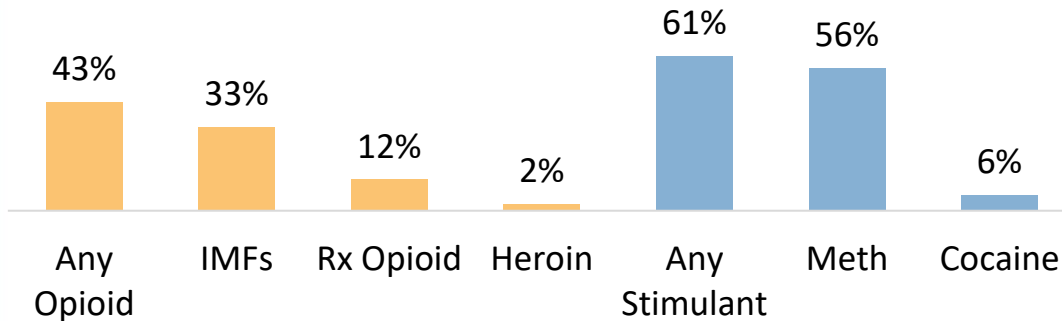
Note: Circumstances surrounding overdose deaths were documented in reports by coroners. Persons who died by overdose may have had multiple circumstances. It is possible that other circumstances could have been present and not diagnosed, known, or reported.

2021 SUDORS Data Summary

Data Source: NVDRS

What drugs were involved?

Deaths by drug(s) listed as cause of death



Deaths by opioid and stimulant involvement



- Opioids with stimulants
- Opioids without stimulants
- Stimulants without opioids
- Neither opioids nor stimulants

Top 5 opioid and stimulant combinations

46% Methamphetamine with no other stimulants or opioids

21% Illicitly Manufactured Fentanyl with no other opioids or stimulants

9% Rx Opioids with no other opioids or stimulants

7% Illicitly Manufactured Fentanyl and Methamphetamine

2% Cocaine with no other opioids or stimulants

Data available online!

Thanks to our partners and contributing staff for making this work possible!



Data Resources

Data Dashboard - avoidopioidsd.com/key-data

SUDORS Data - avoidopioidsd.com/key-data OR doh.sd.gov/statistics/sd-vdrs

National SUDORS Data - cdc.gov/drugoverdose/fatal/dashboard



Project Updates

- Medications for Opioid Use Disorder – Partners, Access & Integrated Services
- Overdose Response – Naloxone Access
- Support Services – Recovery Housing Update
- Avoid Opioid Campaign Updates



Treatment Services funded by SOR

Current State Fiscal Year



Project Recovery

- Rapid City, SD
- Outreach clinic capacity statewide via telehealth and office-based services
- Integrated peer recovery supports



Lewis & Clark Behavioral Health

- Yankton, SD
- Hub & spoke system spanning the state in partnership with CMHCs



Center for Family Medicine (SDSU)

- Sioux Falls, SD
- Provision of MOUD using a multidisciplinary team
- Training site for physicians



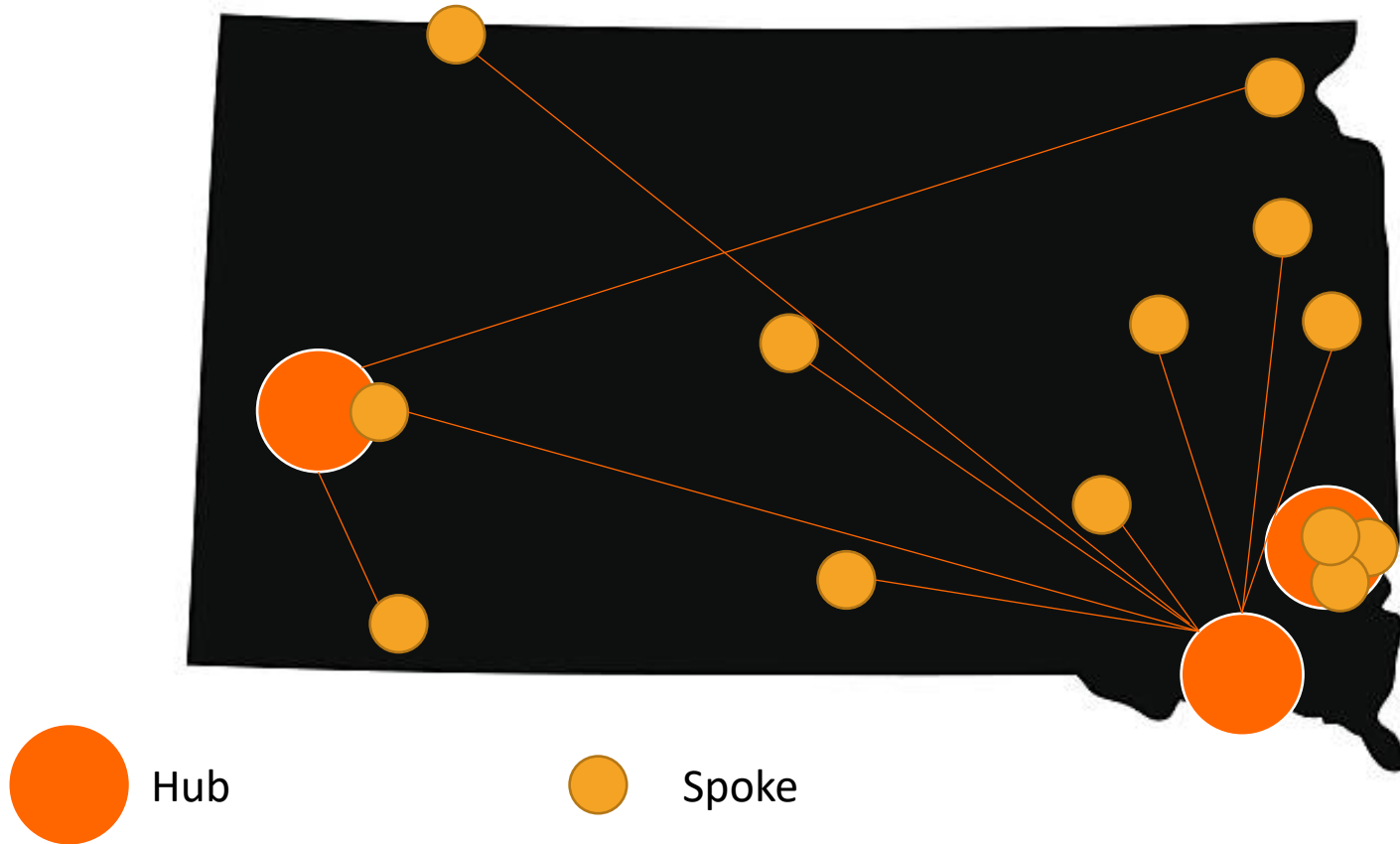
Minnehaha County Jail

- Targeted case management supports for incarcerated individuals in partnership with Southeastern Behavioral
- Provision of MOUD in jail through waived provider

~450 active clients per month across all providers ---- 2,000+ individuals served to date through STR/SOR

Medications for Opioid Use Disorder

Partners | Hub & Spoke Delivery of Care supported by SOR Funding





Overdose Response – Naloxone Access

- ✓ Medication is available upon request and quickly distributed by DOH to first responders and organizations statewide.
- ✓ Medication is readily available among partnering pharmacies through the statewide standing order.
- ✓ Additional organization-level distribution may occur in 2023 based on county-level needs identified.

- Shared priority among DSS, DOH, and national partners
 - Office of National Drug Control Policy letter to State Governors mid-November on unprecedented overdose crisis facing the nation.
 - SAMHSA is actively working with all states to provide technical assistance.
 - SAMHSA and NASADAD (National Association of State Alcohol and Drug Abuse Directors) are hosting a Virtual Learning Community in January 2023 for the Saturation Plan.
- South Dakota's Naloxone Saturation Plan (NSP) is a key component of the new SOR 3 Grant Funding
 - Drafted NSP June 2022 in partnership with DOH and DSS.
 - South Dakota's plan will continue to evolve as more is learned with national partners and other states.

How to Access Naloxone in South Dakota

First Responders

- Training provided by DOH
- Refresher training available from DOH and online (on demand)
- Ordered by contacting DOH, who ships directly to requesting agency
- Administration data recorded by EMS, which is then auto-reported to ODMAP

Schools, Treatment Agencies, and Similar Organizations

- Training provided by DOH
- Stored in a commonly accessible place, and used in emergency response situations, similar to an AED
- Refresher training available from DOH and online (on demand, with CEUs available)
- Ordered by contacting DOH, who ships directly requesting organization

Individuals at Risk, or in a Position to Assist

- Available at participating pharmacies statewide
- Prescription issued using standing order
- Training provided by pharmacist
- Dispensed by pharmacist



Recovery Support Services funded by SOR

Current State Fiscal Year



Face It Together

- Sioux Falls, SD
- Office-based and telehealth based coaching sessions
- Services available to individuals impacted by opioids or stimulants



Bethany Christian Services

- Sioux Falls and Rapid City, SD
- Intensive case management services through their ReNEW Program, targeted to pregnant and postpartum women



Oxford House

- Peer-led / peer-governed
- MOUD-friendly homes

On average, 117 individuals are impacted by these programs each month.



Oxford House – Expanded Capacity Continues

META (Sioux Falls)

DEACON (Sioux Falls)

EMILY (Sioux Falls)

CAROLINE (Sioux Falls)

FALLS PARK (Sioux Falls)

Silver Valley (Sioux Falls)

Coyote (Sioux Falls)

BLACK HILLS (Rapid City)

RUSHMORE (Rapid City)

NEW DREAMS (Rapid City)

DACOTAH (Aberdeen)

GREAT PLAINS II (Aberdeen)

11 houses across South Dakota
103 total beds available

- 7 men's
- 3 women's
- 2 women & children

Capacity Statewide – 103 beds



★ Communities under development



State: County: Gender: Show Only Vacancies

House Name	Gender	City	House #	County	Contact	Contact #	Interviews	Capacity	Vacancies	Distance	Last Updated
Black Hills	W	Rapid City	(605) 791-1188	Pennington	Lora	(605) 569-2111	Mon 6:30pm	10	3	Search by Zip	08/22/2022 3:02PM
Caroline	M	Sioux Falls	(605) 271-0925	Minnehaha	Matt	(605) 403-6978	Sun 7:00pm	9	3	Search by Zip	08/07/2022 6:32PM
Dacotah	W	Aberdeen	(605) 262-0455	Brown	Stephanie	(605) 228-0857	Daily 7:00pm	8	2	Search by Zip	08/22/2022 3:03PM
Deacon	W	Sioux Falls	(605) 274-0619	Minnehaha	Rochelle	(605) 595-0195	Sun 6:00pm	10	1	Search by Zip	08/22/2022 3:03PM
Emily	WC	Sioux Falls	(605) 271-1810	Minnehaha	Maggie	(605) 359-7406	Sun 8:00pm	10	1W 0WC	Search by Zip	08/22/2022 3:31PM
Falls Park	M	Sioux Falls	(605) 271-0631	Minnehaha	David	(605) 228-2505	Sun 5:30pm	8	3	Search by Zip	08/15/2022 3:40PM
Great Plains	M	Aberdeen	(605) 262-0249	Brown	Joshua	(605) 971-0493	Sun 1:00pm	8	0	Search by Zip	08/22/2022 3:03PM
Meta	M	Sioux Falls	(605) 271-1889	Minnehaha	Tyler	(605) 760-1216	Sun 1:00pm	9	1	Search by Zip	08/22/2022 3:02PM
Pushmore	M	Rapid City	(605) 791-0177	Pennington	Mike	(605) 786-6583	Sun 7:00pm	9	1	Search by Zip	08/21/2022 7:38PM

Real-time look-up for house availability
<https://oxfordvacancies.com/>

Avoid Opioid Campaign Updates


COVID-19: Be aware of increased risk for people with Opioid Use Disorder

Avoid Opioid
PRESCRIPTION ADDICTION

WHAT ARE OPIOIDS? FIND HELP TAKE ACTION PROVIDERS PHARMACY KEY DATA ABOUT

IMPORTANT:
Be sure to dispose of your *unused* medications **properly.**

Find a take back location near you ▶





Advisory Committee

January 6, 2023



AvoidOpioidSD.com

What's On the Agenda & What's New?

1. Marketing Objectives

- Brief review: awareness to action
- Emphasis on prevention

2. Law Enforcement Outreach

- Outreach packets
- New print materials
- Local PSA radio support

3. Website

- Navigation updates
- New content





Marketing Objectives

1. Inform
2. Educate
3. Build Awareness

A graphic with a purple background. The word 'STOP!' is written in large, bold, black letters. The letter 'O' is replaced by a white pill with a skull and crossbones. Below 'STOP!' are the words 'THINK TWICE' in orange, and 'FAKE PILLS KILL' in bold black. The background of the graphic is a blurred image of a young woman with long brown hair, looking off to the side.

STOP!
THINK TWICE
FAKE PILLS KILL

Messaging Categories

1. Build awareness: what are opioids?

- Risk factors
- Who's at risk
- Increased risk related to COVID
- Dangers of counterfeit pills

2. Promote treatment & related services

- Resource Hotline
- Care Coordination
- MAT
- Alternate ways to manage pain

3. Destigmatize opioid misuse & addiction

- Encourage friends & family to reach out
- Reframe addiction as a disease
- Promote data (i.e. accidental overdose)

4. Promote safety & pro-active measures

- Naloxone
- Dispose Rx
- Medication Lockboxes
- Take Back locations



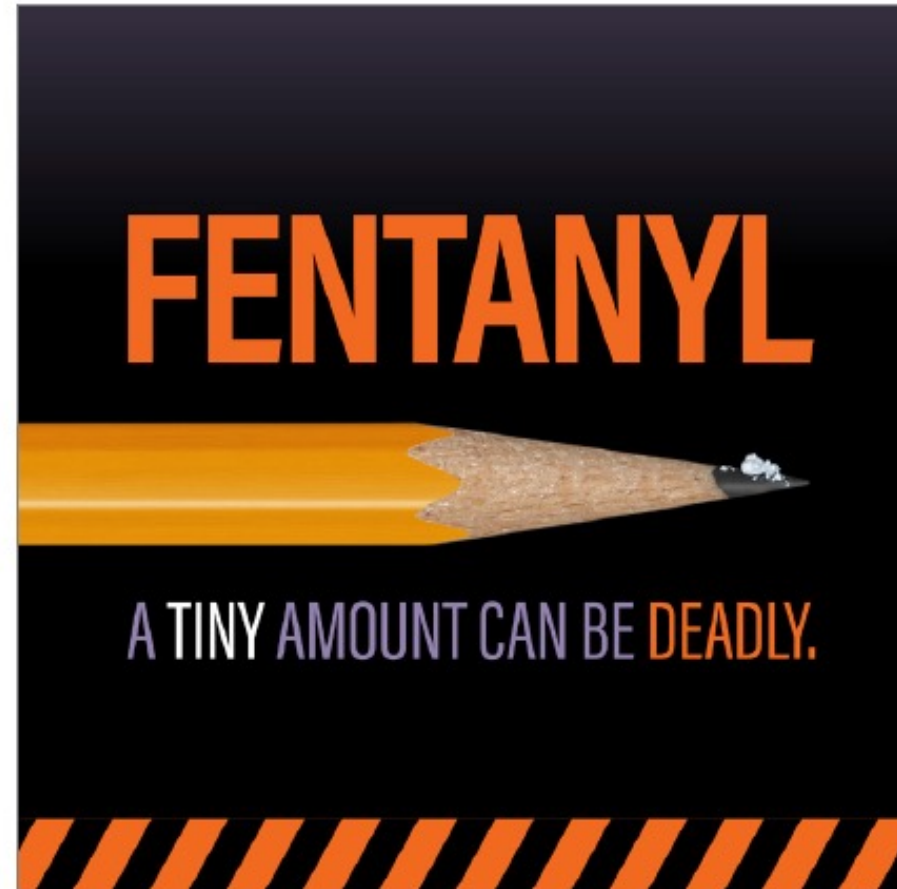
Law Enforcement Outreach

How it started

- Police officers told us they are worried
- Illegal fentanyl is pouring into our communities
- Counterfeit pills are easy to get & deadly
- Drug dealers are targeting kids online

What they needed

- Prevention & education materials
- A way to sound the alarm



Law Enforcement Outreach

How can we help?

- Took inventory
- Identified information gaps and created a list of new topics to cover
- Develop a practical means of distribution to make it easy for officers to share statewide resources

NALOXONE SAVES LIVES

How To Use
Naloxone

A guide for recognizing and reversing opioid overdose



Avoid Opioid
PRESCRIPTION ADDICTION



Someone to turn to when you don't know where to turn.

For the most difficult journeys—sometimes you need a guide.

Care Coordinators understand the challenges that come with addiction. They are experts in connecting people with treatment and support in South Dakota.

This service is FREE, confidential, and available to anyone. If you or a family member are struggling, call the Resource Hotline 1-800-920-4343.

Opoid care
COORDINATION
The essential partner in addiction recovery.


Naloxone Saves Lives

IN CASE OF OVERDOSE

Anyone at risk of an opioid-related overdose or who may assist an at-risk person (family member or friend) can get naloxone from a South Dakota pharmacy without a prescription.

- Naloxone (NARCAN®) is a safe medication used to reverse an opioid overdose.
- ANYONE can administer naloxone.
- There is no potential for abuse and side effects are very rare.
- If you can't afford naloxone, your pharmacy can help you get it for FREE!

NALOXONE IS NOT A SUBSTITUTE FOR MEDICAL CARE.
Call 911 for emergency medical help immediately after giving the first dose of naloxone, even if the person wakes up.




Avoid Opioid
PRESCRIPTION ADDICTION
You just might save a life.

South Dakota Opioid Resource Hotline 1-800-920-4343

Avoid Opioid
PRESCRIPTION ADDICTION

There is help. There is hope. Substance abuse and mental health issues are treatable and can be successfully managed.



South Dakota Opioid Resource Hotline 1-800-920-4343

New Law Enforcement Materials

Print Materials

- Infographic
- Pieces for parents
- Magnets, stickers

Radio

- Address counterfeit pills & overdose
- Help & hope

STOP!
THINK TWICE
FAKE PILLS KILL

Counterfeit pills are becoming more common in South Dakota. These fake pills have caused the number of **overdoses and deaths to skyrocket**, especially among young people age 15-24.

Fake pills can be easy to get on the street, and **buying drugs online, through social media, and payment apps** has become a popular new way for **drug dealers to target kids**.

Fake pills are often *laced with lethal amounts of FENTANYL*.

FENTANYL IS A SYNTHETIC OPIOID THAT IS UP TO
50x STRONGER THAN HEROIN **100x STRONGER THAN MORPHINE**

as little as 3 grains of salt can be **FATAL**

Common Counterfeits:

REAL XANAX	VS. COUNTERFEIT
REAL ADDERALL	VS. COUNTERFEIT
REAL OXYCODONE	VS. COUNTERFEIT

Many overdoses are linked to **illicitly manufactured fentanyl (IMF)** which is distributed through illegal drug markets. It is added to other drugs because of its extreme potency, which makes drugs cheaper, **more powerful, more addictive, and more dangerous**.

IMF can come in liquid or powder form. Powdered fentanyl looks just like many other drugs. It is commonly mixed with drugs like heroin, cocaine, and methamphetamine, and made into pills that look like other prescription opioids. In liquid form, IMF can be found in nasal sprays, eye drops, and dropped onto paper or small candies.

Counterfeit drugs may contain **deadly levels of fentanyl**, and you aren't able to **see it, taste it, or smell it**.

Scan to learn more about counterfeit pills.
OR go to AvoidOpioidSD.com/counterfeit-pills

Avoid Opioid
PRESCRIPTION ADDICTION

Would You Ever?

You may think someone you love "would never"
BUT the fact is kids take risks—smart kids, athletic kids, reserved and quiet kids—all types of kids.

Young people in South Dakota from **ALL backgrounds** are misusing prescription drugs at alarmingly increased rates. And, **counterfeit pills** are making the situation even **more deadly**.

Young people experiment or use drugs for a variety of reasons including:

- Self-medicating for anxiety or depression
- Boredom
- Feeling isolated or alone
- To help fall asleep or stay awake
- As a study aid
- For weight loss
- To improve sports performance
- To relax and have fun
- Stress

Scan to learn more about the risks of misusing prescription pills
OR go to AvoidOpioidSD.com/counterfeit-pills



Avoid Opioid
PRESCRIPTION ADDICTION

Addiction is a **treatable disease**.

Call the Resource Hotline
1-800-920-4343

In Case of Overdose!

It may be hard to tell if a person is intoxicated, high, or experiencing an overdose.
If you aren't sure, treat it like an overdose—YOU COULD SAVE A LIFE.

Symptoms to look for:

- Small, constricted "pinpoint pupils"
- Falling asleep or loss of consciousness
- Slow, shallow breathing
- Choking or vomiting
- Limp body
- Pale, blue, lips or fingernails, or cold skin
- No response when you rub the middle of their chest with knuckles

What you should do:

1. Call 911 immediately
2. Administer naloxone*
3. Try to keep the person awake and breathing
4. Lay the person on their side to prevent choking
5. Stay with the person until emergency assistance arrives

*Naloxone is a life-saving medication that can **REVERSE** the effects of opioid overdose, and save lives.
Available in South Dakota from local pharmacies without a prescription.

For more information: AvoidOpioidSD.com/take-action/reverse-overdose
Good Samaritan laws are in place to protect people helping others in distress.

Avoid Opioid
PRESCRIPTION ADDICTION

Drug Overdose Resources

Pre-assembled Packets

- Large reusable/refillable plastic zip top envelope
- Smaller envelopes contain resources for easy distribution to the public

Radio

- 3 spots featuring local law enforcement
- Paid media schedules for each community



Counterfeit Drugs

South Dakota Resource Hotline 1-800-920-4343



What are Opioids? > Counterfeit Drugs



Counterfeit drugs are widely available, increasingly deadly and becoming more common in South Dakota. Fake pills have caused the number of overdoses and deaths to skyrocket, especially among young people 15-24.

Fake pills can be easy to get on the street. Buying drugs online, through social media, and payment apps has become a popular new way for drug dealers to target kids.

Website Updates

- Misuse
- Counterfeit Drugs
- Safe Disposal
- Reverse Overdose
- Prevention

Fake pills are often laced with lethal amounts of FENTANYL.

FENTANYL IS A SYNTHETIC OPIOID THAT IS UP TO

50x STRONGER THAN HEROIN **100x STRONGER THAN MORPHINE**

as little as 3 grains of salt can be **FATAL**

Common Counterfeits:

 REAL XANAX	 VS. COUNTERFEIT
 REAL ADDERALL	 VS. COUNTERFEIT
 REAL OXYCODONE	 VS. COUNTERFEIT

Many overdoses are linked to **illicitly manufactured fentanyl (IMF)** which is distributed through illegal drug markets. It is added to other drugs because of its extreme potency, which makes drugs cheaper, **more powerful, more addictive, and more dangerous.**

IMF can come in liquid or powder form. Powdered fentanyl looks like many other drugs. It is often mixed with drugs like heroin, cocaine, and methamphetamine. This dangerous combination is then made into pills that look like other prescription opioids. In liquid

Website Navigation Updates: Oct. 2022

WHAT ARE OPIOIDS	FIND HELP	TAKE ACTION
LEARN	PROGRAMS & SERVICES	SAFE MEDICATION DISPOSAL
OPIOID MISUSE	RESOURCE HOTLINE	MEDICATION LOCK BOXES
COUNTERFEIT DRUGS	CARE COORDINATION	REVERSE AN OVERDOSE <ul style="list-style-type: none">• Overdose Symptoms• Find a Naloxone Pharmacy
UNDERSTANDING ADDICTION	MEDICATION-ASSISTED TR. <ul style="list-style-type: none">• Center for Family Medicine• Lewis & Clark Behavioral Health• Project Recovery	PREVENTION
PERSONAL STORIES	PEER & GROUP SUPPORT	ORDER FREE PRINT MAT.
	PAIN MANAGEMENT	TRAINING & EVENTS
	SEARCHABLE DATABASE	

[AvoidOpioidSD.com](https://www.AvoidOpioidSD.com)

 Signifies new page

 Page has been updated/expanded

What Are Opioids > Opioid Misuse

- Not prescribed to you not safe
- Commonly misused prescriptions
- Mixing Drugs with alcohol +/- or other drugs
- If you aren't sure – treat it like an overdose
- Links to signs of overdose

The screenshot shows the 'Avoid Opioid' website with a navigation menu including 'WHAT ARE OPIOIDS?', 'FIND HELP', 'TAKE ACTION', 'PROVIDERS', 'PHARMACY', 'KEY DATA', and 'ABOUT'. The main heading is 'Opioid Misuse' with a sub-header 'South Dakota Resource Hotline 1-800-920-4343'. The page content includes a breadcrumb 'What are Opioids? > Opioid Misuse', a warning that prescription drugs are only safe when used correctly, and a section on 'Commonly Misused Prescription Medications' with a table of Depressants, Stimulants, and Painkillers.

Depressants	Stimulants	Painkillers
Prescribed to treat: anxiety, panic attacks, seizures, and insomnia	Prescribed to treat: attention-deficit hyperactivity disorder (ADHD), narcolepsy, and for short-term treatment of obesity	Prescribed to treat: severe pain; they are highly addictive and should only be used as directed by a licensed healthcare professional
Brand names: Xanax, Ativan, Valium, Ambient, Lunesta, Sonata	Brand names: Adderall, Dexedrine, Paxil, Prozac, Zoloft <i>Illegal Stimulants include:</i> Methamphetamine (meth), Heroin, Cocaine, and Crack	Brand names: OxyContin, Percocet, Vicodin, Fentanyl
Misuse: can happen when someone	Misuse: can happen when people take	Misuse: can happen when people are

What Are Opioids > Counterfeit Drugs

- Dangers & prevalence
- Trends: Rainbow fentanyl
- Common counterfeits
- Drugs Decoded
 - Types & purpose
 - Emojis & street names
 - Reasons kids experiment
- How to keep your family safe

The screenshot shows the 'Avoid Opioid' website. The header includes the logo 'Avoid Opioid PRESCRIPTION ADDICTION' and a navigation menu with links: 'WHAT ARE OPIOIDS?', 'FIND HELP', 'TAKE ACTION', 'PROVIDERS', 'PHARMACY', 'KEY DATA', and 'ABOUT'. A search icon is in the top right. The main heading is 'Counterfeit Drugs'. Below it, a blue bar contains the text 'South Dakota Resource Hotline 1-800-920-4343'. The breadcrumb trail reads 'What are Opioids? > Counterfeit Drugs'. A large graphic features the text 'STOP! THINK TWICE FAKE PILLS KILL' with a skull and crossbones icon. To the right, a paragraph states: 'Counterfeit drugs are widely available, increasingly deadly and becoming more common in South Dakota. Fake pills have caused the number of overdoses and deaths to skyrocket, especially among young people 15-24.' Below this, another paragraph says: 'Fake pills can be easy to get on the street. Buying drugs online, through social media, and payment apps has become a popular new way for drug dealers to target kids.' A large infographic is divided into two sections. The left section, titled 'Fake pills are often laced with lethal amounts of FENTANYL.', states 'FENTANYL IS A SYNTHETIC OPIOID THAT IS UP TO 50x STRONGER THAN HEROIN' and '100x STRONGER THAN MORPHINE'. It includes an image of a pencil and the text 'as little as 3 grains of salt can be FATAL'. The right section, titled 'Common Counterfeits:', shows three pairs of pills: 1) 'REAL XANAX' (white, 'XANAX' embossed) vs. 'VS. COUNTERFEIT' (yellow, '101319' embossed); 2) 'REAL ADDERALL' (orange, '5-20' embossed) vs. 'VS. COUNTERFEIT' (orange, '5-30' embossed); 3) 'REAL OXYCODONE' (white, 'OX' and '9' embossed) vs. 'VS. COUNTERFEIT' (white, 'OX' and '9' embossed).

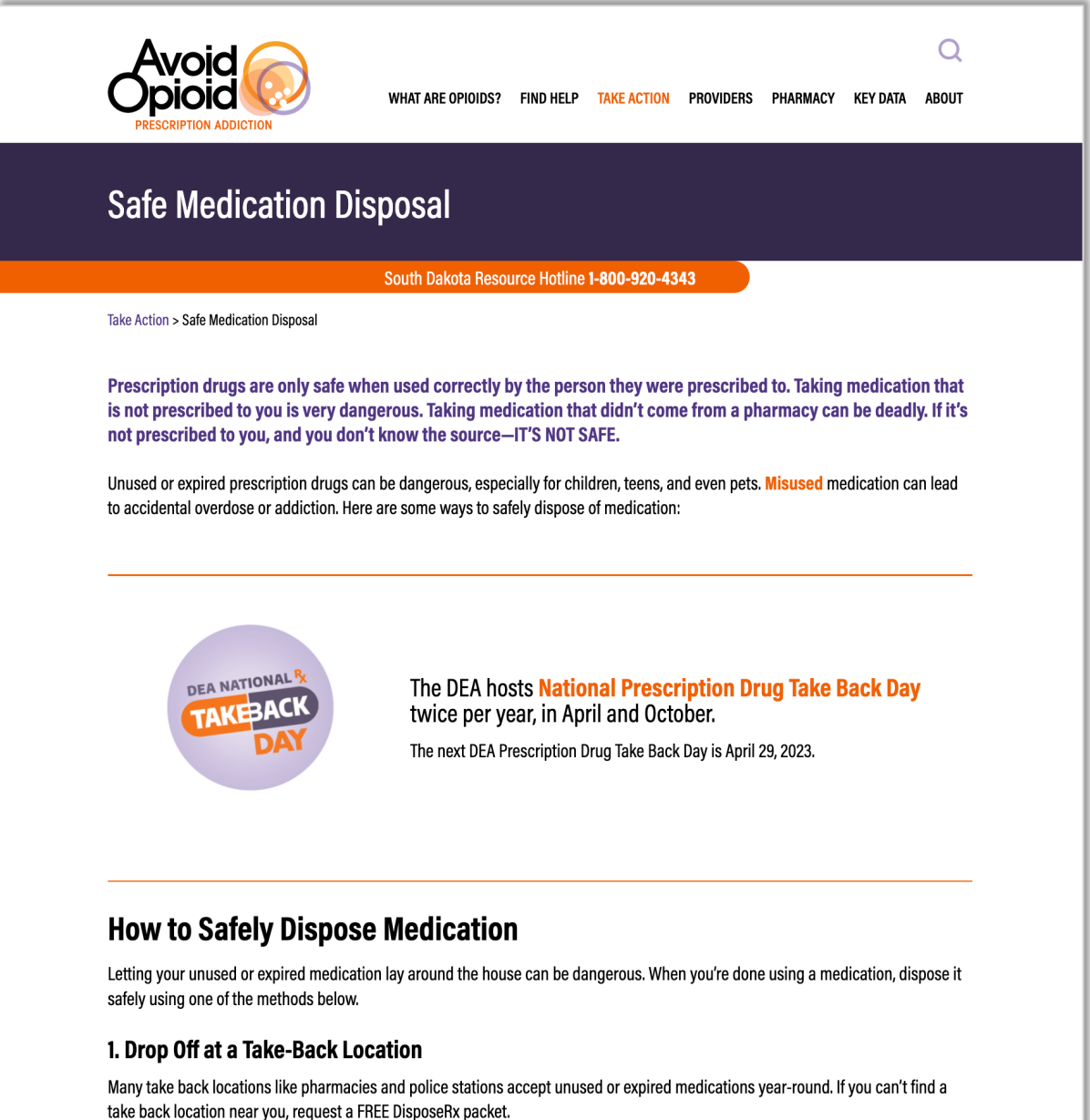
Many overdoses are linked to **illicitly manufactured fentanyl (IMF)** which is distributed through illegal drug markets. It is added to other drugs because of its extreme potency, which makes drugs cheaper, **more powerful, more addictive, and more dangerous.**

IMF can come in liquid or powder form. Powdered fentanyl looks like many other drugs. It is often mixed with drugs like heroin,

Take Action >

Safe Medication Disposal

- Take Back Day
- Dispose Rx
- Flush (or Not)
- Links to Lockbox page



The screenshot shows a website page with the following elements:

- Header:** Logo for 'Avoid Opioid' with the tagline 'PRESCRIPTION ADDICTION'. Navigation links include 'WHAT ARE OPIOIDS?', 'FIND HELP', 'TAKE ACTION', 'PROVIDERS', 'PHARMACY', 'KEY DATA', and 'ABOUT'. A search icon is in the top right.
- Section Header:** 'Safe Medication Disposal' in a dark blue bar.
- Text:** 'South Dakota Resource Hotline 1-800-920-4343' in an orange bar.
- Breadcrumbs:** 'Take Action > Safe Medication Disposal'.
- Text:** 'Prescription drugs are only safe when used correctly by the person they were prescribed to. Taking medication that is not prescribed to you is very dangerous. Taking medication that didn't come from a pharmacy can be deadly. If it's not prescribed to you, and you don't know the source—IT'S NOT SAFE.'
- Text:** 'Unused or expired prescription drugs can be dangerous, especially for children, teens, and even pets. Misused medication can lead to accidental overdose or addiction. Here are some ways to safely dispose of medication:'
- Image:** A circular logo for 'DEA NATIONAL TAKEBACK DAY'.
- Text:** 'The DEA hosts National Prescription Drug Take Back Day twice per year, in April and October. The next DEA Prescription Drug Take Back Day is April 29, 2023.'
- Section Header:** 'How to Safely Dispose Medication'.
- Text:** 'Letting your unused or expired medication lay around the house can be dangerous. When you're done using a medication, dispose it safely using one of the methods below.'
- Section Header:** '1. Drop Off at a Take-Back Location'.
- Text:** 'Many take back locations like pharmacies and police stations accept unused or expired medications year-round. If you can't find a take back location near you, request a FREE DisposeRx packet.'

Take Action >

Reverse an Opioid Overdose

- Call 911
- Links to safety measures
- Naloxone
 - What is it
 - Where to get it
 - How to use it
 - Free online training
 - Find a Naloxone Pharmacy

The screenshot shows the 'Avoid Opioid' website. The logo at the top left features the text 'Avoid Opioid' with 'PRESCRIPTION ADDICTION' underneath, and a circular graphic with three pills. A navigation menu at the top right includes 'WHAT ARE OPIOIDS?', 'FIND HELP', 'TAKE ACTION', 'PROVIDERS', 'PHARMACY', 'KEY DATA', and 'ABOUT'. A search icon is also present. The main heading is 'Reverse an Opioid Overdose'. Below it, an orange banner displays the 'South Dakota Resource Hotline 1-800-920-4343'. A breadcrumb trail reads 'Take Action > Reverse an Opioid Overdose'. The main content area begins with a purple text block: 'Anyone taking a prescription opioid is at risk for an overdose, whether unintentional or not. If you have opioids in your home (like fentanyl, hydrocodone, morphine, or codeine), there are things you can do to keep loved ones safe:'. This is followed by a bulleted list of four items: 'Know the signs of an overdose', 'Get NARCAN® Nasal Spray from your pharmacy', 'Order a medication lock box for safe storage', and 'Dispose of unused medications'. A prominent black box with an orange exclamation mark icon contains the text: 'IF YOU SUSPECT AN OVERDOSE, CALL 911 IMMEDIATELY! Good Samaritan laws are in place to protect people helping others in distress.' Below this, a section titled 'In case of OVERDOSE: Naloxone SAVES LIVES!' explains that anyone at risk or assisting in an emergency can 'get naloxone from a South Dakota pharmacy without a prescription.' It further states that naloxone is a safe medication used to reverse opioid overdose and that 'In an emergency, you could save someone's life with naloxone.' A final note reads: 'Naloxone is not a substitute for medical care. Call 911 for emergency medical help immediately after giving the first dose of naloxone, even if the person wakes up.' At the bottom, a small image of a Naloxone box is partially visible, with the text 'What is NARCAN® Nasal Spray?' below it.

Take Action > Prevention

- Risk Factors
- Common Signs
 - misuse, abuse & addiction
- Why talk about drugs with kids
- How to talk about
 - prescriptions & illicit
- Talking Points
 - Dispelling myths
 - Tips & resources
- Destigmatizing Addiction
- What you can do to prevent

The screenshot shows the 'Avoid Opioid' website. The header includes the logo 'Avoid Opioid' with 'PRESCRIPTION ADDICTION' below it, and a navigation menu with links: 'WHAT ARE OPIOIDS?', 'FIND HELP', 'TAKE ACTION', 'PROVIDERS', 'PHARMACY', 'KEY DATA', and 'ABOUT'. A search icon is in the top right. The main heading is 'Prevention'. Below it is an orange bar with the text 'South Dakota Resource Hotline 1-800-920-4343'. The main content area has a purple background with white text. It starts with a bolded sentence: 'Anyone taking opioids can become addicted to them. Learn about the risks.' This is followed by a paragraph explaining that prescription opioids should be taken as directed and that misuse is a leading cause of unintentional overdose. A section titled 'There are many factors that can increase the risk for substance use including:' lists seven factors: family history of substance use, past or current substance use disorder, mental health issues, social or family environments that encourage misuse, association with substance-using peers, lack of parental monitoring, and lack of school involvement. Another paragraph suggests involving other trusted adults like family physicians or school nurses. A note at the bottom states: '*Make it clear to children from an early age that a family history of substance use increases their risk for addiction. Repeat your message regularly. Remind them that drug or alcohol use can quickly lead to addiction and some drugs can harm the brain or cause life-threatening overdoses.' The page ends with a section titled 'Common Signs of Misuse, Abuse, or Addiction' and a partial sentence: 'Drug misuse and abuse affect people from all walks of life. Drug tolerance or dependence can develop before you realize it. It can




Coming Soon... Take Action > Media Library

- Media best practices
- Social media how to share
- Shopping cart for print materials
- Newspaper templates
- TV inventory & how to share

In case of an overdose,
Naloxone saves lives.


Naloxone (NARCAN®) can temporarily reverse an opioid overdose until help arrives. If you have prescription opioids like fentanyl, hydrocodone, morphine or codeine in your home, you can get NARCAN® from a pharmacy without a prescription.

Call your pharmacy or visit
AvoidOpioidSD.com



4 mg NARCAN® NASAL SPRAY
(Naloxone HCl)

FOR USE IN THE NOSE ONLY
NDC 64584-0000-20
NDC 64584-0000-20
NDC 64584-0000-20
NDC 64584-0000-20



Avoid Opioid
PRESCRIPTION ADDICTION

Dispose meds **SAFELY** from home!

Get rid of **unused** or expired medications.



DisposeRx
Solving the problem of drug disposal
AT-HOME SITE-OF-USE DISPOSAL SOLUTION
NDC 64584-0000-20
USE WITH SHARPS. KEEP OUT OF REACH OF CHILDREN AND PETS.

Request a **FREE** DisposeRx Packet:
AvoidOpioidSD.com
or call the Resource Hotline at
1-800-920-4343

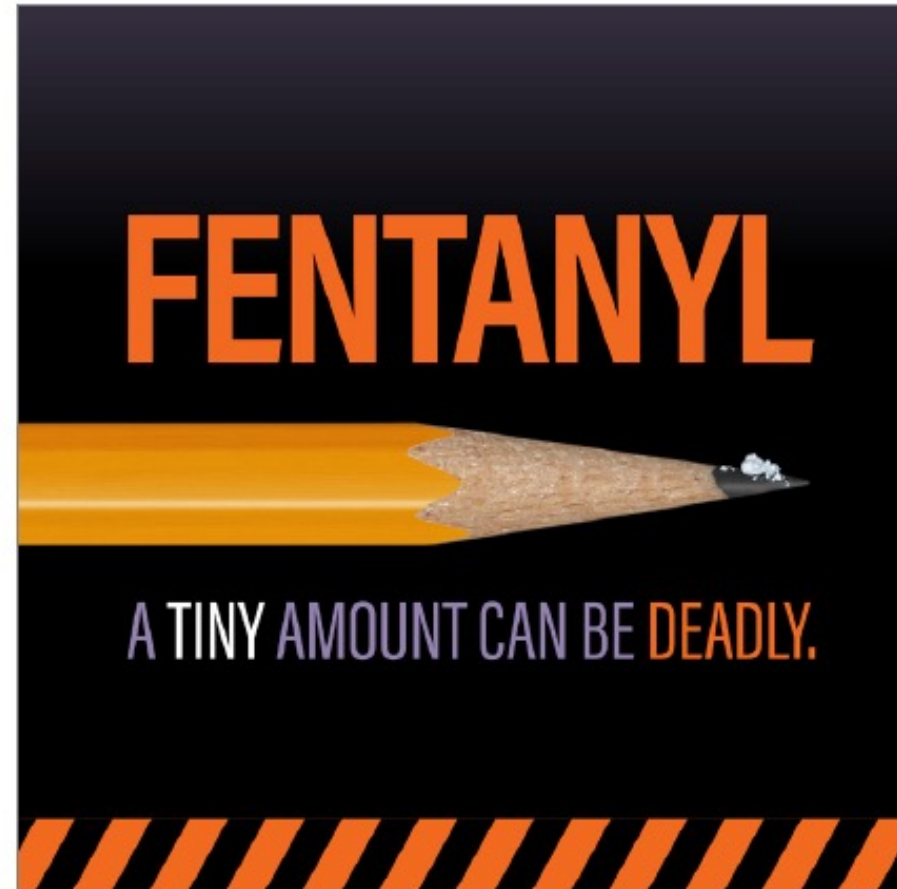


Avoid Opioid
PRESCRIPTION ADDICTION

Counterfeit Pills Campaign

Results so far...

- Series of social media posts launched statewide mid-December
- 5 posts running on Facebook and Instagram have generated 1,300+ link clicks to the new website content
- 5 Snapchat posts have resulted in 3,000+ swipe-ups
- Website traffic overall in December was up 215% over November





Stay tuned...

Thank You!



AvoidOpioidSD.com

Legislative Updates

- Harm Reduction – Fentanyl Test Strips
(Rep. Rehfeldt)





Opioid Settlement Fund Overview & Status Update

- Presented by Tiffany Wolfgang, Chief of Behavioral Health, SD DSS



Funding Overview

- **Funding Available**
 - Approximately \$54M over 18 years
 - Distributor settlement:
 - Year 1 State Share- est \$1,203,948.92
 - Year 1 Localized Share Budget - est \$515,978
 - 68 partnering counties/cities
 - Janssen settlement:
 - Year 1 combined - est \$2,063,317
 - No timeline yet on when funds will be available
- **Status Update**
 - Execution of the Memorandum of Agreement
 - HB 1038 – Establishment of the Opioid Abatement and Remediation Fund
 - Appropriated through normal budget process
 - Expenditures of the state must be assigned to Department of Social Services

Role of the Committee

- Ensure the State and Participating Local Governments have **equal input** into the distribution of the Statewide Share for Approved Uses across SD
- Shall **meet twice annually**
- Shall **establish a process for receiving input** from South Dakota communities, provider organizations, and cities and counties regarding how the opioid crisis is affecting their communities, understanding their abatement needs, and considering proposals for opioid abatement strategies and responses.
- Shall (at least annually) **make formal recommendations** to the Secretary of DSS on the use of the Statewide Share

Support the PDMP, Controlled Substance Registry, and Take Back Programs

- Critical supports for prescribers in monitoring patient opioid access.
- Provides accountability for prescribing practices.
- Est - \$219,586

Implement an Opioid Overdose Follow-Up Program

- Increase linkages between survivors of an opioid overdose and their loved ones to appropriate care in the community.
- RFP process could be leveraged to solicit direct service providers for a pilot demonstration.
- Est - \$300,987

Year 1 – Four Point Strategy for Consideration

Make funding available for Communities and Providers

- Application process and timeline would be established following guidance provided in the MOA and parameters the Advisory Committee may recommend.
- Est - \$300,987

Establish a fund for continuation of key state level efforts.

- Federal funding (FY23) - \$6.4 million.
- Allows for continuation of key strategies in all areas of prevention, recovery, and treatment should federal funding end.
- Est - \$382,388



Committee & Partner Updates

- *Roundtable updates from Committee members*
- *Updates from other partners on shared strategies*

Facilitated by Lori Martinec





Public Input





Closing Remarks

