

Worcester County Drug and Alcohol Council
Strategic Plan
JULY 2015

- Vision:** To improve the health of the Worcester County community, by eliminating the bio-psychosocial impact of drug and alcohol misuse/dependence.
- Mission:** Reduce the incidence and prevalence of alcohol and drug misuse, abuse and dependence and its impact on individuals, families, and Worcester County.
- Goal 1:** To provide a comprehensive drug and alcohol abuse prevention effort that addresses multiple populations (universal, selective, indicted), at multiple settings, utilizing multiple strategies based on evidence based principles and practices.

Prevention

Objective 1: Implement and support effective social and environmental change Strategies

Action Plan:

1. Support the Strategic Prevention Framework Committee (SPF) in implementing environmental strategies to target underage drinking, and binge drinking.
2. Support the community initiatives of Play It Safe, after Prom Parties, recognition of Prevention/treatment/enforcement efforts through the Annual Awards Banquet.
3. Support the enforcement of tobacco, alcohol, and other drug policies.
4. Develop a social marketing campaign to address identified substance abuse concerns based on YRBS data.

Data: Worcester County rates of underage drinking and marijuana use are # 1 in the State (YRBS 2013). Worcester County rate of Opioid use is higher than the state average.

Intended Measurable Outputs:

1. Participation in SPF meetings, provide training and support to the Committee, update and implement strategic plan.
2. Assist with planning and implementation of community initiatives.
3. Council advocates for funding and supports policies to improve enforcement efforts.

4. **Print, electronic, and broadcast media will support a social marketing campaign.**

Performance Targets:

1. **Attend SPF meetings and report progress back to Council**
2. **Assist with Play It Safe project (serve at least 5000 participants)**
3. **Plan Annual Awards Banquet (at least 75 attendees)**
4. **Plan Peer Leadership training for 35 High School and 45 Middle School SADD students.**
5. **A Creative Brief is developed for a targeted social marketing campaign.**

(Update) JULY 2015

1. There have been at least four local SPF meetings attended (1/15, 3/18, 4/22, 5/21). The SPF progress was reported to the Council on 1/22, 3/26, and 5/28. During the second half of the year. Overall, there was a total of 10 SPF meetings and trainings for the year.
2. Play It Safe had 6297 participants with 48 events conducted in Ocean City between May 30th and June 16th.
3. Annual Awards Banquet was held on April 21st with 102 participants.
4. Peer Leadership training for High School students was completed in the Fall. A school assembly was conducted at the Snow Hill High School with a victim of Opioid abuse as the main speaker. This event was on April 23rd with 250 participating students. This event was developed at the High School Peer Leadership training in October.
5. A Creative Brief has been developed for the Social Marketing Campaign, "talk they hear you". It was run in Mid-April through June. There were TV commercials, Billboards, and printed materials distributed. This was an underage drinking prevention campaign. Additionally a communication plan was developed regarding the Opioid Misuse grant in coordination with the newly formed Opioid Awareness Task Force.

Objective 2: Encourage use of evidence-based parenting and youth programming in Worcester County's public and private prevention service delivery Organizations

Action Plan:

1. **Provide evidence based parent education programs**
2. **Provide Pro-social and life skills programs that promote healthy life style practices for at risk youth through the Prevention Office.**
3. **Provide Asset-building programs.**

Data: Most youth have 19 or fewer Developmental Assets, studies show an increase use of alcohol and other drugs in children having less developmental assets. Worcester is among the highest in State for alcohol, tobacco, and other drugs use among our youth.

Intended Measurable Outputs:

1. Provide at least two parenting programs per year as funding allows.
2. Prevention and Treatment personnel will serve on local agency boards to promote Assets and evidence-based programs and services.
3. Provide after school programs at Middle and High schools promoting pro-social behaviors designed to prevent initiation of substances (i.e. All Stars) and other unsafe behaviors

Performance Targets:

1. 2 parent programs (i.e. Guiding Good Choices) provided in school/community utilizing evidence based programs designed to prevent early initiation of substances
2. 2 Asset Building trainings provided
3. All Stars are delivered at 2 Middle Schools

(Update) July 2015

1. GGC classes were held from March 4th through April 1st at the Center For Clean Start. Also a second class was held between May5th and May 30th at the Jail.
2. Three asset trainings were held on 4/1/15 at Snow Hill Middle School with 70 students participating, two on June 29th at Parkside High School with 19 educators. This makes a total of 4 asset trainings for the year.
3. One All Stars program was delivered at Pocomoke Middle School completed on May 18th, there were 15 participants. For the year there were two programs administered with 29 participants.

Objective 3: The Council will monitor and address emerging issues related to substance abuse and risky behaviors as needed.

Data: Based on YRBS, newspaper reports, DAWN reports, observations and reports of local law enforcement, addictions professionals, educators, etc., there may be issues that arise during the year that require a timely response in order to be proactive in preventing a potential problem in Worcester County.

Action Plan:

1. Support Countywide Overdose plan.

2. Encourage state and local legislation to discourage the sale of synthetic and analog drugs (i.e. manufactured) and drug paraphernalia.
3. Monitor gang activity in Worcester County through regular reports from law enforcement.
4. Monitor the gambling issue.
5. The council will support the ROSC Plan (Recovery Oriented Systems of Care).
6. Monitor the decriminalization of Marijuana and impact on community.

Intended Measurable Outputs:

1. Receive updated report at least annually regarding the status of emerging drugs, proposed laws, and gang activity.
2. Review results of YRBS to determine trends and focus of efforts

Performance Targets:

1. The council will monitor trends of synthetic and analog use, as well as maintain contact with appropriate state and local authorities on legislation, and local trends.
2. At least annually, the Council; will seek input on gang activity on the local level.
3. YRBS results will be reviewed.
4. Prevalence of problem gambling is tracked
5. The Council will receive regular reports on the ROSC and Continuing Care initiatives.
6. Monitor and report on impact of availability of marijuana on community and Youth as part of the Council's plan.

(Update) July 2015

1. The Council has been briefed on the local trends of synthetic and analog use on 1/22, 3/26, and 5/28.
2. The Council was briefed on Gang Activity on 3/26.
3. The YRBS has been reviewed by the Council on 1/22 and 5/28. A committee was formed to develop a plan to address particular indicators from the YRBS survey. Membership represented the Board of Education and the Health Department. Three strategies were developed to address these concerns.
4. Three Health Department Addictions staff attended extensive training on Gambling. To date, the demand for problem gambling services in Worcester County have been minimal.
5. No reports have been received regarding ROSC.

6. Information comes from the YRBS Report which has not been received for Calendar Year 2014.

Treatment:

Goal 2: To provide timely (2 weeks) access to the appropriate level of addictions care to all persons in need of these services, regardless of their socio-economic status, mental disorder, race, gender, and age. To assure, in cooperation with the Behavioral Health Administration and State Drug & Alcohol Council, that high quality, affordable care is provided.

Objective 1: Maintain adequate funding to support demand for treatment services.

Action Plan:

1. Continually seek out public and private funding for enhancement of treatment services for behavioral health (substance abuse) consumers in Worcester County.

Data:

1. Number of patients referred and assessed at Atlantic General Hospital.
2. Detox funding vs. need for detoxification.
3. Number of Medically Assisted Clients for Worcester County.
4. Number of clients in Drug Court.
5. Number of clients served at Halfway House for women with children.
6. The number of consumers served by Methadone maintenance (Wicomico Health Department).
7. Number of clients served in ambulatory care programs.

Performance Targets:

1. Numbers to increase for patients referred and assessed at Atlantic General Hospital.
2. Number of increased detoxifications.
3. Suboxone (2) slots filled and continue
4. Maintain partnership and level funding for Drug Court Program. Exhaust all Drug Court funding.
5. Maintain Halfway House for women with children, increase availability of halfway housing for men and women.
6. Maintain OMT services provided by Wicomico County Health Department to the consumers of Worcester County.
7. Prepare for transition from grant funding to fee for service treatment model.

Intended Measureable Outputs:

1. Provide assessment and referral services to a minimum of 50 patients per year through Atlantic Health Center and its associated provider network.
2. Provide sufficient detoxification funding for Worcester County residents and clients. Redirect unspent funding to increase detoxification funding.
3. Provide Medication Assisted Treatment, including buprenorphine detoxification and/or maintenance to residents of Worcester County.
4. Continue to participate in the Worcester County Drug Court initiatives, meeting needs of clients by expanding mental health resources, mentoring, and case management services for the drug court clients.
5. Provide sufficient halfway and transitional housing for Worcester County residents.
6. Provide methadone maintenance via Wicomico Mobile Unit to Worcester County consumers.
7. Maintain an adequate service system for the consumers of Worcester County.
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Actual Output Data: (January 2015 – June 2015)

1. **133** assessments and referrals were conducted through Atlantic Health Center and its associated provider network in this time period.
2. A total of **(11) clients (45 days)** were detoxed in this time period.
3. **The Worcester County Health Department has contracted with Wicomico County Health Department to provide buprenorphine services to at least (2) Worcester County clients. No Worcester County clients received burprenorphine services from Wicomico County.**
4. **29 adult and 14 juvenile drug court clients** received substance abuse, mental health, mentoring, and case management services in his time period.
5. **Worcester County continues to contract with Hudson Health Services, Inc. to provide halfway housing. Twelve (12) women with children were housed in this time period.**
6. **Wicomico County Health Department’s Mobile Unit is stationed at the WACS Center at 7 am, Monday – Friday to dose Worcester County clients. The bundled rate for methadone dosing and treatment is now being split between Wicomico and Worcester providers.**
7. **Worcester County Health Department provides an open access clinic for intake/evaluation appointments, Monday – Friday. 402 intake/evaluations have been completed from 1/1/2015-6/30/2015.**

- ❖ **Objective 2: Continue and/or upgrade Peer Support Services within the Worcester County Health Department.**

Action Plan:

1. Continue Peer Support counselors working with clients to encourage them to engage in treatment services and support activities.
2. Seek continued funding in order to offer outside activities where they can connect with other people in recovery, and become familiar with activities without the aid of drugs/alcohol.

Data:

1. Number of clients seen by Peer Support.
2. Number of activities offered.
3. Activity and self help attendance.
4. Shared activities with the Atlantic Club.

Performance Targets:

1. Increase the number of clients seen by Peer Support.
2. Increase the number of activities offered.
3. Encourage attendance to self help and activities in increase numbers.
4. Increase the number of joint activities with the Atlantic Club.

Intended Measureable Outputs:

1. Provide Peer Support Services to 100 clients.

Actual Output Data:

1. **26 clients** received Peer Support services during this time period.

Goal 3: Provide opportunities to increase the pool of qualified applicants for Behavioral Health positions.

Objective 1: Fill vacancies with qualified Behavioral Health staff who are cross trained in substance abuse and mental health.

Action Plan:

1. Continue outreach with the local university intern pool.

Data:

1. Number of openings.
2. Number positions filled.

Performance Targets:

1. Improve retention through mentoring program.

2. Restore funding for staff training.
3. Provide cross training to all Behavioral Health staff (mental health and substance abuse).
4. Fill all open positions with qualified applicants.

Intended Measurement Output:

1. Number of staff moved to merited positions.
2. Number of staff attending outside training.
3. Number of staff cross trained (mental health and substance abuse).
4. Number of qualified staff hired.

Actual Output Data:

1. **No staff** were hired and **two (2) staff** were moved to merit positions in this time period.
2. **Nine (9) staff** attended outside training in this time period.
3. **Training is held at all monthly Unit meetings on topics relating to Behavioral Health and Substance Abuse. Many times the trainer is someone from either mental health or substance abuse.**
4. **No qualified staff** has been hired in this time period.