

Connecting with Individuals in Need in Rural Areas

Presenters

- Chris Williams, RROE Project Coordinator, Memorial Regional Health
christopher.williams@memorialrh.org
- Debra McLaughlin, Coordinator, Opioid Task Force, CONNECT Project Director,
debmc@opioidtaskforce.org
- Alison Proctor, Opioid Task Force, CONNECT Interim Project Manager,
alison@opioidtaskforce.org
- Sharon Lincoln, Opioid Task Force, CONNECT Operations Coordinator,
sharon@opioidtaskforce.org

This event was supported by Grant No. 2017-AR-BX-K003 awarded by the Bureau of Justice Assistance. The Bureau of Justice Assistance is a component of the U.S. Department of Justice's Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, the Office for Victims of Crime, and the Office of Sex Offender Sentencing, Monitoring, Apprehending, Registering, and Tracking (SMART). Points of view or opinions in this presentation are those of the author(s) and do not necessarily represent the official position or policies of the U.S. Department of Justice.

Learning Objectives

- After this session, participants will be able to:
 - Understand key challenges and opportunities faced by rural communities in addressing substance use disorder.
 - Identify potential solutions to service provision issues in rural communities.
 - Consider ways in which these solutions could be applied to rural communities in their county or state.

CONNECTING WITH INDIVIDUALS IN NEED IN RURAL AREAS



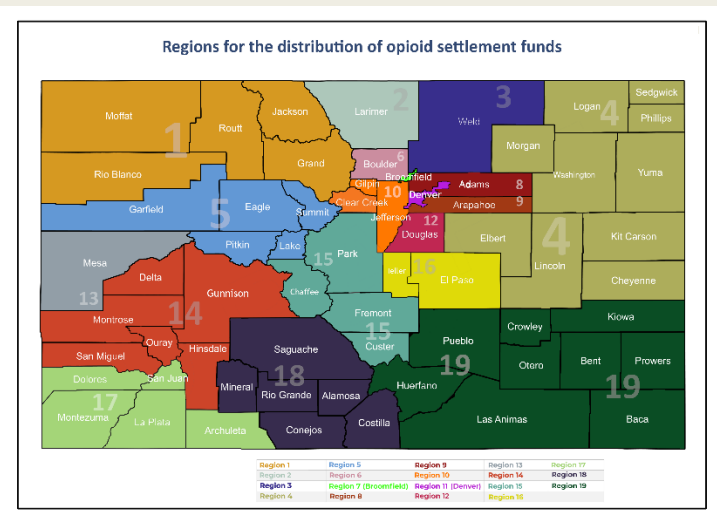
Christopher Williams
RROE Project Coordinator
Memorial Regional Health
Craig, Colorado

Challenges in Rural Areas

Geographically dispersed population

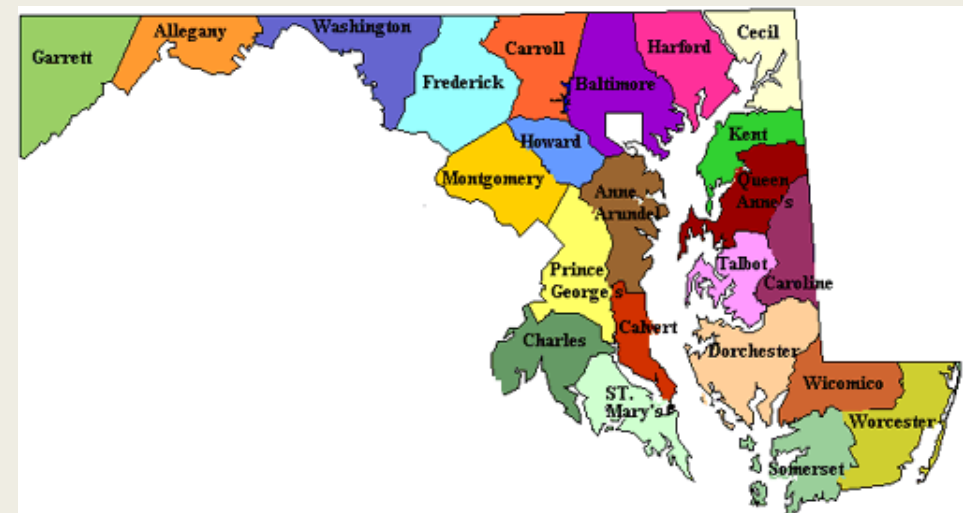
NWCO RROE Project Area:

- 13,883 square miles
- 61,869 total population



State of Maryland:

- 9,775 square miles
- 6,046,000 total population



Challenges in Rural Areas (cont.)

- Transportation
- Financial resources
- Access to goods and services
- Stigma
 - Personal stigma
 - Community stigma
 - First responder stigma
 - Provider stigma



We must address these challenges in every initiative/project we undertake!

Prevention Initiatives

Youth Prevention

- Partnerships between schools and nonprofit organizations
- Expanding programming to smaller rural schools
- Establishing youth/teen safe spaces and events



grand futures
prevention coalition



Prevention Initiatives (cont.)

Medication Safety and Take Back

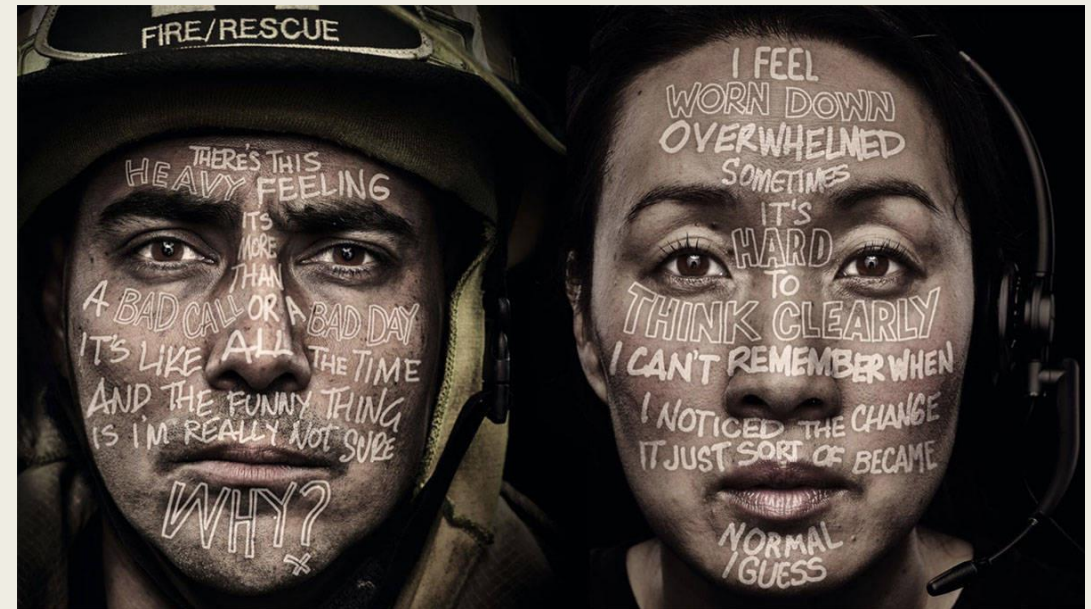
- New permanent take back locations in smaller towns
- Public awareness for take back programs and events
- Interagency transportation agreements



Prevention Initiatives (cont.)

First Responder Resilience/Self-Care

- Integrated training and messaging surrounding mental health and self-care
- Increased access to critical incident stress management services
- Early trauma/secondary trauma intervention



First responders are often the first to contact individuals in need in rural areas!

Harm Reduction Activities

Harm Reduction Kits

- 10 ea. fentanyl test strips
- 1 ea. Microscoop
- 2 ea. naloxone vials
- 2 ea. sterile needles
- Overdose information
- Instructions
- Encouragement card
- Resource card



Harm Reduction Activities (cont.)

Harm Reduction Kit Distribution

- Health/behavioral health facilities
- First responders
- Libraries*
- Head shops*
- Dispensaries*
- Pharmacies*



*—indicates current areas of program expansion

Harm Reduction Activities (cont)

First Responder Training

- Non-violent crisis intervention
- Field harm reduction
- Identifying and addressing secondary trauma

Provider Training



Harm Reduction Activities (cont.)

14th District Adult Diversion Program

- Diverts eligible individuals from the legal system into treatment and recovery
- Case management provided by peer recovery support team



Treatment Activities

- Transportation Contracts
- CSU/Detox
- Mobile MAT
- JBBS Program
- Wraparound Services
- Integration with residential treatment programs



Recovery Activities

- Peer Recovery Support Team
 - Clean and Sober events
 - Recovery case management
- Recovery/Sober Housing
- Recovery Cards project





CONNECT

Offering hope and help to those in need

Saving Lives Through Post-Opioid Overdose Follow-Up Services

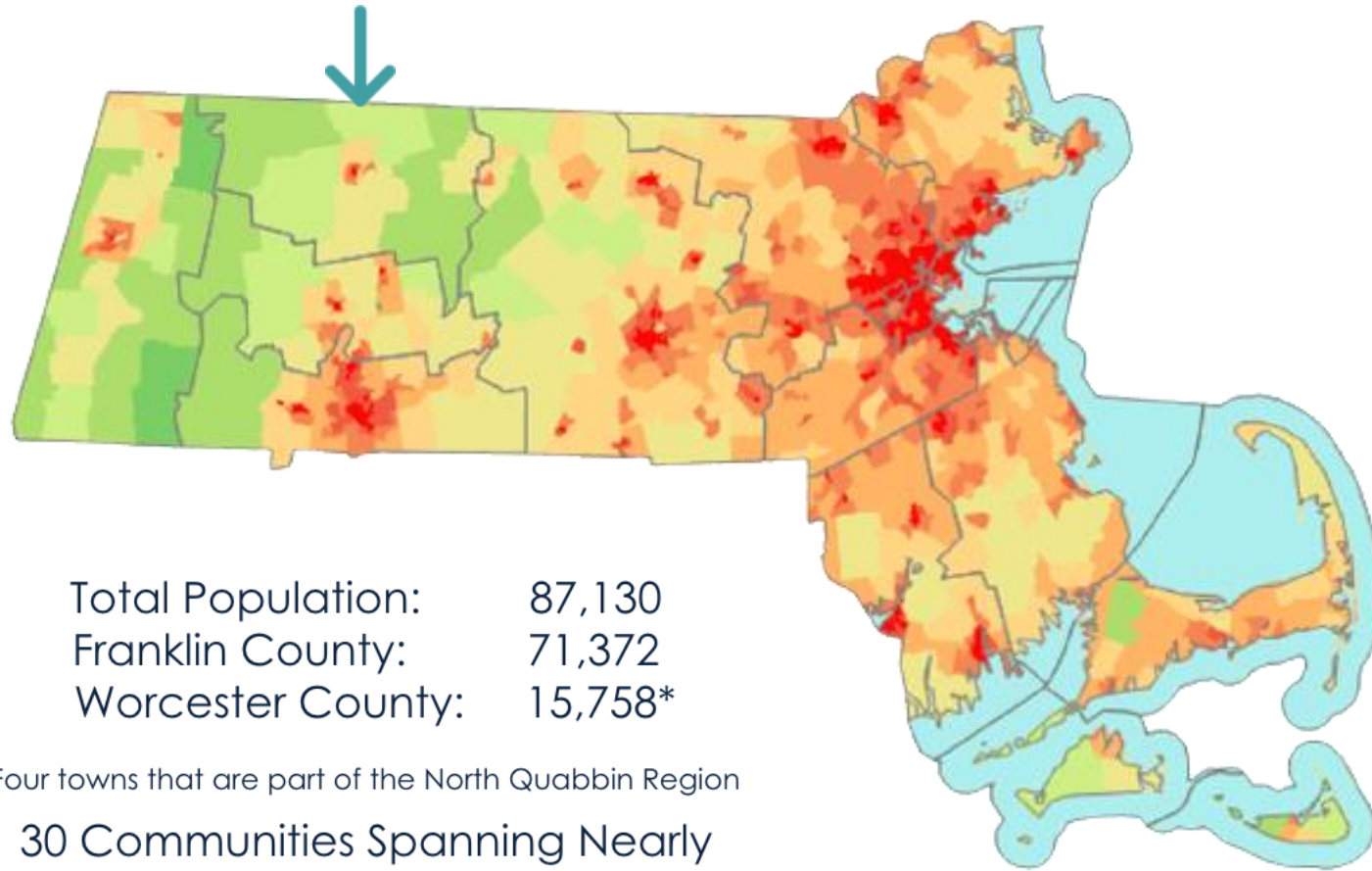
Serving Franklin County and the North Quabbin Region

COSSAP National Forum: Making Connections With Individuals in Need in Rural Areas

Wednesday, November 17, 2021



Franklin County and the North Quabbin Region

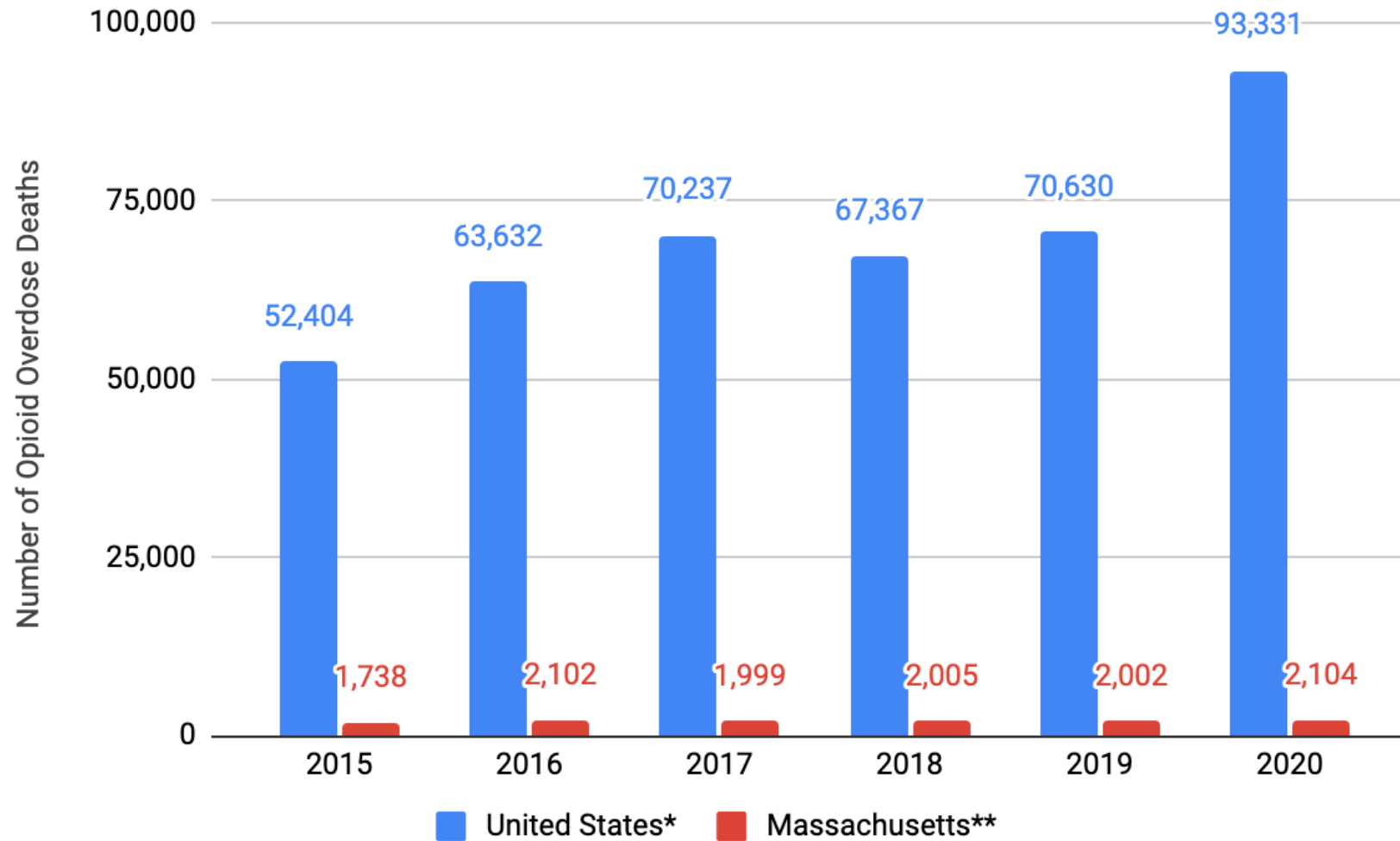


Total Population:	87,130
Franklin County:	71,372
Worcester County:	15,758*

*Four towns that are part of the North Quabbin Region

30 Communities Spanning Nearly
1,000 Square Miles

Opioid-Related Overdose Deaths in Massachusetts and the United States



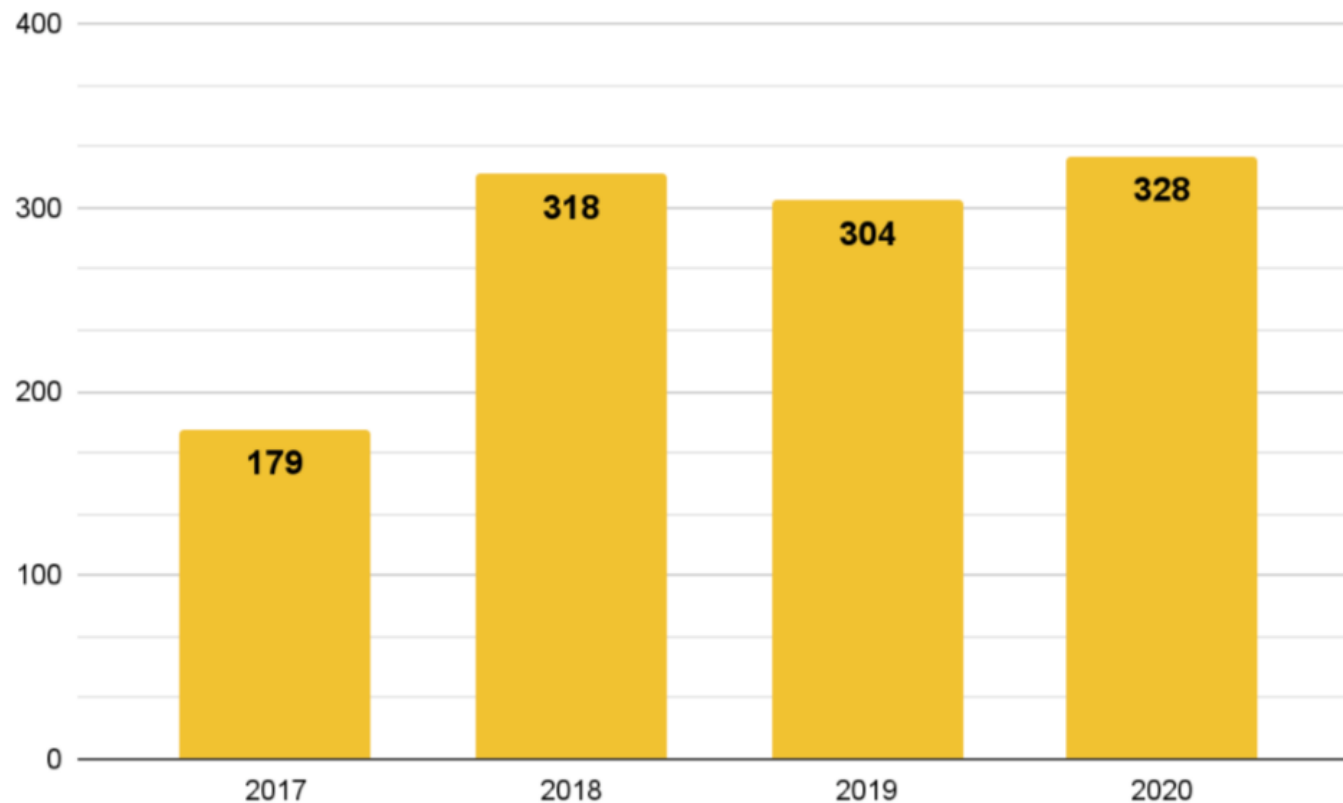
*Source: CDC WONDER; 2020 – National Vital Statistics System, Provisional Drug Overdose Death Counts

**Source: Massachusetts Department of Public Health – Massachusetts Registry of Vital Records and Statistics

Number of Fatal Opioid-Related Overdoses in Western Massachusetts

Counties in Western Massachusetts:

- Berkshire County
- Hampshire County
- Hampden County
- Franklin County and the North Quabbin Region



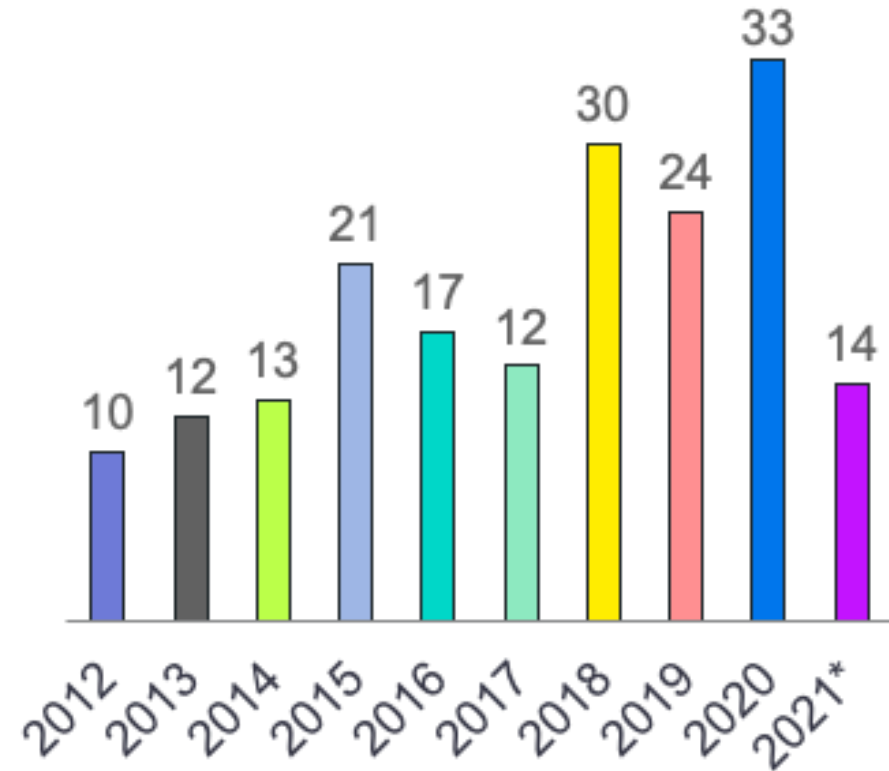
Data for 2017 to 2020 deaths are preliminary and subject to updates by the Office of the Chief Medical Examiner.
Source: Massachusetts Department of Public Health, May 2021

Number of Fatal Opioid-Related Overdoses in Franklin County/North Quabbin

For 2018 – 2020, additional cases are still being confirmed by the Office of the Chief Medical Examiner. 2012 – 2021 data includes Athol, Massachusetts.*

Sources: Massachusetts Department of Public Health Data, Massachusetts Registry of Vital Records and Statistics, May 2021.

*One of the nine communities considered part of the North Quabbin Region



*Preliminary data for January – March 2021

About CONNECT

CONNECT- NORTH/CENTRAL

Bernardston, Gill,
Greenfield, Leyden,
Montague, Northfield

CONNECT-WEST

Ashfield, Buckland,
Charlemont, Colrain,
Hawley, Heath,
Monroe, Rowe,
Shelburne

The Community Opportunity, Network, Navigation, Exploration, and Connection Team (CONNECT) program is the first 24/7 opioid overdose rapid response team to respond to fatal and nonfatal overdoses and those at high risk for overdoses, including their children, in our rural, 30-town region

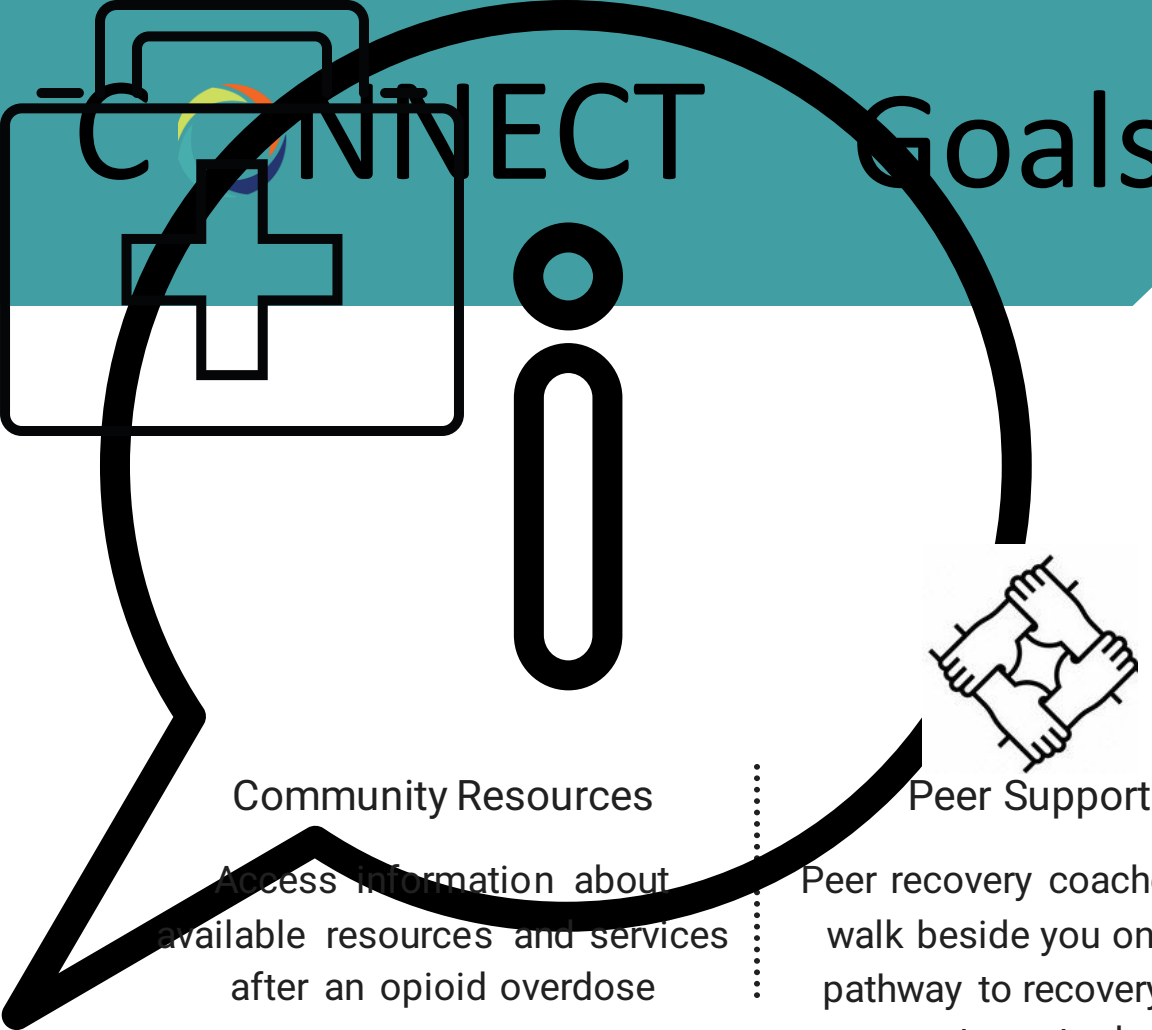
CONNECT-SOUTH

Conway, Deerfield,
Leverett, Shutesbury,
Sunderland, Whately

CONNECT-EAST (NORTH QUABBIN)

Athol, Erving, Orange,
New Salem,
Petersham,
Phillipston,
Royalston, Warwick,
Wendell

CONNECT Goals



Community Resources

Access information about available resources and services after an opioid overdose

Peer Support

Peer recovery coaches can walk beside you on your pathway to recovery and connect you to desired resources

Narcan

Learn how to use Narcan safely and access other harm-reduction supplies

Service Referrals

Get customized help for the services you need

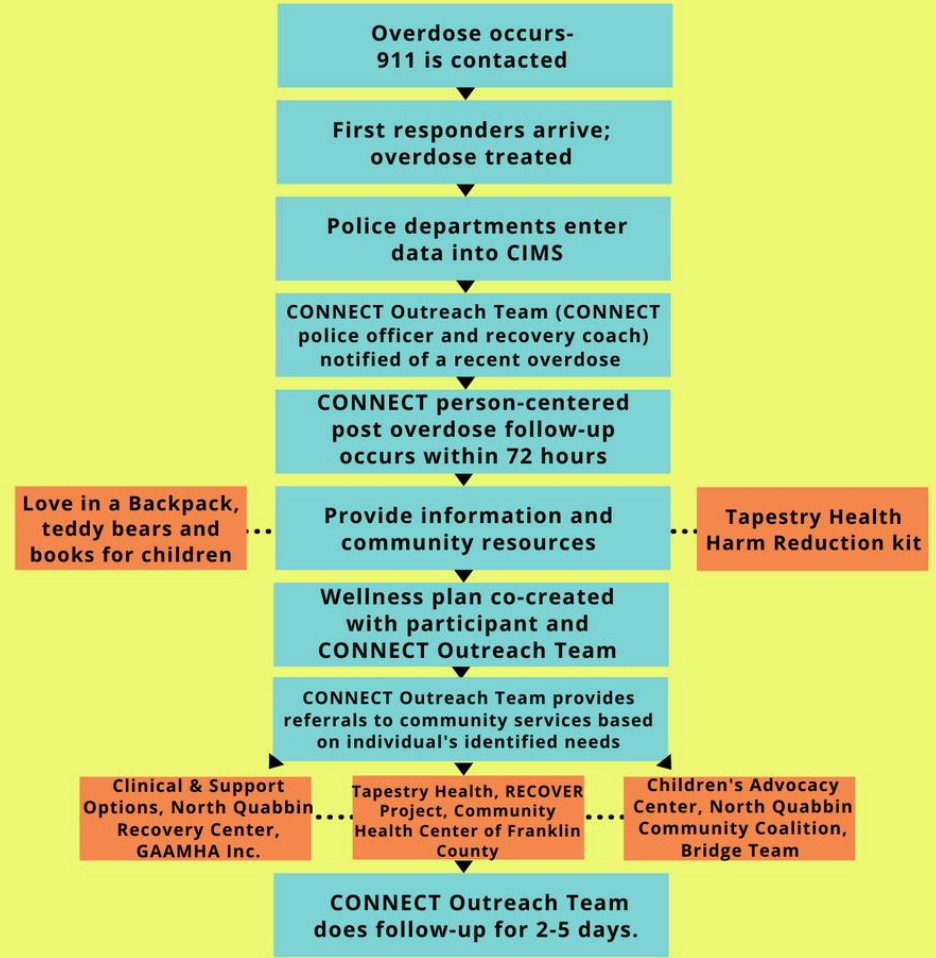
Outreach and Spoke Partners



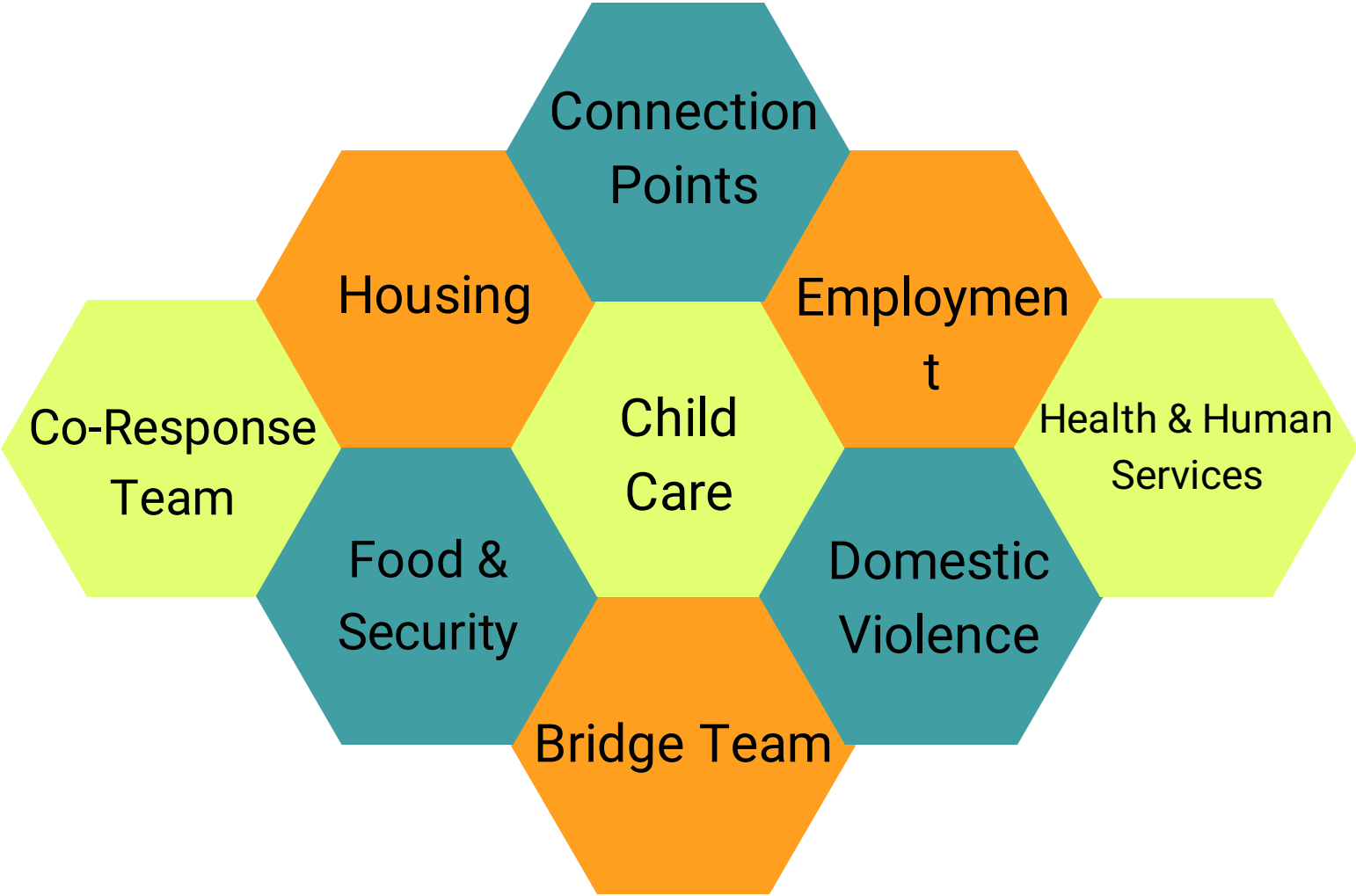
CONNECT

9-1-1 Post-Overdose Response

TOLL-FREE: 1-833-519-2735



Support Network Partners



Implementation Timeline

PHASE ONE

Planning

Formalize partnership agreements and contracts for subawards

Identify CONNECT team members including design team

Formalize CONNECT organizational infrastructure and meeting schedule

Conducting trainings, including for Critical Incident Management System (CIMS)

Developing branding and messaging materials

Setting up evaluation systems

PHASE TWO

Launch of Pilot
July 1, 2021

Launching In



Greenfield

Montague

Deerfield

PHASE THREE

Launch of Remaining Hubs

Launching in remaining communities of Franklin County
By December 17, 2021



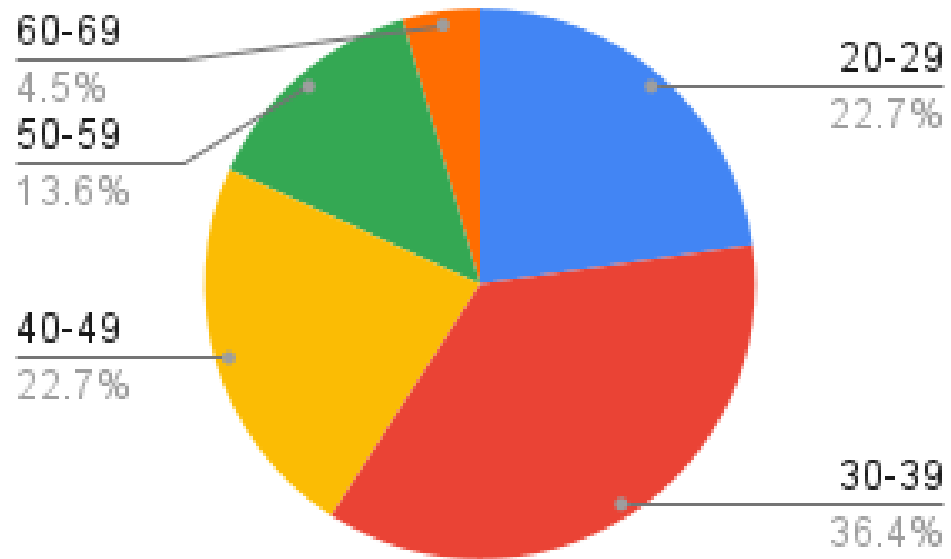
Launching in North Quabbin region
October 1, 2021

Pilot Overdose Incident Data:

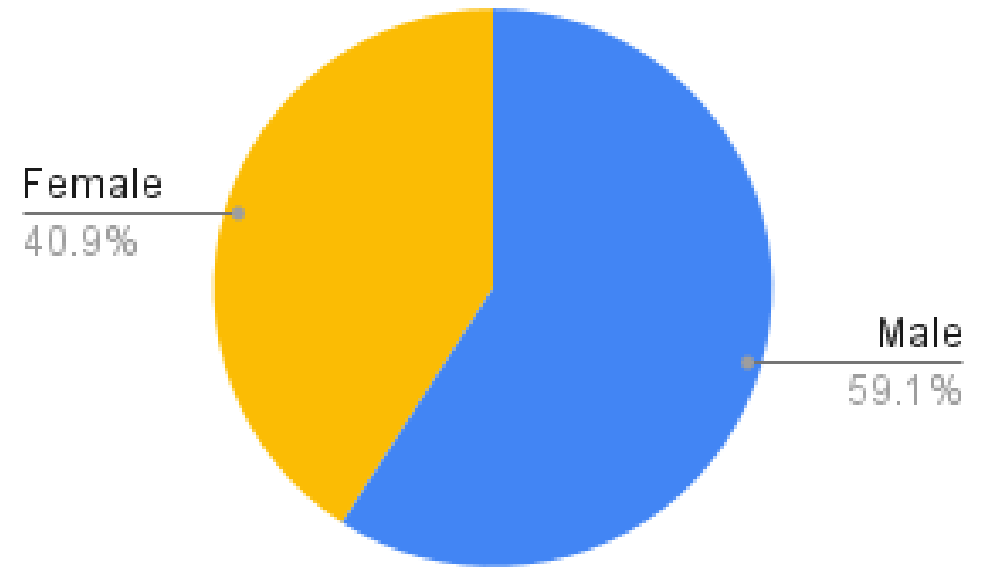
July 1, 2021 - August 31, 2021*

*incidents reported through 9-1-1 for the three pilot communities

Age



Gender



Nonfatal Total: 20

Fatal Total: 2

Follow-Up Total: 29

Average Follow-Up Per Nonfatal Overdose Incident: 1.45

Pilot Follow-Up and Outreach Data: July 1, 2021 - August 31, 2021

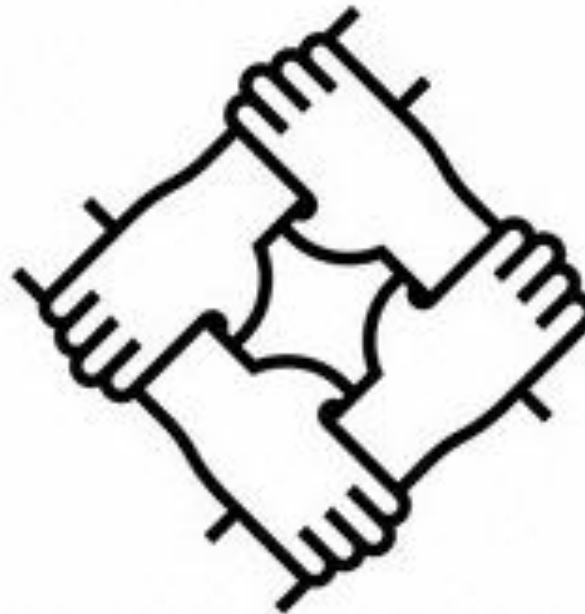
Kara Cavanaugh, Recovery Coach
Supervisor of the RECOVER
Project:

“We tell people at the home visits
that we have been in their shoes
and we are here for support. . .

This common bond of shared
experience can put people who
have experienced an overdose at
ease and make them more
receptive to hearing about
resources. . .

We are not afraid to face this. We
are here to help. . .”

The **R E C O V E R**
Project



There was an average of 1.45
follow-up visits for every
nonfatal overdose incident



Artwork: Annie Parkinson

Outreach Materials

CONNECT
Follow-up visits for those who have experienced or witnessed an opioid overdose in the Franklin County and the North Quabbin Region of Western Massachusetts
TOLL-FREE: 1-833-519-2735

Access information about available resources and services after overdose

COMMUNITY RESOURCES
Learn how to use Narcan safely and get free harm reduction supplies

FREE NARCAN
Peer Recovery Coaches can walk beside you on your pathway of recovery and connect you to desired resources

PEER SUPPORT
Get customized help for the information you need

SERVICE REFERRALS
Get customized help for the information you need

OPIOID Task Force
Visit www.opioidtaskforce.org/CONNECT
Email us at CONNECT@opioidtaskforce.org
Facebook: @CONNECT.FCNQ Instagram: @connect.fcng Twitter: @CONNECT_Fonq

Welcome

Greetings ~

“You yourself, as much as anybody in the entire universe, deserve your love and affection.” - Buddha

We understand that you or a loved one recently experienced or witnessed an opioid overdose. This may have been a scary experience. After something like this happens, it is not unusual to have lots of feelings or a desire to figure out why this happened and what could be done to prevent an overdose in the future.

Since you are a valued member of our community, we are here for you. If you need someone to talk to or help you or a loved one learn more about available community resources, a member of the CONNECT Team can offer free and confidential assistance, support, and referrals.

This Community Information and Resources Packet gives you more information about CONNECT and how we can help. We look forward to working with you!

Our best wishes,
~ Members of the CONNECT Team

Artwork: Annie Parkinson

Community Resources and Information Packet

Accessible at <https://www.opioidtaskforce.org/CONNECT>

CONNECT
9-1-1 Post-Overdose Response
TOLL-FREE: 1-833-519-2735

Overdose occurs- 911 is contacted

First responders arrive; overdose treated

Police departments enter data into CIMS

CONNECT Outreach Team (CONNECT police officer and recovery coach) notified of a recent overdose

CONNECT person-centered post overdose follow-up occurs within 72 hours

Provide information and community resources

Wellness plan co-created with participant and CONNECT Outreach Team

CONNECT Outreach Team provides referrals to community services based on individual's identified needs

CONNECT Outreach Team does follow-up for 2-5 days.

Love in a Backpack, teddy bears and books for children

Tapestry Health Harm Reduction kit

Clinical & Support Options, North Quabbin Recovery Center, GAAMHA Inc.

Tapestry Health, RECOVER Project, Community Health Center of Franklin County

Children's Advocacy Center, North Quabbin Community Coalition, Bridge Team

OPIOID Task Force
Visit www.opioidtaskforce.org/CONNECT
Email us at CONNECT@opioidtaskforce.org
Facebook: @CONNECT.FCNQ Instagram: @connect.fcng Twitter: @CONNECT_Fonq

Follow-Up and Outreach Flowchart

CONNECT Community Flyer

Key Learnings to Date

01 CAPACITY CONSTRAINTS AND BURNOUT

Across the board, organizations and first responders are experiencing capacity constraints, staffing challenges, and burnout as a result of the COVID-19 pandemic

02 WELLNESS SUPPORTS

Providing wellness supports to peer recovery coaches, such as ongoing supervision by a recovery coach supervisor, trainings, and informal gatherings, is essential to building skills, confidence, and self-care to do this work

03 DIFFERING ORGANIZATIONAL CULTURES

Differing organizational cultures, biases, and trainings have created opportunities to develop shared meeting agreements and processes to discuss difficult topics

04 CHILDREN AFFECTED BY AN OVERDOSE

A literature review conducted by the University of Massachusetts Amherst on post-overdose follow-up programs illuminated the gap in post-overdose follow-up services for children

05 UNHOUSED INDIVIDUALS

Timely post-opioid overdose follow-up is challenging for unhoused individuals in our rural community. It highlights the ongoing housing crisis that is happening nationally

06 HARM REDUCTION AND NARCAN ACCESSIBILITY

First responders in our rural region experience barriers in accessing naloxone as a result of expired or outdated (intramuscular) Narcan kits, local government buy-in challenges, and geographical barriers

Debra McLaughlin, Coordinator, Opioid Task Force
CONNECT Project Director
debmc@opioidtaskforce.org

Alison Proctor, Opioid Task Force
CONNECT Interim Project Manager
alison@opioidtaskforce.org

Sharon Lincoln, Opioid Task Force
CONNECT Operations Coordinator
sharon@opioidtaskforce.org

Taylor McAndrew, Opioid Task Force
Incoming CONNECT Project Manager
taylor@opioidtaskforce.org



Contact



@CONNECT.FCNQ



@connect.fcnc



@CONNECT_Fcnc

Email:

CONNECT@opioidtaskforce.org

Website:

www.opioidtaskforce.org/CONNECT

Phone:

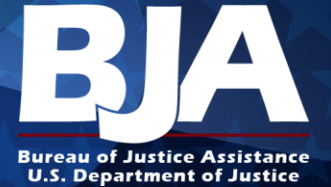
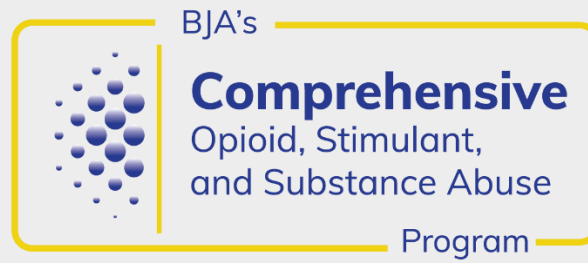
Toll-free number: 1 (833) 519-2735

Questions and Answers



Contact Information

- Chris Williams, Memorial Regional Health, christopher.williams@memorialrh.org
- Debra McLaughlin, CONNECT Project Director, debmc@opioidtaskforce.org
- Alison Proctor, CONNECT Interim Project Manager, alison@opioidtaskforce.org
- Sharon Lincoln, CONNECT Operations Coordinator, sharon@opioidtaskforce.org



2021 Virtual COSSAP National Forum

COSSAP 2021: New Partners, New Tools, Renewed Hope

<https://www.cossapresources.org>