



# Reversing the Opioid Epidemic

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# Alliance to HEAL

Halting the Effects of Addiction Locally





SECTIONS



TRAFFIC



WATCH

NEWS

# COPS: PHOTOS OF BOY WITH PASSED-OUT ADULTS SHOW DRUG SCOURGE

Share

Email



**Rx Drug Ads on TV –**

# **Educational or Influential ?**

**Overweight? Suffering from anxiety or erectile  
dysfunction? Well, relief is just a prescription  
pill away according to the endless television ads**







Alliance to  
**HEAL**

Halting the Effects of Addiction Locally



10 work  
groups

115  
members

# Alliance to HEAL - Goals



1. Limit the supply of opioids in our community



2. Raise awareness of the risk of opioid use disorder



3. Reduce opioid-related addiction, deaths, and crime in our communities



4. Create a readily accessible, coordinated, systemic response that increases treatment capacity and enhances the prevention, treatment, and recovery continuum

# Driver Diagram



## Outcomes

### Reversing the Opioid Crisis in Our Community

#### Measures:

Decreased Fatal Overdose Rate

Decrease Non-fatal Overdose Rate

Increase Individuals in Treatment

Decrease Supply of Opioids

## Primary Drivers

Limit the supply of opioids

Prevent opioid use disorder - Raise awareness of the risk of opioid use disorder

Identify/assess individuals at high risk for opioid use disorder

Treat individuals opioid use disorder

## Secondary Drivers

- Improve Prescribing Practices
- Provider Education
- Assess for individuals at high risk for opioid use disorder
- Improve Dispensing Practices
- Prevent Diversion of unused opioids
- Availability of alternative pain management treatment

- Adolescent Education
- **Community Education**
- **Reduce stigma around substance abuse and opioid use and disorder**
- **Educate patients about expectations for pain and pain management**

- Uniform screening for patients at high risk for developing opioid use disorder
- Uniform shared assessment of individuals with opioid use disorder
- No wrong door access into treatment system

- Improve availability of detox/ treatment facilities
- Enhance capacity of MAT
- **Enhance restorative justice system**
- Enhance Robust Recovery Community
- Increase naloxone availability

## Active Work Groups

Work Group 1 – Improve prescribing practices/provider education/identify and educate patients at high risk of developing opioid use disorder

Work Group 2 – Diversion of Opioids

Work Group 3 – Alternative Pain Management

Work Group 4 – Adolescent

Work Group 4C - **Community Education**

Work Group 5 – Uniform Assessment and Navigation

Work Group 6 – Improve Funding for Residential Treatment/medical based detox center

Work Group 7 – A. Enhance Capacity of MAT  
B. MAT in Jail

Work Group 8 – Enhance availability of support services during and after treatment

Work Group 9 – Increase Naloxone availability

Work Group 10 – **Policy Group**

# Hooked to HEAL: Focusing the opioid crisis from numbers to names - WXOW

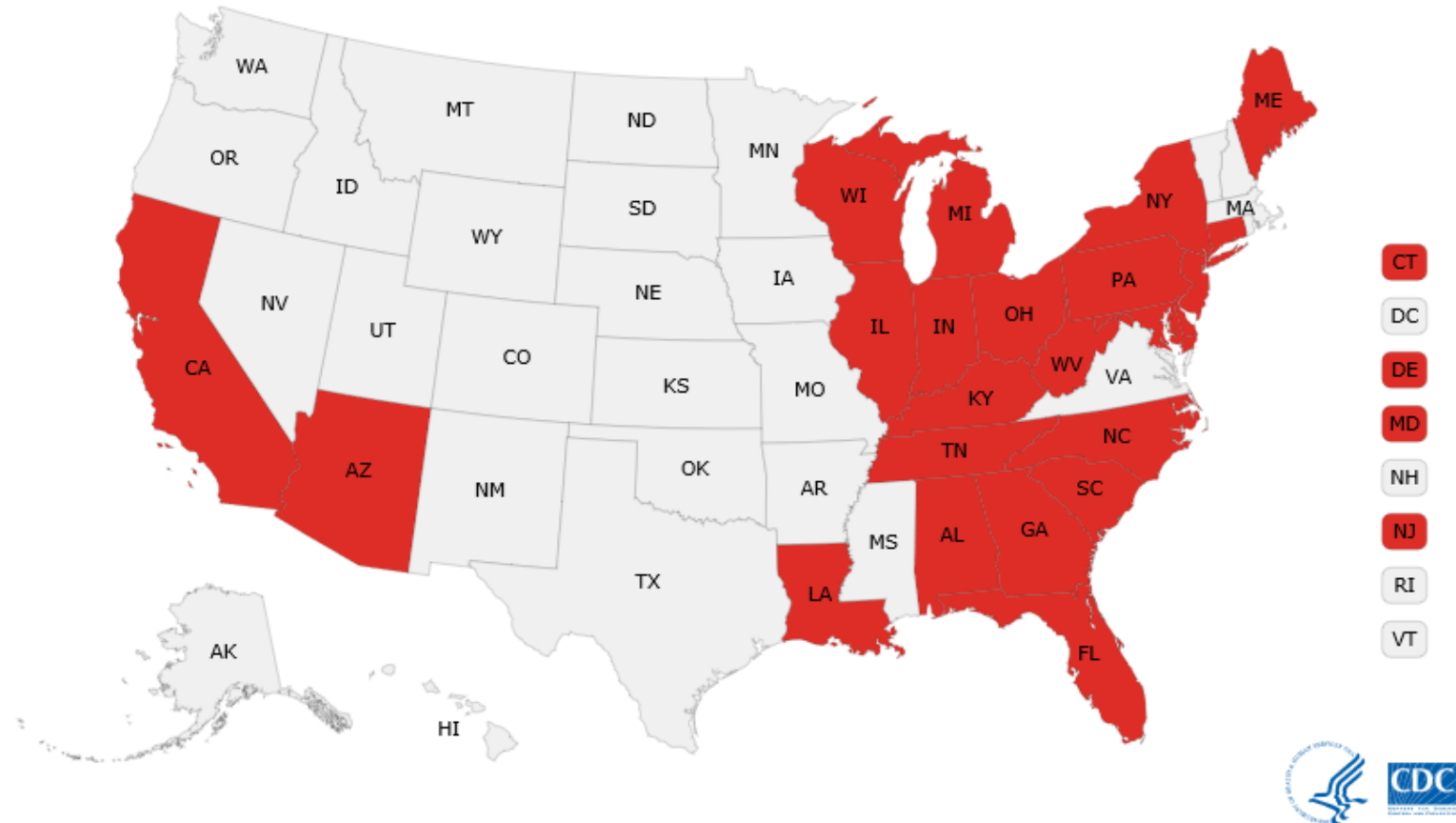




# How Bad?

- 70,237 drug overdose deaths occurred in the United States in 2017
- Opioids were involved in **47,600** overdose deaths in 2017 (67.8% of all drug overdose deaths).

Statistically significant drug overdose death rate increase from 2016 to 2017, US States



# Drug Overdose Deaths in La Crosse County 2013 - 2019

YR	DRUG DEATHS	HEROIN	FENTANYL	CARFENTANYL	Rx OPIOIDS	METH	COCAINE	THC	Other Rx	Alc
2014	9	0	0	0	5	1	2	2		3
2015	12	0	0	0	8	3	0	1		2
2016	21	3	4	0	19	7	2	6		2
2017	29	8	15	1	8	9	1	9		6
2018	24	11	16	0	2	9	4	5		4
2019- Sept 24	10 plus (4 pend)	3	7	0	2* Methadone and fentanyl	7	0	0	2 Trazodone and amphetamine	2



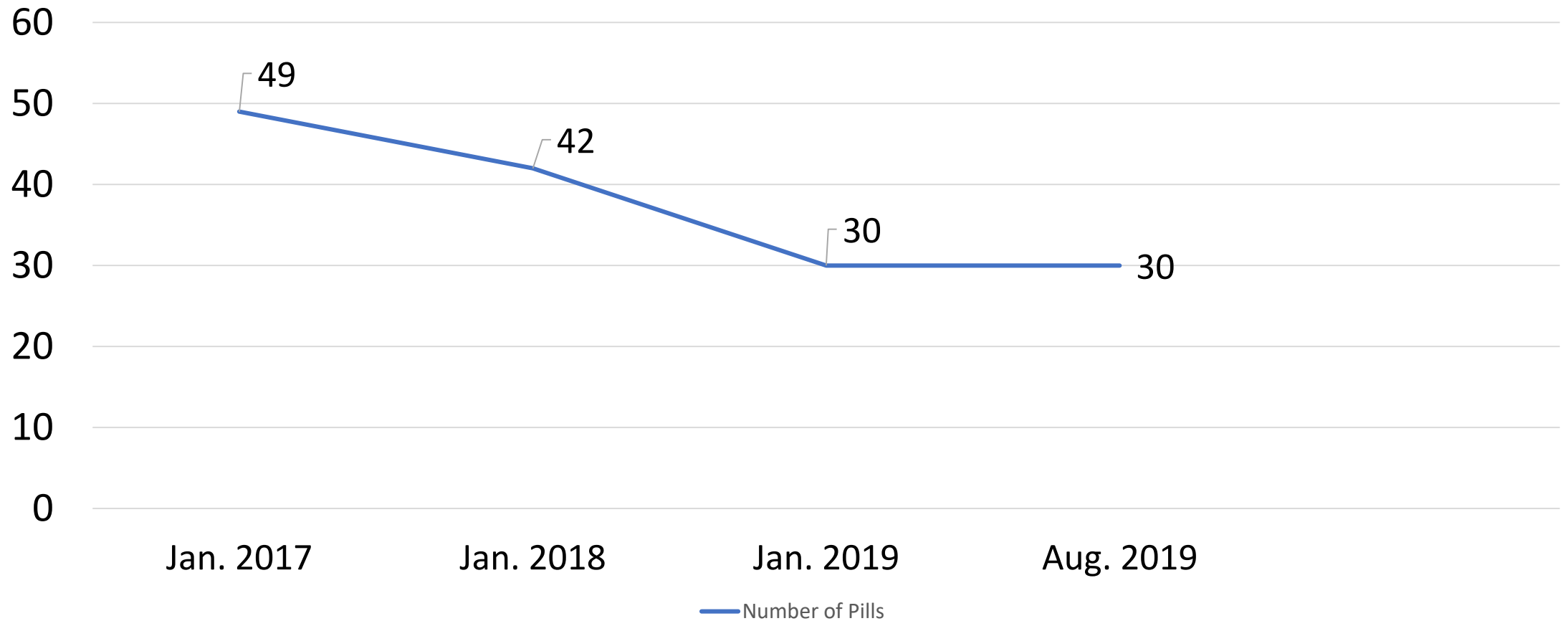
# Work Group #1 Improve Prescribing Practices

- ✓ By July 1, 2019, Gundersen Health System and Mayo Clinic Health System will develop a system for tracking, analyzing, and sharing data around opioid prescriptions
- ✓ Implement consistent CDC Opioid Prescribing Guidelines
- ✓ Conference for Primary Care Providers Planned

## Measures:

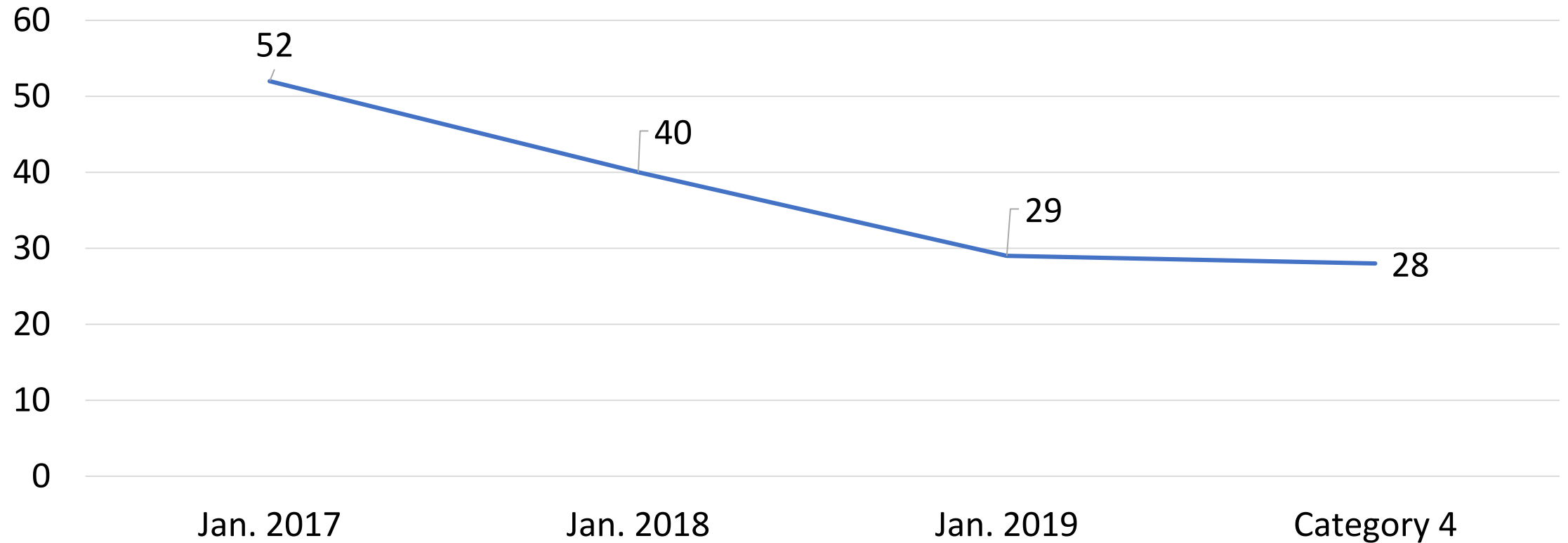
1. Decrease the total number of opioid prescriptions by 20% by 1-1-20
2. Decrease the number of total opioid pills per Rx by 20% by 1-1-20

# Opioid Pills Per Prescription - GHS

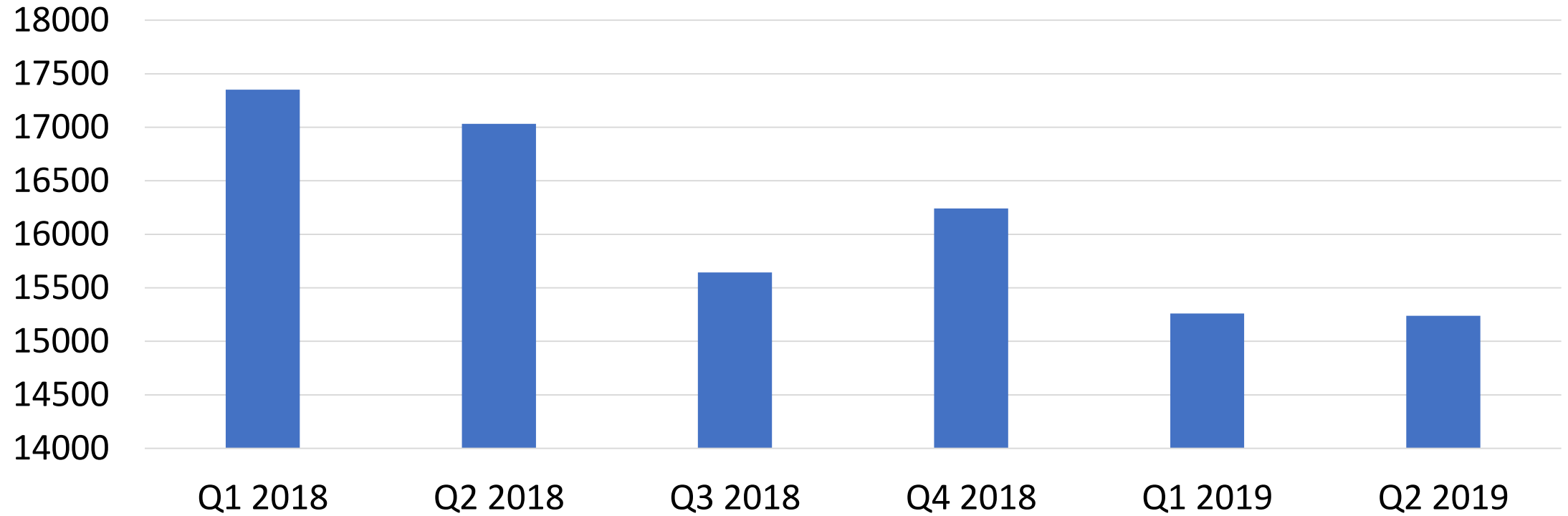




# Opioid Prescriptions Per 1000 Patients - GHS

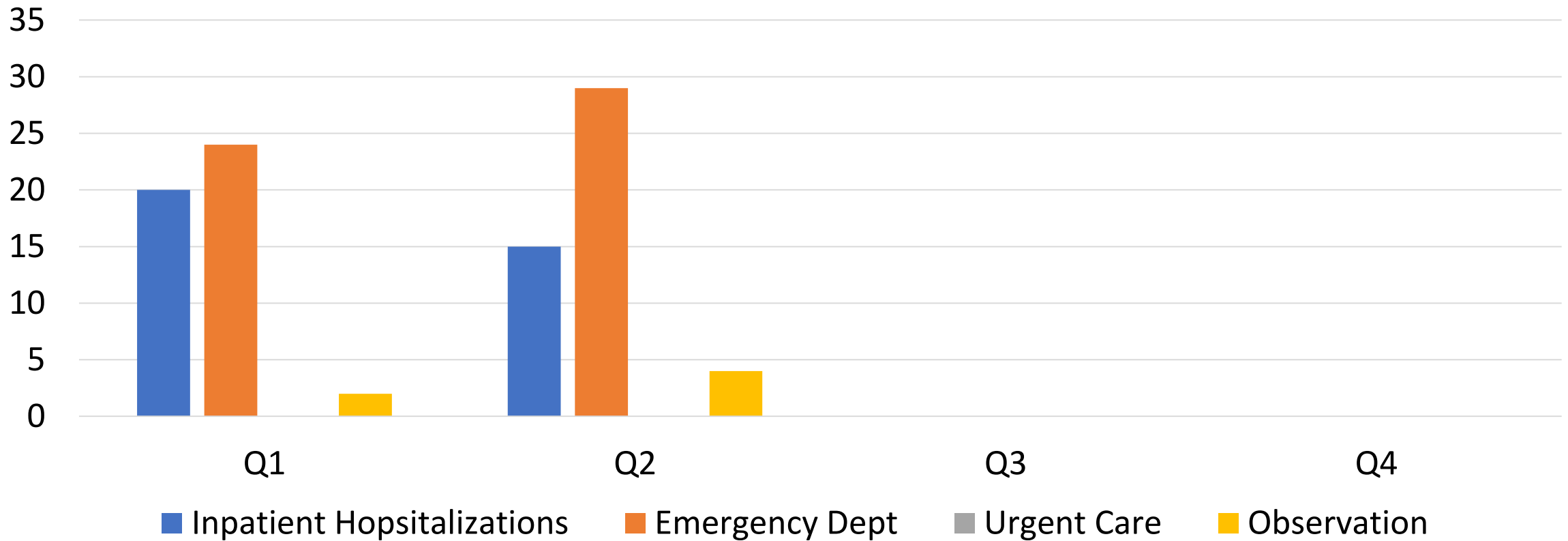


## Dispensed Opioid Prescriptions Per Quarter 2019 In La Crosse County WI PDMP Report



# Non-fatal Opioid Hospitalizations & Treated and Released Visits 2019 By Quarter

## La Crosse County





## GROUP 2

# Diversion of Opioids

## Drug Pick-up Program

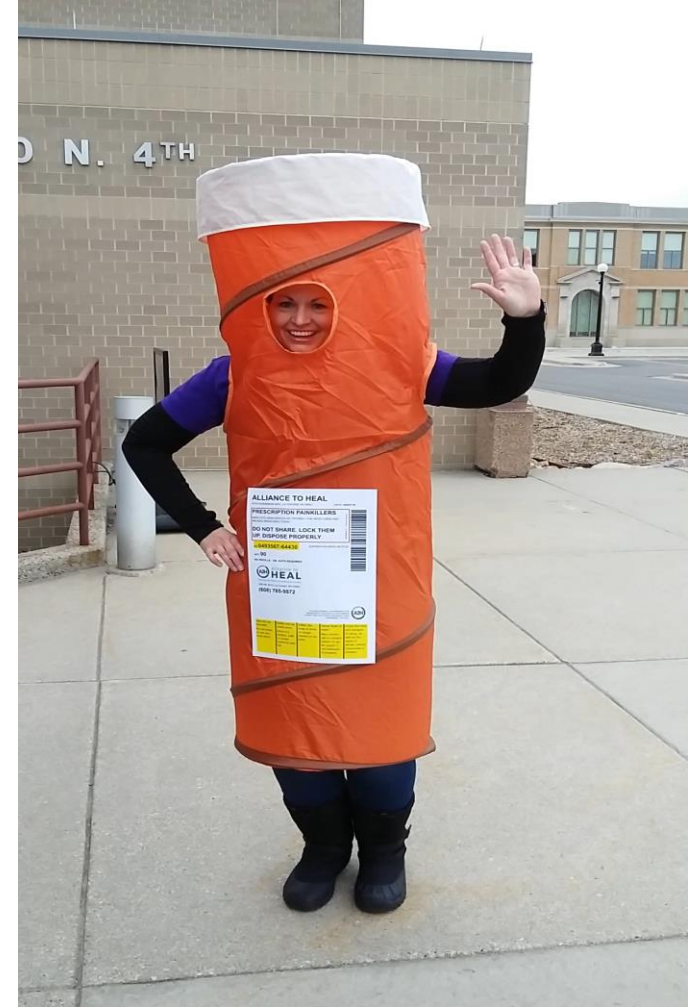
- ✓ Sheriff's Office partnership with ADRC
- ✓ Deputy ride along with Senior Nutrition Program meal delivery to pick-up unused medications
- ✓ Drug Take Back Day Events for communities

### Measures:

1. # of local disposal methods/options
2. Pounds collected from disposal methods/options
3. # of households/individuals contacted/participating
4. # of opioid drug-related charges
5. # of pounds of opioids seized by law enforcement



# Rx Drug Take Back Day October 26<sup>th</sup> from 9am-noon at HHS Building in La Crosse!



For Good. Forever.

# Alternative Pain Management

- ✓ Developed an asset list of agencies who provide alternative pain management
- ✓ Developed PSAs with WXOW to increase the public's awareness of non opioid therapies
- ✓ Work with healthcare systems with suggested messaging to share with their provider networks on options
- ✓ Special 30 Minutes Series on Alliance to HEAL on WXOW

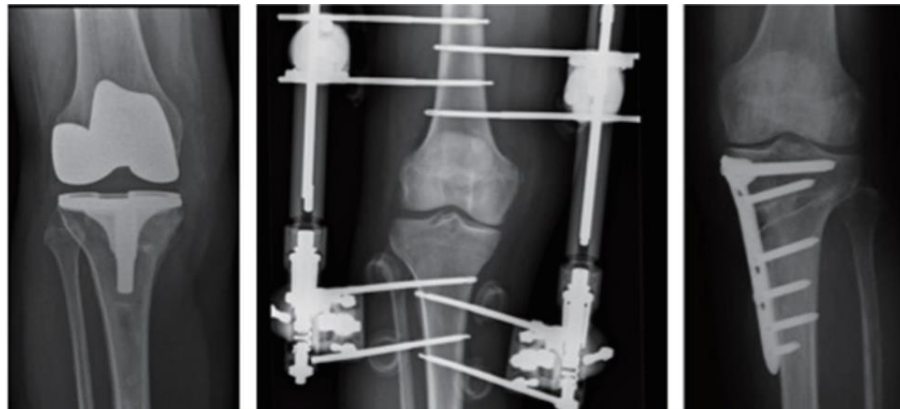


Figure 2 Total knee prosthesis (TKP; permanent until revision surgery is indicated), knee joint distraction (KJD; 6 weeks external device), and medial opening wedge high tibial osteotomy (HTO; 18 months until removal of the plate).

<https://wxow.com/news/top-stories/2019/05/22/digging-deeper-focusing-the-opioid-crisis-from-numbers-to-names/>

GROUP 4

# Adolescent & Community Education



✓ *Develop a community practice model that ensures all youth K-12 receive:*

✓ *1) education on drug and alcohol use including opioids,*

✓ *2) interventions that build social and coping skills; and*

✓ *3) engagement opportunities that lead to a relationship with at least one caring adult*

5. Uniform Assessment and Navigation

6. Improve funding for residential treatment/Medical based detox center

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# 5. Navigation & Assessment

*Focused on creating positions to help with the navigation to and through treatment and recovery services.*

**Recovery Systems Coordinator** *who will be responsive to individuals when they are ready to seek support and connect them to the systems and services that they qualify for in real time and*

**Recovery Systems Navigator** *who will work alongside individuals who might have a delay in receiving support services, waiting on accessing treatment, or may not qualify for some of the supportive programs in the community.*

# The need for a recovery center and residential housing in La Crosse County

**24 Drug  
Overdose  
Deaths in  
La Crosse  
County in  
2018**

No inpatient treatment center in the region (LE Phillips in Chippewa Falls and Tellurian in Madison)

<3% of La Crosse County Residents are served by LE Phillips and no clients are served by Tellurian

No residential services beyond Gundersen's Unity Housing

Average reported wait time for help was >30 days (A2H survey in spring 2019 from 102 clients)

The need for improved efficiencies among both healthcare and the County services

In 2017, the jail had 5,700 bookings and 2,361 went through Drug or Alcohol detox protocol

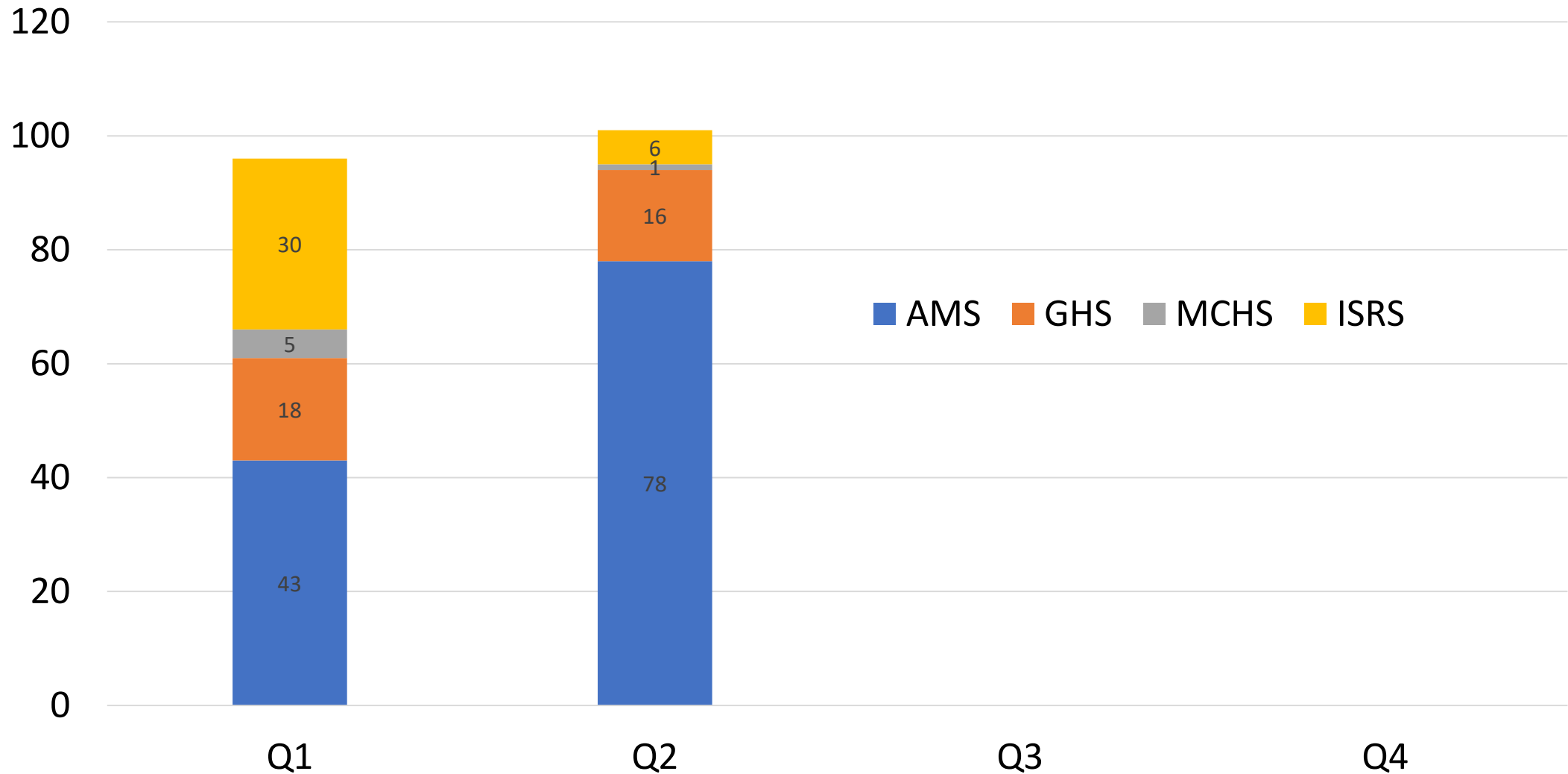
## Group 7 Enhance Capacity of MAT (Medicated Assisted Treatment)

AIM: Increase number of individual in Medicated Assisted Treatment

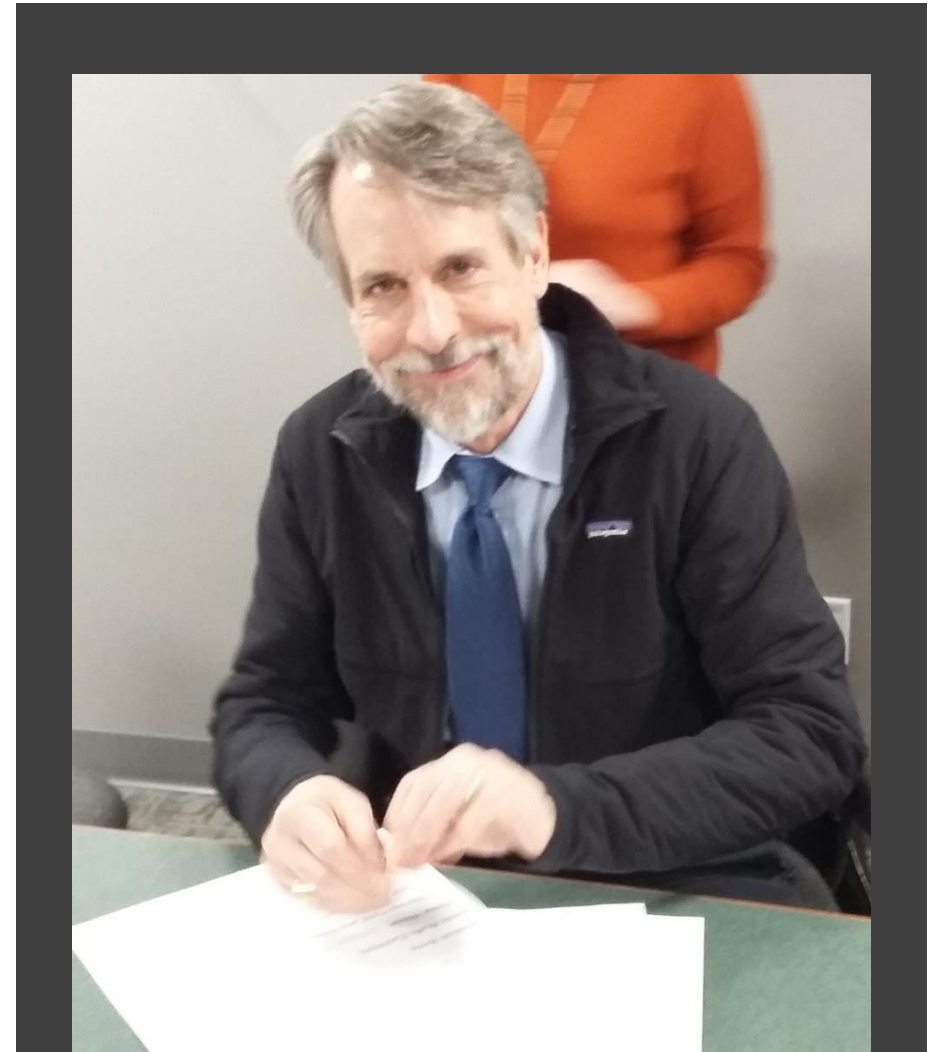
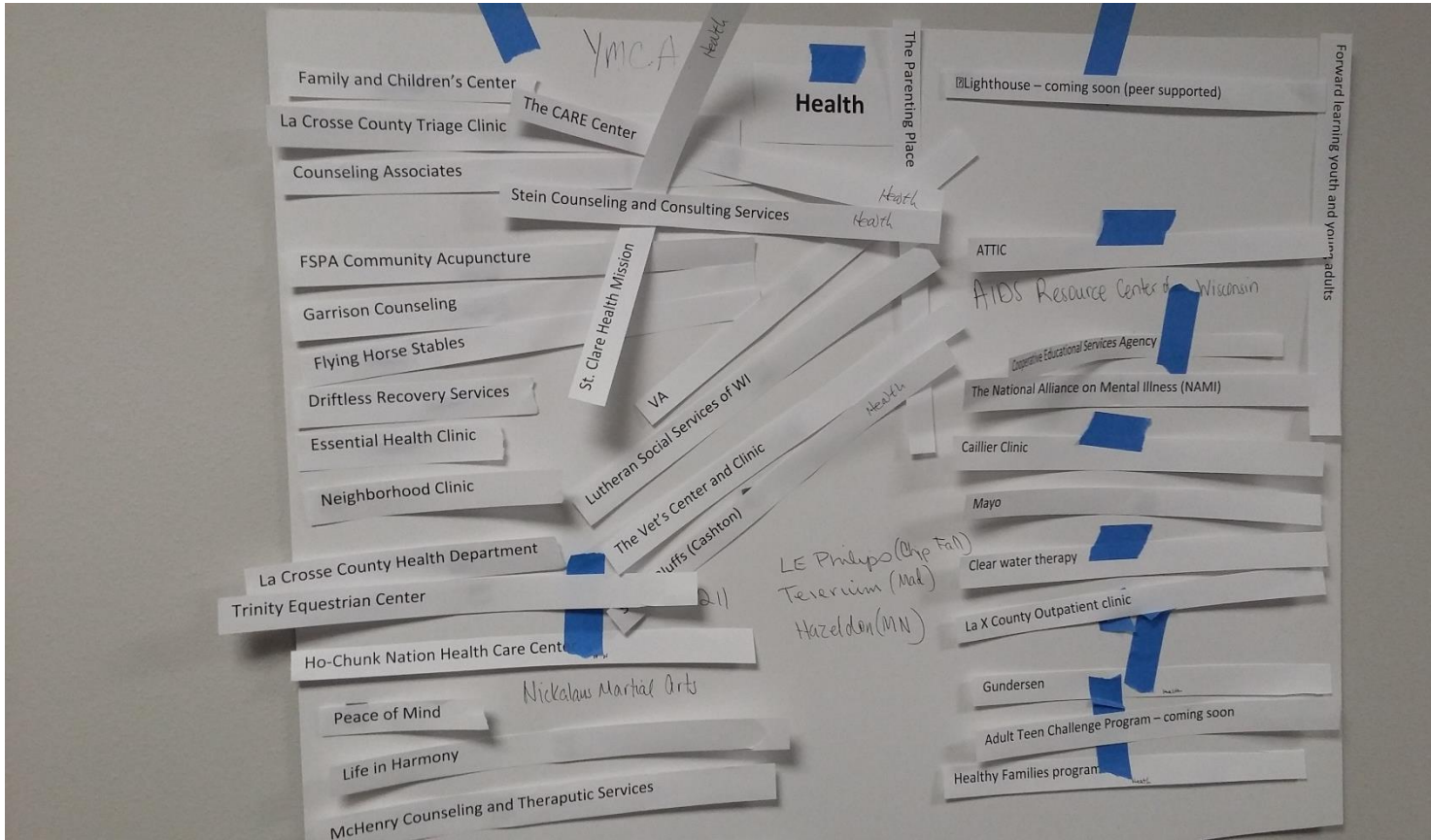
All MAT providers are meeting together and **collaborating** to **improve access** to treatment, including the jail

**GHS** Gundersen Health System, **MCHS** Mayo Clinic Health System, **AMS** Addiction Medical Solutions, **ISRS** La Crosse County Integrated Support & Recovery Services and Clean Slate

## Number of Newly Enrolled Clients in Medicated Assisted Treatment By Quarter 2019







## Group 8 Enhance Availability of Supportive Services During & After Treatment/Enhance Long Term Robust Recovery Community

# Narcan and Needles – Group Nine

- Increase number of improperly disposed needles and collect with additional outdoor sharps boxes
- Found vendor for pickup and disposal (no cost)
- Narcan to all patients with history of opioid use disorder, history of OD, higher opioid dosages, and or current benzodiazepine use
- Offer Narcan to all patients discharged from ER after an opioid overdose
- Crisis team follows up with all patients after discharged from ER after an opioid OD



# Sharps Box Locations

#1 LA CROSSE NORTHSIDE: NEAR THE BOAT RAMP OFF ROSE STREET

#2 LA CROSSE DOWNTOWN: JAY STREET ALLEY BETWEEN 4<sup>TH</sup> STREET AND 5<sup>TH</sup> AVENUE

#3 LACROSSE DOWNTOWN: AT THE HEALTH & HUMAN SERVICES BUILDING 300 4<sup>TH</sup> STREET N (IN THE PARKING LOT)

#4 TOWN OF CAMPBELL: 1600 BLOCK OF LACRESCENT STREET

#5 ONALASKA: OAK FOREST DRIVE BIKE TRAIL

#6 ONALASKA HWY 35: BY NORTH WAYSIDE

#7 WEST SALEM: 180 E. JEFFERSON STREET (BY THE BIKE TRAIL)



# Policy #10

Research, recommend, develop policies that impact the opioid epidemic and those seeking treatment and recovery services



- ✓ 11 potential policy topics reviewed
- ✓ 3 of these discussed in depth
  - ASAM Assessment Duplication
  - Cost of/access to pain alternatives
  - Removal of waiver requirements



# RESOURCES and TOOLS

## Wisconsin Addiction Recovery Helpline



- Call: 211 or 833-944-4673
- Text: Your ZIP code to 898211
- Online Search: [addictionhelpwi.org](https://addictionhelpwi.org) 
- Online Chat: [Enter the chat room](#) 

- WI Eye Straight Forward: The Truth about Addiction <https://wiseye.org/2017/09/13/straight-forward-the-truth-about-addiction/>
- WI Dose of Reality: <https://doseofrealitywi.gov/>
- Centers for Disease Control: <https://www.cdc.gov/drugoverdose/opioids/index.html>
- WI Div. of Health Services: <https://www.dhs.wisconsin.gov/opioids/index.htm>
- Coulee Recovery Center: <http://www.couleecouncil.org/> 608 784-4177

# For More Information:

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