

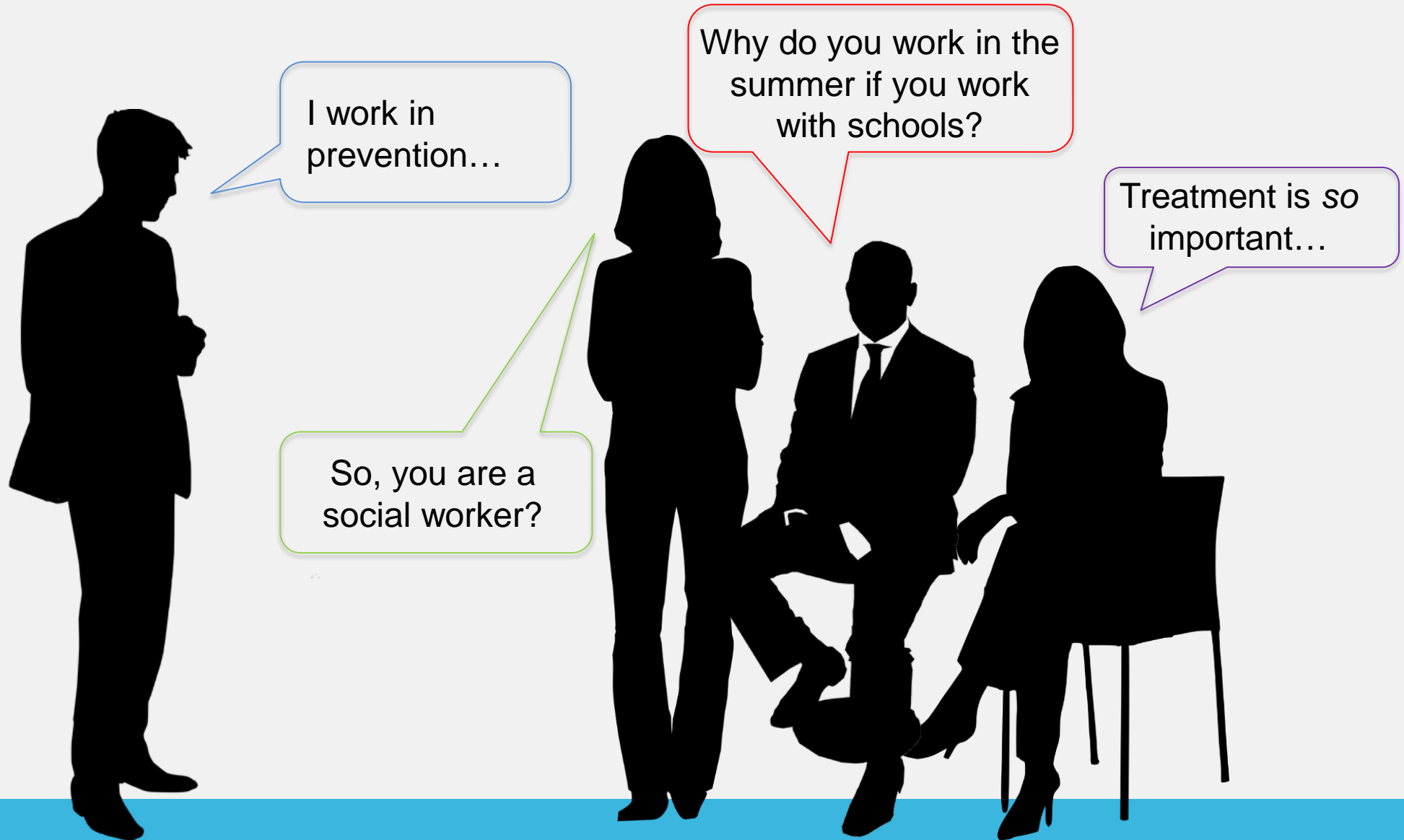


A Look Upstream: The Role of Primary Prevention in the Opioid Crisis

Massachusetts Health Officer's Association Annual Conference
Falmouth, MA
November 7, 2019



WE SAY PREVENTION...



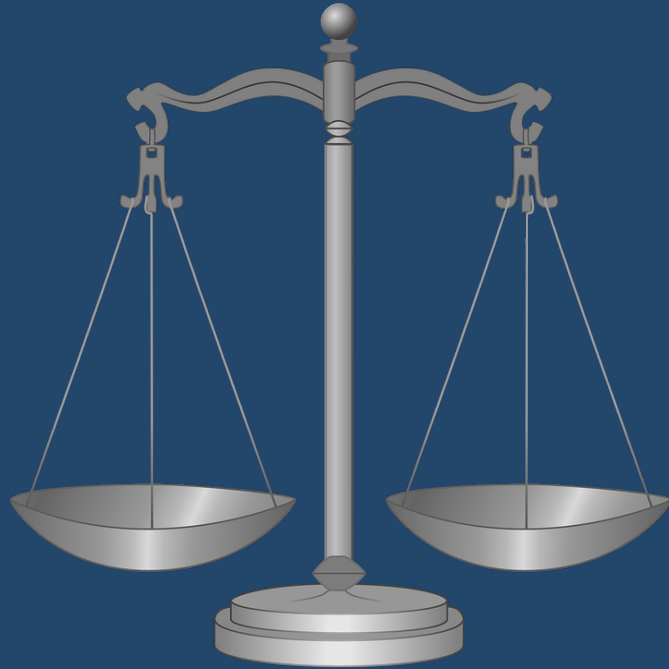


OBJECTIVES

- Describe the link between primary substance misuse prevention and opioid overdose prevention, including the risk and protective factors that affect both.
- Provide examples of how health officers and communities can support primary prevention efforts.



WHY THIS MATTERS



- Saving lives is important.
- Supporting people in crisis is important.
- But to save lives in the future, we also need to prevent or delay substance misuse initiation and substance use disorder in the first place.
- We need to do BOTH!



WHAT DO WE MEAN BY
PREVENTION?



Overdose
Prevention
and
Treatment:
Keeping the
Pot from
Boiling Over



Primary Prevention: Turns
Down the Heat by Targeting the
Environment

Source: FrameWorks Institute. (n.d.). Retrieved Nov 6, 2019, from <https://www.frameworksinstitute.org/>



BEHAVIORS THAT INCREASE RISK OF OPIOID MISUSE

- Many individuals who misuse opioids start by misusing alcohol, marijuana, or another substances.
- Therefore “turning down the heat” on opioid use disorder must focus on other substances, as well.





POPULATIONS AT INCREASED RISK



- Children from families where opioid use disorder is present are at a higher risk of developing a substance use disorder (SUD) themselves.
- Therefore “turning down the heat” on opioid use disorder must include strengthening factors that protect children from SUD and reducing factors that put them at risk.



PREVENTION HAPPENS AT DIFFERENT LEVELS

INDIVIDUAL



RELATIONSHIP



COMMUNITY



SOCIETY





KEEPING THE POT FROM BOILING OVER





PREVENTING OPIOID OVERDOSE

- Focuses on the individuals using opioids and their immediate surroundings
- Focuses on reducing the consequences of (mis)using opioids
- Includes addressing risk factors such as access to opioids (including prescription opioids), not using alone
- Supports finding ways to access treatment



OVERDOSE PREVENTION STRATEGIES

- Naloxone access and dissemination
- Prescription drug disposal sites
- 911 Good Samaritan Laws
- Post-overdose follow-up
- Increasing access to treatment
- Reducing stigma
- Collaborating with law enforcement, treatment

MAKING THE CASE FOR PRIMARY PREVENTION





PRIMARY PREVENTION

- Prevents the onset of a disease (e.g., delaying age of first drink)
- Prevents exposure to hazards or risks (e.g., reducing access to alcohol)
- Promotes resistance or protections (e.g., building nurturing relationships with adults)



WHAT IT IS AND WHAT IT IS NOT



PRIMARY PREVENTION IS

- Data-driven
- Guided by a public health planning process
- Focused on producing population-level change



PRIMARY PREVENTION IS NOT

- Based on “what feels right”
- Focused on producing individual-level change

SELECTED RISK/PROTECTIVE FACTORS



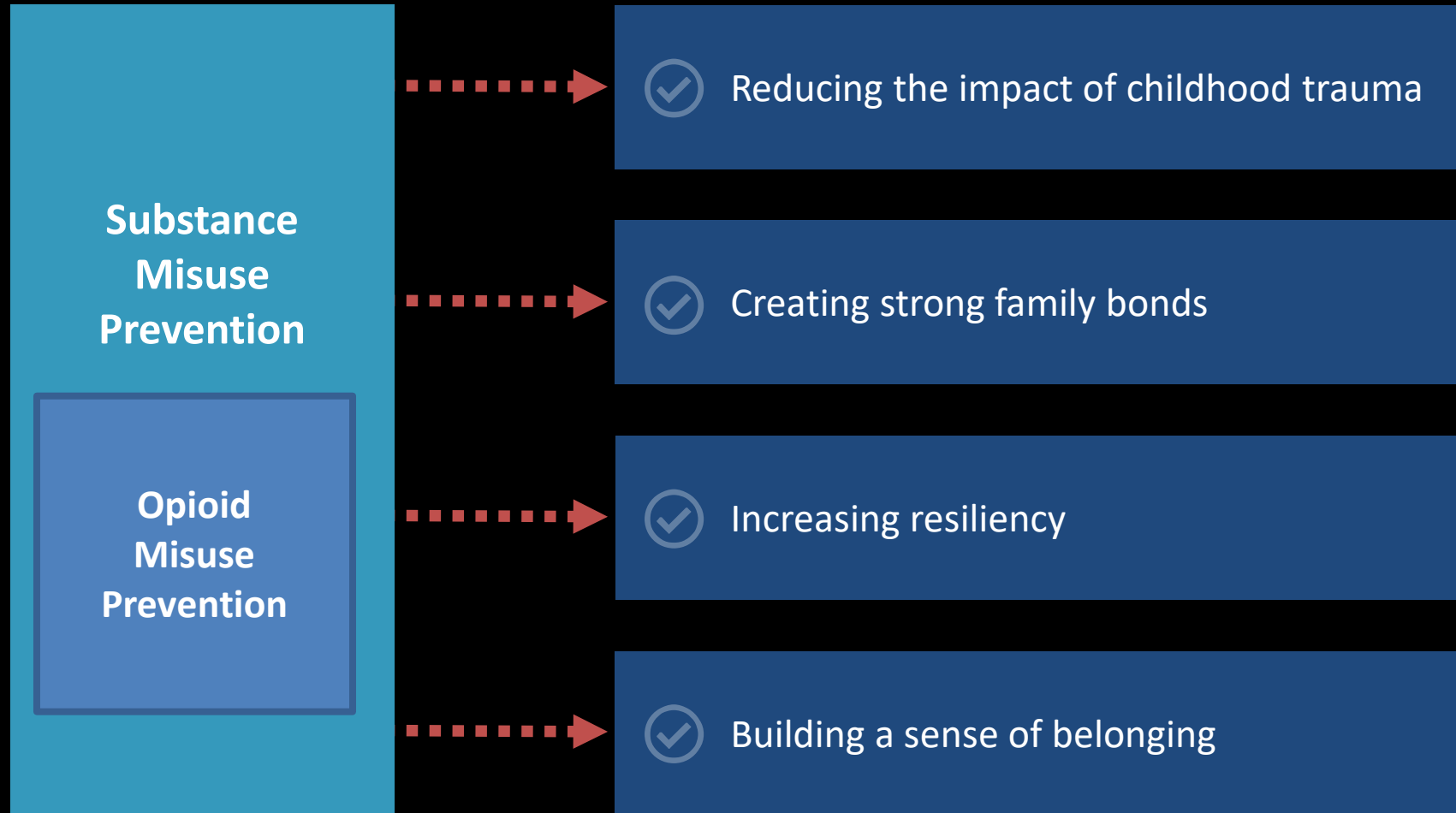
- Age of onset
- Family use of substances/substance use disorder
- Instability in the home
- Availability of substances
- Community norms related to substance use
- Community connectedness (or lack thereof)

SELECTED PREVENTION STRATEGIES



- Communications (e.g., social marketing, information campaigns)
- Collaboration (e.g., youth-serving agencies, healthcare providers)
- Reducing youth access (e.g., alcohol compliance checks, enforcement strategies)
- Parent education (e.g., information, skill-building)

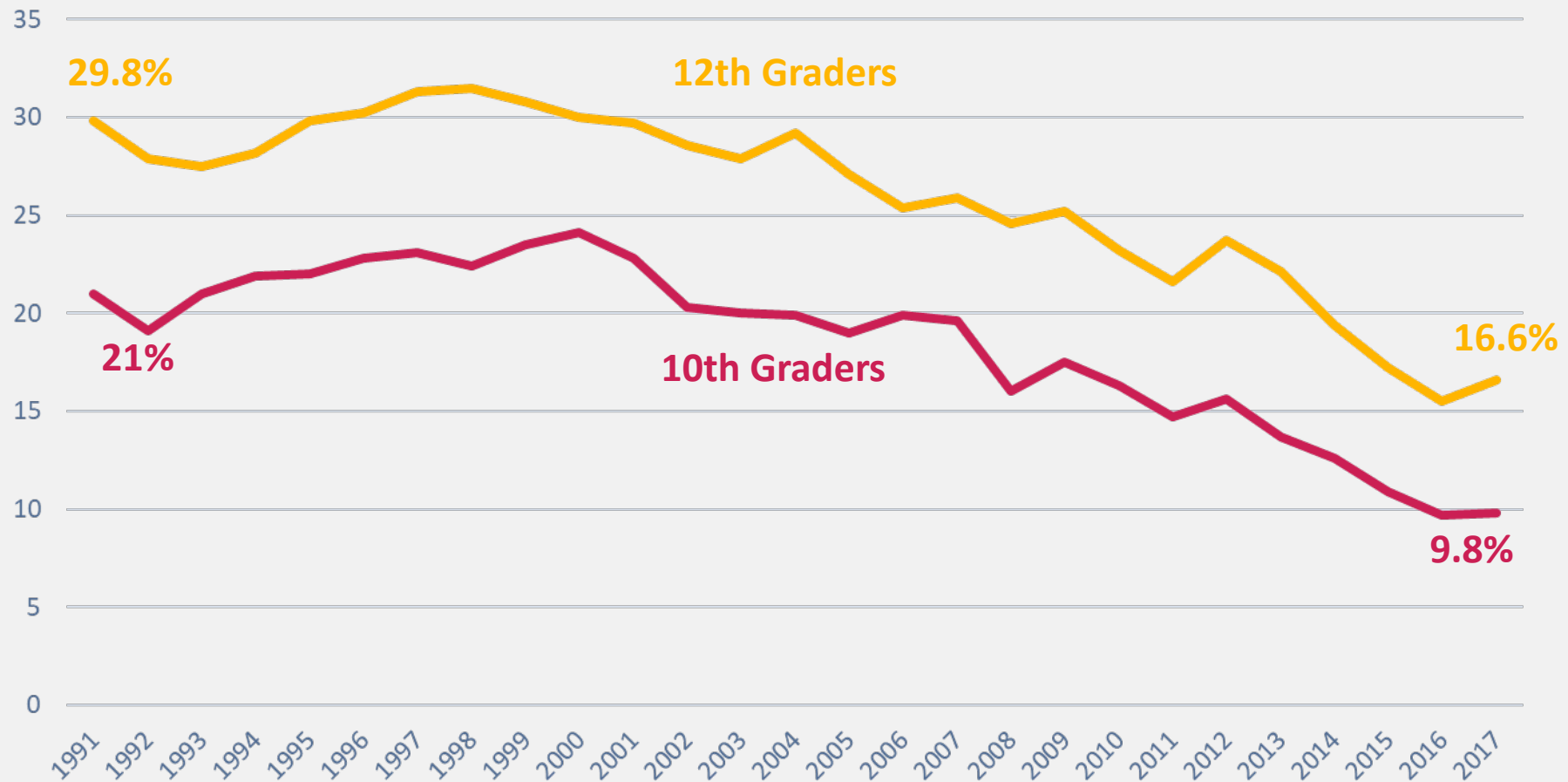
PART OF A BIGGER PICTURE





PREVENTION WORKS!

% of Youth Who Engaged in Binge Drinking in the Last Month





CASE STUDY





IDENTIFYING OUR ISSUE

- A youth survey reveals that:
 - More youth are using alcohol in 8th grade than the last time they were surveyed
 - Many youth believe that alcohol is easy to obtain
- Follow up conversations with several groups of 8th graders reveal that many youth are getting alcohol from family members



POTENTIAL STRATEGIES

- Educate parents about the dangers of underage substance use
- Work with parents to make sure they lock up and monitor their alcohol
- Conduct compliance checks at local liquor stores to make sure they're not selling to minors



IDENTIFYING PARTNERSHIPS

- For initial survey, need to partner with schools
- To engage parents, need to partner with local entities that have access to parents (e.g., PTAs, community centers)
- To conduct compliance checks, need to coordinate with the Alcohol Beverages Control Commission and local law enforcement (and likely a youth organization from a neighboring community)

What You Can Do: The Role of Health Officers



WHAT YOU CAN DO

- Support existing prevention efforts
- Train staff who work with youth on prevention basics
- Work with community organizations to engage parents and adults
- Identify ways to identify or collect data that can help you understand how substance misuse is impacting your community



WHAT ELSE YOU CAN DO...

- Use non-stigmatizing language, using *State Without StigMA* materials
- Work with other municipal agencies to make sure zoning laws keep alcohol/marijuana retailers away from schools, playgrounds, etc.



THANK YOU!
Questions/Comments? Gisela Rots: GRots@edc.org



RESOURCES

- State Without StigMA
<https://www.mass.gov/state-without-stigma>
- Prevention Solutions@EDC
<https://psonline.edc.org/>
- Massachusetts Health Promotion Clearinghouse
<https://massclearinghouse.ehs.state.ma.us/>
- Massachusetts Substance Use Helpline
<https://helplinema.org/>
- Frameworks Institute
<http://www.frameworksinstitute.org/adolescent-substance-use.html>