

27034

Date: 9-4-12



AVAILABLE TO ANSWER QUESTIONS FORM

CITY OF MADISON

Registration Statement - Common Council
COMMITTEE

PLEASE PRINT CLEARLY

Agenda No. 10

Name Kirk Keller

Address 1717 Camelot Dr.
Madison

Please check one:

AND

Please check:

Support

Oppose

Neither Support Nor Oppose

Available to answer questions

At this meeting are you representing an organization or a person other than yourself: Yes No
(If you answered "no," STOP; you need not complete the rest of this form. If you answered "yes," provide the name of who you represent and go on to the next question.)

Name, address and telephone number of each person or organization you are representing:

Meriter Hospital Inc.

Are you being paid for your representation? Yes No

Are you appearing as part of your other paid duties for this person or organization? Yes No
(If you answered "no," STOP; you need not complete the rest of this form. If you answered "yes," go on to the next question.)

Speaking Limits: Public Hearing (Common Council) 5 minutes
Information Hearing..... 3 minutes
Other Items..... 3 minutes

(SEE BACK)

REGISTRATION STATEMENT - PAGE 2

Are you an elected official or employee who is appearing solely on behalf of your office or for your municipality or other governmental body? Yes No

(If you answered "yes" to the question, STOP. You need not complete the rest of this form, except that you must sign this form. If you answered "no" to the question, go on to the next question.)

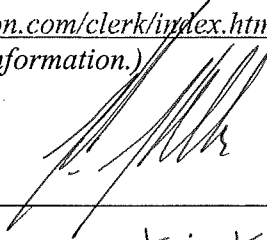
If you are being paid for your representation, or if your appearance is part of other paid duties, please be advised that:

1. Before you engage in lobbying as a lobbyist, you or your principal must file an authorization with the City Clerk.
2. Your principal is not permitted to authorize you to lobby unless you are registered with the City Clerk.
3. If your principal spends or will owe more than \$1,000 for lobbying services in any reporting period (half year), the principal must file expense statements with the City Clerk for the remainder of the calendar year?

(Please go to the City Clerk's website www.cityofmadison.com/clerk/index.html or go to the Clerk's Office at Room 103 of the City-County Building, Madison, for more information.)

Date 09.04.12

Signature



Print Name

Kirk Keller

Drug Poisoning Initiative: *Stop the Overdose Epidemic Update*

**Bringing Strategy Areas Together on a Coordinated Response:
Activity Since January 30th *Stop the Overdose Epidemic Summit***



NEWS CONFERENCE AND COMMUNITY UPDATE

- Hosted by Madison Mayor Soglin, Dane County Executive Parisi and Safe Communities Initiative Partners, *Monday, April 23*

MED-DROP EXPANSION

- Increased number of Med-Drop boxes from 4 to 10; over 5 tons of medicines collected.

PRODUCTION OF "IT'S ME" VIDEO

- 10 min; Produced by Emmy Award-winning Yellow Dog Productions.
- Partners representing each of the six strategy areas offer insights and next steps toward reducing death and injury from drug poisoning.

CONVENE DRUG POISONING INITIATIVE STEERING TEAM

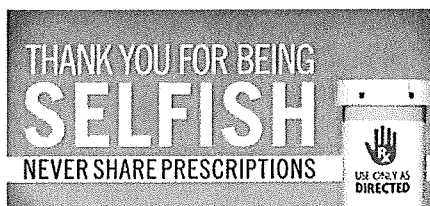
- *Target date for first meeting: October 2012*
- Representatives from each strategy area have agreed to serve on a Steering Team charged with guiding the overall effort and facilitating action across disciplines.

Agenda:

- Reports/conversations across strategy areas
- Feedback on and commitment to advance a 2013 workplan

PUBLIC EDUCATION CAMPAIGN PLANNING

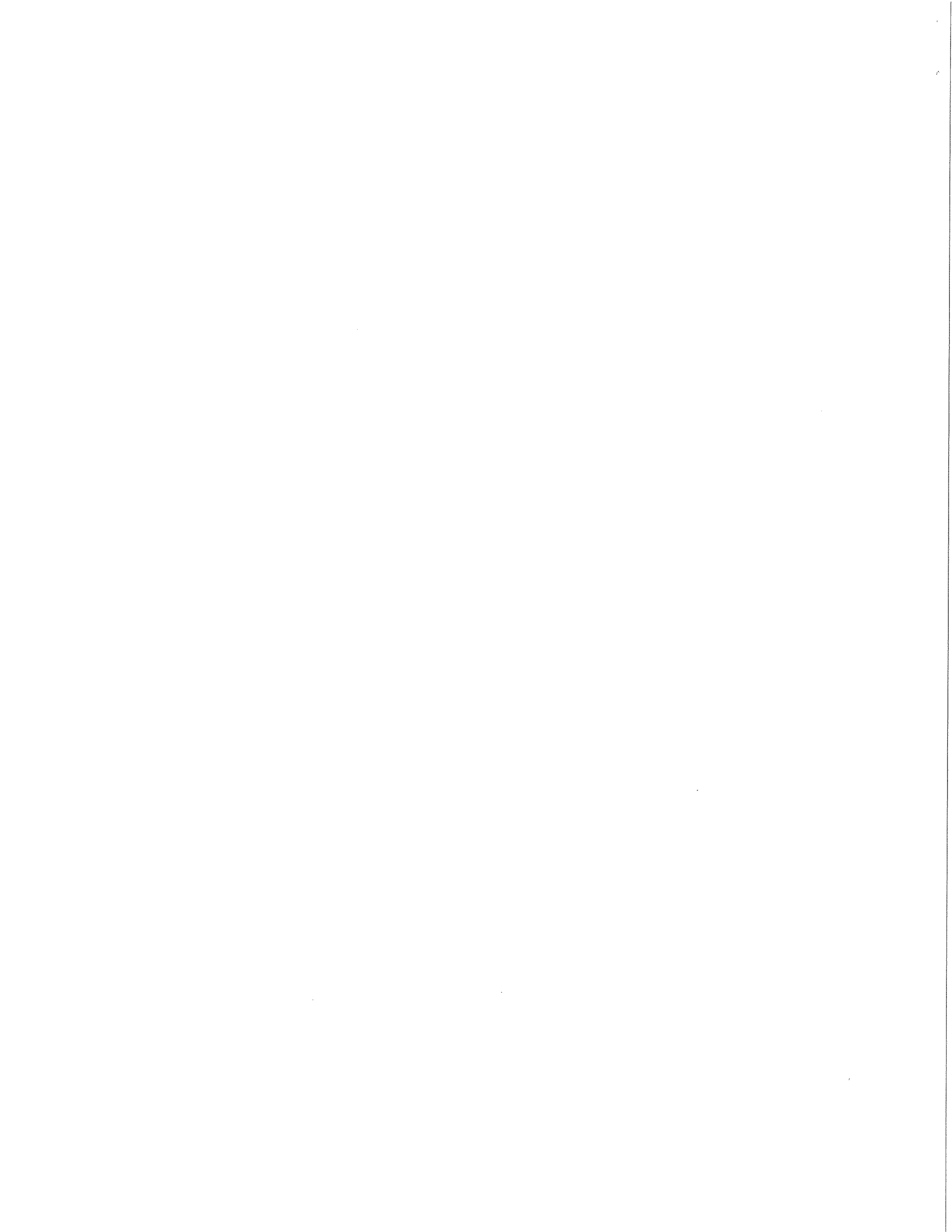
- Utah public education materials – with local adaptation, disseminate here?



PARTNER BRIEFING (TO INCLUDE "IT'S ME" VIDEO RELEASE)

November 2012, 1 ½ hours

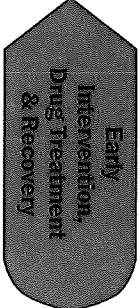
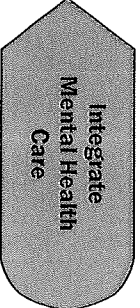

- Update summit participants and others on progress to date. Distribute video and prevention education materials for dissemination by partners.



Stop the Drug Overdose Epidemic Recommendations, Accomplishments & Next Steps: August 27, 2012

Area of Focus	Summit	Accomplishments	Next Steps (In 2012)
<p style="text-align: center;">Reduce Access to Drugs</p>	<ul style="list-style-type: none"> Expand # of MedDrop boxes. Partner with prescribers and pharmacists to promote safe storage and proper disposal via MedDrop. Link pharmacists and police to ID patterns of diversion and abuse. 	<ul style="list-style-type: none"> Increased # of MedDrop boxes from 4 to 10; over 5 tons of medicines collected. 4,000 bookmarks with MedDrop locations provided to pharmacies, 10 area libraries and senior centers, and 4 area clinics. 8,000 bookmarks distributed at Dane County Electronic Recycling Event June 16th. Presentation and action planning on enforcement/pharmacy partnerships at Dane County Pharmacy Director's and Dane County Police Chief's Assoc. mtgs. in partnership with Dane County Gang & Narcotics Task Force. 	<ul style="list-style-type: none"> Site 2 more drop boxes (UWPD & Oregon PD). MedDrop flyers to accompany prescriptions at area pharmacies. ID and promote lock boxes available for purchase via partners (e.g. Kohl Safety Center)
<p style="text-align: center;">Reduce Inappropriate Prescription Use</p>	<ul style="list-style-type: none"> Form county-wide collaboration to develop uniform prescriber guidelines across health care systems. Provide addiction prevention education for chronic pain patients. 	<ul style="list-style-type: none"> First Health Care Task Force on Opiates Meeting held Aug. 27. <ul style="list-style-type: none"> All health care systems designed a representative to serve. Dane County Dental Assoc. identified representative. Identified model educational materials to adapt for local use (Project Lazarus in NC). Received grant and statement of support from Dane County 	<ul style="list-style-type: none"> Second meeting planned November 1, to include teleconference with Project Lazarus health-care leaders. Fact sheet for opiate prescribers to be disseminated to all health care partners.
<p style="text-align: center;">Improve Overdose Intervention</p>	<ul style="list-style-type: none"> Expand number of EMTs and law enforcement equipped to administer lifesaving doses of Narcan. 	<ul style="list-style-type: none"> Dr. Zuver received tentative approval from state EMS board to pilot expansion of Narcan use in Dane County. Presented concept of police administering Narcan at April Dane Co. Police Chief's Assoc. meeting April 12. 	<ul style="list-style-type: none"> Identify pilot EMS and law enforcement agencies. Develop evaluation plan. Establish timeline for staff training and pilot launch.

Stop the Drug Overdose Epidemic Recommendations, Accomplishments & Next Steps: August 27, 2012

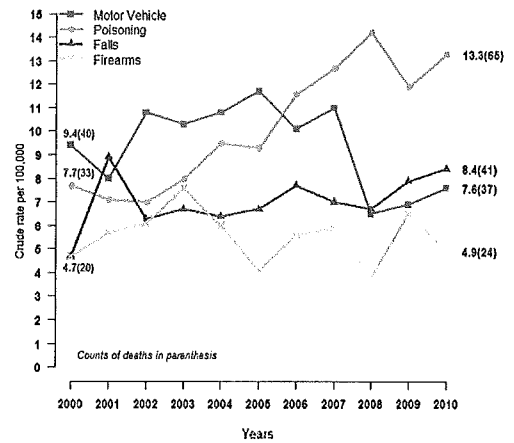
Area of Focus	Summit Recommendations	Accomplishments	Next Steps (In 2012)
 <p>Early Intervention, Drug Treatment & Recovery</p>	<ul style="list-style-type: none"> Form county-wide collaboration to develop clearinghouse for early intervention, treatment and recovery resources. Expand available medication-assisted treatment. 	<ul style="list-style-type: none"> Team created and leader recruited. Identified model website and parent/family support blog format. Parents, volunteers and retired judge engaged to create web-based resources on negotiating treatment options and the criminal justice system. 	<ul style="list-style-type: none"> Develop resource page on Safe Communities website. Pursue additional resources to increase treatment slots in Dane County Drug Court.
 <p>Integrate Mental Health Care</p>	<ul style="list-style-type: none"> This group meet with "blue" group (Early Intervention, Drug Treatment and Recovery during the summit). 	<ul style="list-style-type: none"> Dane County Chemical Dependency Consortium and Dane County Mental Health Consortium held a joint meeting June 7th to test out a merger. Participants received a report on outcomes of Drug Poisoning Summit. 	<ul style="list-style-type: none"> Even if there isn't a formal merger of these two groups, representatives of each are active in the "blue" group and will also serve on the Steering Committee.
 <p>Substances Abuse Prevention</p>	<ul style="list-style-type: none"> Offer training on evidence-based AODA prevention programs to area educators, police and youth workers. Speak with one voice on prevention message. 	<ul style="list-style-type: none"> 35 attended free 2-hour training, <i>Prevention of Youth Drug and Alcohol Abuse: What Works, What Doesn't</i> on May 30th. Received approval from Utah to use public service campaign. 	<ul style="list-style-type: none"> Two 1—hour training sessions (one geared toward youth, one to parents) is in development. Will be launched at a November training of trainers. School and community AODA instructors, law enforcement, youth workers will be invited to attend. Identify partners and strategies to disseminate public education campaign in 2013.

Drug Overdose: Dane County Data

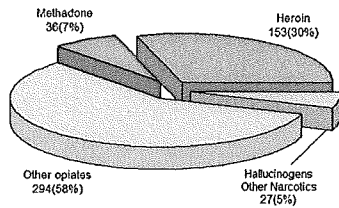
Poisoning is a public health problem affecting the health & safety of our community.

- Poisoning has increased for the last ten years and surpassed motor vehicle crashes as the leading cause of injury death in 2006. In 2011, there were 65 deaths.
- In 2011, there were 1,200 visits to the hospital for poisoning (270 opiate-related). In addition, there were more than 3,500 visits to the hospital for non-dependent abuse or dependence on drugs (1,050 opiate-related).

Dane County: Injury Mortality Trends (2000-10)



Unintentional Poisoning ED visits and Hospitalization for Opiates and other Narcotics Dane County, 2007-2011

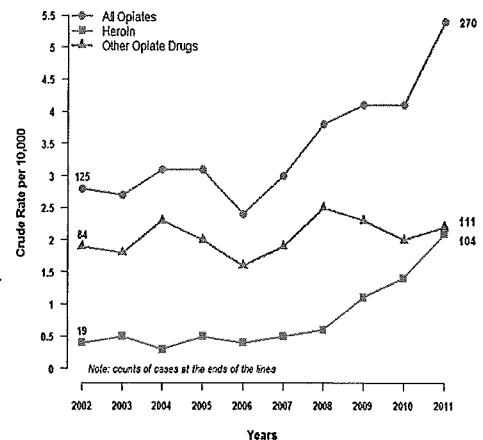


- The majority of unintentional* poisonings (deaths - 85%; unintentional poisoning hospitalizations 62%) are due to prescription, over-the-counter, and illicit drugs.
- For those that end up in hospital, the drugs of biggest concern are in the opiate and hallucinogen group, in particular, opiate pain medications, esp. Oxycontin, Vicodin & morphine. **Opiates are overprescribed, easily available, and can result in dependence and abuse.**

- There has been a dramatic increase in opiate hospitalizations, including emergency department visits, over the past 10 years in Dane County. In 2011, there were 270 hospital visits, 163 from Madison Area (60%).

* An unintentional poisoning is a poisoning in which the individual exposed to the substance is not attempting to cause harm to himself or herself or others. It can result from misuse and abuse of prescription or recreational drugs, overuse of drugs prescribed for medical reasons and exposure to chemicals, gases, venoms, biological toxins, and other substances.

Opiate Hospitalization and ED visits Dane County 2002-2011

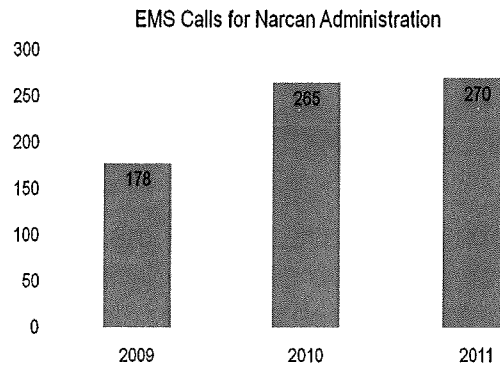
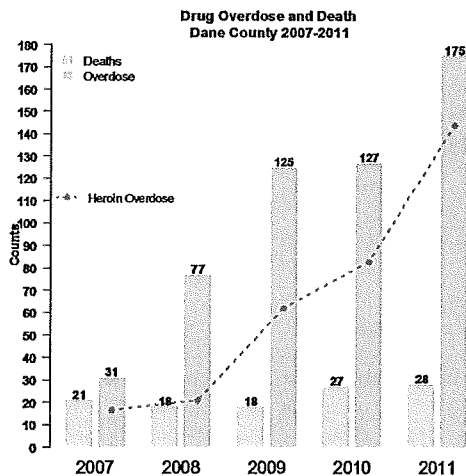


[Data Source: Public Health Madison & Dane County]

- Drug poisoning/overdoses (resulting in death, hospital admissions or police arrests) are county-wide.

- There is an alarming increase in Madison EMS calls, where Narcan injections were given (mostly used to reverse opiate overdose).

[Data source: Madison Fire & EMS]



- Police reports of drug overdoses and deaths show an increase in the past 5 years, especially with heroin. In 2011, the heroin overdoses more than doubled those in 2009.

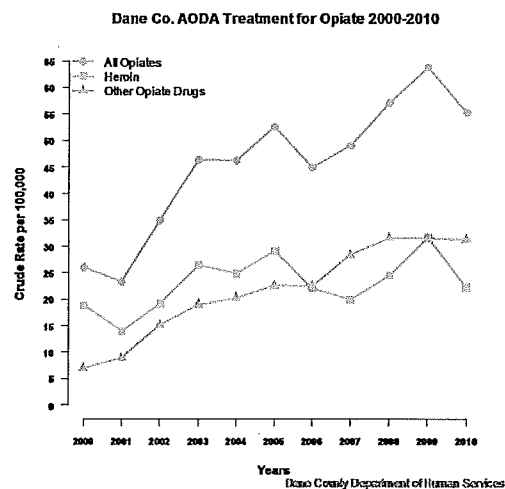
[Data source: Dane County Narcotics & Gang Task Force]

- In 2012, 7.1% of Dane County high school students reported that they used prescription drugs and 5.7% used over-the-counter drugs for non medical reasons. 2.1 % reported having used heroin in the last 12 months.

[Data Source: 2012 Dane County Youth Assessment]

- Dane County funded AODA treatment programs have shown a steady increase in clients with opiate problems, over the past 10 years. (There were over 100 in 2000 compared to over 315 in 2011).

[Data source: Dane County Health & Human Services]



For further questions about data, including original charts, contact Lisa Bullard-Cawthorne at 444-3542 or email lbullardcawthorne@publichealthmdc.com