

Mobilizing Rural Communities Around Opioid Prevention

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UNIVERSITY of WASHINGTON

ADAI Alcohol &
Drug Abuse
Institute

Today's goal

- Provide an overview of the continuum of prevention approaches
- Focus on early primary prevention
- Share a broad range of prevention resources

Outline

- Data highlights
- The full range of prevention interventions
- Primary prevention- household conversations about medications of *any* kind
 - *Health beliefs inform medication beliefs*
- Primary prevention- talking about pain and opioids
- Information resources



Morbidity and Mortality Weekly Report (MMWR)

[CDC](#) > [MMWR](#)

Illicit Drug Use, Illicit Drug Use Disorders, and Drug Overdose Deaths in Metropolitan and Nonmetropolitan Areas — United States

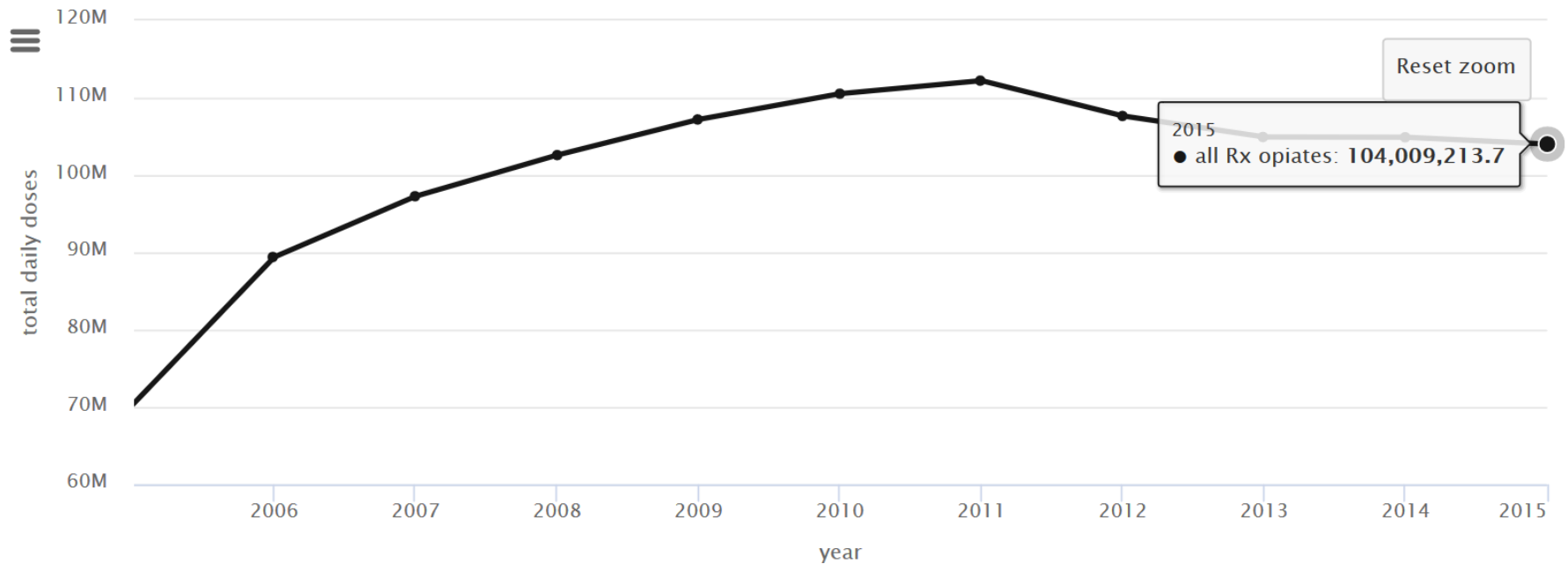
Surveillance Summaries / October 20, 2017 / 66(19);1–12

- Drug use and subsequent overdoses continue to be a critical and complicated public health challenge across metropolitan/nonmetropolitan areas.
- The decline in illicit drug use by youth and the lower prevalence of illicit drug use disorders in rural areas during 2012–2014 are encouraging signs.
- However, the increasing rate of drug overdose deaths in rural areas, which surpassed rates in urban areas, is cause for concern.

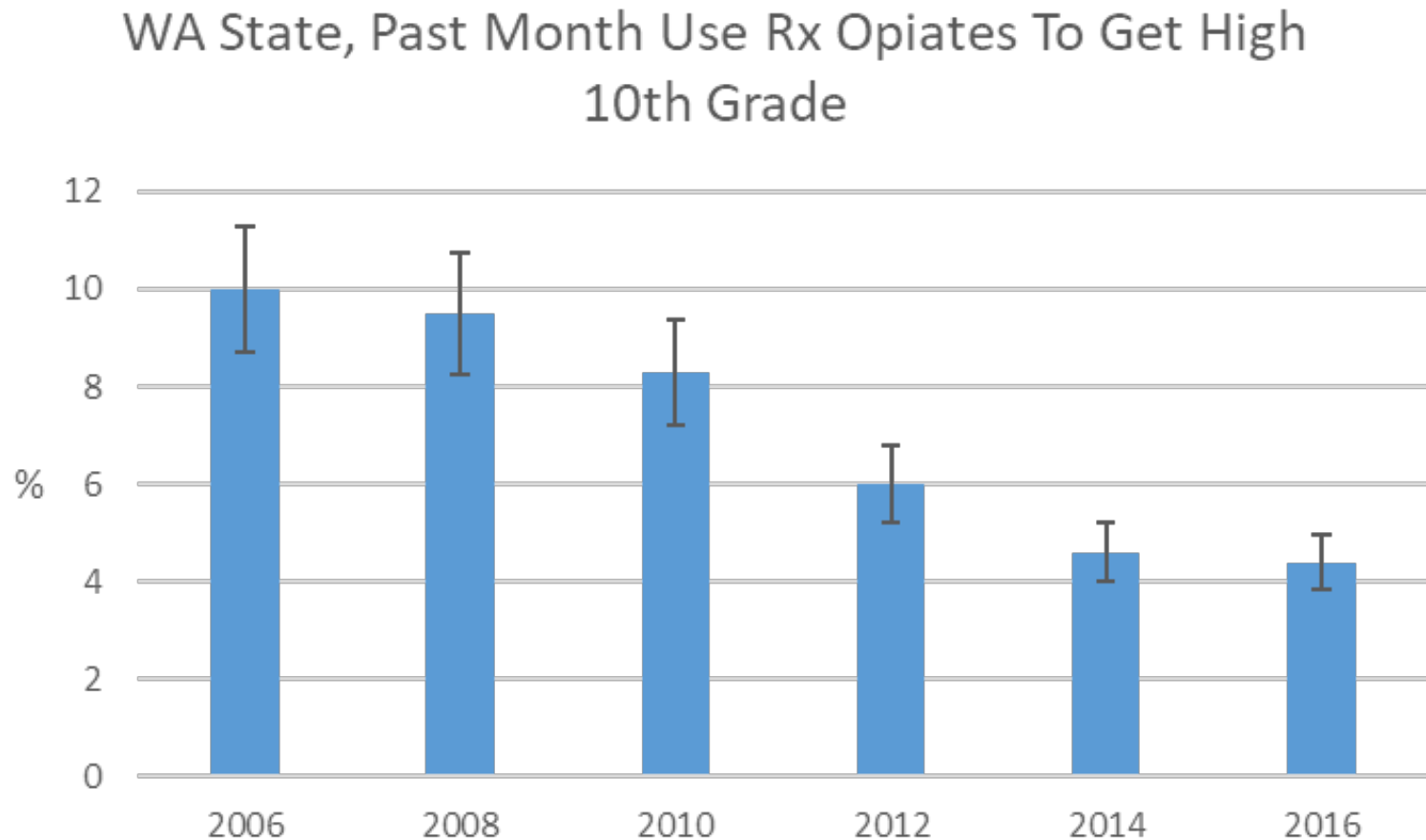
It is important to remain vigilant and expand prevention efforts, but to improve public health short and long term we need to integrate this work within treatment, recovery support, and mortality prevention efforts

Opioids distributed in WA State (DEA ARCOS)

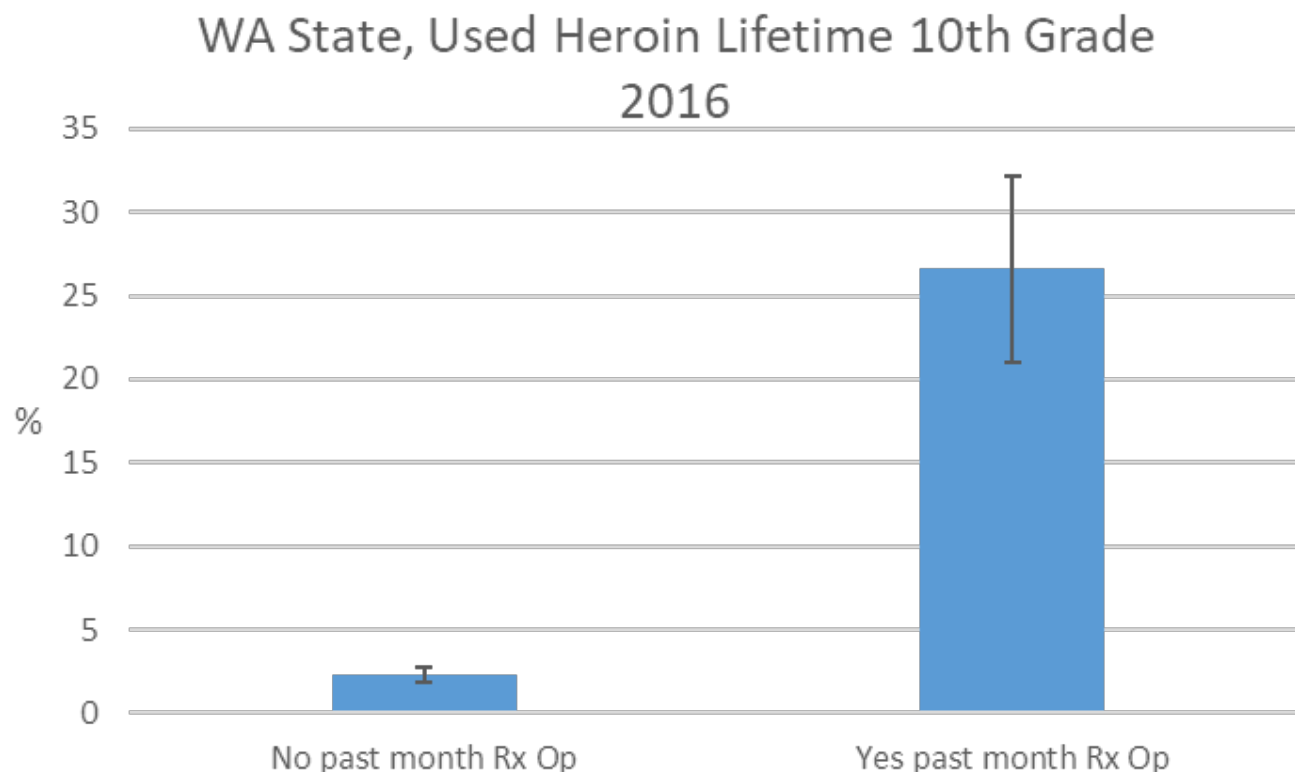
Codeine
Dilaudid
Fentanyl
Hydrocodone (Vicodin)
Hydromorphone
Methadone
Meperidine
Morphine
MS Contin
Oxymorphone (Opana)
Oxycodone (OxyContin)
Percocet



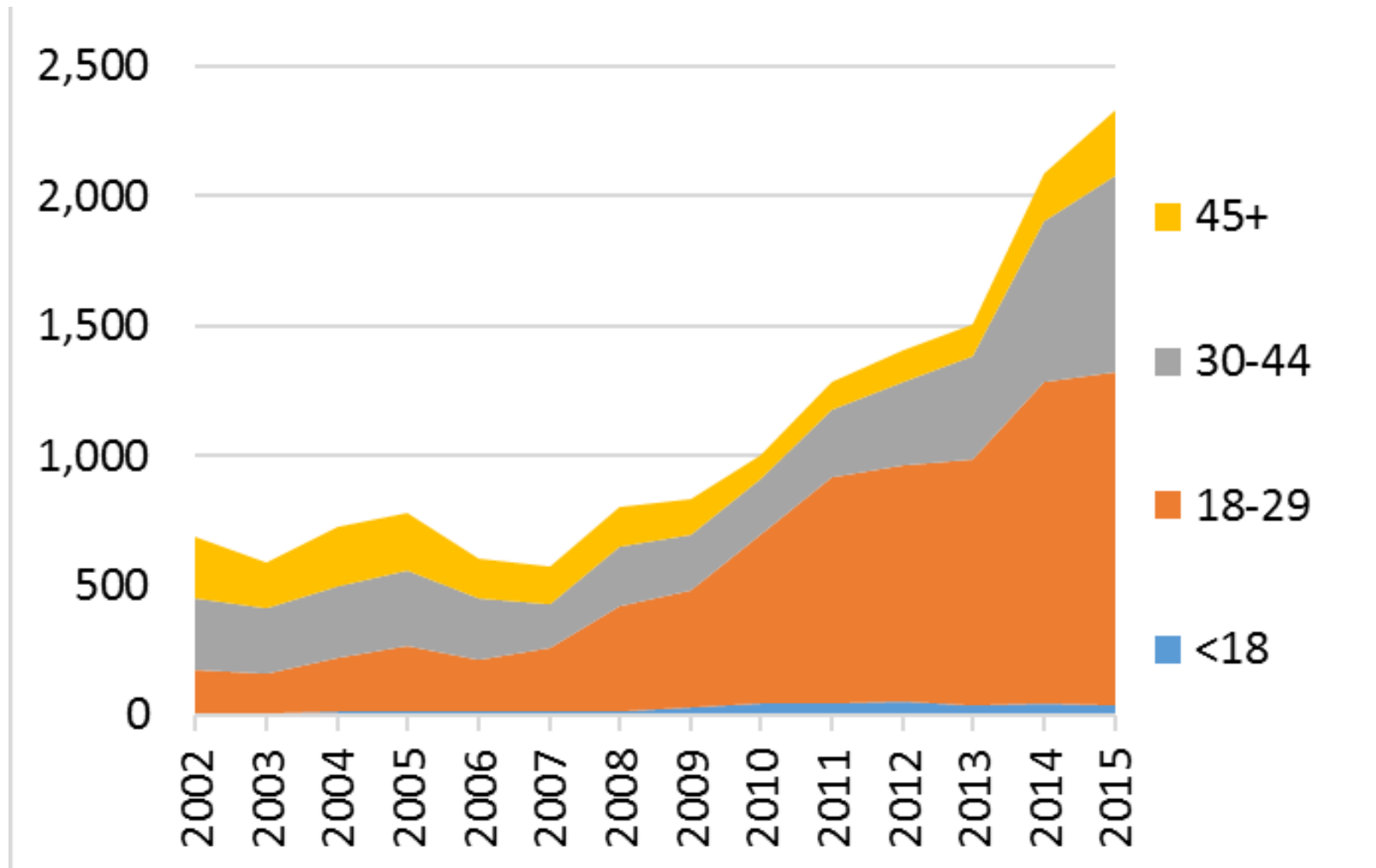
WA State Healthy Youth Survey Opioid use “To get high”



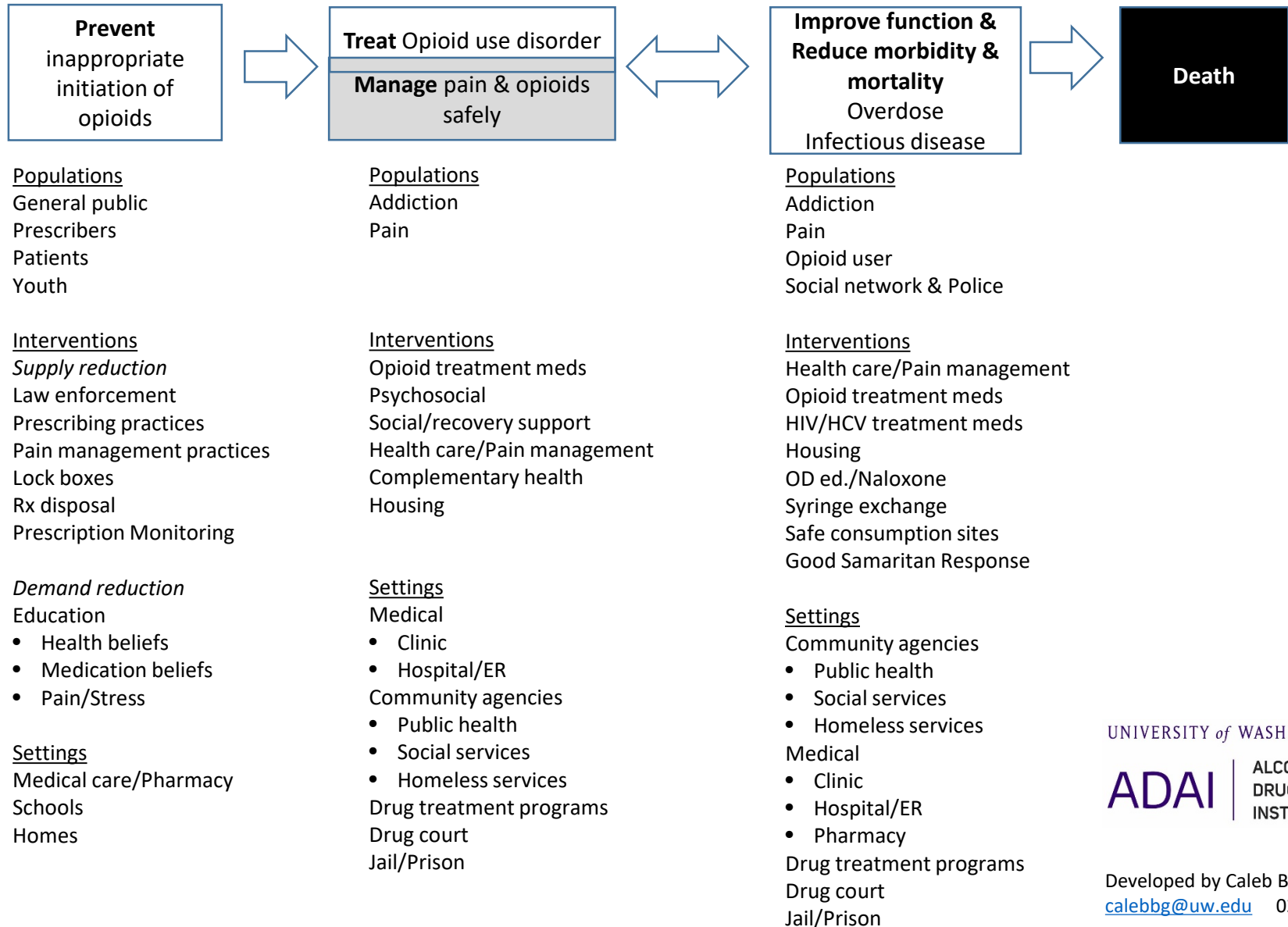
WA State Healthy Youth Survey Opioid use



First treatment admit-heroin primary, publicly-funded, WA State



Continuum of care for opioid misuse



POPULATIONS

General public

Prescribers

Patients

Youth

INTERVENTIONS

Supply reduction

Law enforcement

Prescribing practices

Pain management
practices

Lock boxes

Rx disposal

Prescription Monitoring

Demand reduction

Education

- Health beliefs
- Medication beliefs
- Pain/Stress

SETTINGS

Medical care

Pharmacy

Schools

Homes

Family/Community/School/ Health care discussions of health and medication beliefs

- Start at early age
- Messages could include:
 - Parents are in charge of medicines
 - Medicine can be dangerous if:
 - not prescribed to you
 - use more than prescribed
 - Use with alcohol or other medicines
 - Medications can help with medical problem, but rarely “fix” it. Being healthy requires effort e.g. exercise, eating well, social connection....



Opioid Medication & Pain: What You Need to Know

If you've had an injury, surgery or major dental work, you are likely to have pain. Pain is a normal part of life and healing. Talk with your doctor about how you can get the most effective pain relief with the least risk.

NON-OPIOID PAIN TREATMENTS HAVE FEWER RISKS

For pain that will likely be gone in a week or two, it is always best to start with non-opioid pain treatments. Opioids may help control pain at first, but they are usually not necessary. Consider other options that may work just as well but have far fewer risks.

- Over-the-counter pain relievers
- Physical therapy
- Exercise
- Professional help coping with the emotional effects of pain

OPIOIDS ARE STRONG PRESCRIPTION MEDICATIONS

Opioids can be the right choice for treating severe pain, such as from cancer or immediately after major surgery. However, medications such as Vicodin, Percocet and OxyContin are very powerful and can be deadly. Even if you take them as directed, ALL opioids have serious side effects such as addiction and overdose.

OPIOIDS ARE CHEMICAL COUSINS OF HEROIN AND ARE HIGHLY ADDICTIVE

You can build up a tolerance to opioids over time, so you need to take more and more to get the same relief. The higher the dose, the more dangerous opioids are. You can even become addicted after a short time.

If you are prescribed an opioid for short-term pain:



The prescription should only be for a three- to seven-day supply (often this is as few as 10 pills).



Take the lowest dose possible for the shortest period of time.



Always talk with your doctor about managing your pain better **without** taking prescription opioids.

Commonly prescribed opioids:

Codeine
Dilaudid
Fentanyl
Hydrocodone (Vicodin)
Hydromorphone
Methadone
Meperidine
Morphine
MS Contin
Oxycodone (Opana)
Oxycodone (OxyContin)
Percocet

These are only some of the prescription opioids. If you get a prescription for pain, ask your doctor if it is an opioid.

Stats & Figures

EPIDEMIC

Pain is the leading cause of accidental death in the U.S. and in Washington state, and prescription opioids are driving the epidemic.

American Society of Addiction Medicine

1 in 4 people who die from drug overdose in opioid.

Centers for Disease Control and Prevention

Nationally, 4 in 5 new heroin users started out misusing prescription painkillers.

American Society of Addiction Medicine

In 2014 alone, more than 14,000 people died from overdoses involving prescription opioids (979 deaths in Washington state).

Centers for Disease Control and Prevention

In Washington, 57% of people currently using heroin were dependent on prescription opioids before they began using heroin.

UW Alcohol and Drug Abuse Institute

ADDICTION

Experiment with prescription drugs.

Centers for Disease Control and Prevention

1 in 10 people who are off abusing drugs.

Drug Abuse

More than 4 in 10 teens who misused or abused a prescription drug took it from their parent's medicine cabinet.

Partnership for Drug-Free Kids

95% of parents believe their child has never taken a prescription drug for a reason other than its intended use.

Partnership for Drug-Free Kids

KEEP TEENS SAFE

Teens are prescribed opioids when they shouldn't be. Or they may be given a prescription for need. Teens may also experiment with drugs they find in your medicine cabinet.

Follow these guidelines whenever possible:

1. If you have a prescription for a 3-day supply of pills, give them to someone older or younger.

2. SECURELY STORE opioids away from kids and teens.

3. SAFELY DISPOSE of extra opioids when you are done. Don't keep them around.



Opioid Medication & Pain: What You Need to Know

If you've had an injury, surgery or major dental work, you are likely to have pain. Pain is a normal part of life and healing. Talk with your doctor about how you can get the most effective pain relief with the least risk.

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For pain that will likely be gone in a week or two, it is always best to start with non-opioid pain treatments. Opioids may help control pain at first, but they are usually not necessary. Consider other options that may work just as well but have far fewer risks.

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If you are prescribed an opioid for short-term pain:



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Take the lowest dose possible for the shortest period of time.



Always talk with your doctor about managing your pain better **without** taking prescription opioids.

Opioids Facts & Figures

THE OPIOID EPIDEMIC



American Society of Addiction Medicine



More than **3 out of 5** drug overdose deaths involve an opioid.

Centers for Disease Control and Prevention



Nationally, **4 in 5** new heroin users started out misusing prescription painkillers.

American Society of Addiction Medicine



In 2014 alone, more than **14,000** people died from overdoses involving prescription opioids (**979** deaths in Washington state).

Centers for Disease Control and Prevention



In Washington, **57%** of people currently using heroin were dependent on prescription opioids before they began using heroin.

UW Alcohol and Drug Abuse Institute

TEENS AND OPIOIDS



1 in 5 teens experiment with prescription drugs.

Centers for Disease Control and Prevention



Nearly **half** of young people who inject heroin started off abusing prescription drugs.

National Institute on Drug Abuse



More than **4 in 10** teens who misused or abused a prescription drug took it from their parent's medicine cabinet.

Partnership for Drug-Free Kids



95% of parents believe their child has never taken a prescription drug for a reason other than its intended use.

Partnership for Drug-Free Kids

KEEPING KIDS & TEENS SAFE

Sometimes kids and teens are prescribed opioids when they shouldn't be. Or they may be given a prescription for more pills than they need. Teens may also experiment with drugs they find in your medicine cabinet.

Follow these 3 simple guidelines whenever possible:

1 DON'T FILL a prescription for more than a 3-day supply (maximum 10 pills) for anyone 20 years old or younger.

2 SECURELY STORE opioids away from kids and teens.

3 SAFELY DISPOSE of extra opioids when you are done. Don't keep them around.

Visit www.takebackyourmeds.org to learn more or talk with your pharmacist about disposal options.

[https://www.cdc.gov/ruralhealth/drug-overdose/pdf/Policy-Brief Opioid-Overdoses-H.pdf](https://www.cdc.gov/ruralhealth/drug-overdose/pdf/Policy-Brief%20Opioid-Overdoses-H.pdf)

RURAL HEALTH

POLICY BRIEF

PREVENTING OPIOID OVERDOSES IN RURAL AMERICA



THE DATA

Drug use and drug overdoses continue to be a critical public health issue across the United States. Drug overdose is now the leading cause of injury death.¹ While the rate of drug use is lower in rural areas than in urban areas, the fatal overdose rate in rural areas continues to rise. In 2015, the rural overdose death rate has been higher than the urban rate since 2006.²

This policy brief is a companion to CDC's *Morbidity and Mortality Weekly Report, Illicit Drug Use, Illicit Drug Use Disorders, and Drug Overdose Deaths in Metropolitan and Non-metropolitan areas — United States* but will focus on opioid use and overdose in rural

Policy options and other strategies for addressing factors affecting opioid overdoses in rural areas include:



Increasing adherence to evidence-based prescribing practices



Expanding access to medication-assisted treatment

<https://www.samhsa.gov/>



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Services Administration

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Center for the Application of Prevention Technologies

Applying the Strategic Prevention
Framework (SPF)

Grantee Stories, Tools, &
Resources

Practicing Effective Prevention

Prevention and Behavioral
Health

Epidemiology and Prevention

Community Approaches

[Center for the Application of Prevention Technologies
\(CAPT\) banner](#)

Practicing Effective Prevention

Find information on how to plan, implement, and evaluate
evidence-based interventions and learn how prevention
relates to behavioral health.

Practicing effective prevention means gathering and using
data to guide all prevention decisions—from identifying
which substance use problems to address in a community,
to choosing the most appropriate ways to address these
problems, to determining whether selected interventions
and strategies are making progress in meeting prevention
needs.

It means working with diverse community partners to plan
and deliver culturally appropriate, effective, and sustainable
prevention practices that are a good fit for the populations

[Preventing Opioid Misuse and Overdose -
Resources and Tools](#)
[Prevention Conversations- Watch Video
Series](#)
[Prevention Collaboration in Action Toolkit -
Grantee Stories and Tools](#)

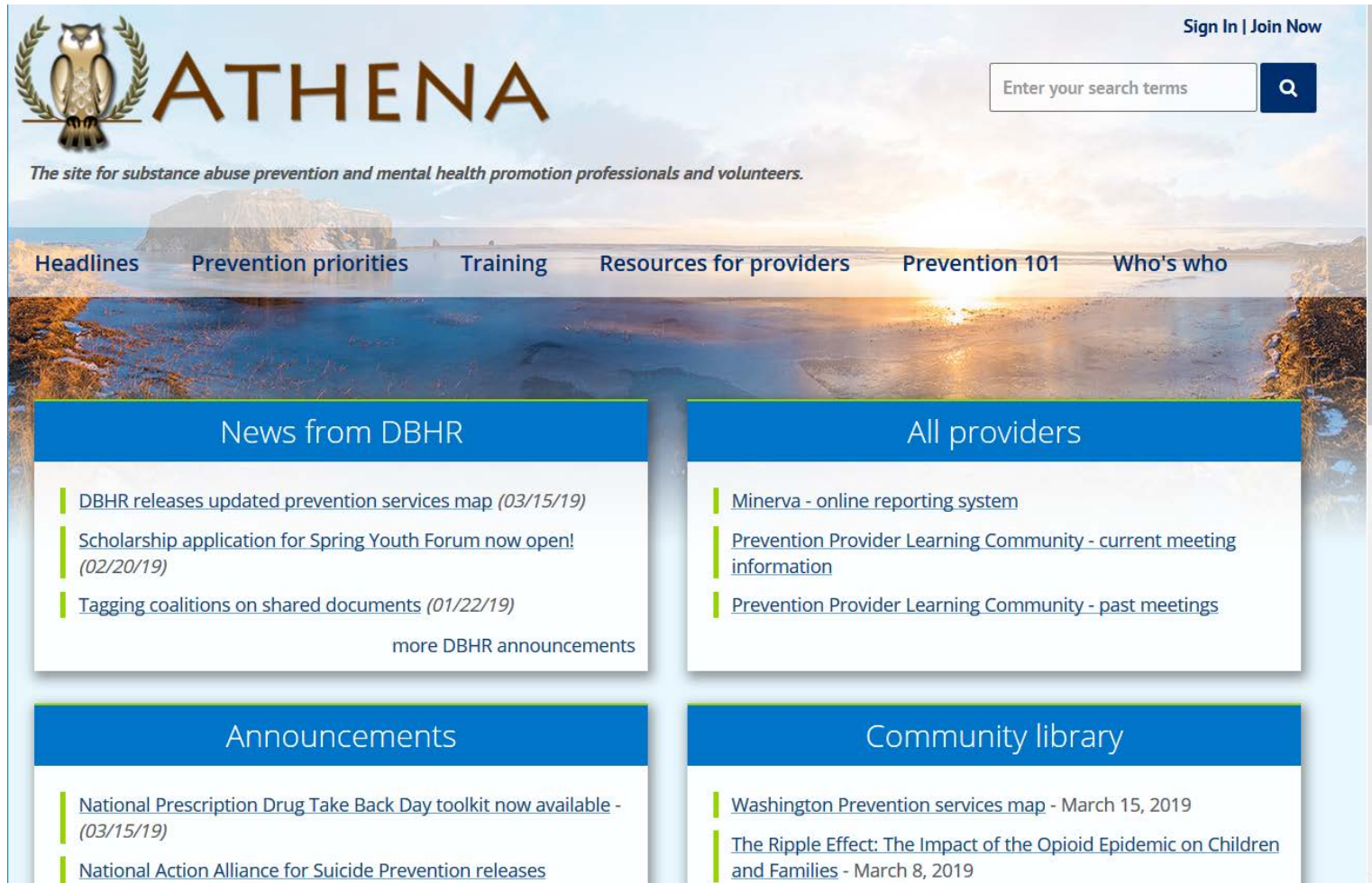
Past Newsletters

» [Access previous editions of CAPT on
the Web.](#)

Related SAMHSA Resources

» [Evidence-Based Practices \(EBP\) Web
Guide](#)

<https://www.theathenaforum.org/>



The screenshot shows the homepage of the Athena Forum website. The header features the Athena Forum logo (an owl) and the word "ATHENA" in large, bold, brown letters. Below the logo is the tagline: "The site for substance abuse prevention and mental health promotion professionals and volunteers." In the top right corner, there are links for "Sign In" and "Join Now", and a search bar with the placeholder text "Enter your search terms" and a magnifying glass icon. A navigation bar below the header contains links for "Headlines", "Prevention priorities", "Training", "Resources for providers", "Prevention 101", and "Who's who". The main content area is divided into four sections: "News from DBHR", "All providers", "Announcements", and "Community library". Each section contains a list of links to various resources and news items.

ATHENA

The site for substance abuse prevention and mental health promotion professionals and volunteers.

Sign In | Join Now

Enter your search terms

Headlines Prevention priorities Training Resources for providers Prevention 101 Who's who

News from DBHR

- [DBHR releases updated prevention services map \(03/15/19\)](#)
- [Scholarship application for Spring Youth Forum now open! \(02/20/19\)](#)
- [Tagging coalitions on shared documents \(01/22/19\)](#)

[more DBHR announcements](#)

All providers

- [Minerva - online reporting system](#)
- [Prevention Provider Learning Community - current meeting information](#)
- [Prevention Provider Learning Community - past meetings](#)

Announcements

- [National Prescription Drug Take Back Day toolkit now available - \(03/15/19\)](#)
- [National Action Alliance for Suicide Prevention releases](#)

Community library

- [Washington Prevention services map - March 15, 2019](#)
- [The Ripple Effect: The Impact of the Opioid Epidemic on Children and Families - March 8, 2019](#)

National Institute on Drug Abuse Resources

<http://tinyurl.com/nida-teen>

Resources for Adolescent Health

The following are federal resources selected specifically to help you promote and organize educational and awareness activities as part of **Teen Health Week**, April 1-7, 2019.

Comprehensive tools and resources are focused on a number of key adolescent health topics including: development, eating and nutrition, physical activity, healthy relationships, immunizations/vaccinations, substance use, safety, and health services.

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Teen Health Week (THW): *A global initiative to help teens take charge of their health – THW*

Resources

adai.uw.edu

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Healing of the Canoe
NIDA-CTN Pacific NW Node
NW Confederation

ADAI Library
CTN Dissemination Library
E-Learning & Interventions
Evidence-Based Practices
Instruments Database
Medicinal Cannabis CME
Opioid Safety Education
Treatment Retention Toolkit
WA State Data & Statistics

Conferences & Training
Employment
Grants & Funding
Treatment Help
Web Links
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The Alcohol and Drug Abuse Institute is a multidisciplinary research center at the University of Washington. Its mission is to advance research, policy, and practice in order to improve the lives of individuals, families, and communities affected by alcohol and drug use and abuse.

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Substance Abuse Resources in Washington State
An online toolkit

ADAI Clearinghouse
A Resource for Washington State

Marijuana
Science-based information for the public

Opioid Overdose
can be prevented and reversed!
stopoverdose.org

stopoverdose.org
Helping individuals and communities in Washington State respond to prevent opioid overdose.

Overdose • Naloxone • Getting Help • For professionals • Resources • About

Search

Overdose Education
Learn about opioid overdose
Watch a training video
Preventing prescription opioid abuse
Good Samaritan Law
Check your own risks **HERE**

Naloxone
The drug to reverse an opioid overdose
Learn about naloxone
Find naloxone near you
Start a naloxone program

Getting Help
Opioid use disorder
Support for families
Crisis and treatment resources

For Professionals
Drug court
First responders
Health care providers
Pharmacists
Treatment providers

Resources