

Oakland County Prescription Drug Abuse Partnership

George J. Miller, Jr.

Director

Oakland County
Health & Human Services



A handwritten signature in black ink, which appears to read "L. Brooks Patterson".

L. Brooks Patterson
Oakland County Executive

Recognizing the Problem



- Discussions with community partners
- Former DEA agent, Robert Stutman
 - Walled Lake High School
 - Healthcare professionals
 - Oakland Community College



Bringing Together Partners



- Convened in March 2015
- Coordinated, strategic approach
- Multi-disciplinary team
- 3 goals
 - Awareness Campaign
 - Physician Education
 - Sustainable Coalition

Partnership Members



- Calvin Higgins, Drug Enforcement Administration (DEA), Supervisory Special Agent
- Captain Joe Quisenberry, Oakland County Sheriff's Office
- Christina Nicholas, Oakland County Community Mental Health Authority, Manager of Substance Use Disorder Services
- Christine Burk, Oakland County Community Mental Health Authority, Manager of Communications & Community Outreach
- Dave Monan, Beaumont Health, Manager Pain Management
- Dr. Ken Massey, Mayor, City of Farmington Hills & SAFE Program
- Dr. Marlene Seltzer, Beaumont Health, Director NoBLE Program
- Dr. Pamela Hackert, Oakland County Health Division, Chief of Medical Services
- Dr. Sarah Lerchenfeldt, Oakland University, William Beaumont School of Medicine Assistant Professor
- Elizabeth Reader, Milford Counseling, Inc., Program Director
- Jeannie Richards, Bryan's Hope, President/Founder
- Hon. Judge Jodi Debbrecht Switalski, 51st District Court, Senior Associate with The Stutman Group, Co-Founder of R.A.D.E.O, Partner with Giarmarco, Mullins, & Horton, P.C.

Partnership Members



- Honorable Julie A. Nicholson, Chief Judge – 52nd District Court
- Julie Brenner, Alliance of Coalitions for Healthy Communities / Families Against Narcotics, Executive Director
- Kathleen Gaither, St. Joseph Mercy Oakland, Director of Pharmacy
- Mary Ann Vergith, Alliance of Coalitions for Healthy Communities, Prevention Coordinator
- Maureen Elliott, Beaumont Health, Community Affairs & Advocacy Liaison
- Pat Zawadzki, Oakland County Senior Advisory Council Coordinator
- Phillip Wein, St. Joseph Mercy Oakland, Pharmacy Manager
- Rhonda Lessel, Waterford Schools, School & Community Services Associate Director
- Shane Bies, Oakland County Health Division, Administrator
- George Miller, Oakland County Health & Human Services, Director
- Kathy Forzley, Oakland County Health Division, Health Officer
- Lisa McKay-Chiasson, Oakland County Health Division, Administrator
- Angie Gullekson, Oakland County Health Division, Public Health Educator
- Trisha Zizumbo, Oakland County Health Division, Health Education Supervisor

Awareness Campaign



- SMART Bus transit advertising

An advertisement for prescription drug awareness. On the left, a woman in a pink shirt is looking at several prescription bottles on a shelf. On the right, a blue background contains the text "I Could Be Taking Your Prescription Drugs" in white, and "BE AWARE" in large, bold, red letters with a red underline. At the bottom right, there are logos for L. Brooks Patterson, Oakland County Executive; Michael J. Bouchard, Oakland County Sheriff; and the Oakland County Sheriff's Office.

Awareness Campaign



- Reached over 308,000 residents



SCOPE of Pain Training



SCOPE of Pain

Safe and Competent Opioid Prescribing Education

Boston University School of Medicine
The Barry M. Manuel Office of Continuing Medical Education



130

HEALTHCARE
PROFESSIONALS
ATTENDED THE
SCOPE OF PAIN TRAINING

PRE-TEST KNOWLEDGE
SCORES = 63.25%

POST-TEST KNOWLEDGE
SCORES = 90.94%

SCOPE of Pain Training



61%

PLAN TO
IMPROVE

PATIENT EDUCATION
RELATING TO OPIOIDS



52%

PLAN TO IMPROVE
DOCUMENTATION IN

PATIENT MEDICAL RECORDS

“This was one of the best educational events I have attended in years. The presenters were knowledgeable, the content was superior, the program was well run and well organized.”

SCOPE of Pain Training



45%



PLAN TO
INSTITUTE
PATIENT
PRESCRIBER PAIN
CONTRACTS



83%

INTEND TO
MAKE CHANGES
IN THEIR PRACTICE AS A
RESULT OF THIS TRAINING

“Great presentation - I hope to bring some of these issues to light as a medical student to my peers, so they may be aware prior to beginning practice.”

Sustainable Coalition



- Initiated partnership with County Medical Examiner for a Drug Death Review Committee
- Expert speakers:
 - Gary Petroni, Executive Director of the Center for Population Health/SEMHA
 - Dr. Amy Bohnert, University of Michigan professor
 - Dr. Eric Ketcham, Emergency Department Medical Director with the San Juan Regional Medical Center

2016 Goals



- Older Adults/Seniors
 - Make safe disposal easier, provide education and awareness
- Coaches and Athletic Trainers
 - Education and awareness
- Education of healthcare professionals
 - Hold additional Scope of Pain trainings



OAKLAND COUNTY PRESCRIPTION DRUG ABUSE PARTNERSHIP

Addressing prescription drug abuse through increased knowledge, system change, & environmental assessment

STATEMENT OF PURPOSE

The Oakland County Prescription Drug Abuse Partnership (OCPDAP) convened in March 2015 by Oakland County Health Division, under the leadership of County Executive L. Brooks Patterson, to create a coordinated, strategic approach for the prevention and reduction of prescription drug abuse. The partnership has a strong coalition of multi-disciplinary members with an active interest of prevention overdose deaths. Members include local physicians, pharmacists, substance abuse treatment and prevention agencies, court judges, law enforcement, Drug Enforcement Agency, public health, academia, and grassroots organizations.

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



In the United States, prescription opioid abuse costs were estimated at **\$55.7 billion** in 2007.

Opioid overdose accounts for at least **16,000 DEATHS** annually in the US. That's almost **2 deaths per hour!**



METHODS/APPROACH

OCPDAP has developed and implemented strategies that educate medical providers, assess drug deaths, integrate systems, and increase awareness. In just eight months, OCPDAP achieved their goals by implementing a countywide awareness campaign, increasing the medical community's knowledge by providing Boston University School of Medicine's (BUSM) evidence-based SCOPE of Pain Training, and initiating a Drug Death Review Committee with Oakland County's Medical Examiner.

The Partnership meets bi-monthly, bringing in expert speakers to each meeting such as Cary Patroni, Executive Director of the Center for Population Health / Southeastern Michigan Health Association; Dr. Amy Bohner, University of Michigan professor and Dr. Eric Ketcham, Emergency Department Medical Director with the San Juan Regional Medical Center in New Mexico.

The awareness campaign was made possible by the Oakland County Health Division and the Oakland County Sheriff's Office. Transit advertising was first run in October 2014 and then again from August 2015 through October 2015, coinciding with the SCOPE of Pain training and National Medicine Abuse Awareness Month.

Planning for the SCOPE of Pain training began in early 2015. SCOPE of Pain is designed to help medical professionals safely and effectively manage patients with chronic pain. The training covers safe and competent use of opioids when managing patients with chronic pain, addressing the educational needs of providers by expert faculty, and observing model provider-patient interactions around the safe use of opioids for chronic pain.

THE COUNTYWIDE AWARENESS CAMPAIGN ON TRANSIT BUSES REACHED 308,000 RESIDENTS



PARTICIPANT EVALUATION RESULTS FROM SCOPE OF PAIN TRAINING



"Excellent program overall. Helpful concrete guidelines and referral sources for safer pain management."

130 HEALTHCARE PROFESSIONALS ATTENDED THE SCOPE OF PAIN TRAINING

PRE-TEST KNOWLEDGE SCORES = **63.25%**

POST-TEST KNOWLEDGE SCORES = **90.94%**

61% PLAN TO IMPROVE PATIENT EDUCATION RELATING TO OPIOIDS

52% PLAN TO IMPROVE DOCUMENTATION IN PATIENT MEDICAL RECORDS

"This was one of the best educational events I have attended in years. The presenters were knowledgeable, the content was superior, the program was well run and well organized."

45% PLAN TO INSTITUTE PATIENT PRESCRIBER PAIN CONTRACTS

83% INTEND TO MAKE CHANGES IN THEIR PRACTICE AS A RESULT OF THIS TRAINING

CONCLUSIONS

SAMSHA recognizes coalitions as an evidence-based approach to effectively reduce substance use. OCPDAP is a prime example of a multi-faceted partnership that positively addresses prescription drug abuse through increased knowledge, system change, and environmental assessment.

Community coalitions, such as OCPDAP, are used as a vehicle to foster improvements in public health. Community coalitions differ from other types of coalitions in that they include professional and grassroots members that are committed to working together to influence long-term health practices in their community.

"Prescription drug abuse is driving an EPIDEMIC OF OVERDOSE DEATHS that include the boundaries of Oakland County. PRESCRIPTION DRUGS account for nearly 60% OF ALL DEATHS from drug overdose. Pain relievers such as oxycodone, hydrocodone, and methadone are involved in 3 OF EVERY 4 prescription drug OVERDOSE FATALITIES."



- L. Brooks Patterson, Oakland County Executive

INNOVATION & SIGNIFICANCE TO THE FIELD

Efforts simultaneously target both prevention and treatment approaches through the implementation of a large-scale awareness campaign, training of medical professionals, and creation of a drug death review committee.

Given OCPDAP's ability to leverage existing resources in the community and convene a variety of diverse entities, SAMSHA recognizes that this type of community coalition connotes a type of collaboration that is considered to be sustainable over time. The activities of OCPDAP include outreach, education, prevention, service delivery, capacity building, empowerment, community action, and systems change. OCPDAP is able to identify new resources to continue their activities and sustain their impact in the community over time.

For more information



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