

Worcester County Drug and Alcohol Council
Strategic Plan
January 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) January 2015

1. There have been at least six local SPF meetings attended and three members attended the SPF Training on 11/19 & 11/20 in Annapolis. The SPF progress was reported to the Council on 9/25 and 11/20.
2. Play It Safe has had five General meetings, three steering committee meetings and there has been one fundraiser on 11/14 with 150 participants.
3. Annual Awards Banquet will be held in April 2015.
4. Peer Leadership training for High School students was held on 10/15 & 10/16 with 36 participants from the three local High Schools. The Training was held at Camp Arrow Head in Lewis Del. Topics included Marijuana, E-cigs, Binge Drinking, and Bullying.

The Peer Leadership training for Middle School SADD students was held on 11/25 with 65 participants from the four local Middle Schools and the topics discussed were Self-Esteem, Smoking, Bullying, and Asset building.
5. A Creative Brief has been developed for the Social Marketing Campaign and we are in the process of contracting a social marketing firm to release the Campaign in the Spring of 2015.

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) January 2015

1. GGC will be held in early spring of 2015 at two locations in the County.
2. One asset training was held on 11/25 at the Middle School Peer Leadership training and was located at the Tech School in Newark, MD.
3. One All Stars program was delivered at Snow Hill Middle and finished on 12/17 with 14 participants completing 9 sessions. Another All Stars program is currently being delivered at Pocomoke Middle School and will be finished in February of 2015.

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) January 2015

1. The Council has been briefed on the local trends of synthetic and analog use on 9/25 & 11/20.
2. The Council has not been briefed on Gang Activity at this point.
3. The YRBS has been reviewed by the Council on 9/25 & 11/20.
4. Problem Gambling has not yet been discussed by the Council.
5. The Council has received regular reports on ROSC on both 9/25 & 11/20.
6. The Council is currently studying the impact of marijuana availability on the community.

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: (July 2014 – December 2014)

1. **139** assessments and referrals were conducted through Atlantic Health Center and its associated provider network in this time period.
2. A total of **(10)** clients **(42 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. **Exploring Vivitrol as an additional treatment option.**
4. **56 adult and 16 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. **Eight (8) women with (11) children** were housed in this time period.
6. **Wicomico County Health Department and Worcester County Health Department have contracted to split the methadone bundled rate between providers.**
7. **Worcester County Health Department provides an open access clinic for new appointments, Monday – Friday.**

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. **69** 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. **Two (2)** staff were hired and **one (1)** moved to merit positions in this time period.
2. **Three (3) staff** attended outside training in this time period.
3. **All Behavioral Health staff continue to be cross trained** (mental health and substance abuse)
4. **Two (2)** qualified staff has been hired in this time period.