#### RURALHEALTHWORKSHOP

# Public and Behavioral Health Strategy in the Opioid Epidemic: Connecting Local Partners to Reduce Overdose Deaths





#### Speakers

- Melissa Stainback, PhD
  - Regional Opioid Coordinator
  - Imperial Calcasieu Human Service Authority and Office of Public Health



- Traci Hedrick, LAC
  - Community Service Director
  - Imperial Calcasieu Human Service Authority







## Public and Behavioral Health Strategy in the Opioid Epidemic: Connecting Local Partners to Reduce Overdose Deaths



#### Melissa Stainback, PhD

Regional Opioid Coordinator Imperial Calcasieu Human Service Authority and Office of Public Health

#### Traci Hedrick, LAC

Community Services Director Imperial Calcasieu Human Service Authority

#### Walk away today knowing....

- Overdose mortality trends and data: US and SWLA Louisiana
- Current best practice in overdose prevention and substance use disorder treatment
- Community level Interventions and the role of rural health providers in reducing overdose mortality

#### We All Know Someone























- In 2021, there were over 100,000 overdose-related deaths in the US
- LA among top ten states with the highest rates of overdose-related deaths in the US

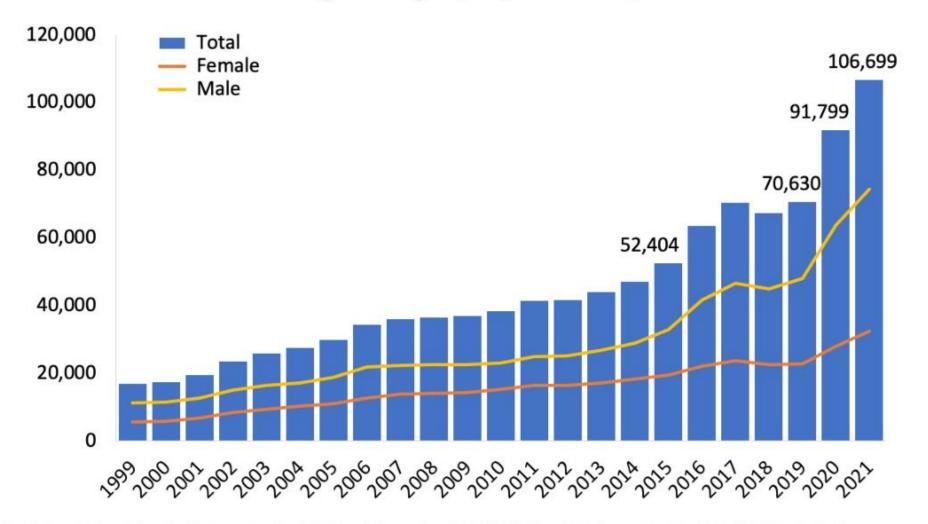
## Know The Facts: What is an Opioid anyway?

- > Codeine
- > Morphine
- Oxycodone (OxyContin, Roxicodone, Percocet)
- > Hydrocodone (Vicoden, Lortab, Lorcet, Norco)
- Heroin (illicit)
- > Fentanyl (both prescribed and illicit)
- >YOU MAY NOT EVEN KNOW YOU ARE TAKING AN OPIOID!!

#### **NOT Opioids**

- Cocaine
- Methamphetamine
- Cannabis
- K2 / Spice
- LSD / Acid
- Ketamine

#### Figure 1. National Drug-Involved Overdose Deaths\*, Number Among All Ages, by Gender, 1999-2021

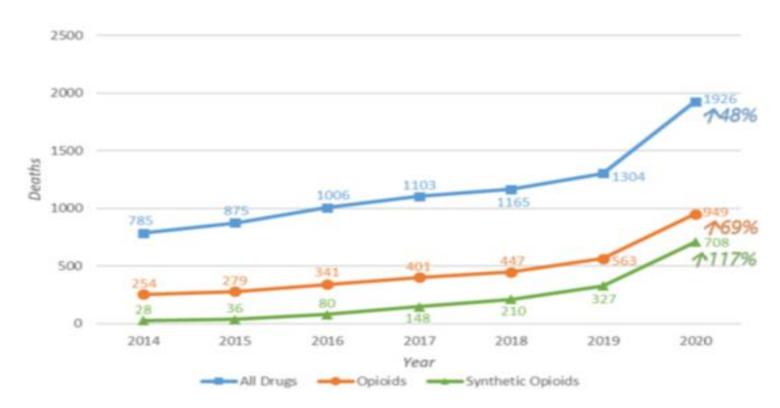




\*Includes deaths with underlying causes of unintentional drug poisoning (X40–X44), suicide drug poisoning (X60–X64), homicide drug poisoning (X85), or drug poisoning of undetermined intent (Y10–Y14), as coded in the International Classification of Diseases, 10th Revision. Source: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2021 on CDC WONDER Online Database, released 1/2023.



Deaths by
Specific Opioid
Drugs Used—
Louisiana,
2014-2020



#### **Reported Fatal Overdose Poisonings**

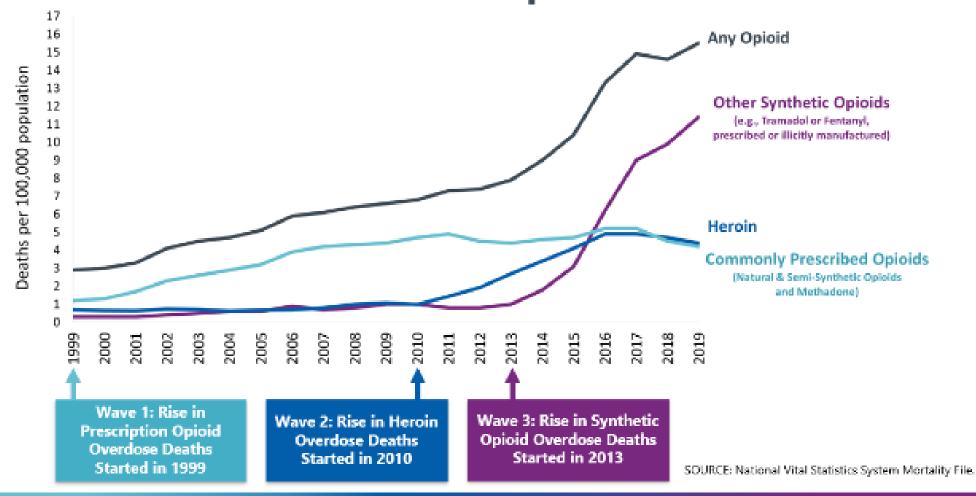
#### **5-Year Percentages Changes**

Years	Alabama	<b>Arkansas</b>	Louisiana	Mississippi
2016 - 2020	33.65%	33.42%	91.73%	53.61%

Source: Ahmad FB, Rossen LM, Sutton P. Provisional drug overdose death counts. National Center for Health Statistics. 2021. Updated September 5, 2021. Accessed: September 5, 2021.

https://www.cdc.gov/nchs/nvss/vsrr/drug-overdose-data.htm

#### Three Waves of the Rise in Opioid Overdose Deaths

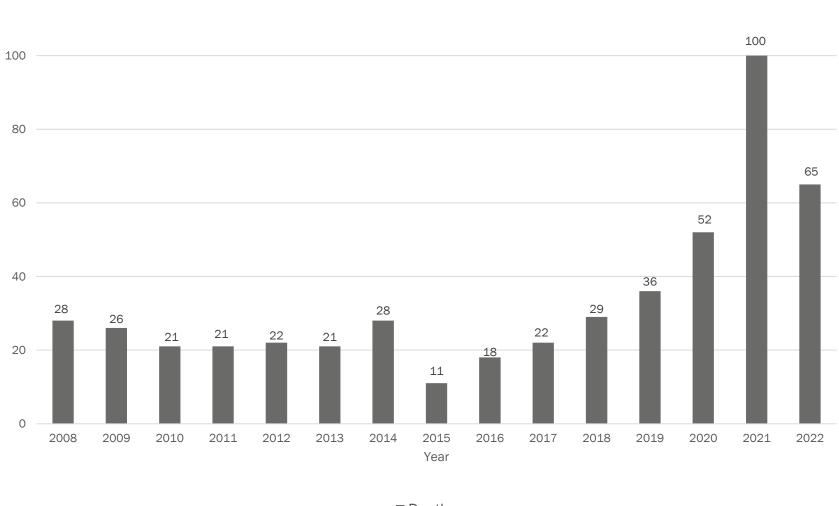


## 2022 Overdose Deaths – Calcasieu Parish

Data Source: Calcasieu Parish Coroner's Office

#### Total Drug Overdose Deaths, Calcasieu Parish 2008-2022

120



■ Deaths



## Total Overdose Deaths 2022 – Calcasieu Parish

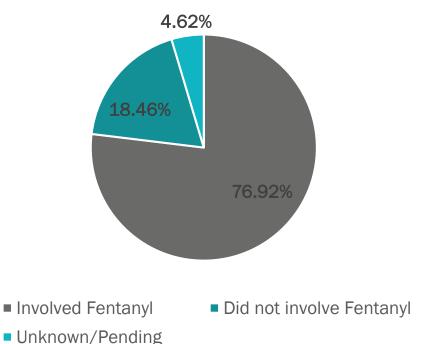
- 65 total deaths
- Average age of 35 years old age range from under age 18 – 63 years
- The vast majority (95%) had a previously reported history of prior drug use, but only 19% had a documented history of seeking care.
- Fentanyl is the main driver overdose of mortality.





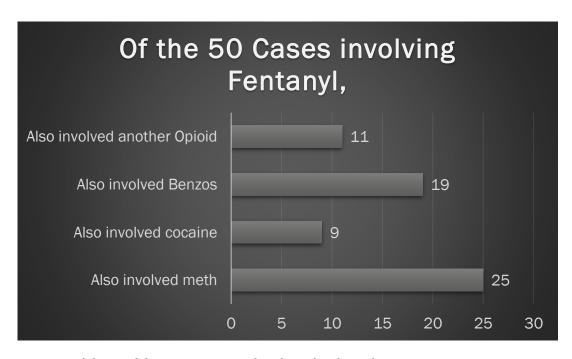
#### **Toxicology Results**





Of the 65 deaths reported in 2022, 77% had Fentanyl present on toxicology results and 18% did not.

#### **Fentanyl + Other substances**



Note: Most cases involved multiple substances



#### LETHAL POTENCY: Heroin and Fentanyl





Source: www.dea.gov

#### HOW CAN YOU TELL THE DIFFERENCE BETWEEN A LETHAL COUNTERFIT PILL AND A LEGIT PRESCRIPTION PILL??

Rx Opioids (Ox, Oxy, Percs, Roxy, Norco)

Xanax (Zannies, Bars, Benzos, Yellow School Bus)

Adderall

Heroin

MDMA (Molly, X,E)

Cocaine

Methamphetamine



**DEA LAB TESTING REVEALS THAT** 



WITH FENTANYL CONTAIN A POTENTIALLY



















80

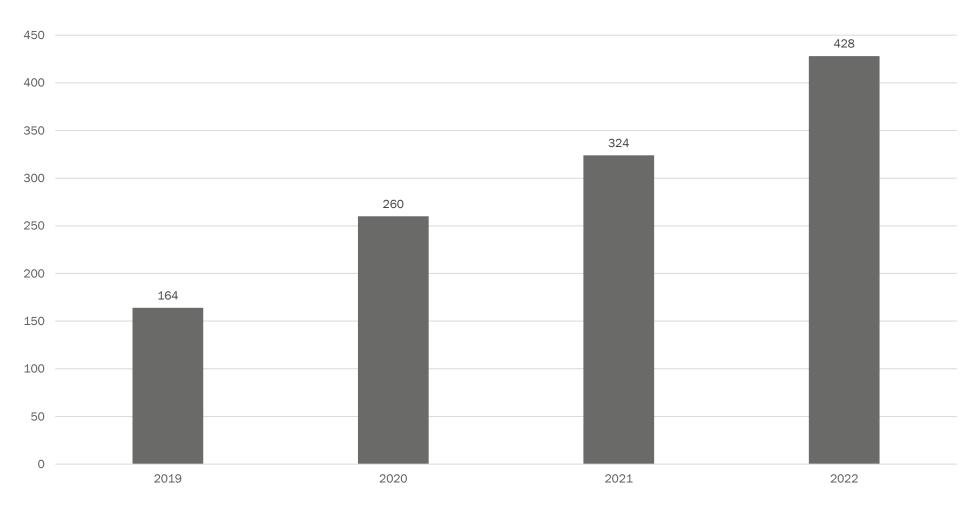








#### Overdose Calls with Narcan Deployed, 2019-2022 Acadian Ambulance



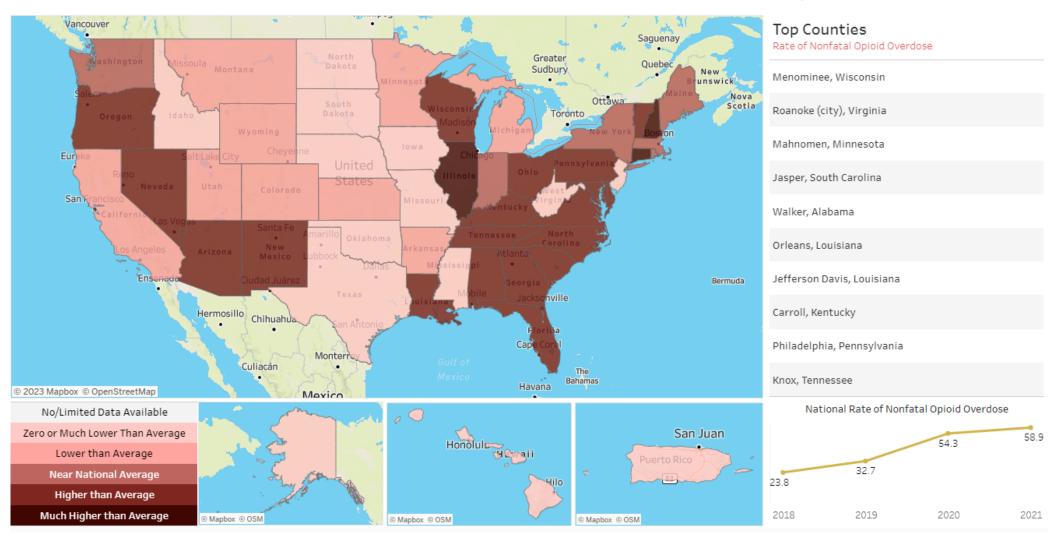
Source: Acadian Ambulance





#### Non-Fatal Opioid Overdose Surveillance Dashboard February 6, 2022 – February 5, 2023

EMS Data Updated On: February 22, 2023



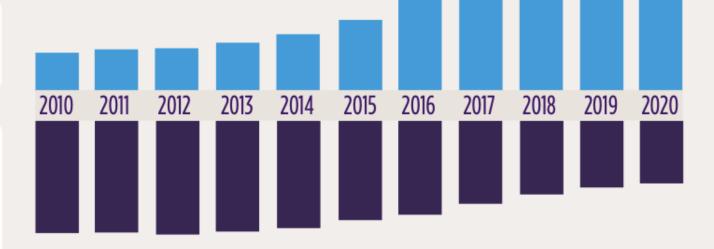
### As Opioid Prescribing Decreased, Overdose Deaths Increased



Overdose deaths: 94,134\*

Opioid prescriptions: 143,390,951<sup>1</sup>

(44.4% decrease since 2011)



\*Provisional data for the 12-month period Jan. 2020—Jan. 2021

https://www.cdc.gov/nchs/nvss/vsrr/drug-overdose-data.htm

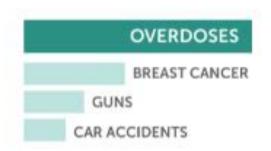
Massive and sustained exposure of US populace to opioids

We are living in the worst-case scenario

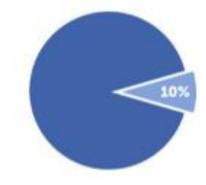
Abrupt regulation and restriction without treatment of dependency or addiction

Organized crime fills vacuum with fentanyl and methamphetamine

#### Addiction is a public health crisis.



Overdoses kill more of us than breast cancer, guns, and car crashes combined.



Only 1 in 10 who need addiction treatment ever receive it.



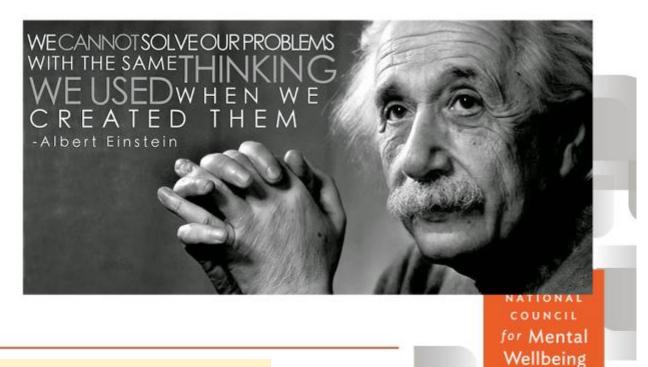
80% of us don't want a friend, colleague or neighbor with addiction.



Each year, addiction costs Americans over \$740 billion.

#### Changing the ways we think about addiction





"Do the best you can until you know better. Then when you know better, do better."

#### Substance Use Disorder...

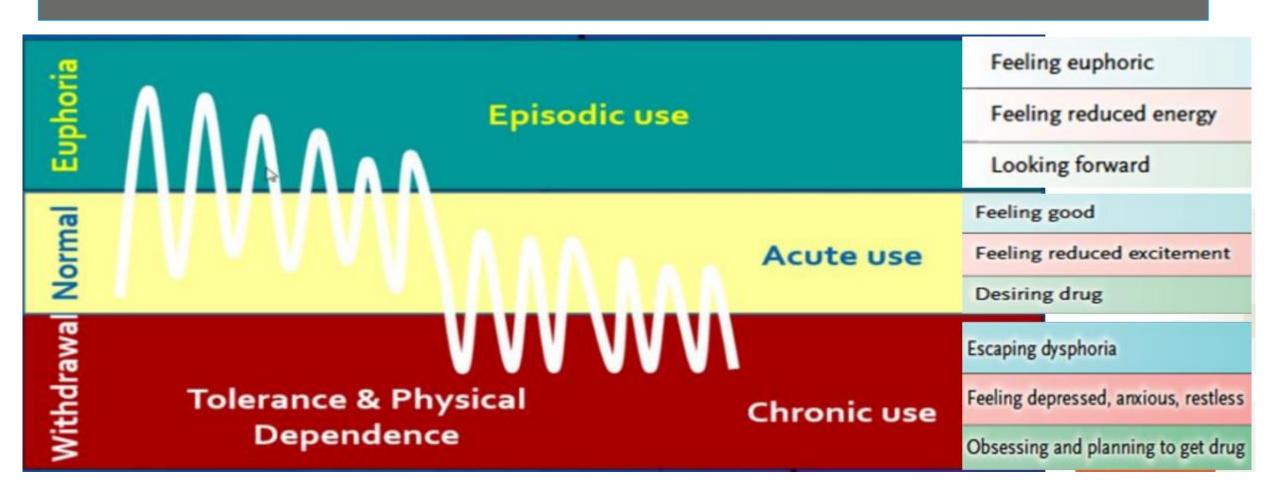
- Is NOT a moral failing
- Is NOT a spiritual failing
- Is NOT a character defect
- Is NOT a lack of will or responsibility
- Is NOT an addictive personality type

- IS a treatable chronic disease that can be managed successfully usually with medications, behavioral therapy, and recovery support.
- HAS the potential for both recurrence (relapse) and recovery.
- IS highly stigmatized

#### Substance Use Disorder...

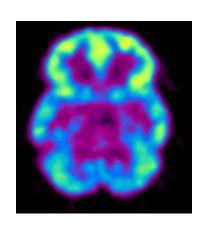
- In fact, approximately half the risk for addiction is conferred by genetics.
- Most people do not develop addiction. However, because initial experimentation and use is mostly rewarding with few negative consequences, use continues.
- With repeated exposure, a person with SUD's ability to self-regulate impulses to use the drug is impaired. (ie it CHANGES YOUR BRIAN)
- Individuals are often unable to honor their sincere and genuine desire to abstain.
- WHY DON'T "THOSE PEOPLE" STOP? Because functional and structural changes in the brain affect the circuits of impulse control, judgement, reward, memory, and motivation.

#### Natural History of Substance Use Disorder

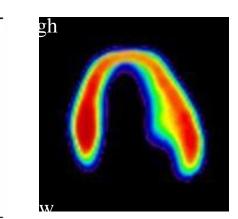


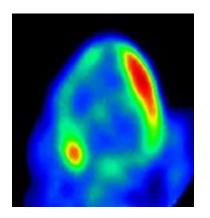
#### Addiction is Like Other Diseases...

Drug Abuser

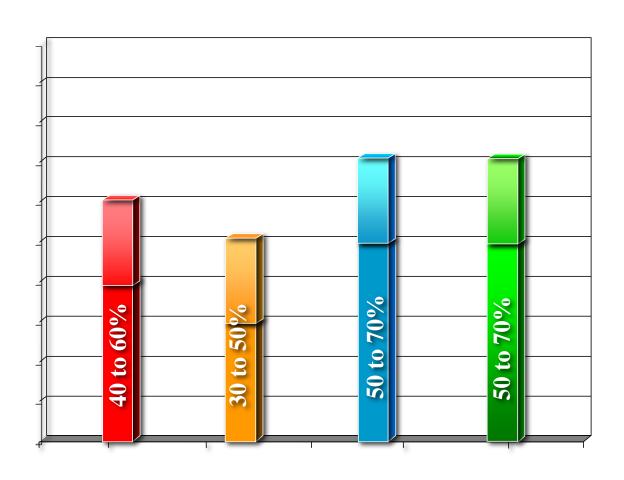


Heart Disease Patient





#### Relapse Rates Are Similar for Drug Addiction & Other Chronic Illnesses



# Goal of Treatment: Recovery

• SAMHSA Working Definition of Recovery: "Recovery is a process of change through which individuals improve their health and well-being, live a self-directed life, and strive to achieve their full potential" (2011)

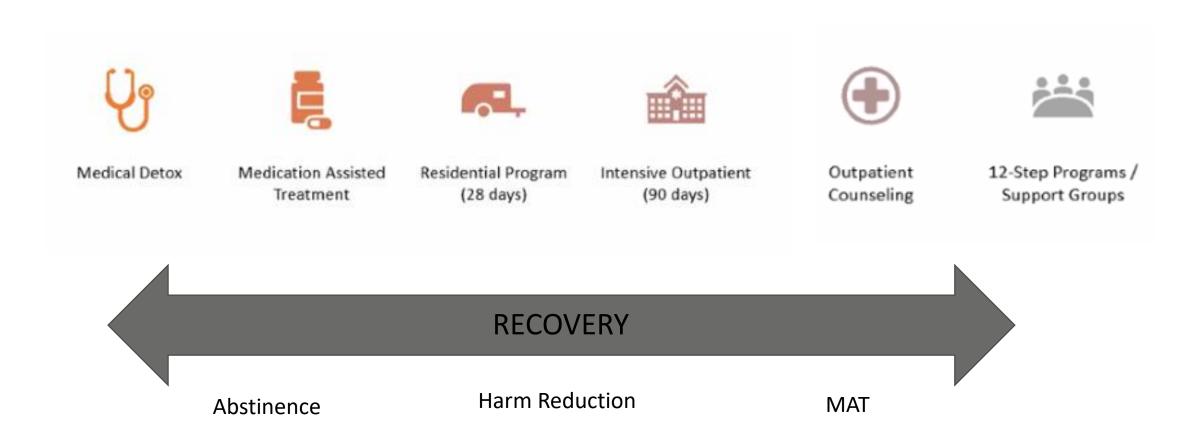
## SAMHSA'S WORKING DEFINITION OF RECOVERY



10 GUIDING PRINCIPLES OF RECOVERY



#### Types of Treatment / Recovery Continuum

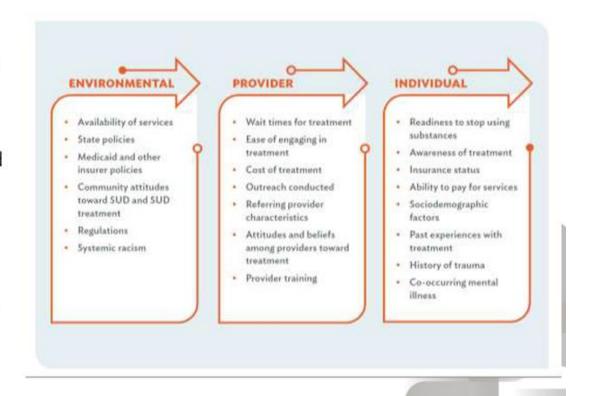


#### Treatment for SUDs

- Treatment is better than no treatment
  - Detox alone is not effective
  - Address multiple co-occurring disorders
- Rapid admission improves treatment engagement
- No single approach is most successful for all
  - Should be individualized
  - Falls across a continuum
- Effectiveness varies based on access, readiness to change, retention, and patient satisfaction
- Integration of medications, social support, counseling, behavioral therapies

#### Barriers to Care for People at Risk of Overdose

- Only 4 million of the 41.1 million
   people aged 12 or older who needed
   substance use disorder (SUD)
   treatment received it.<sup>1</sup>
- Among 2.5 million people with opioid use disorder, only 11.2% received medication for opioid use disorder (MOUD).<sup>1</sup>
- Among people who felt they needed SUD treatment but did not receive it, 40% reported they were not ready to stop using substances.<sup>2</sup>



- SAMHSA. (2021, October). Key substance use and mental health indicators in the United States: Results from the 2020 National Survey on Drug
  Use and Health (HHS Publication No. PEP21-07-01-001, NSDUH Series H-55). https://www.samhsa.gov/data/
- Center for Behavioral Health Statistics and Quality. (2016). Results from the 2015 National Survey on Drug Use and Health: Detailed tables. Rockville, MD: Substance Abuse and Mental Health Services Administration.

council for Mental Wellbeing

## Using Data to Target Evidence-Based Interventions in SWLA

## Highest Risk of Death: People with Long-time Substance Use

#### Harm Reduction As a Public Health Strategy

#### PRINCIPLES OF HARM REDUCTION:

- Non-judgmental approach that meets people where they are at
- Treating all individuals with dignity, compassion, and respect
- Focus on de-stigmatization of substance use disorder
- Accepting behavior change as an incremental process. People are much more likely to take multiple tiny steps, rather than one or two huge steps
- Include voice of individuals in active addiction, in recovery, and within the community
- Focus on quality life improvements over abstinence
- Individual as the primary agent responsible for reducing the harms related to their substance use

#### HARM REDUCTION IS ALL AROUND YOU!

WARM REDUCTION IS A SET OF PRACTICAL STRATEGIES AND IDEAS AIMED AT REDUCING NEGATIVE CONSEQUENCES ASSOCIATED WITH RISKY BEHAVIORS



PARACHUTES



BULLET PROOF VESTS



PERSONAL PROTECTIVE EQUIPMENT



NALOXONE (NARCAN)



SUNSCREEN



CONDOMS



HELMETS



-Y SYRINGE ACCESS AND DISPOSAL



DESIGNATED DRIVERS



SEATBELTS



CO AIRBAGS



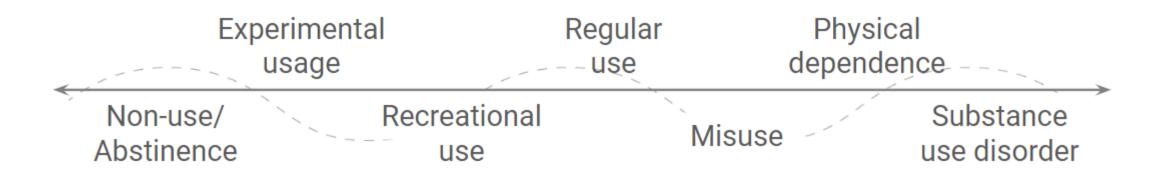
REPLACEMENT GUM OR PATCHES



LIFE JACKETS



#### UNDERSTANDING THE CONTINUUM



# HARM

#### **SWLA DO NO HARM**



(337)930-2286

- Bringing services to people who use drugs BY people with lived experience
- Meet People Where They Are But Don't Leave Them There
- Promote Narcan and Safe Use Supplies/Education To Reduce Overdose Death and Disease/Fentanyl test strips
- Increase Trust/Awareness and Link to Treatment / Services



## FENTANYL TEST STRIP: PUBLIC HEALTH HARM REDUCTION TOOL

#### Gabby's Law: Fentanyl test strips made legal in effort to help curb deaths from overdose

Published 11:12 am Friday, August 26, 2022

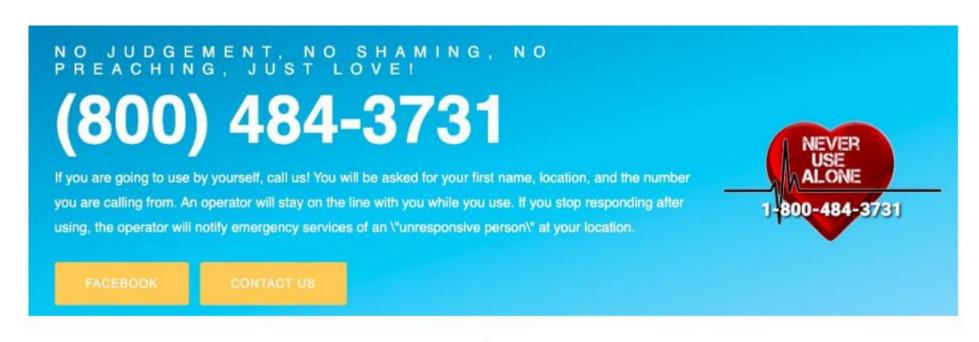
By Doris Maricle



Gabby's Law, named after 19-year-old Gabriella "Gabby" Nicole Hebert of Kinder, who died in March after taking a fentanyl-laced pill, legalizes fentanyl test strips. (Special to the American Press)

# One red line: positive for fentanyl Do not insert left of this line Two red lines: negative for fentanyl use caution

## NEVER USE ALONE: HARM REDUCTION TOOL



## NALOXONE: HARM REDUCTION TOOL



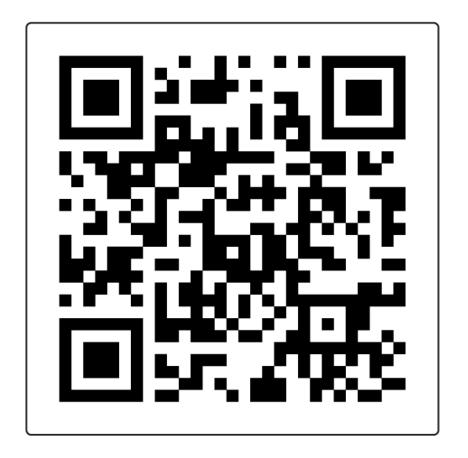


### Opioid-related Deaths are PREVENTABLE

YOU
Can SAVE A LIFE
with
NALOXONE!

Naloxone/Narcan can REVERSE an Overdose

## NARCAN TRAINING



## ACADIAN AMBULANCE Narcan Training Video

https://vimeo.com/738604706

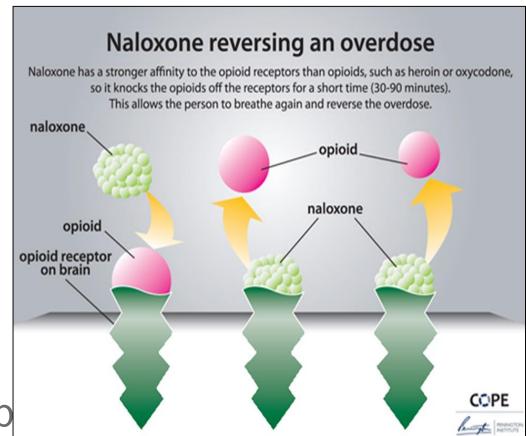


What you need to know about Narcan (Naloxone)

- Opioid Antagonist
  - Reverses Opioid Overdose
- Not addictive
- Safe to use
- No prescription required (See Standard
  - https://ldh.la.gov/assets/HealthyLa/Pharmacy/NaloxoneStandingOr der.pdf
- Works in minutes
  - Multiple doses may be required
  - Works for 30 to 90 minutes

## Naloxone (continued)

- Strong affinity
- Can cause sudden withdrawal
  - Agitation
  - Hypertension
  - Fever/Sweating
  - Confusion
- Does not prevent death caused b
  - Cocaine, Benzodiazepines or Alcohol







## Opioid Overdose: Know the Signs

- Pin point pupils
- 0
- Slowed, shallow breathing



Choking, deep snoring, gurgling sounds



Limp body, will not wake or respond to stimulation



Pale, blue or grey lips and/or cold skin



Faint or no pulse





## If you believe someone is Overdosing

Call 911 immediately.

2Administer Narcan.

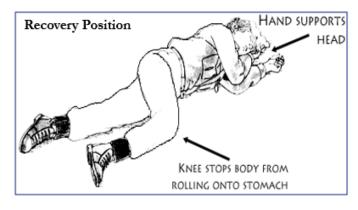


- Try to keep the person awake and breathing.

  Repeat narcan administration if unresponsive after 2-3 minutes.
- Lay the person on their side to prevent choking.









## WIDESPREAD NARCAN DISTRIBUTION THROUGH PARTNERSHIPS

- Public Health Unit
- ImCal Clinics
- Acadian Ambulance Leave Behind Program
- LA Bridge ED Programs
- Recovery Community
- SUD Provider
- Colleges
- Public Safety Collaborative Narcan Training and Distribution (Police, Sherriff, Fire)





## WHERE CAN YOU GET NARCAN?

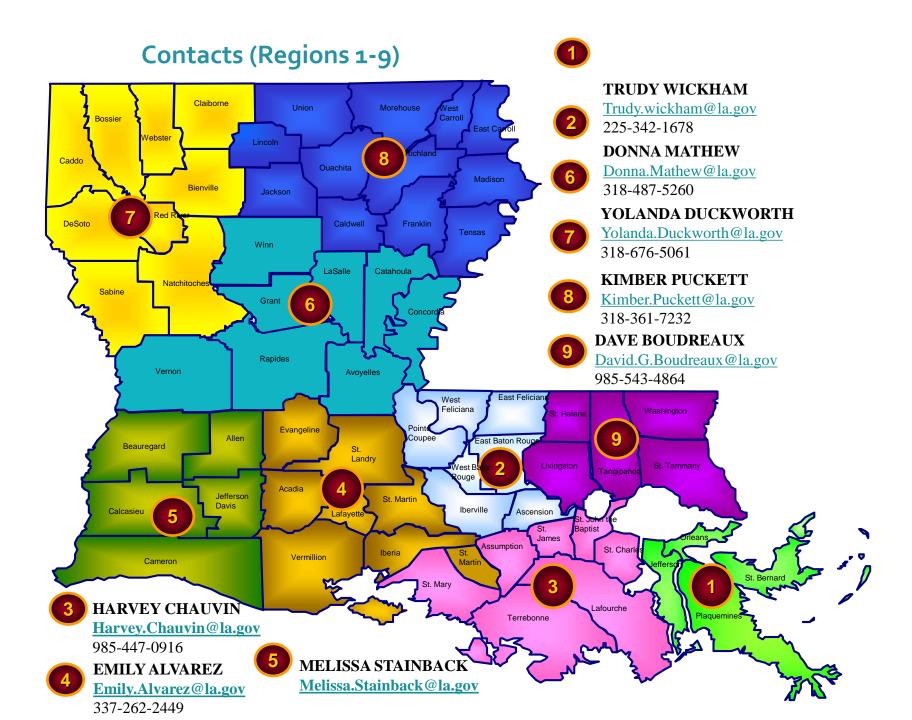
- Local LGEs
- Harm Reduction Organizations
- Public Health Unit
- Any pharmacy without a Rx
- www.louisianahealthhub.org/hrd hub/







# Statewide Public Health Opioid Prevention Outreach Coordination



#### **Local Government Entities/Districts & Authorities**

#### **Acadiana Area Human Services District**

302 Dulles Drive, Lafayette LA 70506-3008 | 337.262.4100

#### **Capital Area Human Services District-Administrative Offices**

7389 Florida Blvd. Ste 100A, Located in Bon Carre', Baton Rouge LA 70806 225.922.2700

#### **Central Louisiana Human Services District**

5411 Coliseum Blvd., Alexandria LA 71303 | 318.487.5191

#### Florida Parishes Human Services Authority (FPHSA)

835 Pride Drive, Suite B, Hammond LA 70401 | 985.543.4333

#### **Imperial Calcasieu Human Services Authority**

4105 Kirkman Street Lake Charles LA 70607 | 337.475.3100

#### **Jefferson Parish Human Services Authority**

3616 South I-10 Service Road West, Metairie LA 70001 | 504.838.5215

#### **Metropolitan Human Services District**

3100 General de Gaulle Drive, New Orleans LA 70114 | 504.568.3130

#### **Northeast Delta Human Services Authority**

2513 Ferrand Street, Monroe LA 71201 | 318.362.3270

#### **Northwest Louisiana Human Services District**

1310 North Hearne Avenue, Shreveport LA 71107 | 318.676.5111

#### **South Central Louisiana Human Services Authority**

158 Regal Row, Houma LA 70360 | 985. 858.2931

# The Louisiana Bridge Program: Rapid, evidenced-based treatment Why is the ED a critical intervention partner?

**Addiction IS an Emergency!** 

## **CA Bridge Model**



Rapid, Evidence-based Treatment

24/7 access to evidence based treatment in EDs



**Culture of Respect** 

Treatment with dignity and authentic human interactions



Connection to Community & Care

Outreach to increase access to care

#### The current state of addiction treatment

## The current system is designed to fail

Long distance to tx

Long waits for tx

"The list"

Insurance authorization

Behavioral health requirements

Stigma

Complex assessments before medications

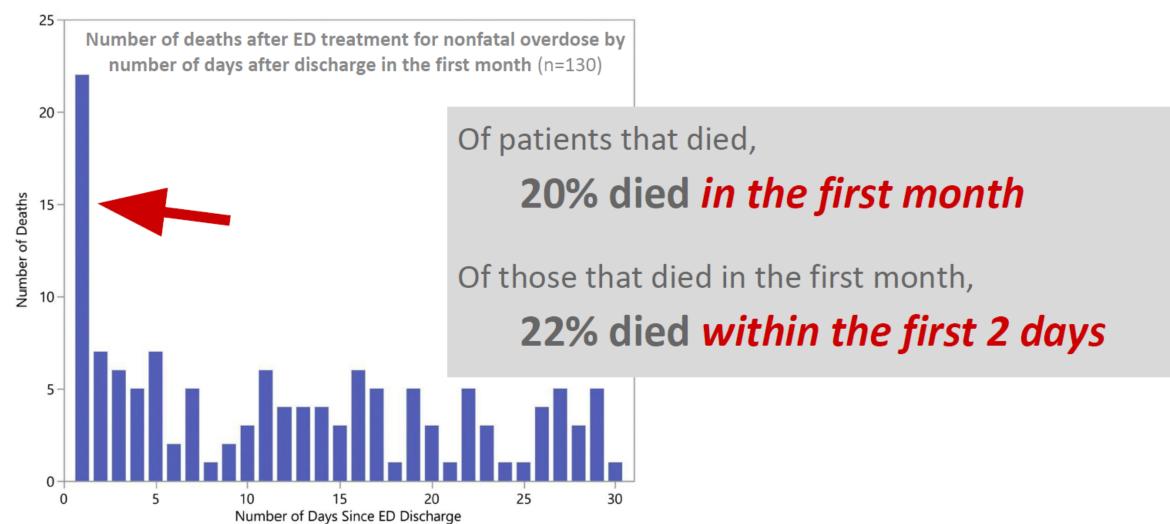
Treatment contingent on urine drug screen results or other labs

### Barriers to Care for People at Risk of Overdose

Only 10% of Americans with SUD receive any type of substance use disorder treatment.

Only a small fraction receive an FDA-approved medication as part of their treatment.

## Increase in mortality risk post-ED discharge



CA Bridge National Presentation for Louisiana HOPE Council September 8, 2022



Reference: Weiner et al 2019

### Post overdose

5.5%

die within 1 year
of nonfatal overdose

7.3%
die within 1 year of STEMI

## Medications for Opioid Use Disorder



## Emergency Department Medication Starts Save Lives

#### Original Investigation

Emergency Department-Initiated Buprenorphine/Naloxone
Treatment for Opioid Dependence
A Randomized Clinical Trial

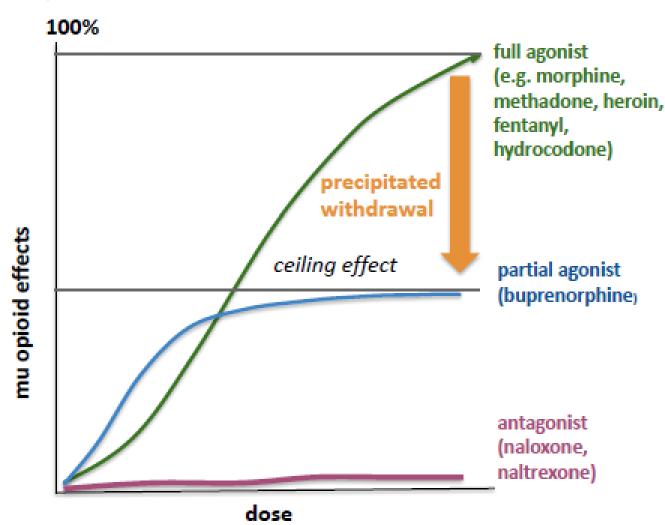
Gail D'Onofrio, MD, MS; Patrick G. O'Connor, MD, MPH; Michael V. Pantalon, PhD; Marek C. Chawarski, PhD; Susan H. Busch, PhD; Patricia H. Owens, MS; Steven L. Bernstein, MD; David A. Fiellin, MD

37% vs 78%



#### What is evidence-based treatment

## Major features of buprenorphine



Treats withdrawal, craving, and overdose

Safe and effective for treating OUD

Partial agonist

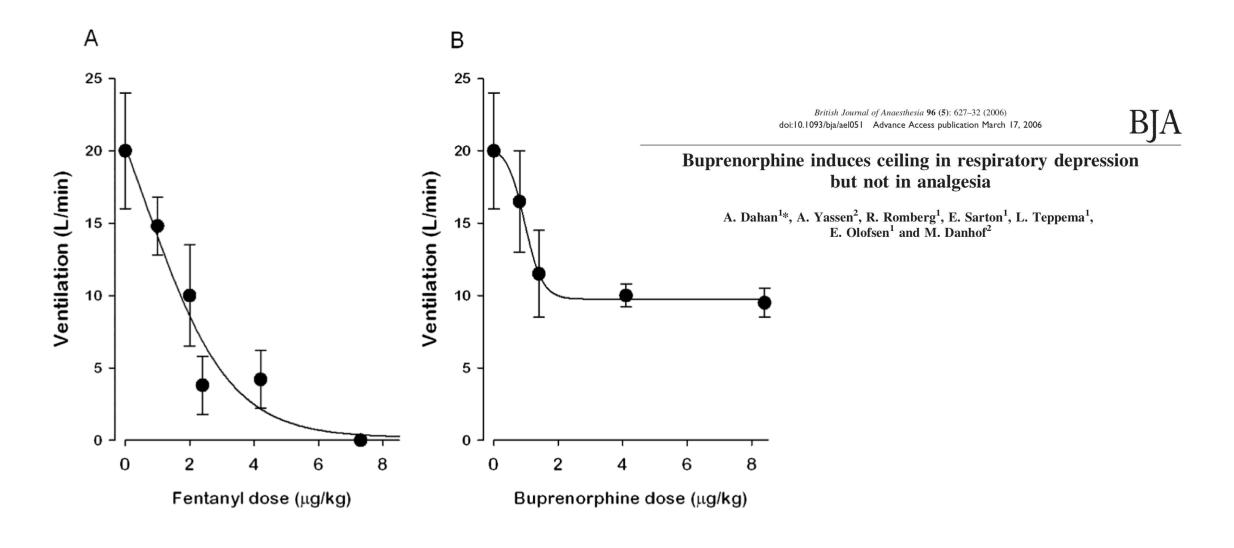
High affinity to mu receptor

Long acting ~24-36 hours

Any clinician can order bup to be started in the ED

Reference: Carroll and Carlezon, 2013

## Ceiling on respiratory depression



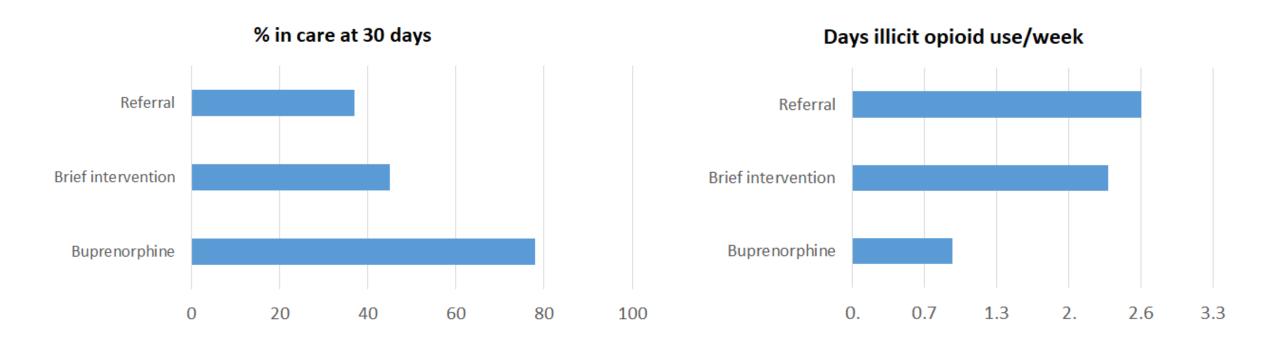
## The Numbers for Success

Number Needed to Treat	
Aspirin in ST-elevation myocardial infarction	42 to save a life
Warfarin in atrial fibrillation	25 to prevent a stroke
Steroids in chronic obstructive pulmonary disease (COPD)	10 to prevent treatment failure
Defibrillation in cardiac arrest	2.5 to save a life
Buprenorphine in opioid use disorder	2 to retain in treatment

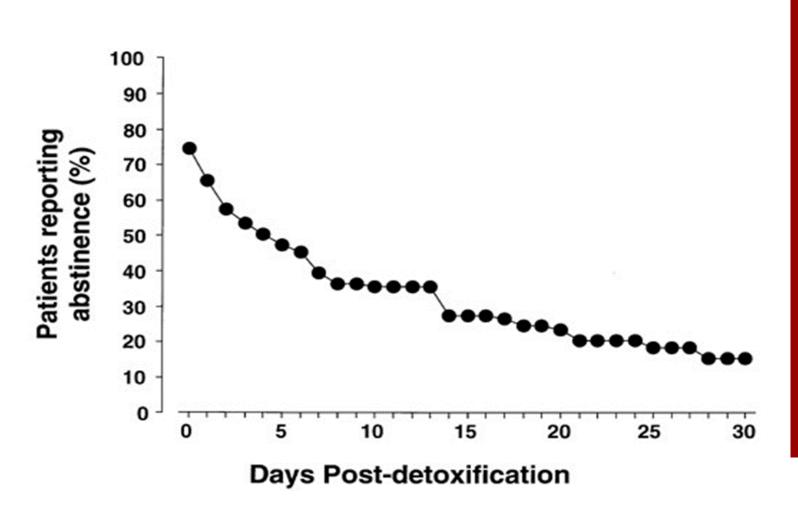




#### **ED Initiation of Buprenorphine**



### Detox doesn't last

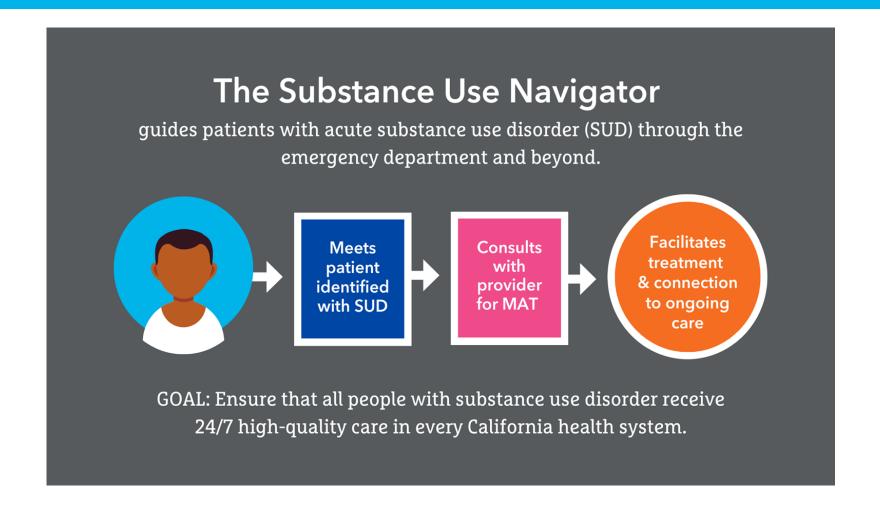


"Discontinuing treatment typically results in relapse and elevated risk of mortality, with the risk of death after discontinuing treatment estimated to be 2.4 x greater than during treatment."

Reference: Chutuape et al, 2001; Nosyk et al, 2013

## Street Access to Illicit Substances Medical Access to Buprenorphine

## Substance Use Navigators (SUN): What They Do and Why They Matter



### Opening Doors To Treatment

### Substance Use Navigators:

- Friendly face
- Similar experience
- Understand treatment resources

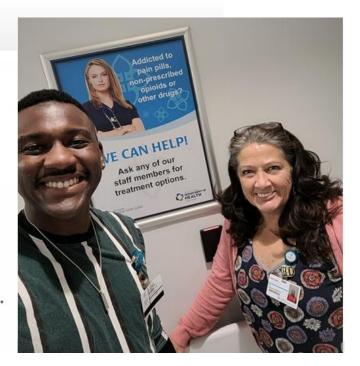


Jon Gray, MD, pictured with substance use navigators at Lake Charles Memorial Hospital Emergency Department.



## Substance Use Navigators (SUNs) are care coordinators embedded within a hospital to assist patients with substance use disorders.

- Role model for change in the ED
- Reduce stigma and biases
- Provide support to the ED team.
- Regular check-ins with champion
- Network with community resources.
- Build trusting relationships with patients and families after discharge.



SUNS connect people who use drugs to treatment.





## A note on language

- Substance use disorder (vs abuse)
- People who inject drugs drugs (vs IVDU)
- People with alcohol use disorder (vs alcoholics)
- People with substance use disorders (vs addicts)
- Urine positive for/negative for (vs clean/dirty)
- Return to use/slip (vs relapse)

**RESPECT TO CONNECT: UNDOING STIGMA** 

CA Bridge and Opioid Response Network - Bridge Starts Program Pilot 2022



## Language Matters!

#### The Real Stigma of Substance Use Disorders



In a study by the Recovery Research Institute, participants were asked how they felt about two people "actively using drugs and alcohol."

One person was referred to as a "substance abuser"



The other person as "having a substance use disorder"

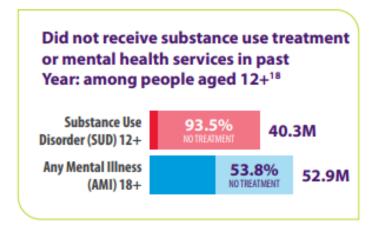


No further information was given about these hypothetical individuals.

### THE STUDY DISCOVERED THAT PARTICIPANTS FELT THE "SUBSTANCE ABUSER" WAS:

- less likely to benefit from treatment
- more likely to benefit from punishment
- more likely to be socially threatening
- more likely to be blamed for their substance related difficulties and less likely that their problem was the result of an innate dysfunction over which they had no control
- they were more able to control their substance use without help

Ending the nation's drug-related overdose and death epidemic means increasing access to medications to treat opioid use disorder and evidence-based harm reduction initiatives.



Medications to treat opioid use disorder are the gold standard,17 but too few individuals receive it.





#### Mainstreaming Addiction Treatment (MAT) Act:

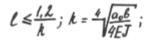
- As of Jan 1, 2023, an X-waiver is no longer required per federal law. Buprenorphine for medication for opioid use disorder (MOUD) no longer requires an X-waivered prescriber.
- Buprenorphine remains a DEA schedule III medication for all indications, including pain management and addiction treatment. It can be prescribed as MOUD by any clinician with an active DEA license that includes schedule III medications.

## TREATMENT (MAT) FOR OPIOID USE DISORDER (OUD)



#### MAT JUST TRADES ONE ADDICTION FOR ANOTHER: MAT bridges the

biological and behavioral components of addiction. Research indicates that a combination of medication and behavioral therapies can successfully treat SUDs and help sustain recovery. (10)



#### THERE ISN'T ANY PROOF THAT MAT IS BETTER THAN ABSTINENCE: MAT IS

evidence-based and is the recommended course of treatment for opioid addiction.

American Academy of Addiction Psychiatry, American Medical Association, The National Institute on Drug Abuse, Substance Abuse and Mental Health Services Administration, National Institute on Alcohol Abuse and Alcoholism, Centers for Disease Control and Prevention, and other agencies emphasize MAT as first line treatment. (8)



#### MAT IS ONLY FOR THE SHORT TERM: Research shows that

patients on MAT for at least 1-2 years have the greatest rates of long-term success. There is currently no evidence to support benefits from stopping MAT. (11)



#### MOST INSURANCE PLANS DON'T COVER MAT: As of

May 2013, 31 state Medicaid FFS programs covered methadone maintenance treatment provided in outpatient programs (4). State Medicaid agencies vary as to whether buprenorphine is listed on the Preferred Drug List (PDL), and whether prior authorization is required (a distinction often made based on the specific buprenorphine medication type). Extended-release naltrexone is listed on the Medicaid PDL in over 60 percent of states. (5)



## MAT INCREASES THE RISK FOR OVERDOSE IN PATIENTS: MAT helps to

prevent overdoses from occurring. Even a single use of opioids after detoxification can result in a life-threatening or fatal overdose. Following detoxification, tolerance to the euphoria brought on by opioid use remains higher than tolerance to respiratory depression. (14)



## PROVIDING MAT WILL ONLY DISRUPT AND HINDER A PATIENT'S RECOVERY PROCESS:

MAT has been shown to assist patients in recovery by improving quality of life, level of functioning and the ability to handle stress. Above all, MAT helps reduce mortality while patients begin recovery.

## Rural Health Partners are Critical! Interventions to Reduce Overdose Mortality

- Provide a safe space for patients to talk about substance use
   Non-judgmental approach that meets people where they are
- You can screen for SUD and treat with MAT and/or provide linkage to care
- Provide take home narcan for patients/families
- Links to harm reduction resources

## Questions?

## We want to hear from you!

https://www.surveymonkey.com/r/BW59S9F



## RURALHEALTH WORKSHOP

**Breakout Sessions: 10:45 - 11:45 a.m.** 



