



# Opioid Abuse Advisory Committee Meeting

January 6, 2021

1:00 – 4:00 pm CT

*Hosted by South Dakota Dept. of Health*





# Welcome & Introductions



# Prescription Opioid Abuse Advisory Committee

Laura Streich, South Dakota Department of Health, Chair

Kristen Bunt, South Dakota Association of Healthcare Organizations

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

Maureen Deutscher, Family Representative

Chris Dietrich, MD, South Dakota State Medical Association

Margaret Hansen, South Dakota Board of Medical & Osteopathic Examiners

Amy Hartman, Volunteers of America - Dakotas

Tiffany Wolfgang, South Dakota Department of Social Services

Kristen Carter, South Dakota Pharmacists Association

Jon Schuchardt, Great Plains Indian Health Services

Kari Shanard-Koenders, South Dakota Board of Pharmacy

Senator Jim White, Huron

Brian Zeeb, South Dakota Office of Attorney General





# Funding Updates

- DOH Grants (Laura Streich)
- DSS Grants (Tiffany Wolfgang)





# Overview of the 2020 Annual Report

Highlights and Q&A





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

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



# Prescription Drug Monitoring Program Update

*Melissa DeNoon – SD Board of Pharmacy*

# SD PDMP UPDATE

Opioid Abuse Advisory Committee

January 6, 2021

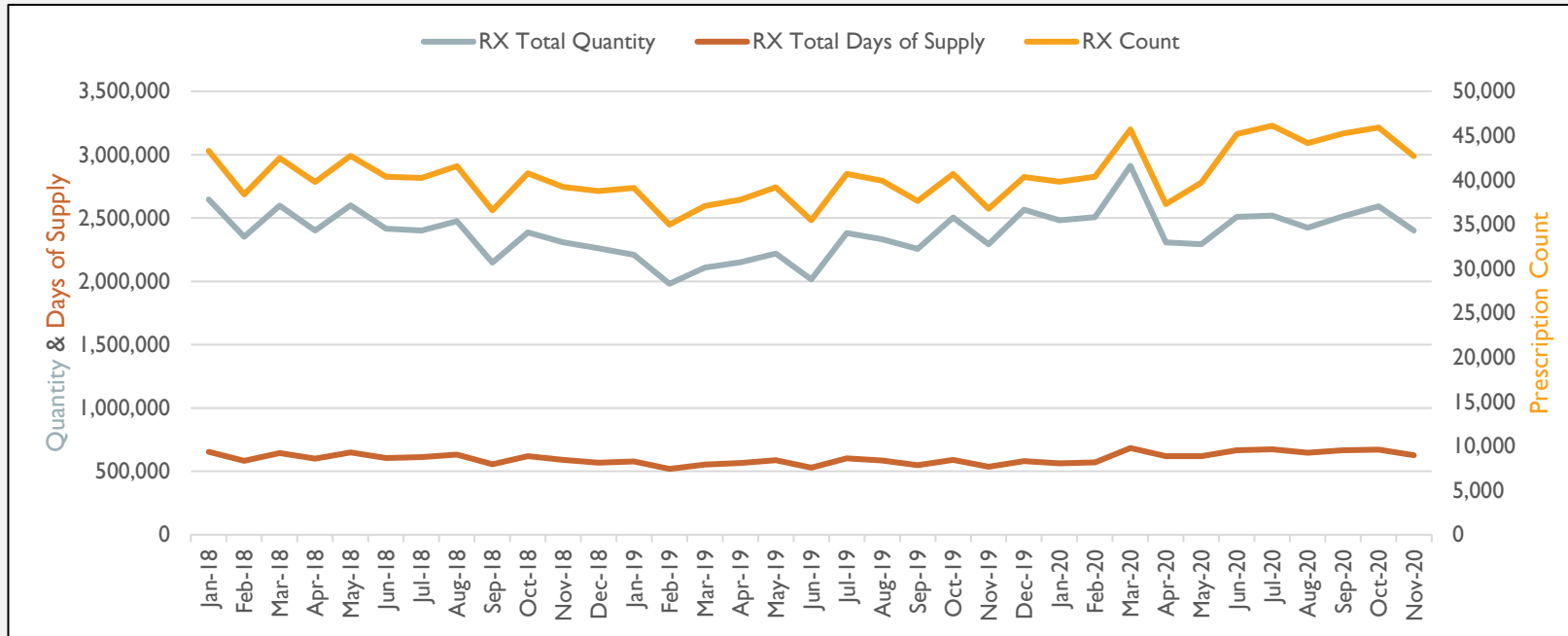
Melissa DeNoon, R.Ph., SD PDMP Director



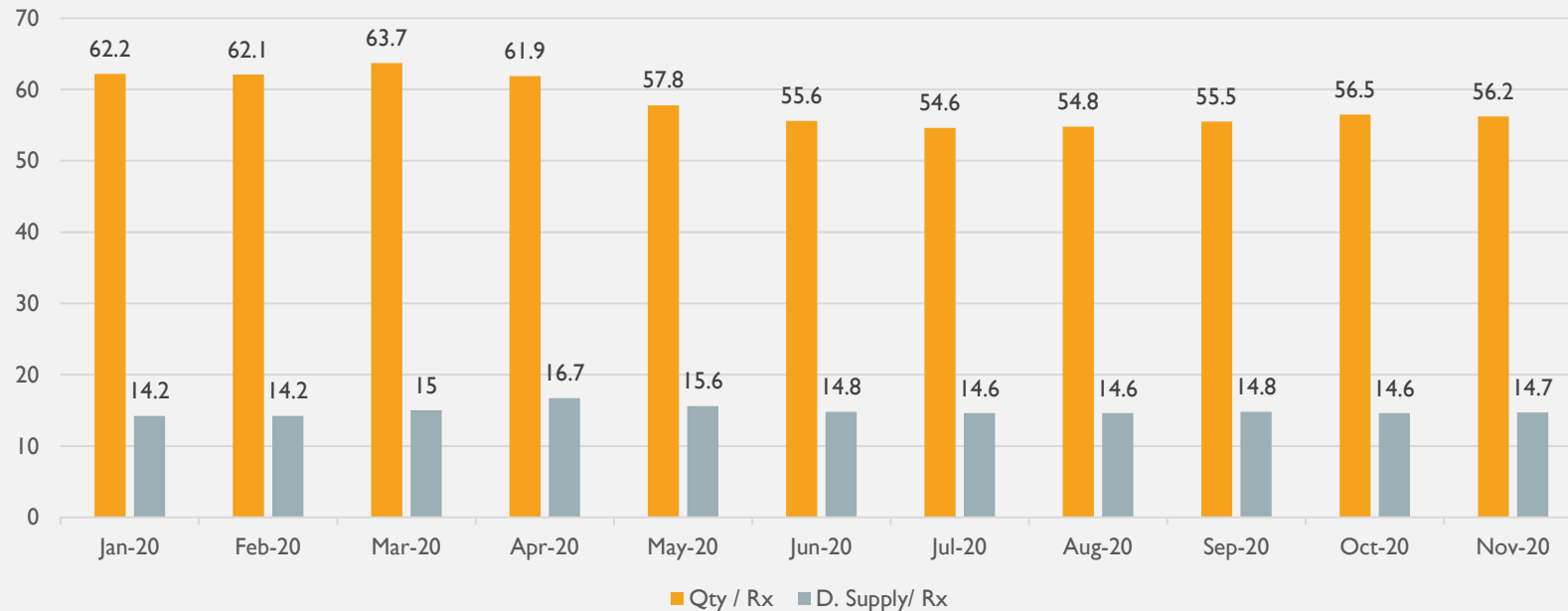
## WHAT'S NEW AT THE SD PDMP?

- PMPi Hub sharing set up with PA, NH, PR, WY, TN (34 total)
- VHA Mission Act's Nationwide PDMP/EHR Integration – Sioux Falls & Black Hills VA Health Care Systems live December 8, 2020
- Statewide Gateway Integration Project
- License Integration Project

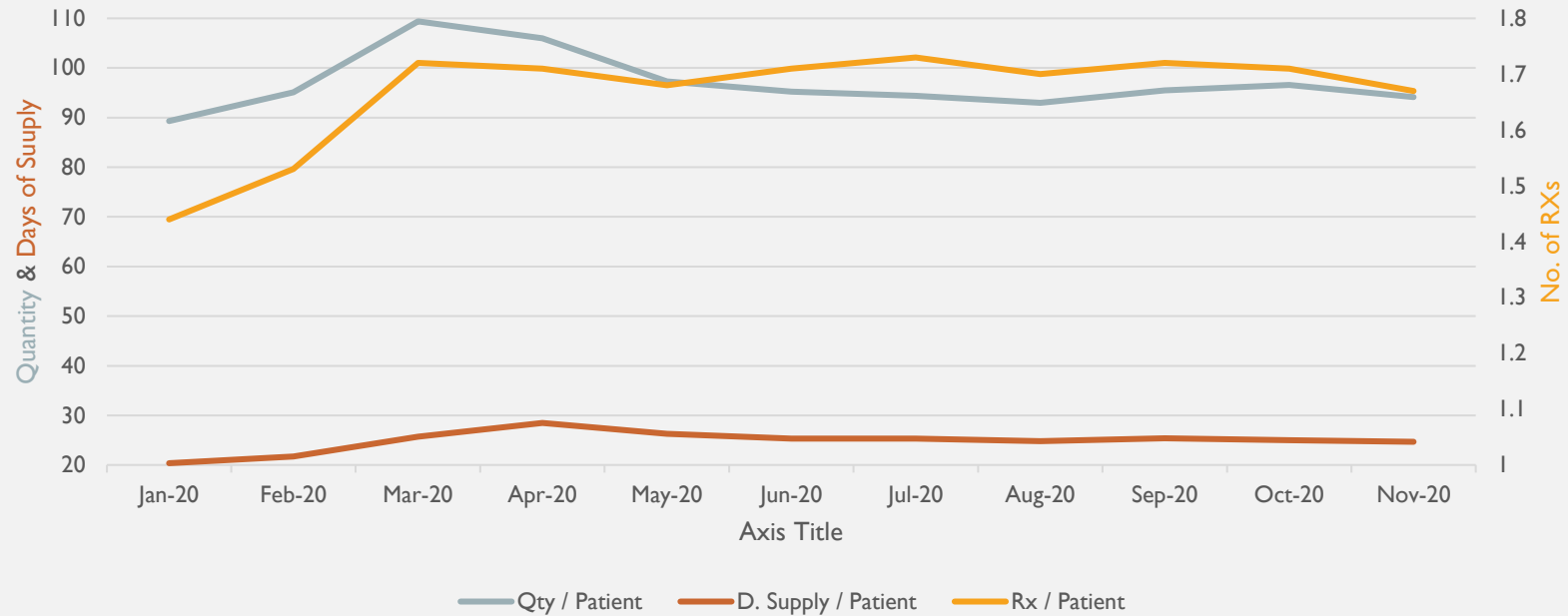
# SD PATIENTS' OPIOID PRESCRIPTIONS



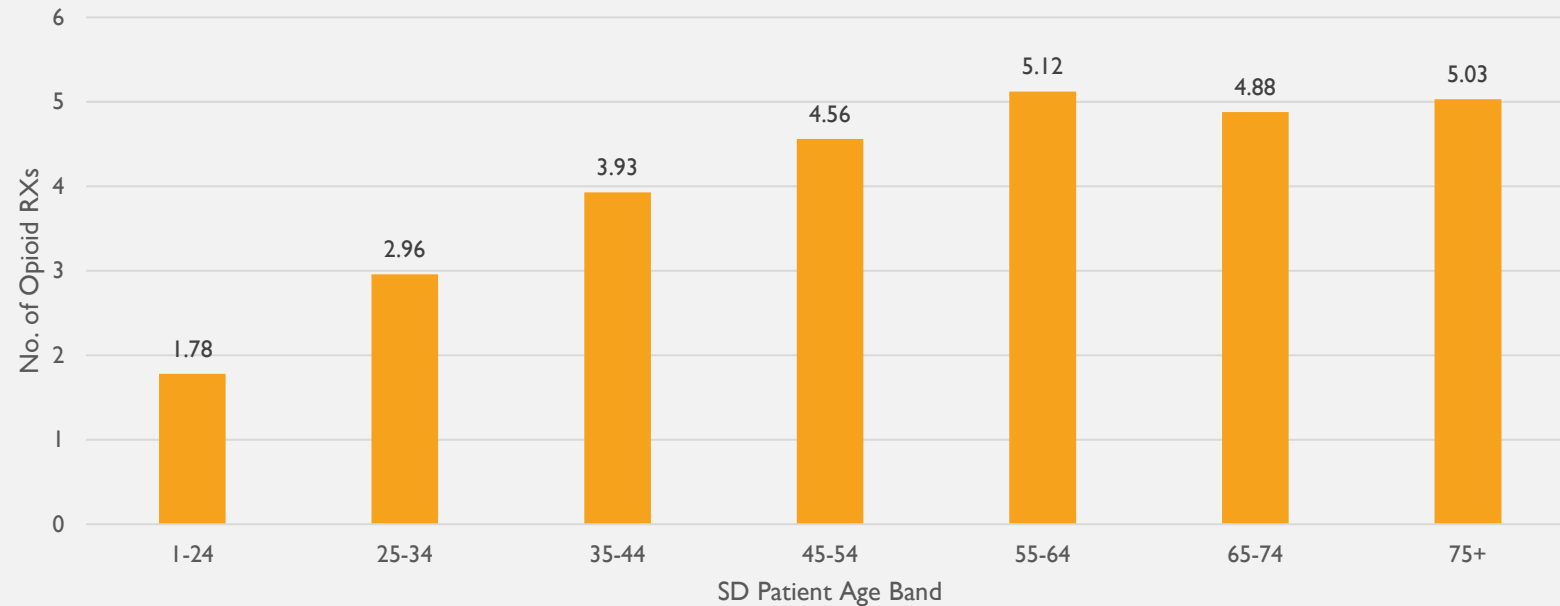
# OPIOID RXS AVERAGE QUANTITY AND DAYS OF SUPPLY



# OPIOID RXS AVERAGE PER PATIENT METRICS



# AVERAGE OPIOID DISPENSATIONS BY AGE BAND JAN TO NOV 2020



# MEDDROP PROGRAM UPDATES

- 89 SD Pharmacy Site Participants
  - 81 Retail Pharmacies
  - 8 Hospitals
  - Presence in 43 SD Counties
- 12,388 lbs. Returned for Destruction as of November 2020

# Prevalence Data Updates & Enhanced Surveillance Activities

*Amanda Nelson - DOH*



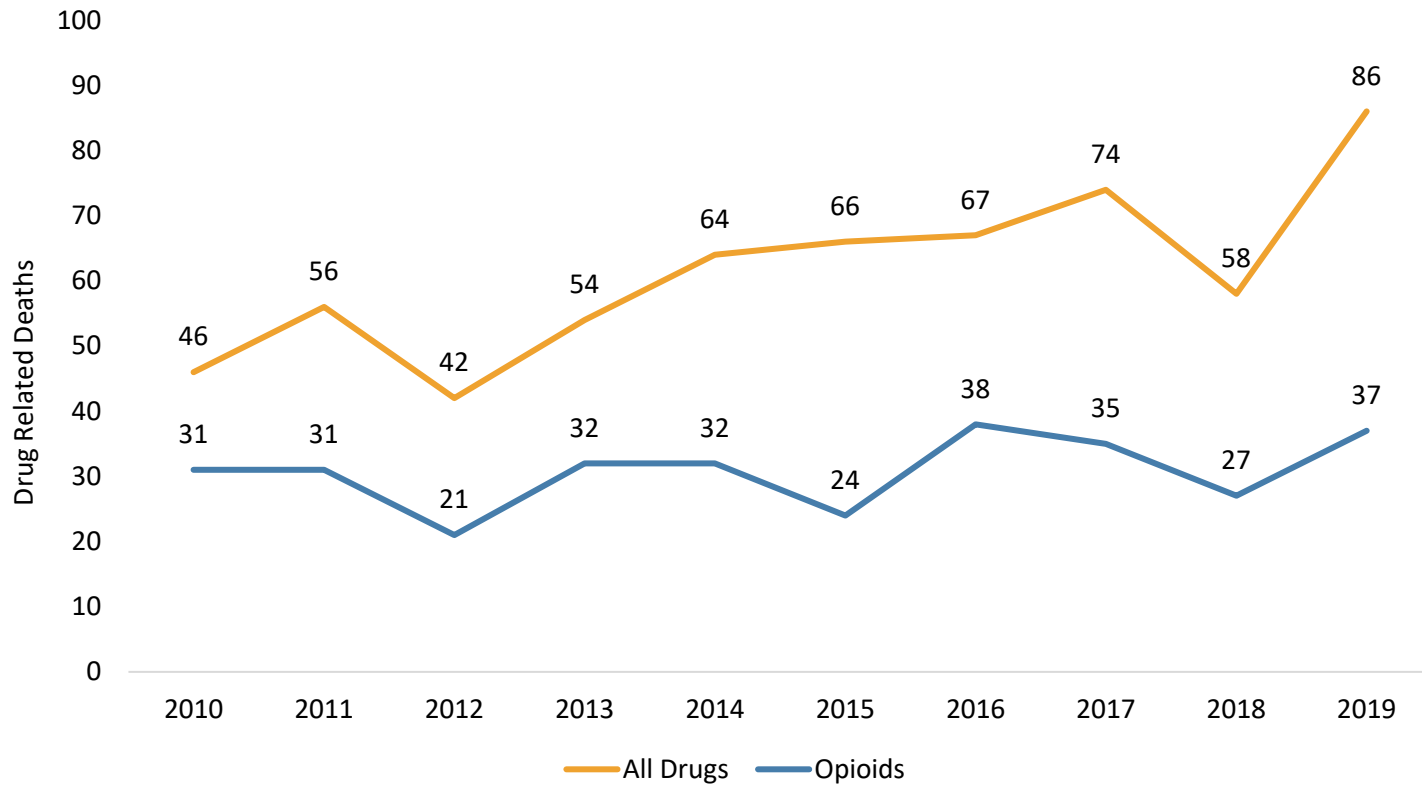
## Drug Related Death Rates in South Dakota

- South Dakota had the lowest age-adjusted rate of drug overdose deaths, 2018
  - SD = 6.9 per 100,000 population
  - US = 20.7 per 100,000 population
- South Dakota had the 2<sup>nd</sup> lowest age-adjusted rate of opioid overdose deaths, 2018
  - SD = 3.5 per 100,000 population
  - US = 14.6 per 100,000 population





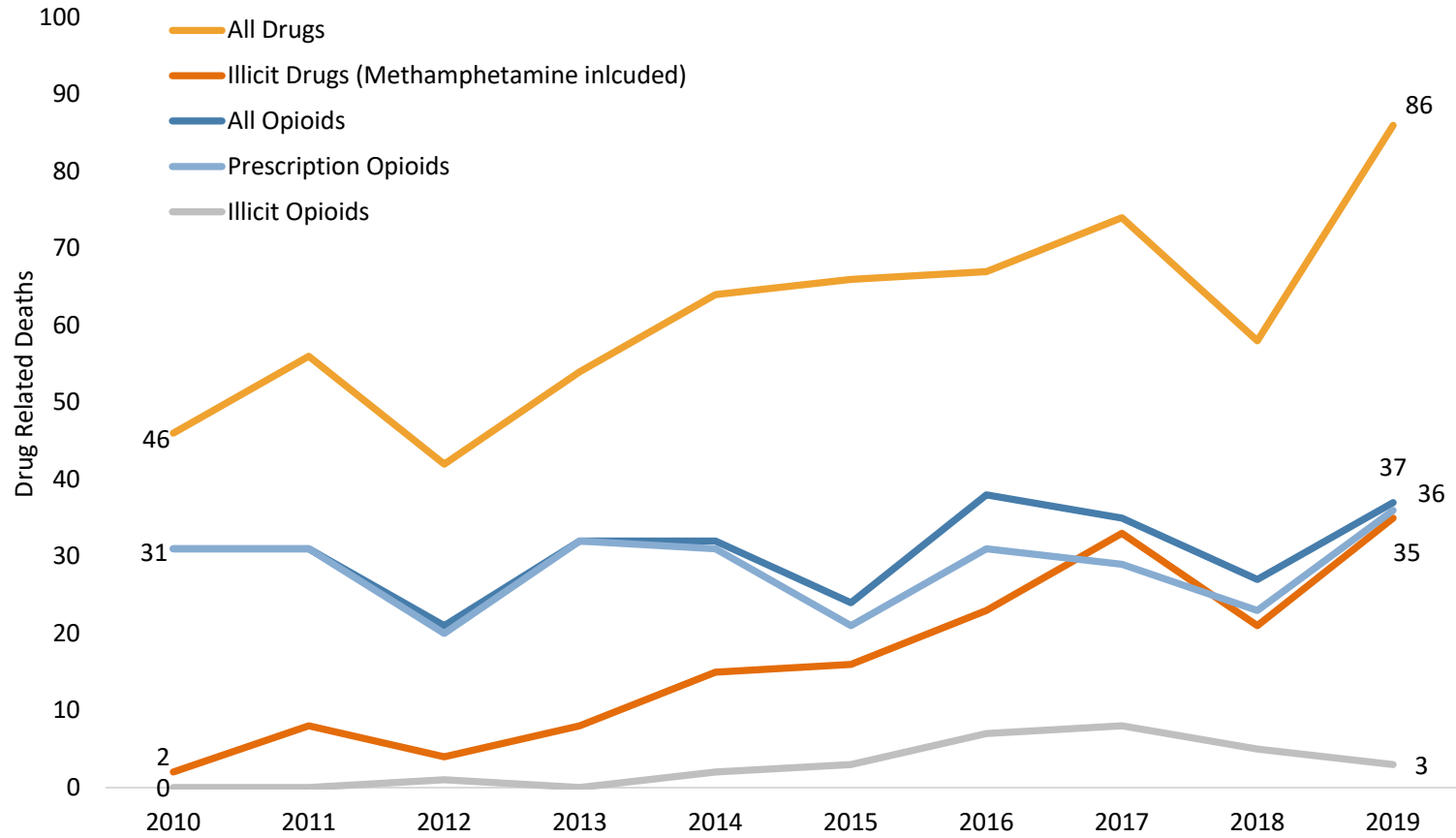
# Drug Related Deaths, South Dakota 2010-2019



**87% increase**  
in drug-related deaths  
from 2010 to 2019



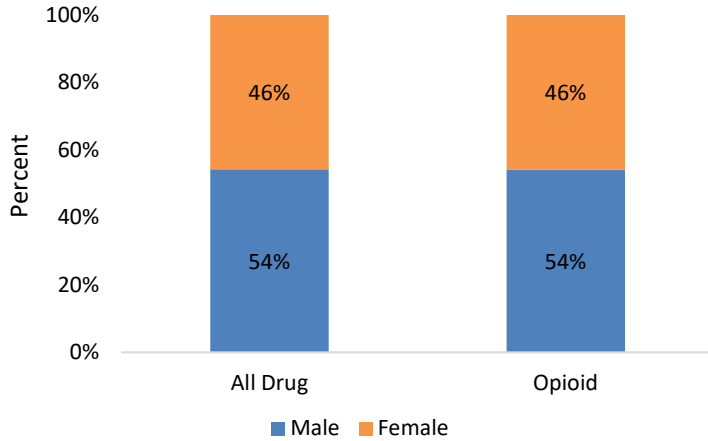
## Drug Related Deaths by Drug Type, South Dakota 2010-2019



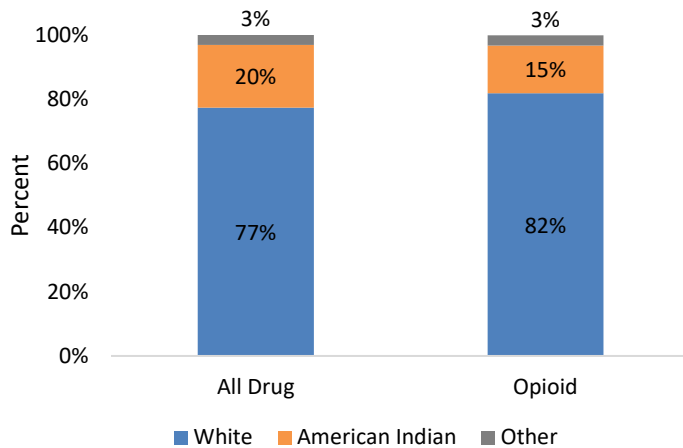


# Drug Related Deaths by Sex, Race, and Age Group, South Dakota 2010-2019

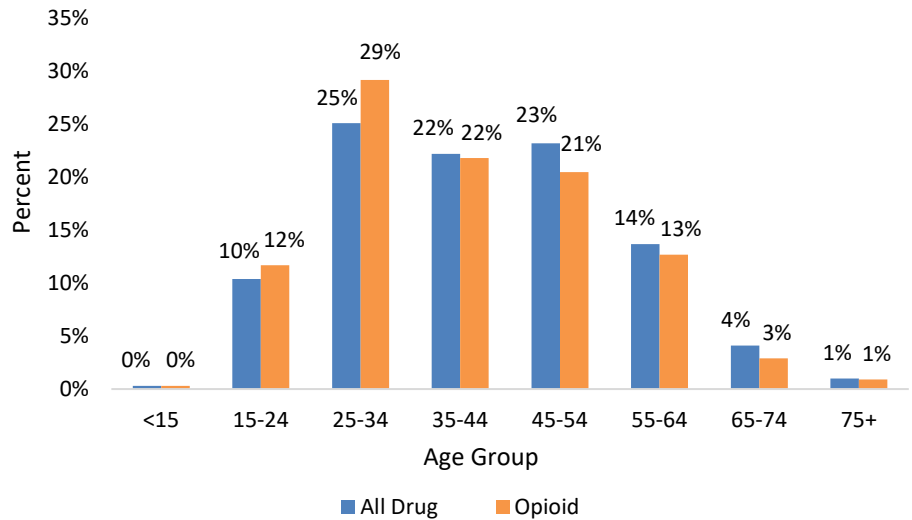
### Drug Overdose Deaths by Sex, 2010-2019



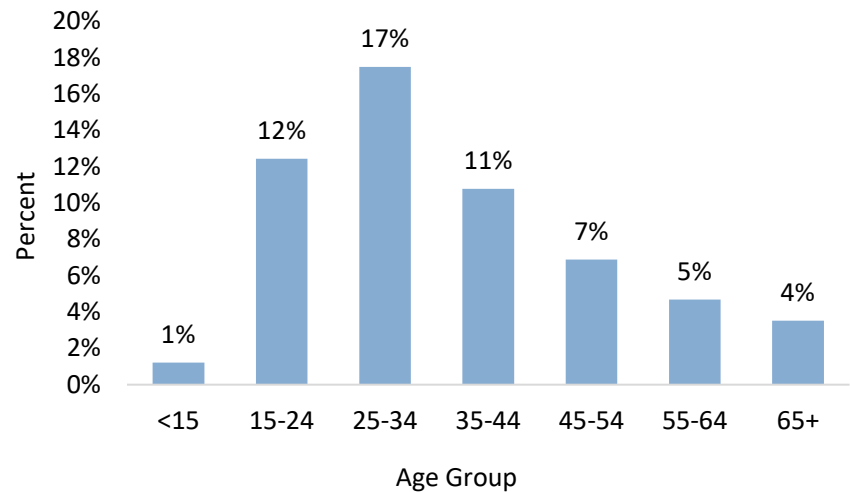
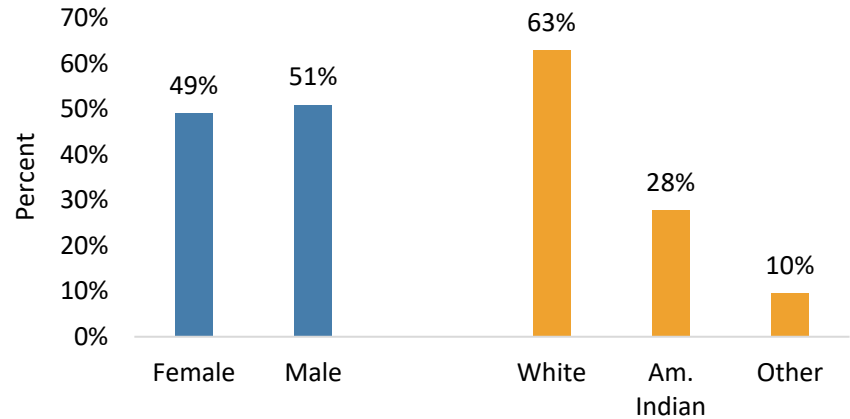
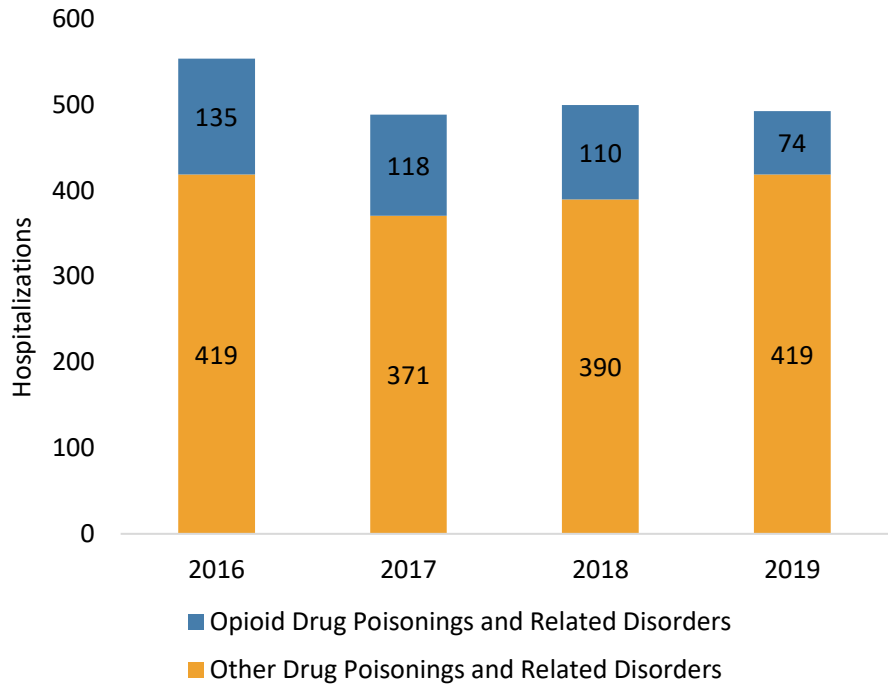
### Drug Overdose Deaths by Race, 2010-2019



### Drug Overdose Deaths by Age Group, 2010-2019



## Drug Associated Hospitalizations, South Dakota 2016-2019



Inpatient data by year of discharge.  
Deaths are excluded.

ICD-10-CM Codes for hospitalizations attributable to drug with potential for abuse and dependence:  
F11(.1-.9), F12(.1-.9), F13(.1-.9), F14(.1-.9), F15(.1-.9), F16(.1-.9), F19(.1-.9), O99.32, P04.4, P96.1, T40(.0-.9), T42.3, T42.4, T42.6, T42.7, T43.6



# State Unintentional Drug Overdose Reporting System (SUDORS)

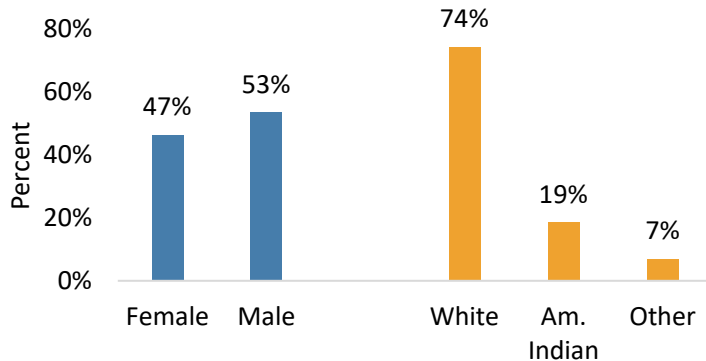
## SUDORS Cases: July 2019 – December 2019

43 Unintentional or Undetermined overdose deaths

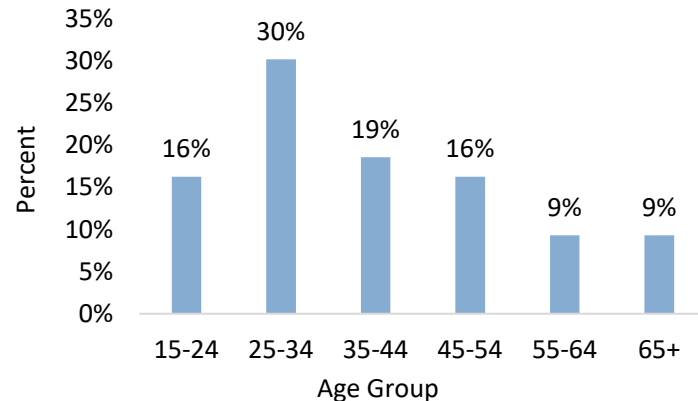
### Overdose Deaths by Drug Type (Drug(s) listed as the cause of death)

- 44% Opioids
- 40% Amphetamine/Methamphetamine
- 14% Antidepressants/Antipsychotics
- 5% Benzodiazepines
- 5% Antihistamines
- 2% Muscle Relaxants
- 2% Anticonvulsants

SUDORS Cases by Sex and Race, Jul-Dec 2019



SUDORS Cases by Age Group, Jul-Dec 2019



### 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
- Death occurred in South Dakota



# State Unintentional Drug Overdose Reporting System (SUDORS)

## SUDORS Cases: July 2019 – December 2019

- SUDORS Circumstances (n=43)
  - 49% had a known/reported substance problem
  - 21% had a known/reported mental health problem
  - 16% had a known/reported alcohol problem
  - 12% had ever received treatment for a mental health/substance problem
  - 5% were receiving treatment for mental health/substance problems at time of death
- SUDORS Overdose Specific Circumstances (n=43)
  - 72% of cases were related to substance abuse
  - 49% of cases had evidence of drug use
  - 44% had a bystander present during or shortly preceding the overdose
  - 21% of cases had a known dose(s) of naloxone administered
  - 14% had a known history of Rx or Heroin abuse
  - 9% had a known previous overdose
  - 7% had a recent emergency department visit within the last year

**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.

### 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
- Death occurred in South Dakota



# Avoid Opioid Media Update

- Overview by Holly Riker, Hot Pink Ink.



# Marketing Objectives 2020 - 2021

## Inform, Educate, & Build Awareness

### Primary Messaging

- Awareness around what opioids are and the risks involved (increased risk related to COVID)
- Promote treatment & related services (MAT, Care Coordination, Resource Hotline)
- Destigmatize opioid misuse & addiction (encourage friends & family to reach out)
- Promote safety & pro-active measures (Naloxone, Dispose Rx, Lockboxes)

### Media Mix

- Statewide Broadcast TV & Radio
- Industry Trade Publications
- Social Media / Multiple Platforms
- Website
- Collateral Support Materials



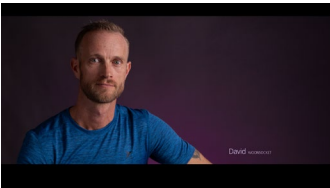
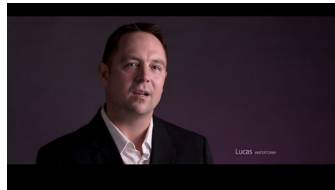
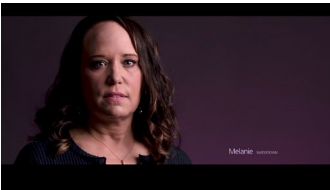


# Broadcast TV & Radio 2020 - 2021

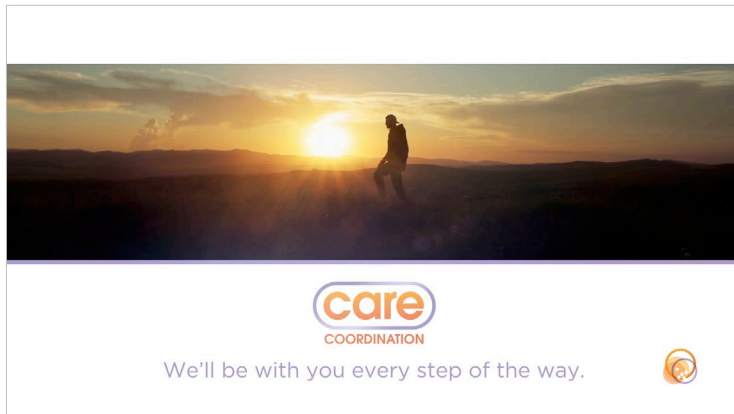
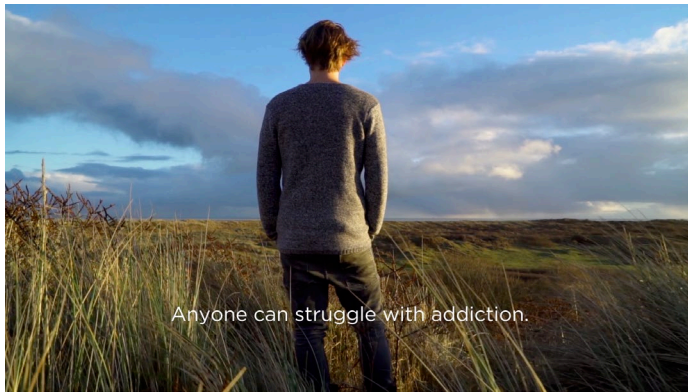
## January – May 2020

### SD Testimonials

- Statewide (18-64)
- 6,052 spots
- 98.4% reach
- 11.6 frequency



# Broadcast TV & Radio 2020 - 2021



October 2020 – April 2021

## Care Coordination

- Statewide (18-64)
- 7,815 spots
- 98.6% reach
- 16.7 frequency



# Industry Trade Publications 2020 - 2021



## SD Medicine

### MAT & Care Coordination

- 2,000 subscribers
- Reaches licensed physicians in SD

As providers, we know that substance misuse and addiction are often just symptoms of more complex problems. For treatment to be effective, the whole person—their basic needs, mental health, physical conditions, and overall safety must be addressed.

Talking with your patients is a great place to start—helping them find a support team is even better. The Resource Hotline can provide your patients with the services and support they need to fully recover including:

- Connecting to housing, transportation, employment, and food assistance
- Help accessing treatment and recovery services
- Identifying financial assistance opportunities
- Parenting education
- Follow up services with a personal guide for addiction recovery through the Care Coordination program

Your guidance is powerful. Patients are more likely to follow through when you recommend a course of action.

Refer your patients and their families to the

**Resource Hotline**  
**1-800-920-4343**

It's FREE, confidential, and available 24/7.

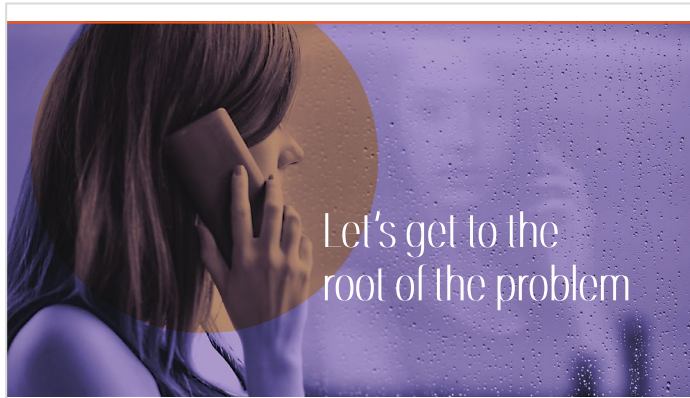
Together, we can treat the whole person and set them on the path to recovery.

**care**  
COORDINATION

[dpsidSD.com/Care-Coordination](http://dpsidSD.com/Care-Coordination)



# Industry Trade Publications 2020 - 2021



As providers, we know that substance misuse addiction are often just symptoms of more complex needs, mental health, physical conditions, and overall must be addressed.

Talking with your patients is a great place to start helping them find a support team is even better. The Resource Hotline can provide your patients with the services and support they need to fully recover including:

- Connecting to housing, transportation, employment and food assistance
- Help accessing treatment and recovery services
- Identifying financial assistance opportunities
- Parenting education
- Follow up services with a personal guide for add recovery through the Care Coordination program

Your guidance is powerful. Patients are more likely to follow through when you recommend a course of action.

When it comes to **OPIOIDS** Nurses are on the front lines.

As we work to improve the way opioids are prescribed—helping to reduce rates of misuse, addiction, and overdose—nurses are on the front lines. **Let's get to the root of the problem.**

**Visit Avoid Opioid Today**  
Get links to the provider resources, South Dakota help lines, facts, and support services available to you and your community.

**Care** Help your patients achieve better health. **Let's get to the root of the problem.**  
ACME Careline provides one-on-one support for people looking to manage their pain safely.

**Let your patients and the community know**  
It's OK to ask for help. Call 24 hours a day, 365 days a year, and connect with trained specialists who can connect your patients to the services and support they need to fully recover.

**Education**  
There are experts, providers, family, and friends. We are here to help you connect with the right resources.

**Avoid Opioid**  
A PART OF YOUR CARE PLAN

Avoid Opioid 537.com  
South Dakota Help Line  
1-800-520-4343

## Nursing Publications

### Dakota Nurse Connection

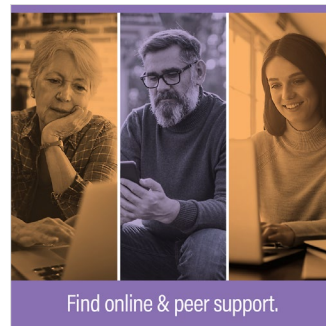
- Mailed to every licensed nurse of every degree in ND and SD
- Published quarterly

### South Dakota Nurse

- Mailed to members of the SD Nurses Association (450)
- Emailed to RNs, LPNs, Specialty & Advance Practice Nurses (16,000+)
- Published quarterly



# Social Media 2020

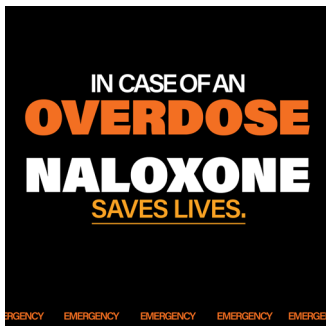
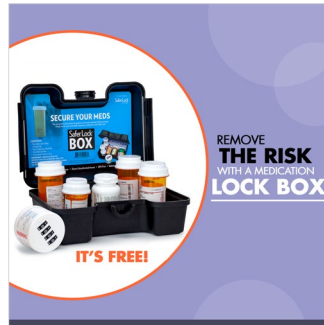


## January – June

1. SD Testimonials
2. Resource Hotline
3. What are Opioids / Who's at Risk
4. MAT
5. Care Coordination
6. Remove the Risk / Clean Out Medicine Cabinet
7. Dispose Rx
8. Peer Support



# Social Media 2020

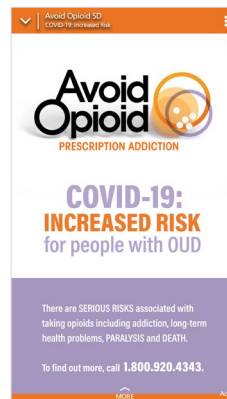
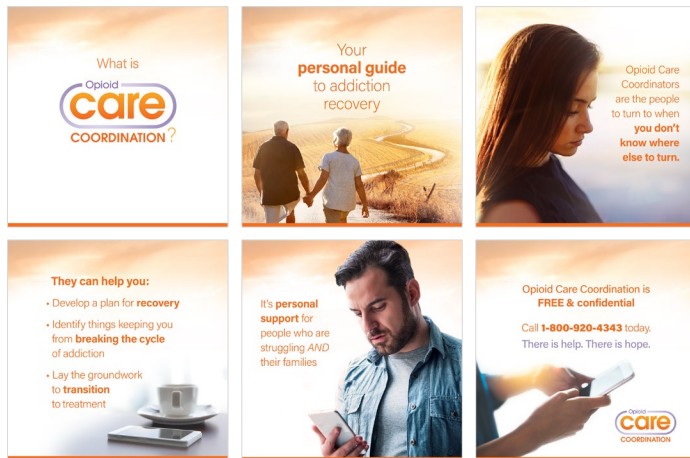


## July – December

1. SD Testimonials (YouTube)
2. Remove the Risk / Clean Out Medicine Cabinet
3. Remove the Risk / Lockboxes
4. Care Coordination
5. Providers: OUD Treatment, Training, Guidelines
6. MAT
7. Resource Hotline (+Snapchat)
8. COVID Increased Risk for OUD (+Snapchat)
9. Overdose Warning Signs / Naloxone (+Snapchat)
10. Takeback Day
11. Alternative Ways to Manage Pain
12. Peer Support
13. What are Opioids / Who's at Risk



# Social Media 2020



## July – December

1. SD Testimonials (YouTube)
2. Remove the Risk / Clean Out Medicine Cabinet
3. Remove the Risk / Lockboxes
4. Care Coordination
5. Providers: OUD Treatment, Training, Guidelines
6. MAT
7. Resource Hotline (+Snapchat)
8. COVID Increased Risk for OUD (+Snapchat)
9. Overdose Warning Signs / Naloxone (+Snapchat)
10. Takeback Day
11. Alternative Ways to Manage Pain
12. Peer Support
13. What are Opioids / Who's at Risk



# Website Activity: Facebook & Snapchat



## August Highlights:

### Objective:

- Build awareness of the Resource Hotline

### Audience:

- Facebook - Statewide 18+
- Snapchat – Statewide 13+

### Strategy:

- 3 Facebook Posts + 1 Snapchat Ad

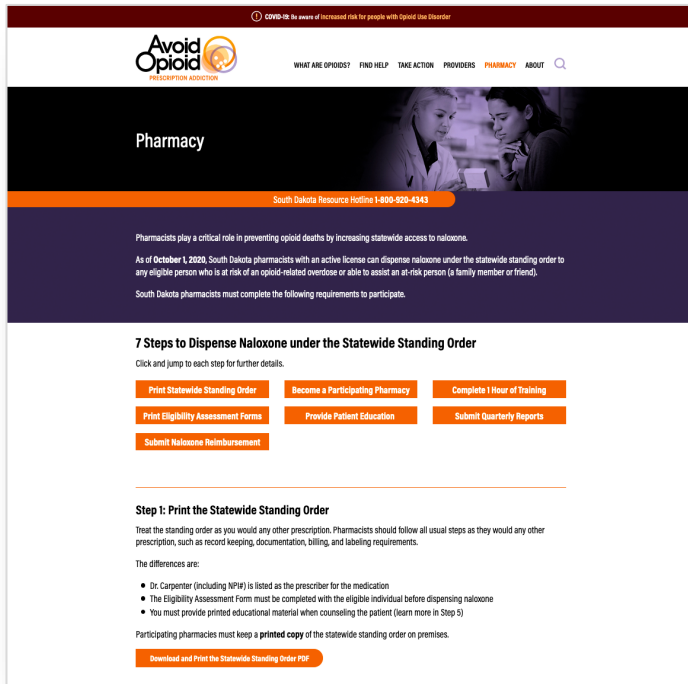
### Results:

- Increased visits to the Resource Hotline page 400% in one month





# Website Activity: Pharmacy Section



## September Launch

- Standing Order in effect October 1
- Most Visited Page in October
- SD User Pageviews (thru 12/29/20)
  - Pharmacy Landing Page: 1,022
  - Become a Participating Pharmacy: 116
  - Naloxone Quarterly Report: 63
- PDF Downloads
  - Statewide Standing Order: 71
  - Eligibility Assessment: 43
  - Naloxone Reimbursement: 32




# Website Activity: DEA Takeback Day

## October Highlights:

- Promoted October 1-24
- Social media posts reached 252,223 people
- DSS distributed a press release on October 22<sup>nd</sup>
- A total of 214 website pageviews occurred between October 22 and 24

### Special Report






#### Prescription Drug Take Back Day Social Media Promotion & Website Activity

In an effort to raise awareness around safe disposal of unused or expired prescription drugs, several Avoid Opioid social media posts were promoted ahead of National DEA Prescription Drug Take Back Day on Saturday, October 24th.

**DEA Take Back Day**  
This URL share post pointed South Dakotans to the Take Back Sites page on the website. It was promoted October 1-24 and was aimed at a custom Minnehaha Counties audience of 360,000 people.  
This post reached 252,223 people (70% reach) an average of 3X and it was responsible for 480 link clicks.  
*\*Link clicks don't always represent a website visit. A Facebook user could close their browser or press the back button before the page fully loads.*

**Dispose Meds Safely**  
These two posts have been promoted off and on since April 2020 and were added to the mix in October. They were aimed at three custom audiences:  
1. Previous Website Visitors  
2. Vulnerable Counties/ Lookalike Interests  
3. SD Rural Communities  
In October alone, these two posts reached 57,026 South Dakotans an average of 3X and were responsible for 138 link clicks as of October 24, 2020.



**Take Back Day Press Release**  
On October 21st, promotional budget allocated to the DEA Take Back URL share post was increased and on October 22, 2020, DSS distributed a press release.  
Between October 22nd and October 24th, there were a total of 214 pageviews—just shy of half of all visits (456) to the page.



# Website Activity: Visits Continue to Climb



## November Highlights:

- Steady traffic increases over the last year
- January – November 2019
  - 10,514 visits
- January – November 2020
  - 20,554 visits
- As brand awareness builds
  - Continue to add new content
  - Update services & tools
  - Expand resources



# Looking forward...

## Continue to build awareness & expand resources...



**Avoid Opioid**  
PRESCRIPTION ADDICTION

What you need to know about opioid misuse, abuse, and addiction

AvoidOpioidSD.com  
South Dakota Opioid Resource Hotline  
1-800-920-4343

**10**  
things you need to know about Medication-Assisted Treatment (MAT)



**mat**  
Medication-Assisted Treatment

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



A Care Coordinator is here for you. Call the South Dakota Opioid Resource Hotline 1-800-920-4343.

**Opioid Care**  
COORDINATION  
Your personal guide to addiction recovery.

**Avoid Opioid**  
PRESCRIPTION ADDICTION  
You just might save a life.

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

**Opioid Care**  
COORDINATION  
Your personal guide to addiction recovery.

A Care Coordinator is here for you. Call the 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



Take a breath. Start here.

- Anyone can call 1-800-920-4343 to receive care & support. Our trained staff is available 24/7 and will connect you with care coordination, social support, counseling, treatment options, and services in your area.
- Plan a clear pathway to recovery. We will help you determine the treatment options that best fit your situation, goals, and needs. We can help you work through barriers to wellness like housing, transportation or employment. And, we provide supportive follow-up phone calls to keep you on track.
- Don't lose hope. Substance abuse and mental health problems can be highly stressful. Change doesn't happen overnight. Be patient and reach out. If you or someone close to you is experiencing **OVERDOSE SYMPTOMS DIAL 911.**



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

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

**Opioid Care** is here to help you find the support you need to overcome addiction. We are here for you and the people with loved ones and support in South Dakota.

Because we care, we can help you find the support you need to overcome addiction. We are here for you and the people with loved ones and support in South Dakota. Call the South Dakota Opioid Resource Hotline 1-800-920-4343.

**Opioid Care**  
COORDINATION  
Your personal guide to addiction recovery.



Keep your family safe  
Clean out your medicine cabinet!

Unused prescription drugs can be dangerous, especially for children, teens, and even pets. Misused medications can lead to accidental overdose or addiction. Keep your loved ones safe by cleaning out unused pills, syringes, and patches. **It's time to take action.**

Remove the risk during the COVID-19 health crisis. Request a FREE disposal packet at [avoidopioidsd.com/take-back](https://www.avoidopioidsd.com/take-back). A safe, convenient, & responsible way to dispose of unused or expired prescription drugs.

**NATIONAL CLEAN OUT YOUR MEDICINE CABINET DAY**  
April 17, 2020

If you have questions about:

- treatment services near you
- financial options to help cover the cost of treatment
- FREE, confidential support for individuals struggling with addiction or family members needing extra support or guidance

Call the Resource Hotline at 1-800-920-4343 for 24/7 support.

Check out the new print materials library:  
<https://www.avoidopioidsd.com/take-action/print-materials/>





# *Project Spotlight:* Implementation of Enhanced Recovery Support Services

- Introduction by Stacy Krall – DSS Division of Behavioral Health
- Presentations by team leads from Oxford House Inc. and Bethany Christian Services



# OXFORD HOUSE INC.


19

## **SELF-RUN, SELF-SUPPORTED ADDICTION RECOVERY HOMES**

**Oxford House, Inc., 1010 Wayne Ave, #300, Silver Spring, MD 20910**  
**phone: 301-587-2916 – fax: 301-589-0302**  
**website: [www.oxfordhouse.org](http://www.oxfordhouse.org) – email: [info@oxfordhouse.org](mailto:info@oxfordhouse.org)**

# Evidence-based: Nationally Recognized

20

The logo for NREPP (National Registry of Evidence-based Programs and Practices) features the acronym "NREPP" in a bold, blue, sans-serif font. To the left of the letters are four horizontal, overlapping green bars of varying lengths, creating a stylized wing or arrow shape pointing to the right.

**NREPP**

**Included in SAMSHA's  
National Registry of  
Evidence-based Programs  
and Practices**

# Origin...

21

- Oxford House started with one house in Silver Spring, Maryland in 1975.
- They have since spread throughout the world and there are now over 3,000 houses. There are currently 4 houses in South Dakota.
- People can live in an Oxford House as long as they are drug and alcohol free and contribute to House solidarity which includes an equal amount of the household expenses.
- Stability in houses is a result of residents moving out *when they believe* it is the “right thing to do”.
- Houses are available to both men and women, and women/men with children.



## Oxford Houses Are Based On Three Core Principles:

22

- Each house must be Democratically run
- The house membership is responsible for all household expenses
- The house must immediately expel any member who returns to using drugs and alcohol

# Our membership

23

- **Admitting the problem is the First step in Drug and Alcohol Rehabilitation. Programs such as Alcoholics Anonymous and Narcotics Anonymous offer initial support.**
- **Some individuals choose detoxification or a 28-day Rehabilitation -- if they can find or afford these services.**
- **In many cases, individuals detoxify in criminal custody.**

# What Makes Oxford House Different?

24

- Oxford House uses 9 traditions for success
- The house is democratically self-run
- The house membership is responsible for all household expenses
- The house must *immediately* expel any member who uses alcohol or drugs.

# Oxford House and MAT/MAR

25

- Oxford House believes there are many roads to recovery
- On average 45% of residents identify as OUD
- All houses are trained on MAT/MAR
- All houses have Naloxone and are trained to administer

# How To Get Into An Oxford House

26



**Oxford House** Self-Help for Sobriety Without Relapse

Home About Us **Houses** Manuals Publications Site Map Links Contact Us

**VACANCIES**

- Watch the Oxford House 60 Minutes Video
- 2011 Annual Convention Registration Program
- Info for Neighbors
- How to Apply
- Newsletter

**DONATE NOW**  
THROUGH  
**Network for Good**

**Oxford House**  
Self Run, Self Supported, Addiction Recovery Houses



# Determine The City Where You Want To Go

27

## Oxford Houses

Search starting point:

{Enter zip, or city & state or whole address}

OR

Only show houses in:

Men/Women/Children:

All houses  Only houses with vacancies

Search for nearest:  houses.

Submit

Print

Help

Home



# Application

28

- Fill out application (found at [www.oxfordhouse.org](http://www.oxfordhouse.org))
- Call a house to set-up an interview
- Show up on time for interview
- Be open and honest during interview
- Acceptance = 80% yes vote by members
- If accepted, new member may move in immediately

# Vacancy Website

29

- [oxfordvacancies.com](http://oxfordvacancies.com)

**Enter a location or click on a house name for directions.**

State:    
 County:    
 Gender:    
 Show Only Vacancies:

House Name	Gender	City	House #	County	Contact	Contact #	Interviews	Capacity	Vacancies	Distance	Last Updated
	W						Sun 5:00pm	0	0	Search by Zip	11/29/2020 3:25PM
101st	M	Clarksville	(931) 266-4700	Montgomery	Gurbbs	(931) 572-8122	Sun 8:00am	7	2	Search by Zip	12/28/2020 3:21PM
11th Ave	W	Belmar	(732) 556-0566	Monmouth	Oedipa	(908) 839-6076	Mon 6:30pm	8	1	Search by Zip	12/21/2020 3:02PM
11th Street	M	Hickory	(828) 569-2149	Catawba	David	(828) 280-7034	Sun 1:00pm	8	0	Search by Zip	12/28/2020 3:04PM
13th Ave	M	Belmar	(848) 404-9369	Monmouth	Kore	(848) 223-4377	Mon 8:00pm	9	1	Search by Zip	12/28/2020 5:35PM
16th Street	M	Sioux City	(712) 560-4134	Woodbury	Ethan	(712) 389-8798	Sun 7:00pm	8	2	Search by Zip	01/20/2020 3:17PM
300	WC	Marysville	(360) 322-6593	Snohomish	Ashley McFalls	(425) 377-6361	Wed 6:30pm	12	2W 0WC	Search by Zip	01/01/2021 5:59PM
360	M	Vancouver	(360) 258-0425	Clark	tanner	(503) 410-0413	Sun 5:00pm	9	0	Search by Zip	12/29/2020 3:02PM
45th Place	M	Washington	(202) 506-7754	District Of Columbia	Dwayne	(202) 258-1533	Sun 6:00pm	7	0	Search by Zip	05/18/2020 4:42PM



# Where are Oxford Houses Located?

30

## Group Home Living in Friendly Neighborhoods

- Oxford Houses are situated in prosperous, friendly neighborhoods throughout the nation.
- Houses located in 48 states including Washington, DC. Worldwide in Australia, Canada, Ghana and the United Kingdom.

# Clients Become Vested

31

- The Members of Oxford House have an interest in insuring the house is run smoothly.
- Each Oxford House is run by elected officers.

## The Officers

**President**

**Treasurer**

**Secretary**

**Comptroller**

**Chore- Coordinator**

# FUTURE EXPANSION IN SOUTH DAKOTA

32

## WHERE WILL THE EXPANSION COVER

- **New Oxford Houses will continue to be opened across South Dakota**
- **Each Outreach Worker will open houses in his/her region**
- **Cities we are actively looking to expand to are Rapid City, Aberdeen, Pierre, Yankton**

# Oxford House is the Solution

33

- State Investment to fund Oxford House expenses contributes to making people productive citizens, reduces homelessness and prevents relapse.
- In such a partnership, recovering substance abusers and their communities create an opportunity to return people to mainstream living.
- As we reduce the number of relapses:
  - the cost of incarceration and homelessness drops
  - the success of long-term recovery is possible, Oxford House has a 90% success rate after 12 months.
  - the number of alcohol/drug related crimes, like family physical abuse, drops

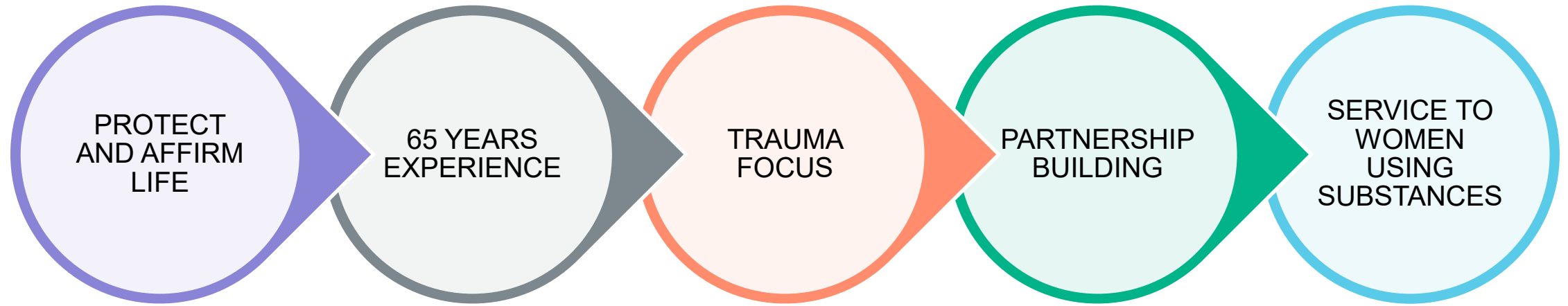
# ReNew

MATERNAL WRAPAROUND AND ATTACHMENT PARENTING EDUCATION  
SERVING RECOVERING MOTHERS WITH NEWBORNS

 Bethany®

Check in on social media  
to share your interest in  
Bethany and our services





# Why Bethany?

# Substance Use & Pregnancy

1 in 12  
pregnancies

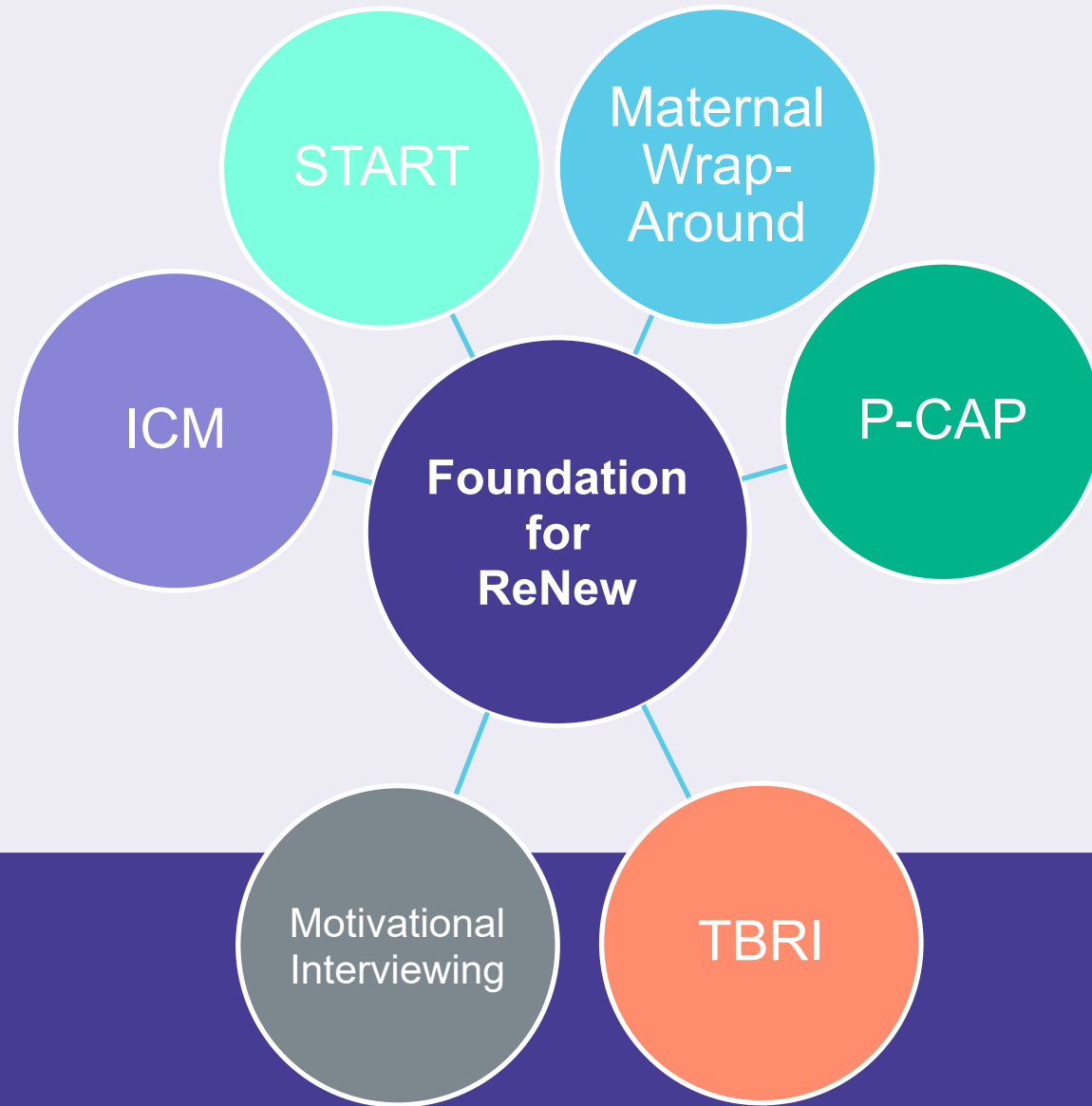
Increased  
risk of death

1/2 million  
babies/year

383%  
increase

Child born  
exposed  
every 15 min

## The Problem



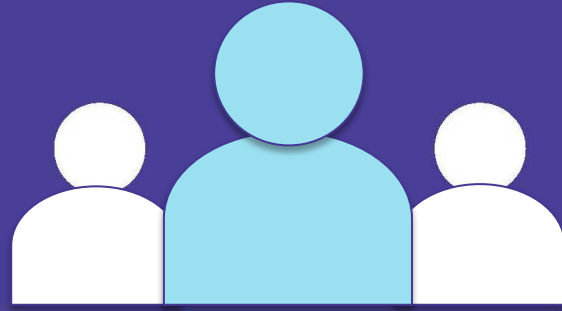




## STAFF

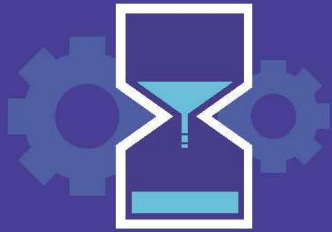
WOMEN'S ADVOCATE  
& PEER SUPPORT

PEER RECOVERY  
SPECIALIST



## SERVICE

SPECIALIZED CASE  
MANAGEMENT



## CASELOAD

NOT TO EXCEED 30  
WOMEN AND THEIR  
CHILDREN



## SERVICE PERIOD

PRENATAL UP TO 32 WEEKS  
THROUGH  
ONE YEAR POST-DELIVERY



# ReNew engages expectant mothers and their newborns to attain positive, life-changing behavior

**Communities achieve great impact by *reducing*:**

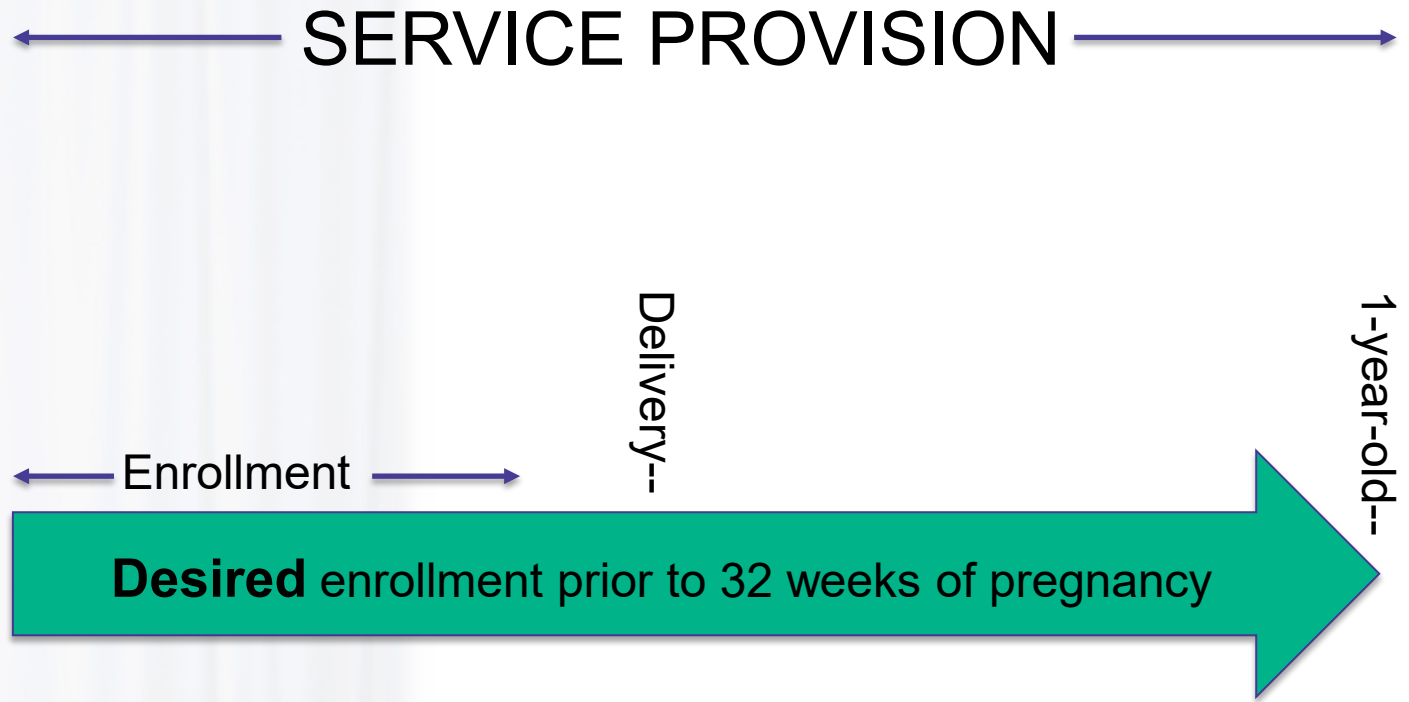
- Risk associated with prenatal substance exposure
- Maternal relapse of substance abuse
- Intergenerational patterns of family disruption
- Newborns entering foster care

**Mothers and children benefit by *increasing*:**

- Health of substance-exposed infant
- Access and engagement in treatment/MAT
- Parenting skills and attachment
- Family stability
- Family resilience, self-sufficiency, and productivity

# ReNew Partnerships





# Program Timeline

# Pregnancy Verification

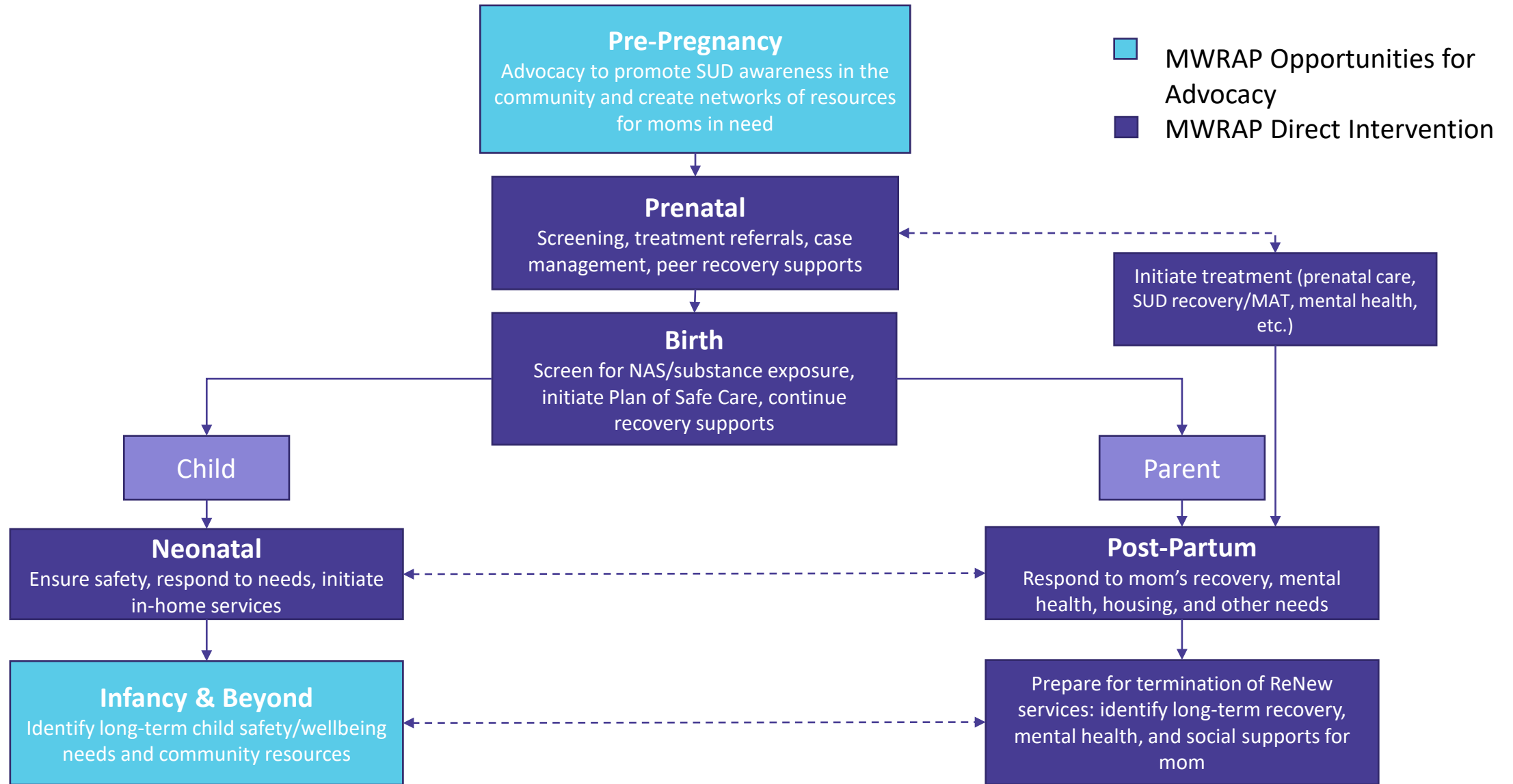
Substance  
use during  
pregnancy

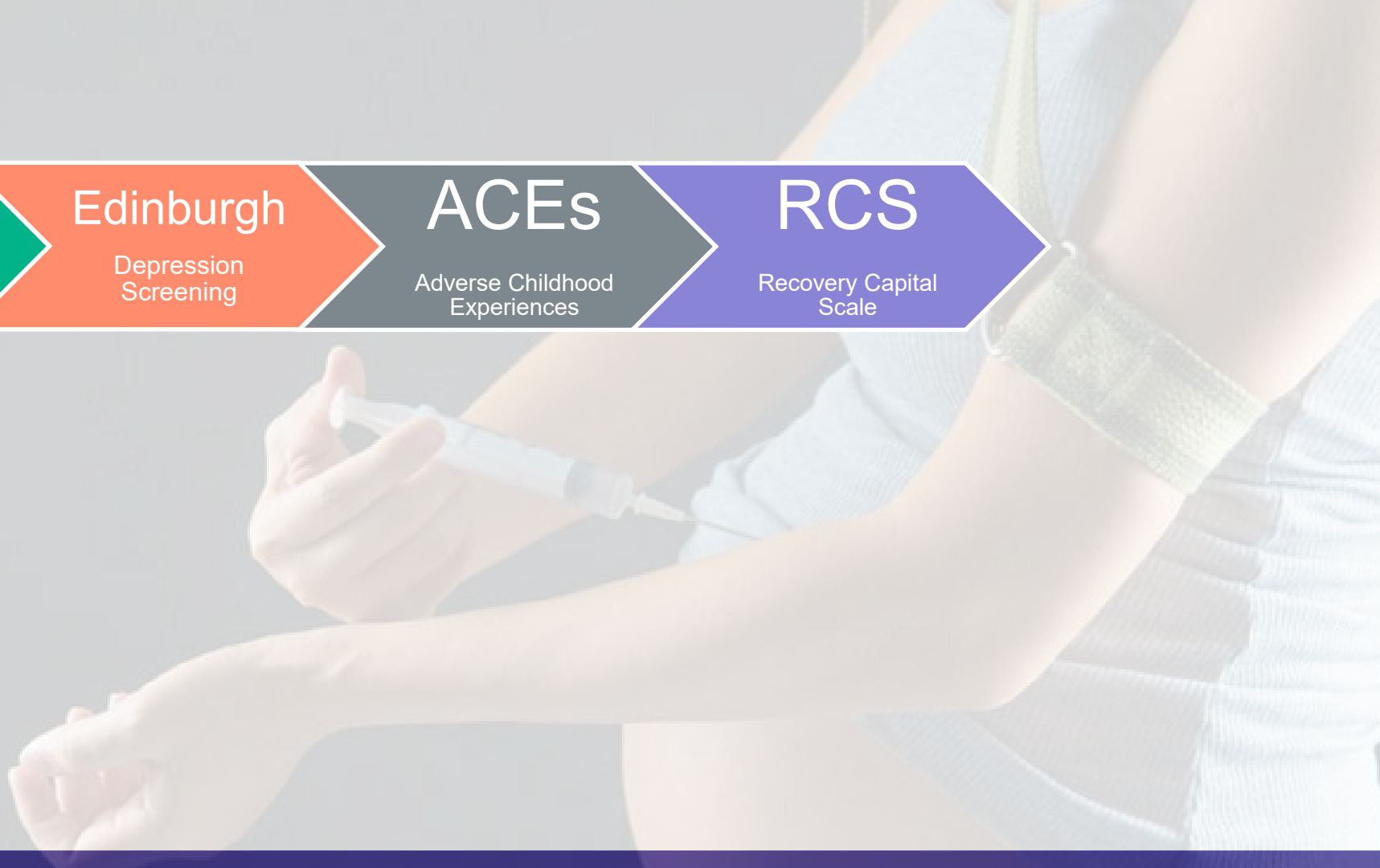
Voluntary  
Enrollment



# Criteria

# ReNew MWRAP Intervention Timeframes





# Screening Tools

# **Thank you for joining us**

**Together, we can change the world through family.**



## ReNew Program Overview

### Purpose

Bethany’s ReNew Maternal Wraparound Program (**Re**covering Mothers with **New**borns) is a specialized case management model that supports pregnant women with Substance Use Disorders (SUD) by empowering and equipping them for **successful recovery before and after the birth of their child**. The model’s goals are to promote treatment compliance, maternal health, improve birth outcomes, and reduce the risks and adverse complications of prenatal substance exposure for both mothers and newborns. ReNew integrates *evidence-based* models and practices across formal systems of child welfare, medical, and substance abuse treatment from pregnancy **through the first year** of the child’s life.

### Staffing and Caseload

ReNew operates on a dyad staffing approach. Specialized maternal wrap-around case management and recovery support services are delivered by a Women’s Advocate and Peer Support staff (respectively). Each Women’s Advocate and Peer Support dyad carry a caseload of **30 women** including their children.

Role	Responsibilities	Qualifications/Training
<b>Women’s Advocate</b>	<ul style="list-style-type: none"> <li>Complete screenings and Comprehensive Assessment</li> <li>Coordinate SUD and/or OUD treatment, prenatal care, mental health services, and other services</li> <li>Coordinate Parenting Plan/Plans of Safe Care (POSC)</li> <li>Enroll mother in parenting support groups</li> <li>Assess adjustment and ongoing needs</li> <li>Assess benefits – WIC, insurance</li> <li>Facilitate 1:1 TBRI classes</li> </ul>	<ul style="list-style-type: none"> <li>Masters level education</li> <li>Previous experience with case management and/or care coordination</li> <li>Motivational Interviewing Training</li> <li>Trust Based Relational Intervention (TBRI) Parent Education</li> </ul>
<b>Peer Support</b>	<ul style="list-style-type: none"> <li>Recovery support services integrated into formalized SUD/OUD treatment (including any necessary MAT)</li> <li>Recovery Education and planning</li> <li>Promote self-advocacy</li> <li>Support connections to community resources</li> <li>Role model, mentor, advocate and motivator</li> </ul>	<ul style="list-style-type: none"> <li>Certification from accrediting peer agencies</li> <li>Motivational Interviewing Training</li> </ul>

### References to EBPs and other Models

Drawing from innovative responses to MWRAP RFPs New Jersey and New York, ReNew utilizes evidence-based practices such as Motivational Interviewing to engage women in substance abuse treatment and ensure compliance with Medication-Assisted Treatment (MAT) prenatally, during pregnancy, and post-partum. ReNew also utilizes design components from the following promising practice models involving women substance use disorders and children including Sobriety Treatment and Recovery Teams (START) Program, which focuses on a similar dyad case management model for families affected by SUDs in child welfare and Compassionate engagement and home visitation strategies in Parent-Child Assistance Program (P-CAP) - a model for high-risk mothers. The following EBPs are instrumental in ReNew:

Evidence-Based Strategies	Rating, Evaluating Entity
Motivational Interviewing for Recovery Support and Engagement in SUD treatment	<i>Well Supported</i> , California Evidence-Based Clearinghouse for Child Welfare and Title IV-E Prevention Services Clearinghouse



## Target Population and Referrals

Expectant mothers with SUD and/or OUD. Referrals will be accepted from providers including maternal and prenatal, Substance Abuse Treatment and/or MAT Treatment, FQHCs, Specialized Housing, Behavioral Health, Vocational/Educational Agencies, Child Protective Services, and others.

## Intended Outcomes

### Goal 1: Engagement in Substance Abuse Treatment and Recovery Support

- 85% Engaged in SUD Treatment (including MAT, if relevant) & Recovery Supports

### Goal 2: Increased Resilience

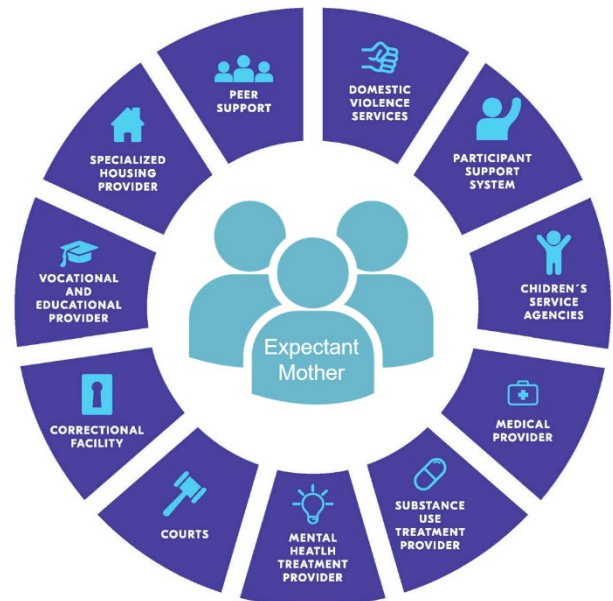
- 80% Engagement in Mental Health Treatment after Referral

### Goal 3: Family Permanency/Preservation

- 75% Parenting or Working on Reunification
- 66% Reunited within 6 Months of Entering Foster Care

### Goal 4: Improved Parent and Child Wellbeing

- 90% Completed Perinatal Depression Screen & Trauma-Informed Education,
- 90% Prenatal Care Compliance



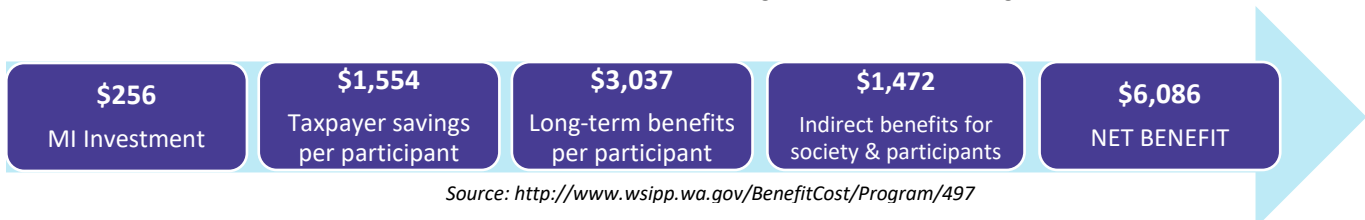
## Collaboration and Leadership

Bethany has experience facilitating collaborative leadership across the domains of substance use treatment, maternal and infant health, child welfare, and criminal justice. Bethany will ensure appropriate partnerships and affiliated agreements are entered into to integrate services across various systems for this FOA.

## Community Impact

ReNew provides significant return on investment to communities. For example, **the cost of serving a mother and newborn for over a year in the program is only one-third the cost of foster care.**

The reduced removal rates and improved outcomes associated with Motivational Interviewing leads to significant cost benefits in enhancing treatment engagement. Motivational Interviewing has a **Benefit to Cost Ratio of \$23.04** with a 56% likelihood of producing benefits that are greater than its cost. <sup>1</sup>



**For further information, contact:** Donna Nicholson, LPC; Senior Director of Maternal and Infant Health; Bethany Christian Services Headquarters; [dnicholson@bethany.org](mailto:dnicholson@bethany.org).

<sup>1</sup> <http://www.wsipp.wa.gov/BenefitCost/Program/78>



# *Project Spotlight:* Statewide Standing Order & Access to Naloxone

- Program overview and status update presented by Tiffany Wolfgang, Director for the Division of Behavioral Health, DSS





# Standing Order & Access to Naloxone

# Accomplishments to date

- **First responders trained** to recognize signs of an opioid overdose
- **Launched distribution system** managed by DOH to equip EMS personnel statewide with NARCAN
- **Enhanced record keeping** in the EMS chart to capture administration and lives saved
- Developed an **online, interactive training** for OEND that can be accessed on demand

# Overdose Education & Naloxone Distribution Program Impact



- More than 1,500 first responders trained to date
- 4,608 Doses Purchased by State through November 2020
- 4,558 Doses Provided to Law Enforcement and EMS for Emergency Administration to date

# Project Rationale & History

## SAMHSA's Opioid Overdose Prevention Toolkit – *Best Practice*

Strategy 1: Encourage providers, persons at high risk, family members, and others to learn how and prevent manage opioid overdose.

Strategy 3: Ensure ready access to naloxone.

### Why do we need a statewide order?

- Organizations in a position to assist someone at risk for an overdose (e.g. recovery homes) do not always have a medical director or standing order in place.
- Levels access statewide for all South Dakotans in a position to assist.

### Best practices used to develop the SD model

- Modeled after successful efforts in Iowa.
- Developed in partnership with the SD Board of Pharmacy to ensure policies and the order were applicable to SD pharmacists.



# Requirements of the Standing Order

- **Attestation** that registered pharmacists...
  - Have received one hour of training on naloxone
  - Have read and understood the standing order
- **Data tracking** to report outcomes for state and federal audiences
- **Registration for participating pharmacies** to be used to increase public awareness of access points as they come online





## What does the process look like for pharmacies?

- [Pharmacy Enrollment](#)
- [7 Steps to Dispense Naloxone under the Statewide Standing Order](#)

1. Know & Understand the Standing Order
2. Register Online
3. Complete one hour of training
4. Determine Patient Eligibility and Document
5. Provide Patient Education
6. Report outcomes
7. Submit for reimbursement



# Resources Available

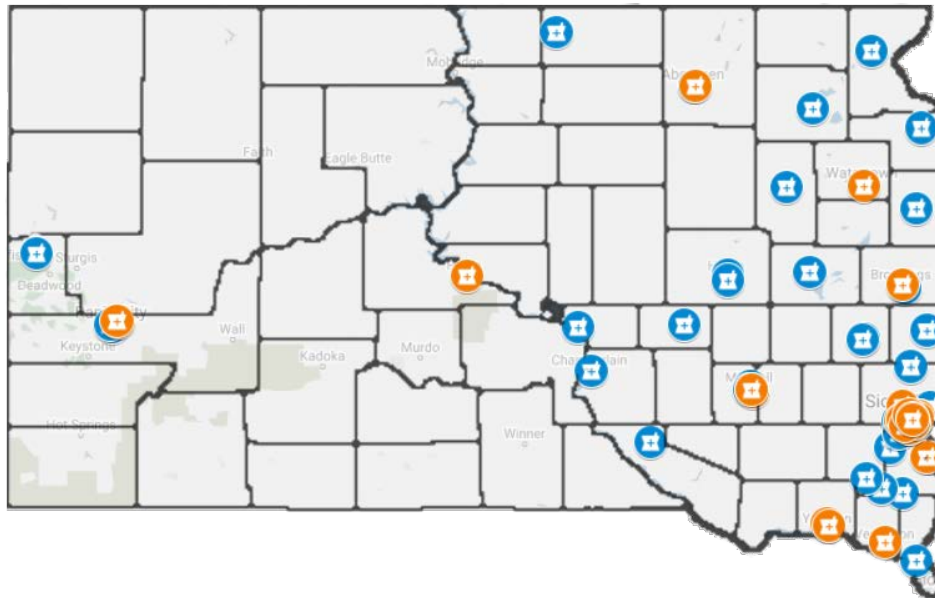


- Updated web copy on Avoid Opioid
- Free Resources are available to Naloxone providers



# Participating Pharmacies thus far...

- Advertisement has included communication in the South Dakota Board of Pharmacy newsletter and the launch of [AvoidOpioidSD.org](http://AvoidOpioidSD.org)
- **44 enrolled Pharmacies as of end of 2020**
  - Total of 203 licensed full time, primarily retail pharmacies in the state.
  - 98 of the 203 pharmacies have their own naloxone protocol (e.g. CVS)



**Blue** – enrolled pharmacies  
**Orange** – other pharmacies with a known protocol for naloxone



# Next Steps

- ✓ **Monitor utilization** to plan for sustainability post grant funding
- ✓ **Refresher training** on administration and data collection
- ✓ **Send promotional packets** with sample materials to all pharmacies
- ✓ **Promote additional media** of [AvoidOpioidSD.com](http://AvoidOpioidSD.com)





# Impacts on Treatment resulting from COVID-19

*Roundtable updates and sharing of best practices as it relates to providing care for clients during the pandemic.*

*Facilitated by Laura Streich.*





# Committee & Partner Updates

- *Roundtable updates from Committee members*
- *Updates from other partners on shared strategies*
- *Next steps for updating the South Dakota Opioid Road Map*

*Facilitated by Laura Streich.*





# Public Input





## Closing Remarks



**PRESCRIPTION ADDICTION**

You just might save a life.

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