



## Safe Communities

# Report to Board of Health: Injury Prevention Activities of Safe Communities

**June 16, 2014**

**Cheryl Wittke, Executive Director  
Safe Communities of Madison/Dane County**

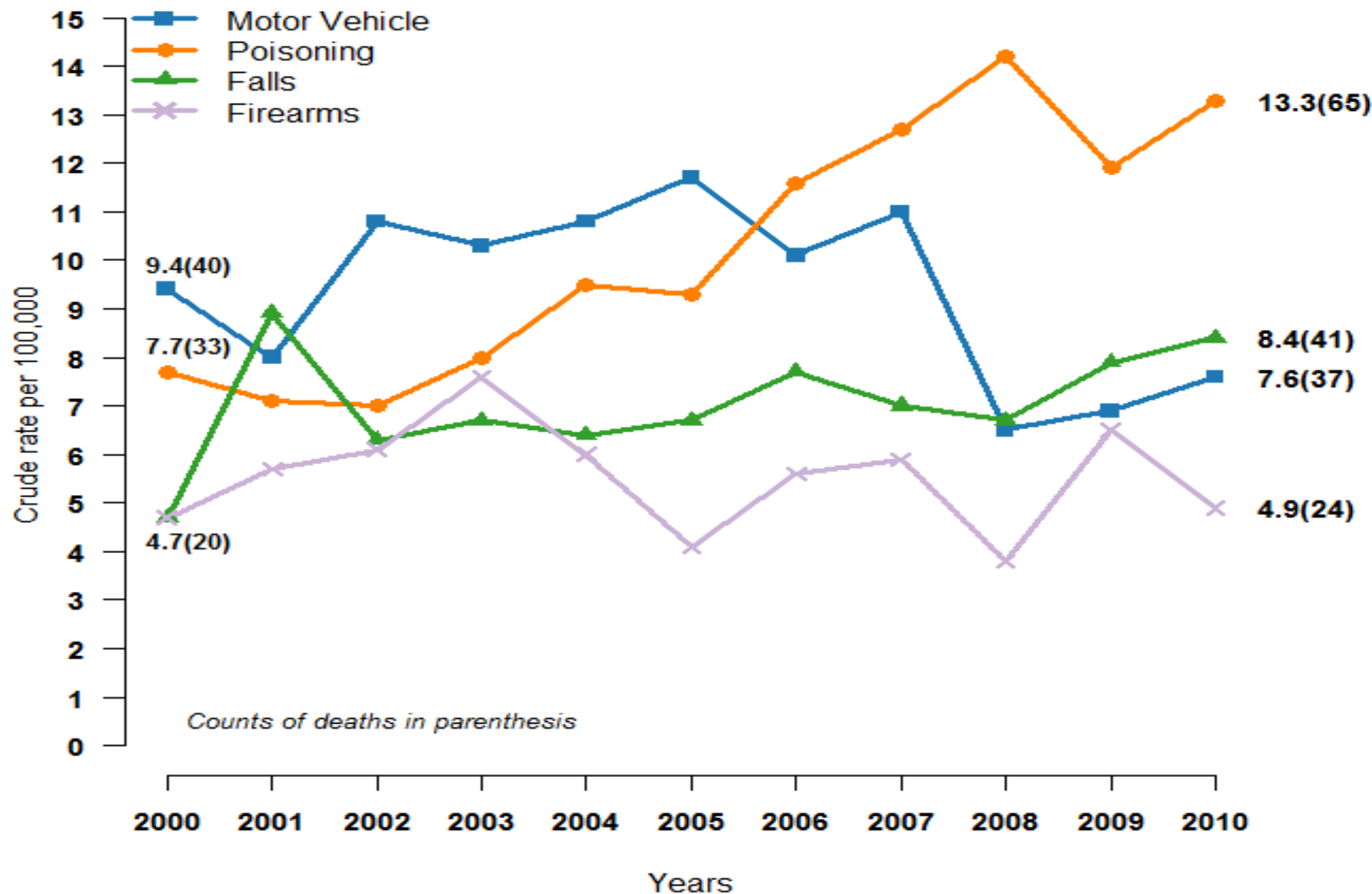
# **City of Madison and Dane County Funded Activities**

- **Stop the Overdose Epidemic Initiative (Public Health)**
- **MedDrop (Public Health)**
- **Suicide and Accident Prevention (Human Services/Adult Community Services)**
- **Older Adult Prevention Programs (Human Services/Area Agency on Aging)**
- **City of Madison Grant for Injury Prevention Activities (also through Public Health)**

# Why Injury Prevention?

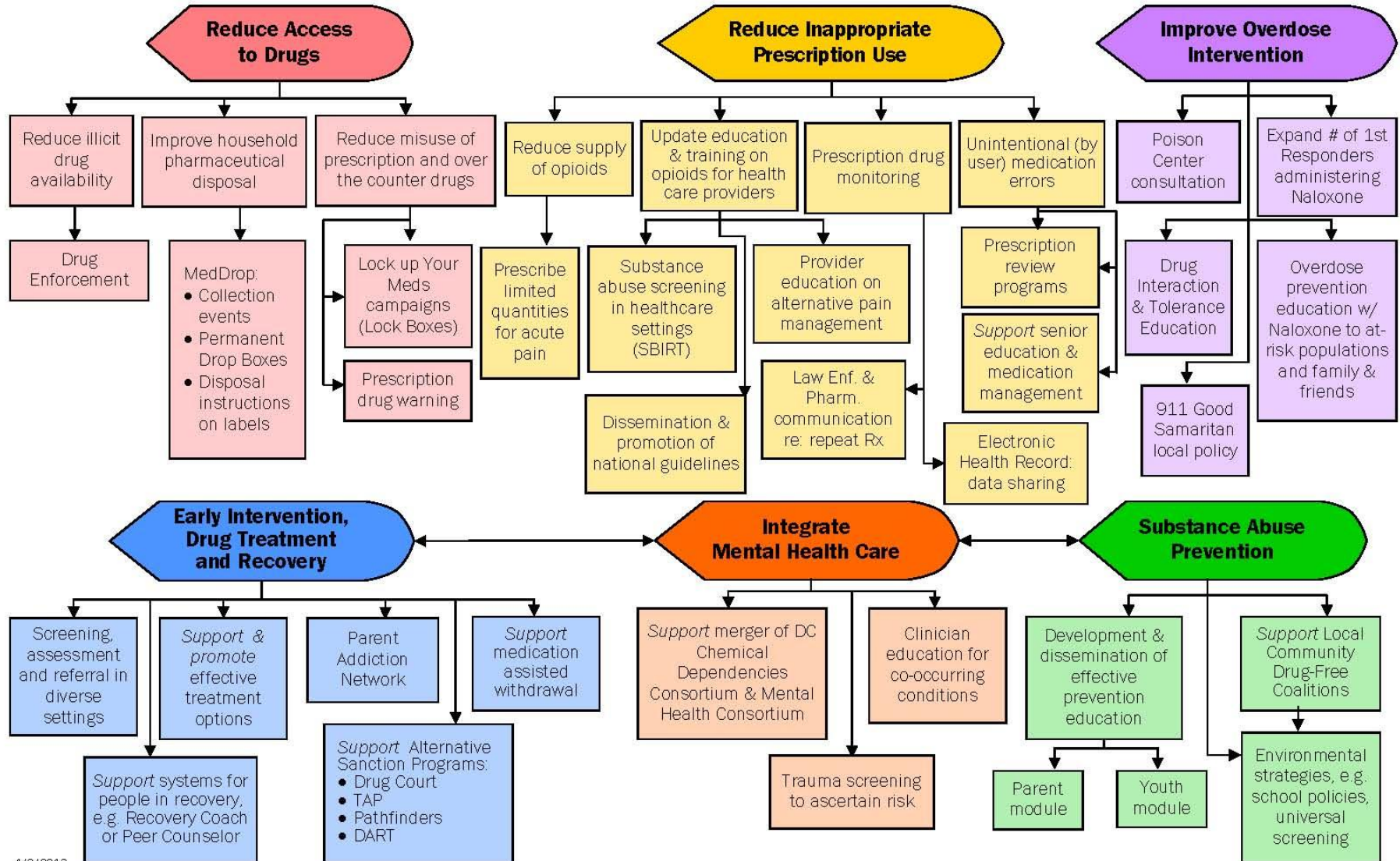
- **#1 cause of death for people 1 – 44**
- **Violence and injuries cost more than \$406 billion in medical care and lost productivity each year (US CDC)**
- **Listening sessions, community health assessments and data review have been led by Public Health – Safe Communities extends effort by coordinating collaboration to prevent injury**

# Dane County: Injury Mortality Trends (2000-10)



# Dane County Coordinated Response to Stop the Drug Overdose Epidemic

Steering Committee to Coordinate Across All Six Strategy Areas



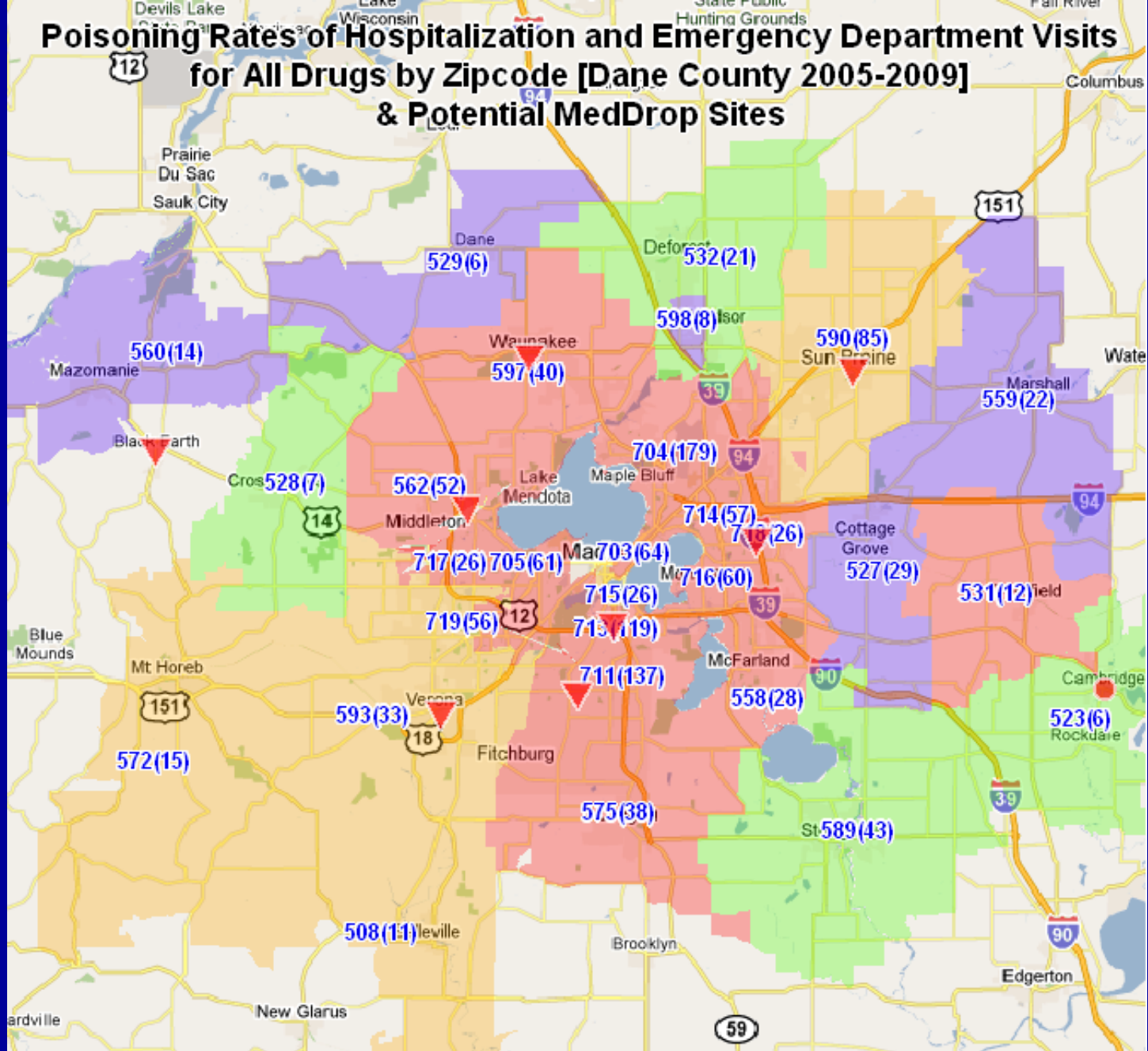
# Reducing Inappropriate Prescribing

- **Task Force on Safe Opioid Prescribing: all area health care systems participate**
- **150 clinicians completed SCOPE of Pain (Safe and Competent Opioid Prescribing Education) – Monona Terrace, Nov 2013**
- **3 hospital Grand Rounds with Don Teater, MD, National Safety Council, Nov 2014**
- **Test of draft “smart set” in EPIC developed by Dean docs is underway**
- **Patient education flyers on safe use, storage and disposal developed and disseminated**

# **Reducing Access: MedDrop**

- **4.4 tons of medicines safely disposed of in 2013**
- **DATCP Clean Sweep Grant - Mobile MedDrop pilot with Dane County Narcotics Task Force, Agrace Hospice, Wis. Society of Pharmacy Students (WSPS)**
- **Annual MedDrop Advisory Committee March 17; MedDrop Round-Up scheduled for May 19-20**
- **Cardinal Health Foundation Grant awarded to Safe Communities and WSPS – public ed**
- **Blue Mounds MedDrop to open in June; seeking one more location in southern Dane.**

# Poisoning Rates of Hospitalization and Emergency Department Visits for All Drugs by Zipcode [Dane County 2005-2009] & Potential MedDrop Sites



Rates per 10,000 and MedDrop Sites

▼ MedDrop site   
 ● MD site-DCS   
 ■ ≤15   
 ■ 15.1 to 20   
 ■ 20.1 to 25   
 ■ >25



# Treatment and Recovery

**PARENT**  
*Addiction*  
**NETWORK**

*of* DANE COUNTY



*An online resource center for family and friends of people battling drug addiction*

# Website content

- Understanding addiction
- FAQs
- Signs and Symptoms
- Insurance
- Legal System
- Treatment
- Overdose – Crisis
- Recovery
- Parent Self Care
- Glossary
- Reading
- Resources
- In the News
- Contact Numbers

The screenshot shows the website for the Parent Addiction Network of Dane County. The header includes the BeSafe! logo and navigation links for various safety topics like Drug Poisoning Prevention, Falls Prevention, Med Drop, Suicide Prevention, Traffic Safety, and Parent Addiction Network. A prominent banner reads "Safe Communities OF MADISON-DANE COUNTY". Below this is a secondary navigation menu with links for Home, About, Partners, News, Resources, Child Safety, Traffic Safety, Prevention, and Contact. A left sidebar lists categories such as Home, Understanding Addiction, FAQs, Signs and Symptoms, Insurance, Legal System, Treatment, Overdose - Crisis, Recovery, Parent Self Care, Glossary, Reading, Resources, In the News, and Contact Numbers. The main content area features a "PARENT Addiction NETWORK" header with a "HOPE" graphic. Below this, a section titled "BE AWARE - BE INFORMED - FIND HELP" welcomes visitors and provides information about the site's purpose. It includes several quotes from parents and a news article titled "Opiate deaths still on rise in Dane County" with a list of bullet points.

**BE AWARE - BE INFORMED - FIND HELP**

Welcome to the Parent Addiction Network of Dane County, Wisconsin.

This site is for parents, families, and friends who have a loved one affected by drug addiction. The drug epidemic that is sweeping our communities and the nation knows no boundaries. It affects all ages, socio-economic groups, races and ethnicities, and genders. While Madison and Dane County are rich in resources and services, it is often difficult to know who to turn to, what to ask, and how to navigate the issues and systems associated with drug use disorders. We hope this site will help you find answers to the many questions that surround addiction, treatment, insurance, legal issues, recovery, and getting support for your loved one and yourself. **You are not alone!**

*"I didn't know what to do or where to turn. I couldn't talk to my family or friends. There is a stigma with addiction that makes it so difficult."*  
(Madison Parent)

*"I learned addicts are not people on the street, but they are kids from your school, friends, neighbors and, surprisingly, parents of those kids."*  
(Madison Parent)

*"There is never a stupid question or circumstance that can't be addressed."*  
(Madison Parent)

**Opiate deaths still on rise in Dane County, [Wisconsin State Journal](#), 12/23/2012**

- 21 heroin-related deaths in 2012 (full results pending), compared to 20 in 2011; up from 9 deaths in 2009.
- Heroin is only one part of the epidemic.
- Prescription painkillers such as Oxycotin, Vicodin, and morphine are fueling the epidemic.
- Most overdoses involve more than one drug; the combination of opiate drugs and alcohol or benzodiazepine is especially deadly.
- Opiate-related deaths grew from 11 in 2001 to 45 in 2010.

*"Prescription opiates are the new gateway drug."* (Dane County Healthcare Provider)

**Our Mission Vision Values Goals**

[www.ParentAddictionNetwork.org](http://www.ParentAddictionNetwork.org)

# Parent Addiction Network Educational Series

## ***The Biology of Addiction: An Introduction***

John Ewing, MD, Addiction Medicine, Meriter NewStart

## ***Medication Assisted Treatment: Options for Treating Prescription Opioid and Heroin Addiction***

David Pierce MD, General Psychiatry and Addiction Medicine, Northstar Counseling Center

## ***Dane County's Deferred Prosecution Program***

James Sauer, Dane County Deferred Prosecution Program

## ***Dane County Drug Treatment Court: What's New?***

SPEAKERS: DeeDee Watson, State Public Defenders Office, Todd Meurer, Court Commissioner, and Lucy Milani, Journey Mental Health

# **Improve Overdose Intervention**

**WI HOPE laws allow for wider access to rescue doses of naloxone (narcans). Partners leading the way to expand access:**

- Dane County EMS**
- Waunakee and other area police departments**
- Area emergency departments and treatment providers**

# Opiate Overdose Survey

# Overdose Discussion Group



Purposeful sample. N= 1100

- 504 current & past drug users
- 597 first responders (police & EMS)



- 30 people: 1/2 people in recovery; 1/2 allies
- Group met twice

# **Substance Abuse Prevention**

- **Grant from WI Department of Justice**
- **Educator Prevention Network Website and Training of Trainers Launched**
- **60 attended – 11 school districts and 7 police departments represented**
- **Science-based AODA prevention education, both local, state and national, available through the network**

# Suicide Prevention

- **QPR**
- **Assessing and Managing Suicide Risk Training, May 30, 2013**
- **Perfect Depression Care pilot with area health care organizations**
- **Man Therapy (funded through 1-year transfer of grant from HOPES to Safe Communities)**

# **Question, Persuade, Refer (QPR)**

**334 people trained (January – March 2014)**

- **Wisconsin Department of Transportation**
- **Mount Horeb Volunteer Fire Department**
- **Northeast Senior Coalition of Madison**
- **Wisconsin Department of Military Affairs**
- **Madison Police Department Pre-Service Academy**
- **Bethel Lutheran Church, Madison**



# Man Therapy

- **Males are almost three times more likely to complete suicide than females, regardless of age.**
- **The suicide rate for males is highest at ages 45-54.**
- **Theory behind Man Therapy – what we've tried in the past isn't working: need a novel approach**

# Man Therapy

## **Build Partnerships to disseminate**

- **Health Care Providers**
- **Employers (Wisconsin Safety Council)**
- **Taverns**
- **Sportsmen's Clubs**
- **Faith Communities**
- **Fraternities and service clubs**

## **Public Education Campaign to include**

- **Outdoor Advertising (billboards and bus ads)**
- **Radio**





**Thank you!**

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