

Rx SAFE
MARIN

MARIN COUNTY PRESCRIPTION DRUG MISUSE AND ABUSE INITIATIVE



Lessons from the First Year Implementing A Community-Based Prescription Drug Abuse Coalition

County Health Rankings Comparison to Other Counties

Marin County ranked in the top 5% in:

- Premature death rate
 - Adults self reported health
 - Mentally unhealthy days
 - Adult obesity
 - Teen birth rate
 - Uninsured adults
 - Primary care physicians per capita
 - High school graduation
 - Unemployment
 - Children in poverty
 - Physical activity
 - Violent crime rate
- High food environment index
- Low rate of preventable hospital stays
 - Low violent crime rate

Ranked in the top 25% in:

- Low number of physically unhealthy days
- Adults without social/emotional support
- Low percent driving alone to work

Ranked in the top 10% in:

- Low percent of adults reporting fair or poor health
- Low average number of mentally unhealthy days
- High access to exercise opportunities
- High dentists per capita
- High mental health providers per capita
- High percent with some college

Ranked in the top 15% in:

- Low percent of adults who smoke
- Low percent of children in single-parent households
- Low average daily air pollution



County Health
Rankings & Roadmaps
A Healthier Nation, County by County



Marin County ranked in the bottom 50% in:

- ¹Excessive Drinking

-DUI rates

-²Drug poisoning mortality rate

¹ Data collected from Behavioral Risk Factor Surveillance System 2006-2013.

² Drug poisoning deaths was an additional measure and did not contribute to the overall county health rankings.



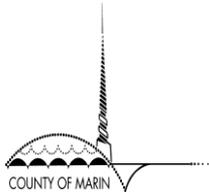
PRESCRIPTION
DRUG MISUSE &
ABUSE STRATEGIC PLANNING

HOSTED BY THE MARIN COUNTY HEALTH & HUMAN SERVICES PREVENTION HUB

FEBRUARY 5TH, 2014
7:15AM - 1:00PM

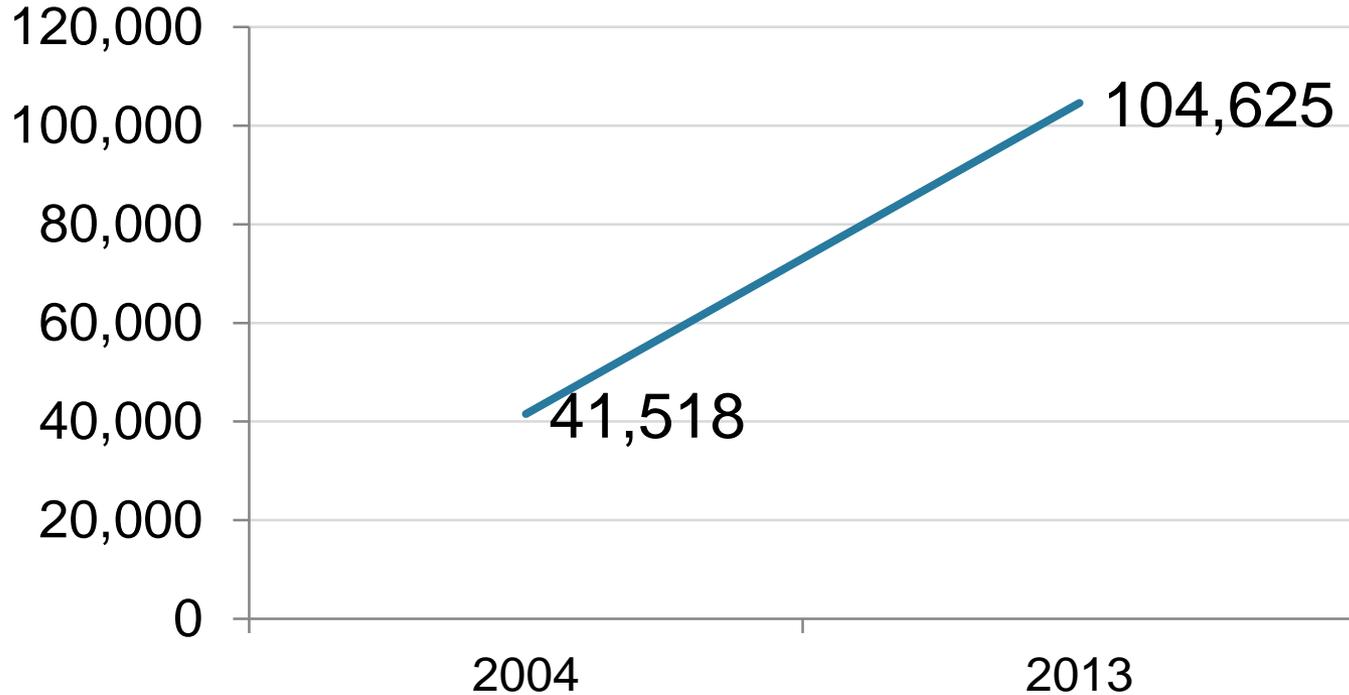
WELCOME

What can we do as a community to prevent prescription drug misuse and abuse and save lives?

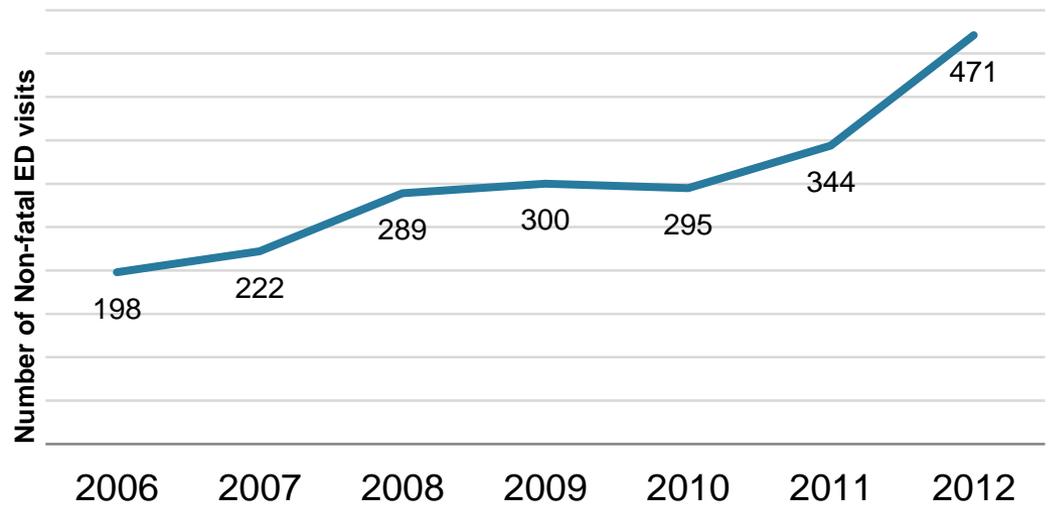


SHERATON FOUR POINTS
1010 NORTHGATE DRIVE
SAN RAFAEL 94903

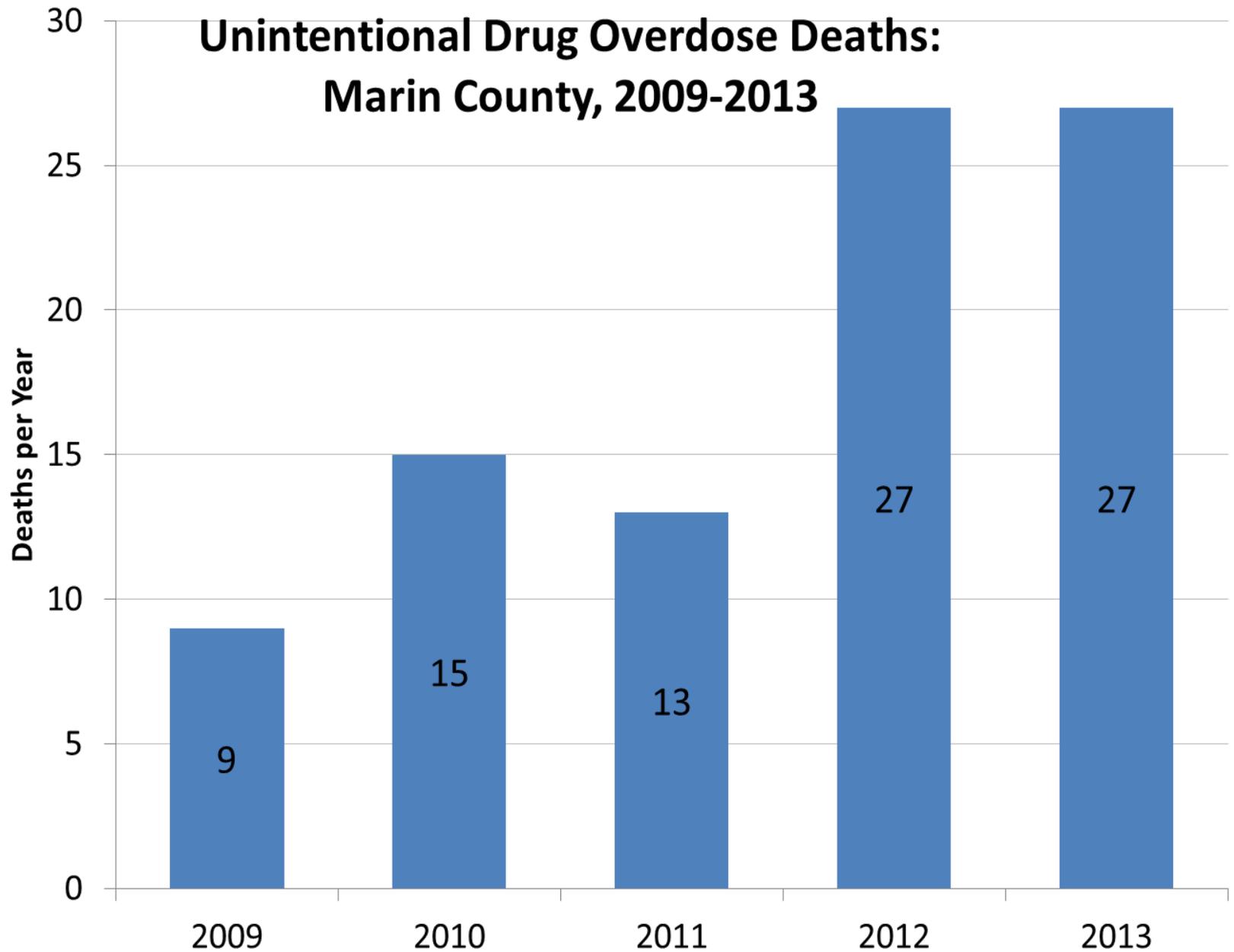
Looking Back: Our Call to Action



Emergency Department Narcotic Related Visits

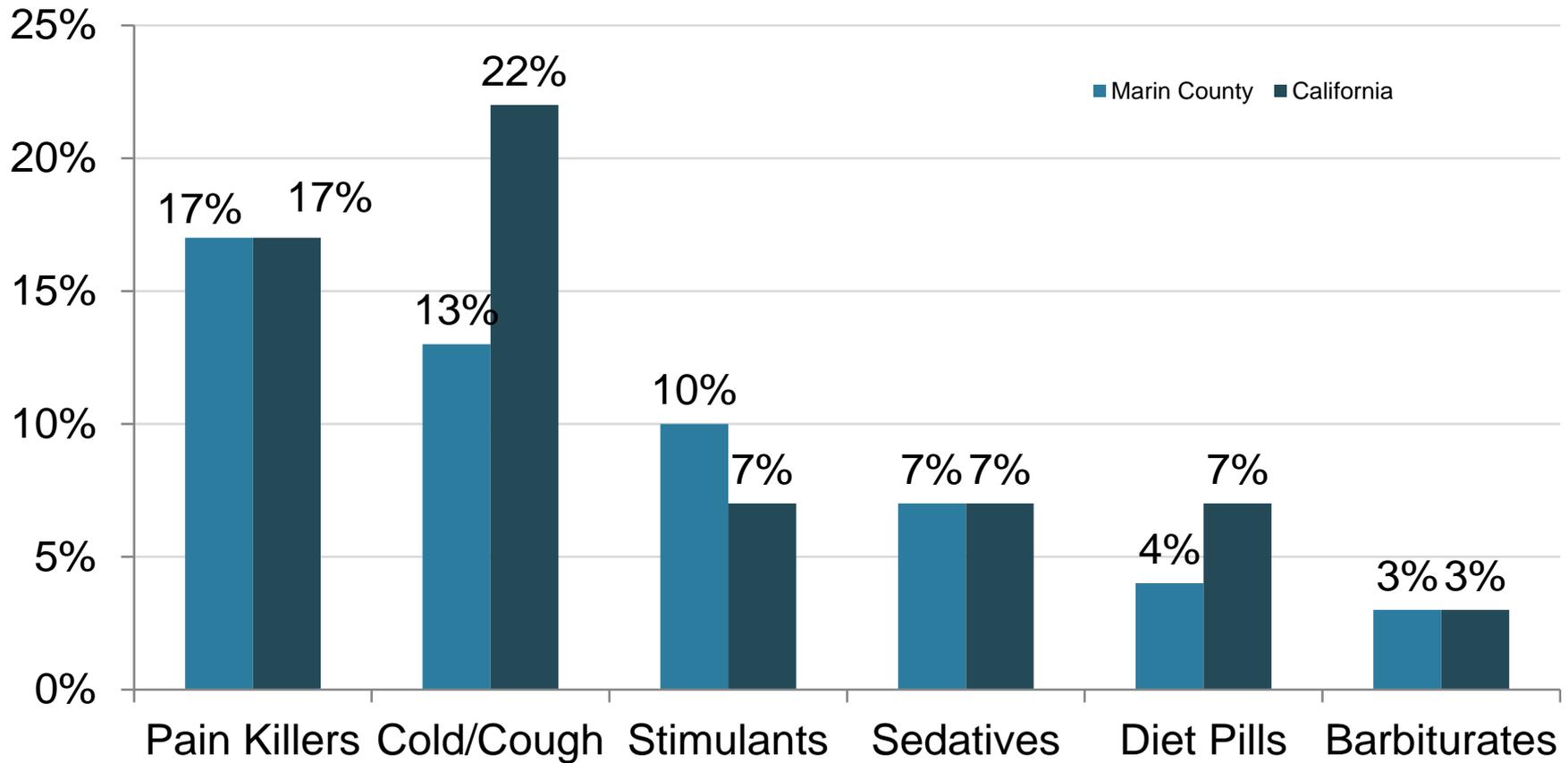


Unintentional Drug Overdose Deaths: Marin County, 2009-2013



Non-Medical Use of Pharmaceuticals

Among Marin County 11th Graders

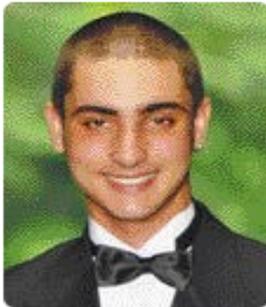


Source: California Healthy Kids Survey, 2009-2012

Marin Families

■ ALEC JACOB TORCHON

▼ Obituary ▶ Condolences

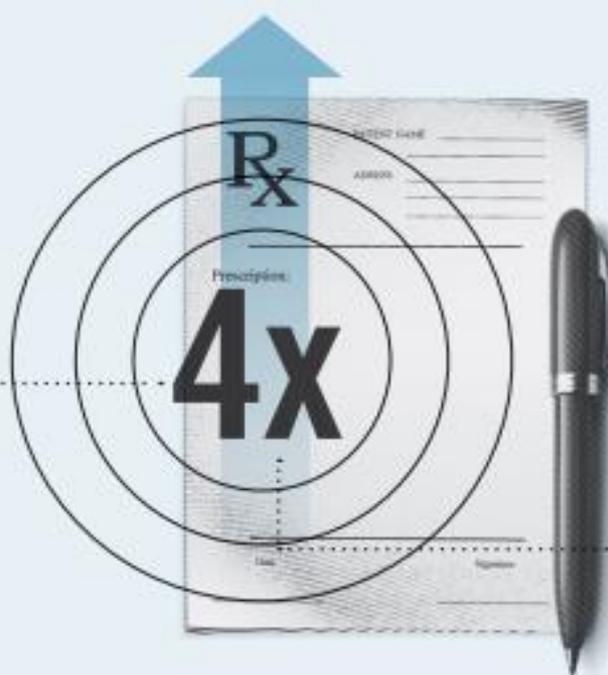


Alec Jacob Torchon Known as AJ, 19

We feel compelled to say that he died accidentally from a foolish mixture of alcohol and possibly a drug as well. We add this as a warning to spread the word of the all-too-real dangers of this kind of risky behavior. This can't happen to us or our family.



The amount of opioid prescriptions dispensed has **QUADRUPLED** since 1999



but the amount of pain that Americans report remains **UNCHANGED**

Since 1999, more than **165,000** PEOPLE HAVE DIED FROM OVERDOSE related to prescription opioids.



Nearly **2M** PEOPLE

either abused or were dependent on prescription opioids in 2014

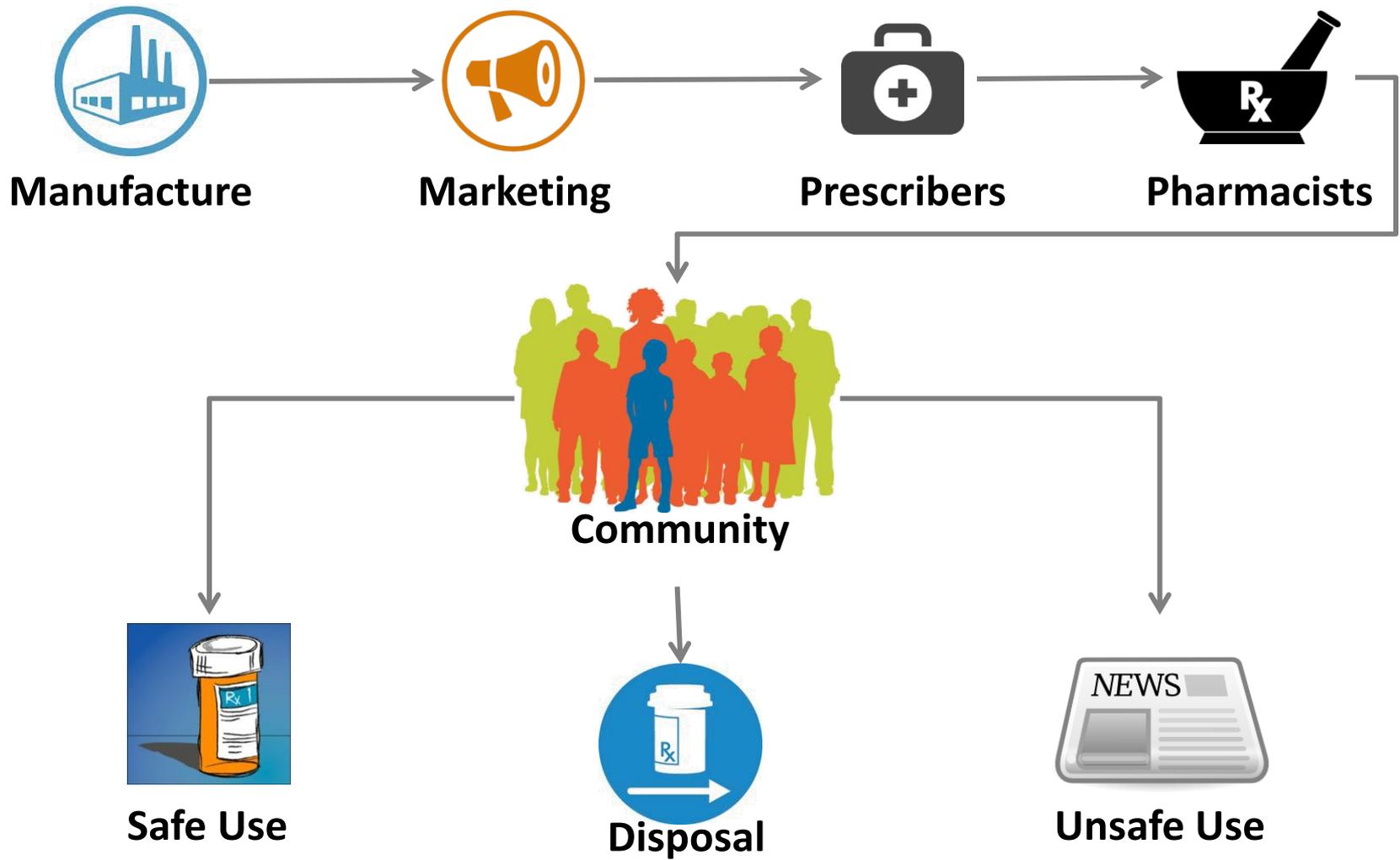


Public Health Approach

- “Every system is perfectly designed to get the results that it gets.”

– Paul Batalden, MD
- What are the key parts of the “system”?
 - Healthcare, law enforcement, policymakers, community members, schools, public health, business etc.
- What are the results of the system?
 - Overdose deaths
 - Addiction and dependence
 - Misuse
- How do we re-create the system to support safe medication use?

The Life of a Pill



A Systems Approach is a Comprehensive Approach



Prevention
Education



Surveillance
Monitoring
(PDMPs)



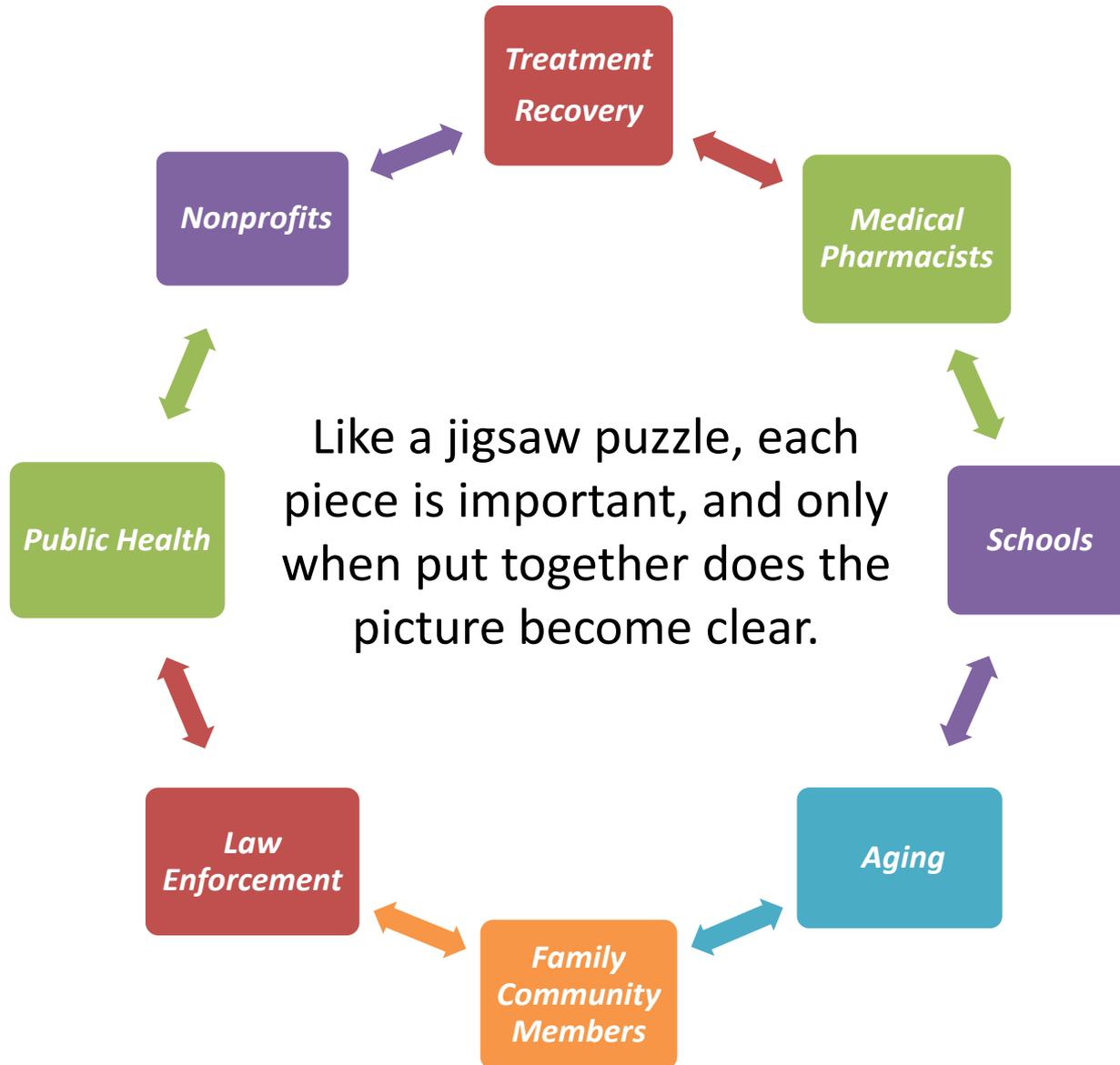
Diversion
Control
Law
Enforcement
Licensure

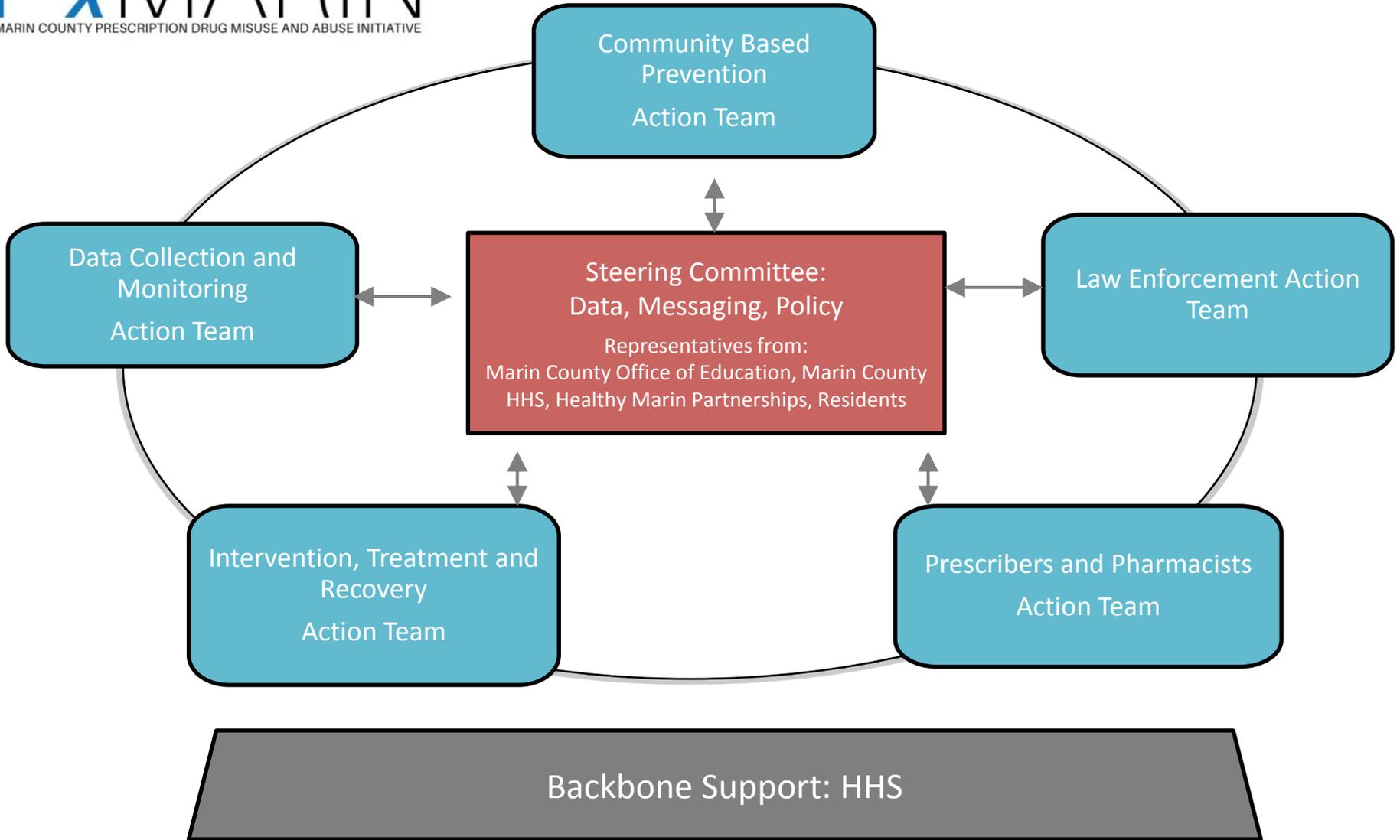


Treatment
Recovery



Why Coalitions?





SO WAS FORMED THE JUSTICE LEAGUE OF AMERICA; SEVEN OF EARTH'S GREATEST HEROES JOINED IN A COMMON CAUSE, LO, THESE MANY YEARS GONE...



Strategic Goal: Data Action Team

- Goal:
 - Marin County will have county-wide relevant data on prescription drug misuse and abuse
- Actions:
 - Develop a report card with 5-10 key data elements to track prospectively
 - Engage community in selection of indicators of greatest relevance and disseminate through CBP Action Team

Draft Report Card

Updated: 12/17/2014

RxSafe Marin Report Card Draft

Prescription drug abuse has been named a national epidemic by the Centers for Disease Control and Prevention and the World Health Organization. Marin County's community has been deeply affected and lives have been lost unnecessarily. RxSafe Marin is a community-wide initiative designed to address the problem. Dedicated partners from public health, treatment and prevention, education, law enforcement and community advocacy groups are working together to address the problem.

In order to describe prescription drug misuse and abuse in Marin County, we first identified and explored available data sources. Many of the information systems illustrate consequences of drug abuse such as hospital, drug treatment, and criminal justice data. Others, like controlled substance prescriptions and take-back data, show other aspects of the issue. A goal of the RxSafe Marin Report Card is to make findings from existing sources accessible to a wider audience. The data presented in the report card have been obtained from multiple sources, many not designed for epidemiological analysis. Therefore, observed variations may be due to institutional factors (e.g., changes in reporting or administration). Alternative explanations should be considered in the interpretation of the report card data.

The RxSafe Marin Report Card shows the scale of prescription drug misuse and abuse in Marin County by looking at multiple factors over the last five years. This report card gives us an initial benchmark to track progress over time as efforts to reduce prescription drug abuse strengthen. Readers are advised not to consider a single data point alone but rather encouraged to look at all of the information as a reflection of this important issue in our community.

Data Indicators		2009	2010	2011	2012	2013
1	Drug poisoning deaths • Unintentional • Total drug poisoning deaths	9 32	15 35	13 21	27 37	27 39
2	Non-fatal opioid-related emergency department visits	300	295	344	471	352
3	Student self-report Rx painkiller misuse		17% (N=1,831)			16% (N=1,734)
4	Number of controlled substance prescriptions		396,518	403,561	416,777	412,366
5	Median number of pills per narcotic prescription		50	45	50	56
6	Number of Practitioners and Pharmacists Registered with Controlled Substance Utilization Review and Evaluation System/ (CURES), California Prescription Drug Monitoring Program (PDMP) • Practitioners • Pharmacists		54 4	95 9	121 11	149 42
7	Pounds of safely disposed medications • Via take back events • Via EHS collection sites	2,941	4,638	300 4,556	634 5,202	1,085 6,433
8	Drug Possession Charges and Cases • Number of Charges Filed • Number of Cases	329 260	408 368	539 444	544 485	745 653

Updated: 12/17/2014

Data Indicators		2009	2010	2011	2012	2013
9	Naloxone doses administered by Emergency Medical Services	205	180	198	171	131
10	Adult treatment and detox admissions (fiscal year, 2009 represents July 2008 - June 2009, etc.) • Total adult treatment admissions • % of clients reporting opiate use (including heroin) at time of admission	2,026 28.9%	1,901 29.4%	1,395 32.1%	1,395 32.1%	1,800 28.2%

Report Card Indicator Sources

1. Unintentional drug poisoning deaths. Source: California Department of Public Health (CDPH) Vital Statistics
2. Non-fatal opioid-related emergency department visits. Source: Office of Statewide Health Planning & Development (OSHPD), Emergency Department Data, prepared by California Department of Public Health, Safe and Active Communities Branch
3. 11th grade student self-report Rx painkiller non-medical use. Source: California Healthy Kids Survey (CHKS)
4. Number of controlled substance prescriptions. Source: Controlled Substance Utilization Review and Evaluation System (CURES), California Prescription Drug Monitoring Program (PDMP)
5. Median number of pills per narcotic prescription. Source: Controlled Substance Utilization Review and Evaluation System (CURES), California Prescription Drug Monitoring Program (PDMP)
6. Number of prescribers registered with CURES. Source: Controlled Substance Utilization Review and Evaluation System (CURES), California Prescription Drug Monitoring Program (PDMP)
7. Pounds of safely disposed medication. Source: County of Marin Environmental Health Services (EHS), Drug Enforcement Administration (DEA)
8. Number of drug-related possession charges filed in court against a defendant. Number of cases with drug related charges. Source: County of Marin District Attorney (DA)
9. Naloxone administrations by Emergency Medical Services. Source: Marin County Emergency Medical Services
10. Total adult drug and alcohol treatment and detox admissions and percent of clients reporting opiate use at the time of admission. Source: CalOMS Treatment (CalOMS Tx); California's data collection and reporting system for alcohol and other drug treatment services

LiveStories



Strategic Goal: Community Based Prevention Action Team

- Goals:
 - Residents make informed and responsible choices (reduce demand)
 - Engage community in policy campaign development, implementation and enforcement (reduce access)
- Actions:
 - Develop ongoing community-driven campaigns to increase messaging re: harm of prescription and OTC medicine use/abuse & proven alternatives for pain management
 - Amend existing SHO in all jurisdictions to reduce access of prescription drugs at parties

CONSIDER YOUR OPTIONS when addressing pain

Myths vs. Facts

Facebook interface showing a page for RxSafe Marin. The page includes a navigation menu on the left, a top navigation bar with the user's name 'Anna' and 'Home', and a main content area. The main content area includes a status update prompt 'What's on your mind?', a 'Nextdoor' advertisement for 'Dominican' neighborhoods, and a post about 'April 30th is National Prescription Drug Take-Back Day' with a photo of a person and a list of instructions. The post has several comments and reactions.

Be in control
of your body,
emotions, and
health

Make informed
choices for better
quality of life

**RxSAFE
MARIN**
MARIN COUNTY PRESCRIPTION DRUGS TAKE-BACK DAY
Learn more at rxsafemarin.org

Strategic Goal: Intervention, Treatment and Recovery

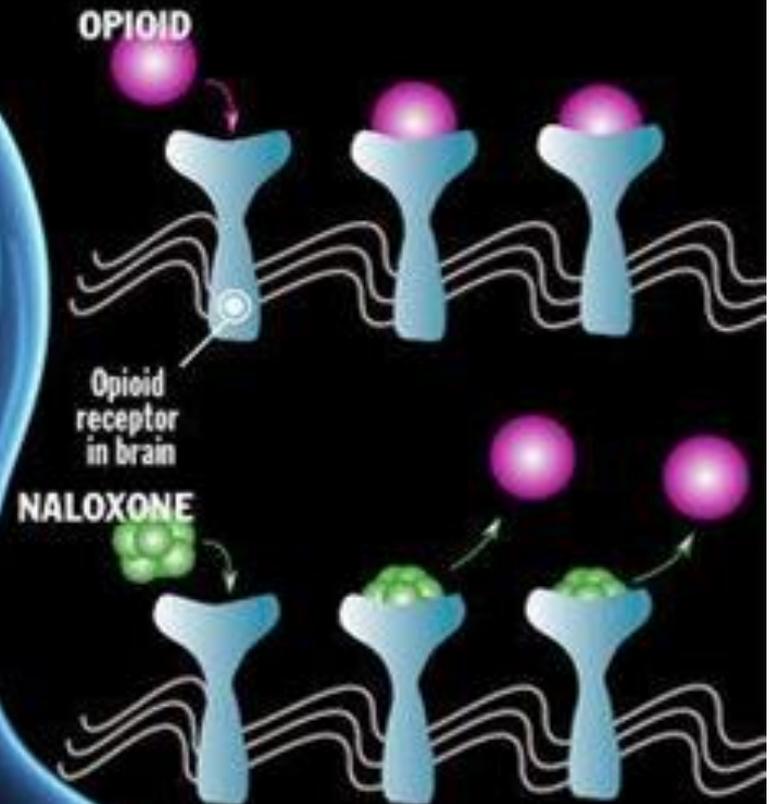
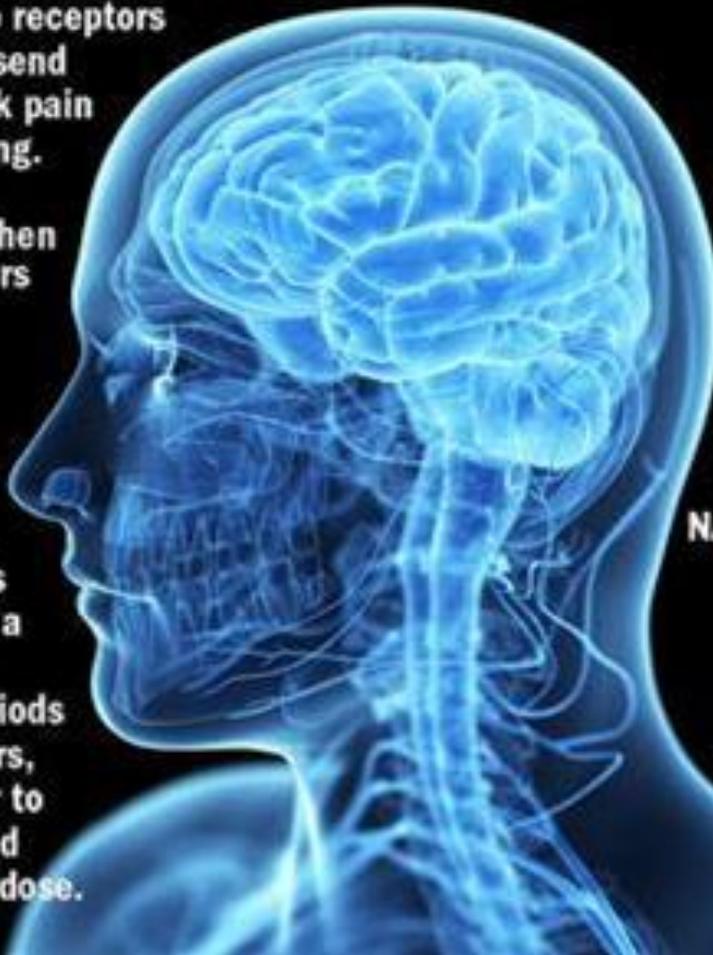
- Goal:
 - Increase naloxone availability county-wide
 - Increase MAT availability county-wide
- Actions:
 - Marin County Naloxone Education and Distribution Plan
 - Recruitment and training for buprenorphine providers

HOW NALOXONE REVERSES AN OPIOID OVERDOSE

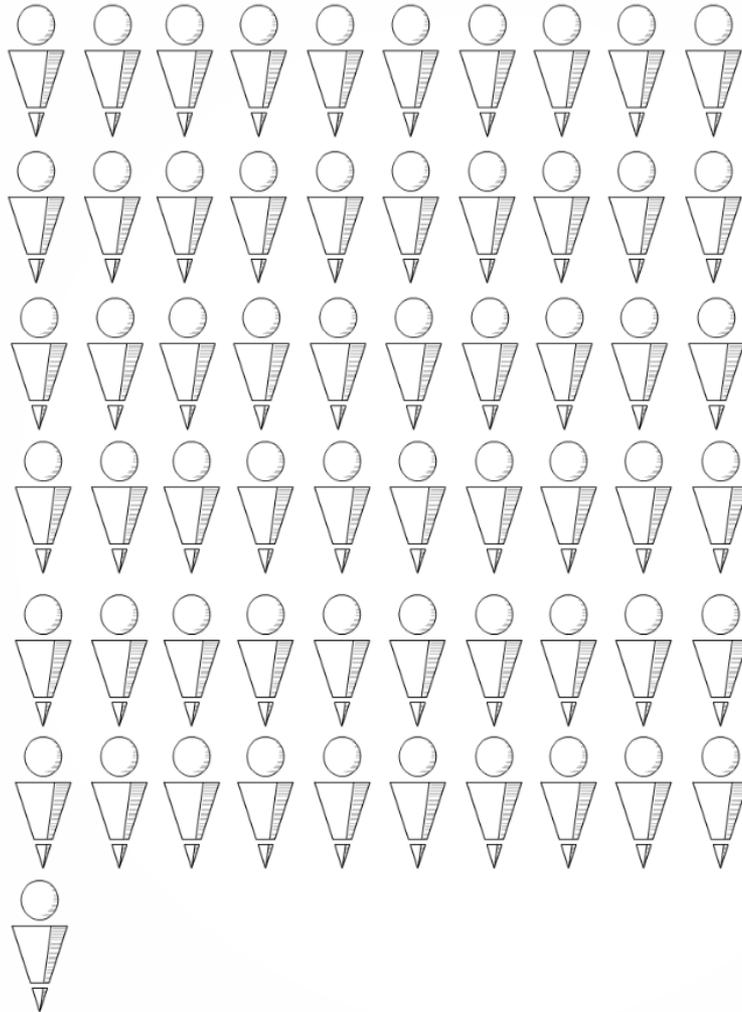
Opioids attach to receptors in the brain and send signals that block pain and slow breathing.

Overdoses occur when the brain's receptors are overwhelmed by the attached opioids, which causes the user to stop breathing.

When naloxone is administered via a nasal inhalant, it unseats the opioids from the receptors, allowing the user to breathe again and reverses the overdose.

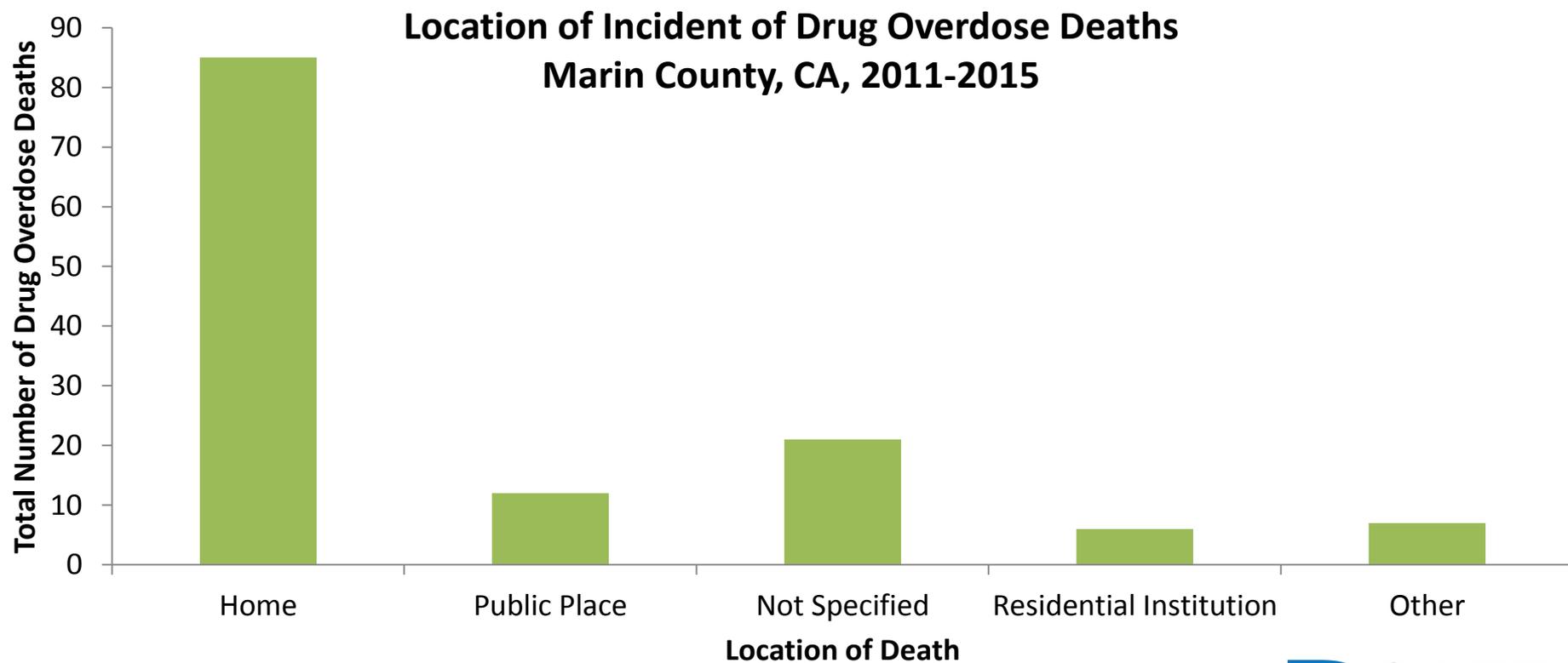


61 opioid overdoses were reversed with naloxone by Emergency Medical Services (911) in Marin County in 2015.



Source: Marin County Emergency Medical Services

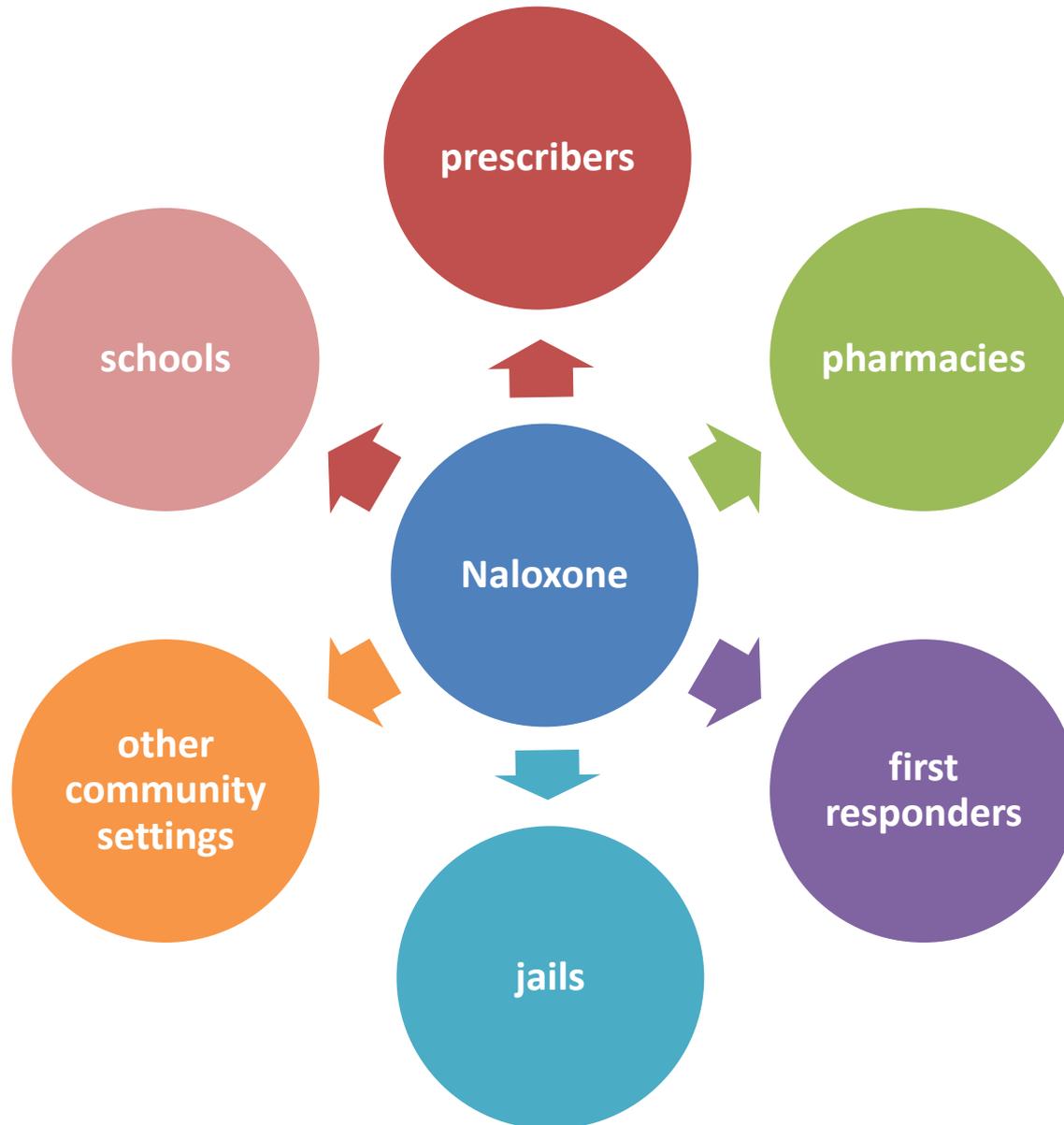
Over half of all drug overdose deaths in Marin occur in the home.



Data are preliminary and subject to change.

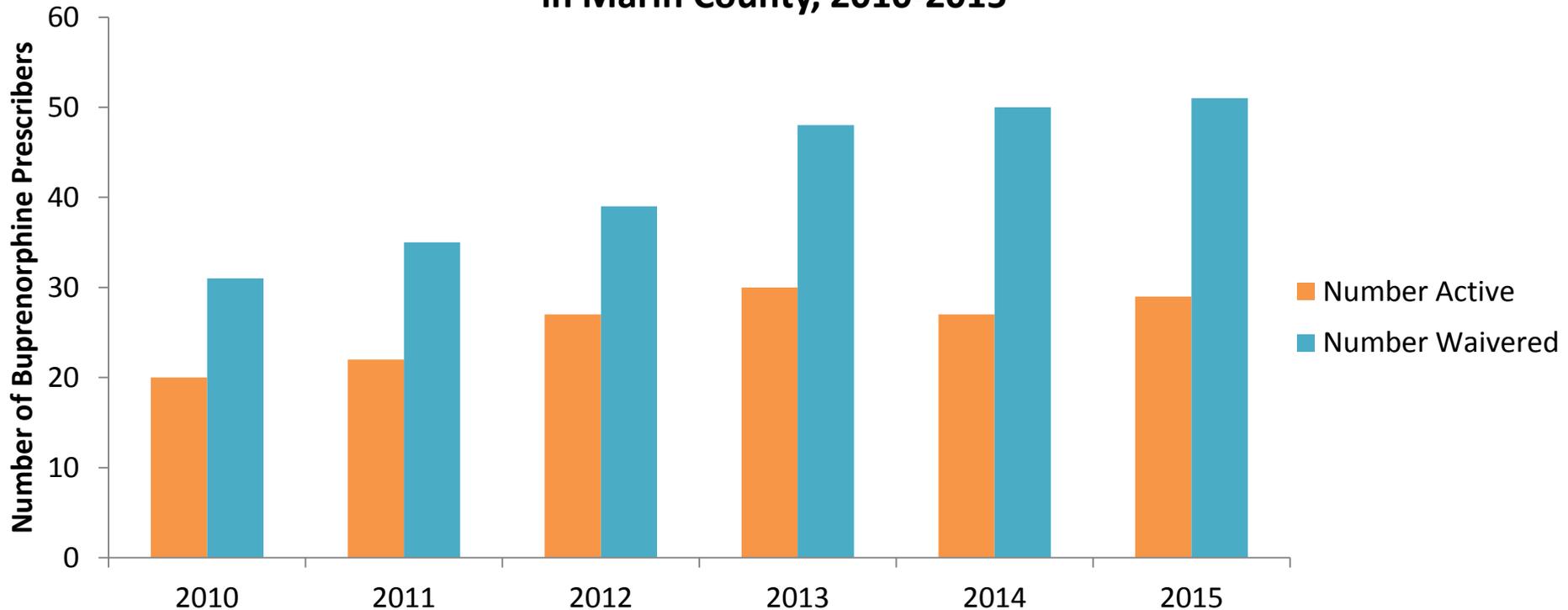
Source: California Department of Public Health, Center for Health Statistics and Informatics

Increasing Naloxone Availability



Buprenorphine treats opioid addiction. Buprenorphine prescribers are in short supply. Yet **many** prescribers who are permitted to prescribe Buprenorphine are **not actively** prescribing the medication in Marin.

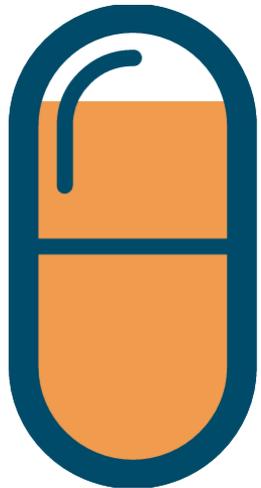
Number of Active and Waivered Buprenorphine Prescribers in Marin County, 2010-2015



Marin **prescribers** and **community** members want alternatives to opioid therapy for pain.



60% of Marin County community members surveyed were interested in alternatives to opioid therapy.



80% of Marin County prescribers surveyed wanted more resources for non-opioid management of chronic pain.

Strategic Goal: Prescribers and Pharmacists

- Goals:
 - Reduce total number of narcotics prescribed in Marin County by 15% (2016 goal met – ongoing goal)
 - Increase doctors promoting proven non-opioid alternatives for managing chronic pain
- Actions:
 - Adopt and promote safe prescribing guidelines for emergency rooms and clinics
 - Partner with CBP Action Team to create infographic of scientifically proven alternatives for MDs to use with patients

SAFE PAIN MEDICINE PRESCRIBING IN EMERGENCY DEPARTMENTS



- We care about you. We are committed to treating you safely.
- Pain relief treatment can be complicated. Mistakes or abuse of pain medicine can cause serious health problems and even death.
- Our emergency department is committed to providing safe pain relief options. Many types of pain can be safely and effectively managed without prescription medications.

For your SAFETY, we follow these rules when treating your pain:

1. We look for and treat emergencies. We use our best judgment when treating pain. These recommendations follow legal and ethical advice.
2. You should have only one provider and one pharmacy helping you with chronic pain. We do not usually prescribe pain medication if you already receive pain medicine from another health care provider.
3. If prescription pain medication is needed, we generally only give you a small amount.
4. We do not refill lost or stolen prescriptions. If your prescription is stolen, please contact the police.
5. We do not prescribe long-acting pain medicines: OxyContin, MSContin, Fentanyl (Duragesic), Methadone, Opana ER, Exalgo and others.
6. We do not provide missing doses of Subutex, Suboxone, or Methadone.
7. We do not usually give shots for flare-ups of chronic pain. Medicines taken by mouth may be offered instead.
8. Health care laws, including HIPAA, allow us to ask for your medical records. These laws allow us to share information with other health care providers who are treating you.
9. We may ask you to show a photo ID when you receive a prescription for pain medicines.
10. We use the California Prescription Drug Monitoring Program, called CURES. This statewide computer system tracks narcotic and other controlled substance prescriptions.

If you need help with
substance abuse or addiction, call
(415) 755-2345
for confidential referral and treatment.

These standards were developed by Marin County Department of Health and Human Services, Marin County Emergency Medical Services and all Marin County hospital Emergency Departments.



If you are a person with a disability and require this document in an alternate format (example: Braille, Large Print, Audio, CD-ROM), you may request an alternate format by calling: (415) 473-4161 (Voice) / (415) 473-3232 (TTY) or by e-mail at: com@marincounty.org

Opioid Prescribing for Chronic Pain: Guidelines for Marin County Clinicians

Although prescription pain medications are intended to improve the lives of people with pain, their increased use and misuse have led to a rise in narcotic addiction and overdoses in Marin County and across the country. These guidelines are designed to help clinicians improve patient outcomes and limit the risk of unintended harm when considering the use of opioids for the treatment of chronic non-cancer pain (CNCP). These guidelines do not address the use of opioids for acute pain, nor do they address the use of opioids for the treatment of pain at the end of life. These guidelines are intended to supplement and not replace individual prescriber's clinical judgment.

For prescribers considering opioids for the treatment of chronic non-cancer pain, these guidelines suggest key practices in the following areas:

- ASSESSMENT AND MONITORING
- PATIENT AND FAMILY INFORMATION
- PATIENT/PROVIDER AGREEMENTS
- CHRONIC NON-CANCER PAIN TREATMENT RECOMMENDATIONS
- NON-NARCOTIC ALTERNATIVES
- CAUTIONS REGARDING CO-MORBIDITIES OR INTERACTIONS
- RELATIONSHIP WITH PHARMACIES AND EMERGENCY DEPARTMENTS
- SAFE STORAGE AND DISPOSAL
- ADDICTION AND DEPENDENCE REFERRALS

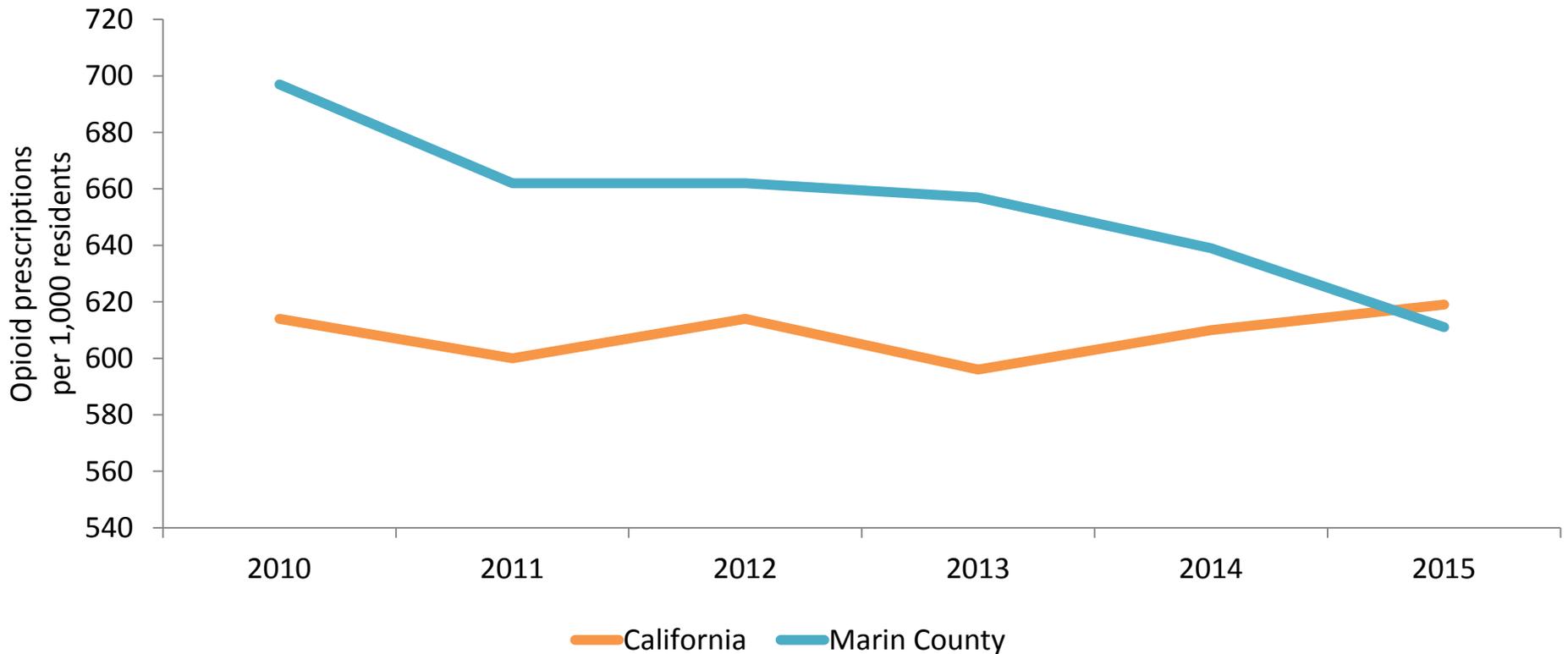
These guidelines were developed in collaboration between Marin County Department of Health and Human Services, the

RxSafe Marin Prescribers and Pharmacists Committee, and the Marin Medical Society.



The number of opioid prescriptions in Marin County is **decreasing**, and is now **lower** than the state average.

**Opioid Prescriptions (excluding Buprenorphine) per 1,000 Residents
Marin County and California, 2010-2015**



Source: California Controlled Substance Utilization Review and Evaluation System (CURES)
Prepared by: Brandeis University PDMP Center of Excellence

11,378,510 opioid pain pills were dispensed
in Marin County in 2015.

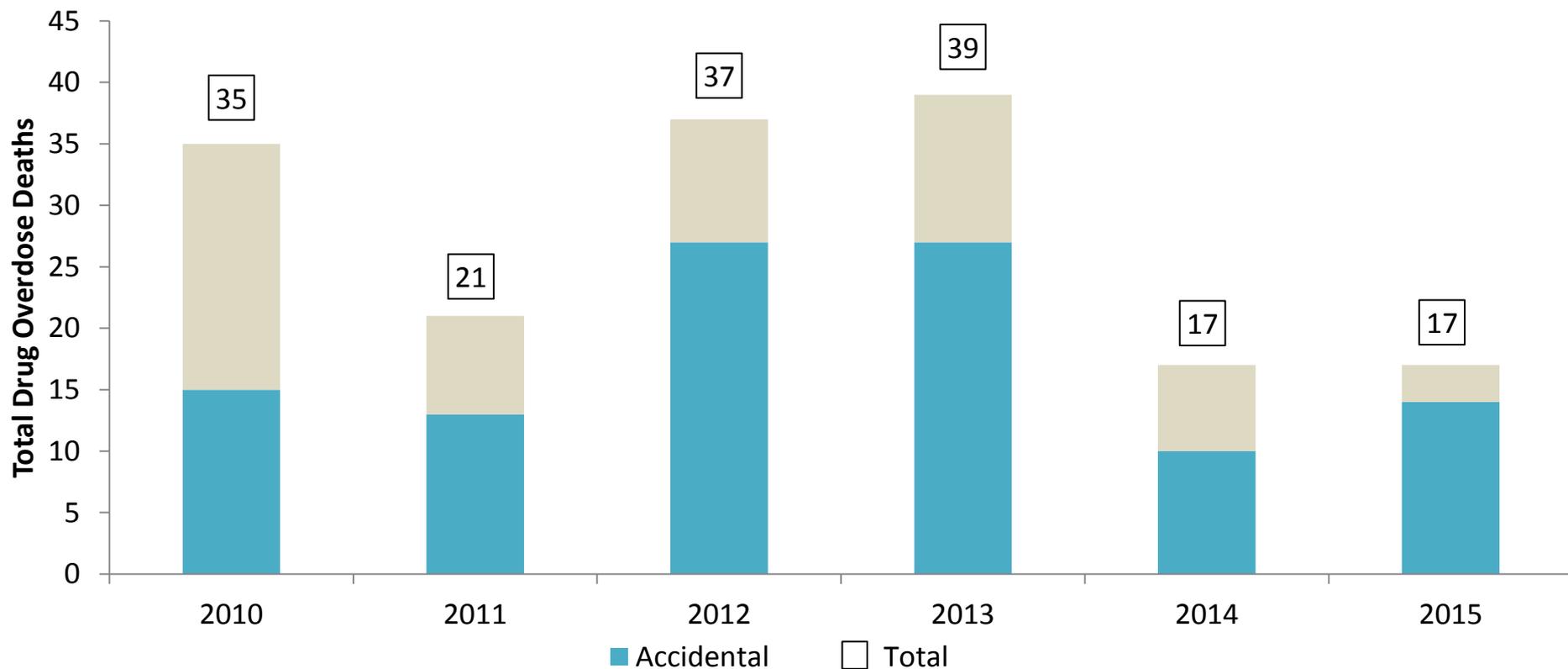
Enough for every man, woman, and child in Marin to have
44 opioid pills.

*Excluding Buprenorphine prescriptions.

Source: Controlled Substance Utilization Review and Evaluation System (CURES); American Community Survey 5-year population estimates, 2010-2014

Hope:

Accidental and Total Drug Overdose Deaths - Marin County, 2010-2015



Source: California Department of Public Health, Center for Health Statistics and Informatics

Key Ingredients for Success

- See county as a “system” with many parts
- Data mobilizes partners to focus on shared priorities
- Centralized support
 - Coordinating and tracking Action Team efforts
 - Cheerleading and celebrating successes
 - Communication across partners
 - Connected to media
- Mutual accountability
 - Tracking progress
 - Goals are transparent, measurable and public
- Acknowledge personal and professional dimension
- Political will and support

Looking to the Future

- Comprehensive evaluation
- Sustainability
- Safe Drug Disposal Ordinance implementation
- Amending local SHO
- Increase non-opioid alternatives to chronic pain
- Increase youth leadership
- Expand access and effective implementation of naloxone
- And much more!!!

Looking to the Future

KNOW THE RISKS

Prescription pain medications pose significant health risks beyond addiction

Mind and mood changes:
Changes in emotions
Diminished judgment and self-control
Increased aggressive behavior

Tooth decay

Impaired breathing, low oxygen

Sexual problems

Increased pain sensitivity

Addiction and physical dependency

Increased risk for stroke and heart attack

Chronic constipation

Hormone problems

Feminization in males

Unintentional overdose and death

Increased risk of falls and car accidents

Dangerous interactions with other medicines

Learn more at rxsafemarin.org

RxSafeMarin

This project is supported by Kaiser Permanente Northern California Community Benefit Program.

SERVE ALCOHOL TO MINORS... AND WE'LL CRASH YOUR PARTY

The Social Host Ordinance (SHO) holds adults responsible for hosting youth drinking in their households whether or not adults are present.

FACTS ON THE SHO:

- HOUSE PARTIES ARE WHERE YOUTH DRINK.**
73% of young people in Marin reported they most often drink alcohol at home with friends, at parties, or at other social events.*
- IT IS A PROVEN PREVENTION TOOL.**
A good SHO policy can act as a deterrent to help stop underage drinking parties before they cause harm.
- IT TAKES PRESSURE OFF YOUTH.**
It's become a norm to drink at youth parties. With a SHO, youth don't have to make the decision of drinking to fit in or not going to parties.
- IT HOLDS ADULTS ACCOUNTABLE.**
Providing alcohol to a minor is illegal, and enforcing this law requires the help of parents and the greater community.
- IT IS A TOOL FOR YOU.**
It gives you talking points for a difficult conversation.

The Social Host Ordinance is being enforced in every city, town, and unincorporated area of Marin County.

To anonymously report underage drinking parties in your neighborhood, call your local police department's non-emergency phone number.

HOW DOES THE SOCIAL HOST ORDINANCE WORK?

- A neighbor reports a loud party or 'unruly gathering' where they believe there is underage drinking.
- An 'unruly gathering' means a party or gathering of two (2) or more persons at a residence or other private property in the city.
- The police officer that responds to the scene will assess the situation to find out if underage drinking has occurred.
- The adults will be held responsible for any underage drinking and all youth will be required to get home safely. Youth under the influence may be cited or arrested.
- If adults are not present, they will be notified that an underage drinking party has occurred in their home and will be held accountable.

If underage youth are drinking on your property, you could be fined up to \$750 with a possible addition of recovery fees.

NEW CHANGES TO THE SHO AS OF JUNE 2017:

- Adults will be held accountable for underage marijuana use in their homes.
- Party hosts will be liable and subject to fines even when the party location is a rented bus or limousine.
- All offenders under the age of 21 are mandated to graduate from a restorative justice program.
- Plus other restrictions.

ADDICTION IS A HEALTH CONDITION,
NOT A CHARACTER FLAW.



THANK YOU!

**Compartir medicamentos
es peligroso:**
Sharing medication
is dangerous:

**¡Deshágase de ellos!
Clean it out!**

Visite <http://tinyurl.com/MarinDisposal> para ver un listado de los sitios para entregar medicamentos gratis en el Condado de Marin.
Visit <http://tinyurl.com/MarinDisposal> for free pharmaceutical drop-off locations in Marin County.

*Guárdelos bajo llave
Lock it up
Deshágase de ellos
Clean it out
Entréguelos al lugar apropiado
Drop it off*

**RxSAFE
MARIN**
MARIN COUNTY PRESCRIPTION DRUG MISUSE AND ABUSE INITIATIVE

Stay connected!

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