Opioid Education & Naloxone Distribution Program (OENDP) Updates

July 19th, 2023
SUD Taskforce Meeting
On July 10th, 2023, NBC Montana released a news article with the following information:

“Across the state in 2022, there were 1,041 opioid overdose-related 911 responses by EMS agencies, an average of 87 per month, up from 76 per month the year prior.”

The goal is to reduce opioid overdose through a regional effort to support the goals of the State Opioid Response (SOR) that includes:

**Prevention**
- Opioid overdose recognition, response, and aftercare
- Naloxone Distribution and Saturation
- Overdose Alert Plan
- Media material and communication strategies

**Harm Reduction**
- Harm reduction philosophy and strategies
- Reducing Stigma

**Treatment**
- List of Waivered Providers
- List of State Approved Treatment Programs
- SOR funded Medication for Opioid Use Disorder providers
- SOR funded Contingency Management providers
- Connection to Montana Primary Care Association trainings

**Recovery**
- Connection to Recovery Residence Alliance of Montana registry of certified homes and trainings
- Connection to Montana Peer Network trainings

...and Naloxone distribution
Montana’s Overdose Response

- 2017: HB 333 and standing order
- 2018: First Responder training and distribution
- 2020: Expand access to community orgs, agencies, and schools through MOU
- 2021: Fentanyl dramatically increases requests
- 2022: Launch online ordering process (no more MOUs), braided funding to sustain access
- 2023: OENDP hubs developed
Connecting the Continuum

MTPHI

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Region 2
Region 3
Region 4
Region 5
Region 6
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Counties & Reservations: Carter, Custer, Fallon, Powder River, Prairie, Rosebud, Treasure, Wibaux, Northern Cheyenne Tribe
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</table>
Counties & Reservations: Blaine, Chouteau, Glacier, Hill, Liberty, Pondera, Teton, Toole, Blackfeet Tribe, Chippewa Cree Tribe, Fort Belknap Tribe, Little Shell Tribes
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Counties & Reservations: Big Horn, Carbon, Fergus, Golden Valley, Judith Basin, Musselshell, Petroleum, Sweet Grass, Stillwater, Wheatland, Yellowstone, Crow Tribe, Billings Urban Indian Health Center
<table>
<thead>
<tr>
<th>Region</th>
<th>Lead Official</th>
<th>Contact Information</th>
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<td>Central Montana Health</td>
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<td>District</td>
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<td>Golden Valley, Judith Basin,</td>
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<td>Musselshell, Petroleum, Wheatland</td>
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</tbody>
</table>
Counties & Reservations: Beaverhead, Broadwater, Deer Lodge, Gallatin, Granite, Jefferson, Lewis and Clark, Madison, Meagher, Park, Powell, Silver Bow, Butte Native Wellness Center, Helena Indian Alliance
## Region 5 Lead Local Health Officials – Contact Info

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Region 6

Counties & Reservations: Flathead, Lake, Lincoln, Mineral, Missoula, Ravalli, Sanders, Confederated Salish & Kootenai Tribes, Missoula All Nations Health Center
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| Stakeholders & Role | | |
|---|---|---|---|
| **DPHHS/BHDD** | Provides funding to support the OENDP project | **MTPHI** | Serves as the clearinghouse for state opioid overdose prevention resources and central OENDP hub |
| **Regional OENDP Hubs** | Regional contact for state opioid resources, maintains regional collaboration and outreach to deliver project goals | **Regional Stakeholders** | Assists and supports regional OENDP hubs and project |
| **Kauffman & Associates** | Supports state opioid prevention marketing and media, including OENDP hubs | **MPCA** | Provides technical assistance and training contractor for SOR treatment providers and other providers |
| **JG Research & Evaluation** | Provides data and evaluation to support OENDP | **Harm Reduction** | Supports the coordination and implementation of harm reduction strategies throughout the continuum care |
OENDP TIMELINE
YEAR 1

- Application Released 3/10/23
- Application Due by 2pm MST 3/31/23
- Zoom meeting welcome to OENDP hubs
- Quarterly Report Due
- Notice of Awards and Contracts sent out 4/15/23
- In person kickoff meeting TBD
- End of Year 1
OENDP TIMELINE
YEAR 2

- Quarterly Report Due 10/15/23
- Quarterly Report Due 4/15/24
- Quarterly Report Due 1/15/24
- Closeout meeting in person
- Final report due 10/15/24
Hub Activities

- Conduct outreach to each county and tribe within a region
- Provide education, communication, and resources across each region
- Participate in all required trainings, kickoff and closeout meetings
- Participate in monthly community of practice with other OENDP regional hubs in Montana
- Develop and implement a project workplan for your region
**Target Population**

Primary – Health individuals  
Secondary – At-risk populations  
Tertiary – Active use or addiction

**Prevention activities**

Primary – Education, raise awareness, training, community activities  
Secondary – Screening, connecting to resources, peer support, harm reduction  
Tertiary – Treatment, recovery support, life-saving medications, harm reduction

Resource: [https://my.astho.org/opioids/definitions](https://my.astho.org/opioids/definitions)
Harm reduction is an approach that promotes health in a way that meets people where they are at, accepting that not everyone is ready or capable of stopping their substance use at a given time.

Opioid addiction treatment can vary depending on the patient’s individual needs, occur in a variety of settings, take many different forms, and last for varying lengths of time. Preventing overdose death and finding treatment options are the first steps to recovery. –CDC

Types of treatment and recovery resources:

- MOUD
- Detox
- Residential & inpatient treatment
- Outpatient
- Sober living homes
- Peer support
- Support groups
- Recovery support services
• Regional updates
• Fentanyl test strips
  • Questions
Montana Statewide Opioid Response Media Campaign

Kauffman and Associates, Inc. (KAI)
Background

• Under the direction of the Montana Department of Public Health and Human Services (DPHHS), the Behavioral Health and Developmental Disabilities Division’s Prevention Bureau is implementing a Substance Abuse and Mental Health Services Administration (SAMHSA)-funded state opioid response (SOR) grant

• Montana Public Health Institute (MTPHI) will become the state’s Opioid Education and Naloxone Distribution Program (OENDP)

• KAI will deliver a comprehensive media campaign on the consequences of opioid use and misuse, while connecting SOR-funded resources
KAI’s role

KAI will deliver a comprehensive media campaign on the consequences of opioid use and misuse, while connecting SOR-funded resources.

KAI has two additional roles:

• DPHHS Senior and Long-Term Care Division Adult Protective Services
• Tribal Opioid Response (TOR)
Example of a Media Deliverable

Opioid Prevention — Montana Public Health Institute (mtphi.org)
Statewide Stakeholder Meetings

- KAI conducted eight stakeholder meetings, January–March 2023
- 57 participants representing six regions across Montana

MTPHI OENDP Map Model
Overall, the stakeholder attendees agreed on the following shared vision statements:

- Use a holistic, inclusive, integrated approach
- Programs that reach all in the community, “as it affects all of us”
- All generations engaged from youth, to adults, to senior citizens
- Recognize the impact on caregivers and first responders
- Get fentanyl out of Montana
Focus Groups

Three focus groups were convened to provide qualitative data related to the experiences of target demographics.

• **Focus Group 1** included five individuals ages 18–25
• **Focus Group 2** included two American Indians and Alaska Natives (AI/ANs)
• **Focus Group 3** included six people over 26 years of age

Five of the six OENDP regions were represented.
Key Findings from Focus Groups

Opioid use in communities
• First-hand experience with family and friends
• Pain management
• Perceptions of increased prevalence of recreational opioid use among young people

Availability of community resources
• Accurate information

Improve communications about resources
• Medical insurance coverage
Communications Plan – April 2023

The communications plan serves as the foundation for the statewide communication effort in the following ways:

• Reviews findings from the stakeholder meetings and focus groups, which formed the campaign’s foundation
• Distills stakeholder and focus group feedback into discrete campaign goals
• Identifies several high-impact audience segments
• Discusses audience-specific outreach strategies
Strategic Goals

1. Raise public awareness of available resources.
2. Encourage peer support and community involvement.
3. Combat stigma and misinformation.
Examples of KAI’s Media Deliverables

- Billboards
- Bus stop display
- Social media posts
- Digital/display
- Print
- Video
- Radio
Billboards

Montanans are used to long roads.

We can make it back from opioid addiction.
TogetherWeCanMT.com

Blink and you’ll miss it.
Even valid prescriptions can lead to opioid abuse.
TogetherWeCanMT.com

You wouldn’t ride without a guide.
Resources available at TogetherWeCanMT.com
Bus Stop Display

How to use naloxone:

- Lay them on their back.
- Peel it open.
- Support their neck.
- Place thumb on the bottom, two fingers on each side.
- Place into one nostril, until two fingers are flush to their nose.
- Press the plunger.
- Move them to their side.
- Call 9-1-1 for help.

TogetherWeCanMT.com
Social Media Posts

Wellness starts at home, but for those who need a little more help, treatment is available too.

Naloxone saves lives. Together we can fight overdose in Montana.
Social Media Posts

Finding recovery is possible in Montana.
You don’t have to do it alone.
Together, we can.

We’re stronger together.
If you think someone might be struggling with addiction, talk to them about it.
Digital/Display

The people who need help the most might be the ones least willing to ask.

Check on friends and family who might be suffering from addiction and let them know there is help.

Contact Adult Protection Service at 1-844-277-9300 and make an online report at www.aps.mt.gov

Have it on hand.
Naloxone is available and FREE through TogetherWeCanMT.com
The only better way to prevent deaths from opioids than naloxone is not using them in the first place. Help is available.

Visit TogetherWeCanMT.com to find resources.

Naloxone saves lives. Together we can fight overdose in Montana.

To find resources near you visit TogetherWeCanMT.com.
Together, we can end the opioid epidemic in Indian Country.

Naloxone is available, and treatment is available.

TogetherWeCanMT.com

Opioid addiction impacts the entire family.

An honest conversation can save lives.

TogetherWeCanMT.com
Questions?
Thank you!