
OPIATE/HEROIN/FENTANYL EPIDEMIC: ADAMHS BOARD OF CUYAHOGA COUNTY

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WEDNESDAY, JUNE 29, 2016

BUCKEYE HEALTH COMMUNITY AGENCY MEETING

AGENDA

- ADAMHS Board of Cuyahoga County
- Cuyahoga County heroin/fentanyl epidemic
- Video
- Discussion

ADAMHS BOARD OF CUYAHOGA COUNTY

- Plan,
- Develop,
- Fund,
- Manage, and
- Evaluate community-based mental health & substance abuse treatment support services.

RESPONSIBILITIES

- Primary focus is to lead the Recovery Oriented System of Care to ensure individuals and families affected by mental illness and/or addiction have access to high-quality, recovery oriented services.
- Adults:
 - Severe mental disabilities.
 - Alcohol or other drug addictions.
- Children and Adolescents:
 - Severe emotional disturbances.
 - Alcohol or other drug addictions.

SERVICES

- ADAMHS Board does not provide direct services.
- Contract with over 50 provider agencies to deliver mental health and addiction treatment and recovery support services:
 - People not covered by Insurance/Medicaid.
 - Recovery Support Services not covered by Insurance/Medicaid

HEROIN EPIDEMIC

- Entire state of Ohio is experiencing a Heroin Epidemic.
- Cuyahoga County is experiencing the devastating effects of prescription painkiller dependence that has led to a resurgence of heroin addiction.
- De-stigmatization of heroin is also contributing to increased use in the community.

HEROIN EPIDEMIC

- Heroin use is increasing:
 - Demand among younger users,
 - Pill progression from prescription opiates,
 - And pressure from dealers to switch from crack and prescription drugs to more-profitable heroin.
 - Availability of heroin.



- The image of a heroin addict lying in a filthy, dark alley is obsolete.
- Today, the addict could be 12-17 years old, play video games, appear smart, trendy and show none of the common traces of heroin use, such as needle marks on his or her arm.
- The addict could also be a middle-aged man with a job and family which can function next to normal and keep his use hidden.
- Even a young woman between the ages of 18 and 25.
- These images have changed because heroin is available in various forms that are easier to consume, more affordable and easier to obtain.
- A person who might think twice about putting a needle in his or her arm may more readily smoke or sniff the same drug.



But this is falsely reassuring and may give the idea that there is less risk. The truth is that heroin in all its forms is dangerous and addictive.



HEROIN EPIDEMIC

- Heroin deaths
 - 194 heroin related overdose deaths occurred in Cuyahoga County in 2013.
 - 198 heroin related overdose deaths occurred in Cuyahoga County in 2014.
 - 183 Heroin deaths in Cuyahoga County in 2015.

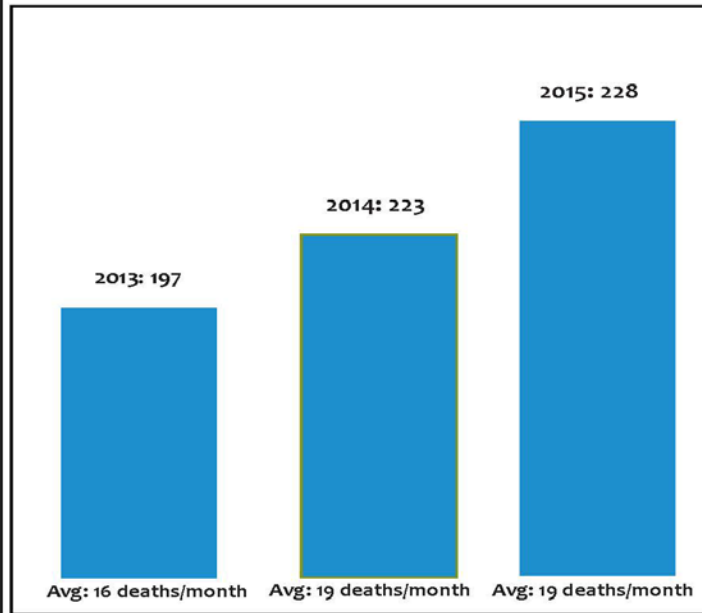
FENTANYL

- Fentanyl is a powerful synthetic opiate similar to -- but 30x more powerful -- than morphine that is now flooding our community.
- Fentanyl is now being sold as a pill to look like Oxycodone.
 - Really dangerous.
 - People think that they are taking Oxycodone.

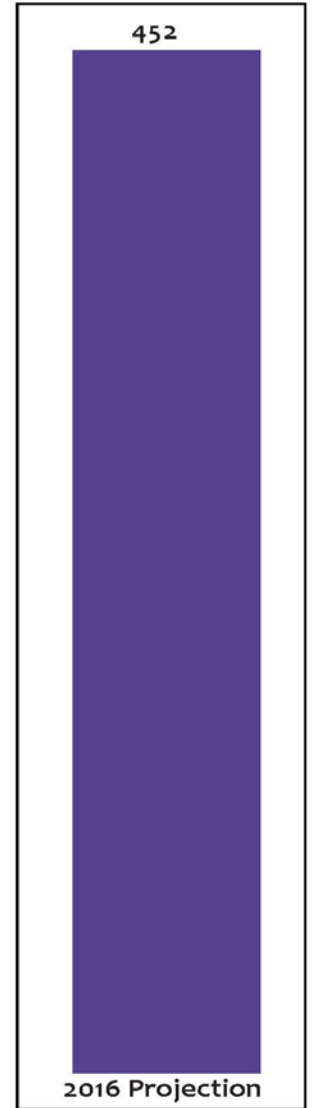
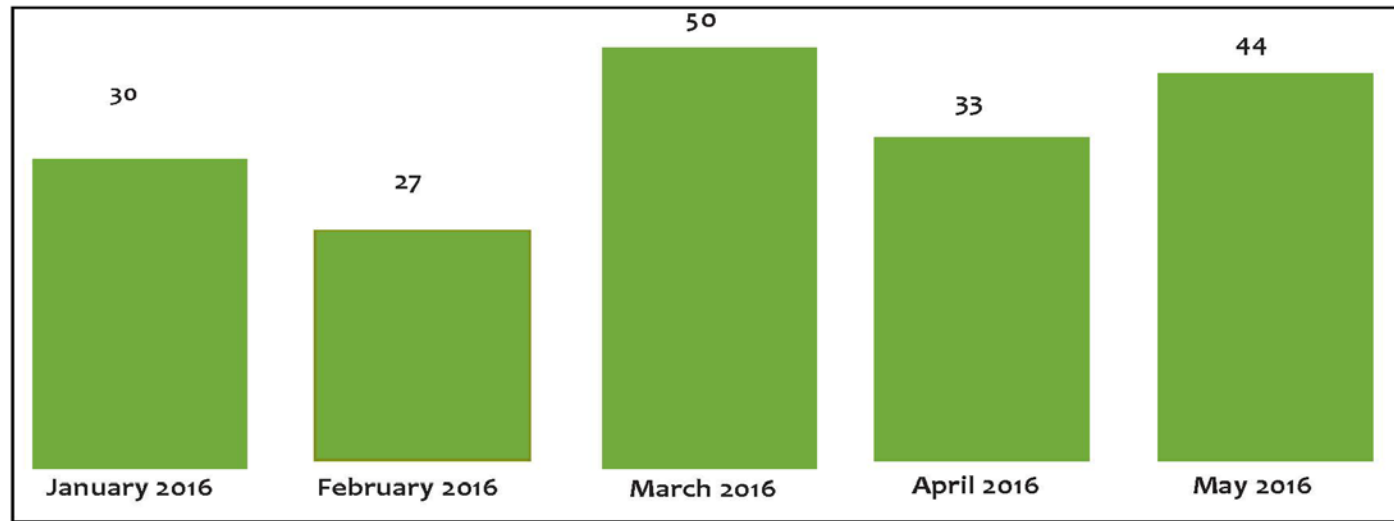
FENTANYL

- Deaths from fentanyl have increased 3x from 2014 to 2015.
- In 2014, 37 people died from fentanyl.
- In 2015, 90 people died from fentanyl.

Heroin & Fentanyl Overdoses in Cuyahoga County



First five months of 2016 = at least 184 deaths from heroin/fentanyl



SPOT THE SIGNS: VIDEO

- <https://www.youtube.com/watch?v=0XURD4R0nPO>

SPOT THE SIGNS- WHAT IS THE PROBLEM

- THE WHAT...THE PROBLEM...THE UNDERSTANDING
- The Choice for our **community is understanding the disease and the problem** it creates for our community.
- Then, **create an ongoing preventative and educational measure** to insure the help throughout our Northeast Ohio Community.

SPOT THE SIGNS- WHAT IS THE PROBLEM

- 60 Minutes "Heroin Addiction"
- <https://youtu.be/cXfFxKkYtOE>

- CBS Sunday Morning "Heroin Addiction"
- <https://youtu.be/wpxu4flkO-4>

SPOT THE SIGNS- SO WHAT

The initial thought is that it does not affect me....**SO WHAT!**

SPOT THE SIGNS- NOW WHAT

- Prevention....Where do we turn
- Cleveland 19 and CLE 43 are working with community leaders to help solve the problem, through prevention.
- Prevention and education on the disease is the answer and it must be on going.
- The least expensive and long term most effective approach....prevention, early identification, intervention and treatment.

SPOT THE SIGNS

Spot the Signs

- An annual prevention campaign to our community
 - Focused prevention messages
 - :30, :15 (Stand Alone and Sponsored Bookend with Client Messaging) :05 and :04 (Station ID's/BB's)
 - Spot the Signs
 - Series of promercials educating the community on how to DO THE MATH
 - Understanding what the signs are to watch for with friends, family, loved ones, co-workers, fellow students etc.
 - Getting Help
 - :90 sec Cleveland Now Segments
 - Series on prevention

SPOT THE SIGNS

Spot the Signs

- On line
 - Microsite connecting the community to helpful resources, Sponsor(s) ads included on Microsite and ROS of Cleveland19.com
 - United Way 211 Participation
- Targeted Digital Campaign
 - Including targeted (250,000 impressions per month)
 - Email Marketing deployments (one targeted email per month to different areas of NE Ohio)
 - Mobile flight on Cleveland 19 apps and thousands of mobile websites in NE Ohio
 - Desktop flight on Cleveland19.com and thousands of websites in NE Ohio
- Annual Phone Bank
 - Client sponsored Phone Banks for help
 - Held at Cleveland 19 and CLE 43

QUESTIONS?

- Cuyahoga County Suicide Prevention, Mental Health & Addiction Crisis 24/7 Hotline: **216-623-6888**
- Crisis Text to **741741**
- Crisis Chat at www.adamhsc.org
- United Way's 24/7 social service hotline: **2-1-1**