SAPC Prevention Provider Orientation 2022-2023 Fiscal Year Day 3

County of Los Angeles Public Health

Substance Abuse Prevention & Control
Prevention Services
Community & Youth Engagement

Today's Agenda

- Data Driven Programming
- Practical Applications of SPF
- Example: Local Prevention Initiative
- Q&A

Data Driven Programming

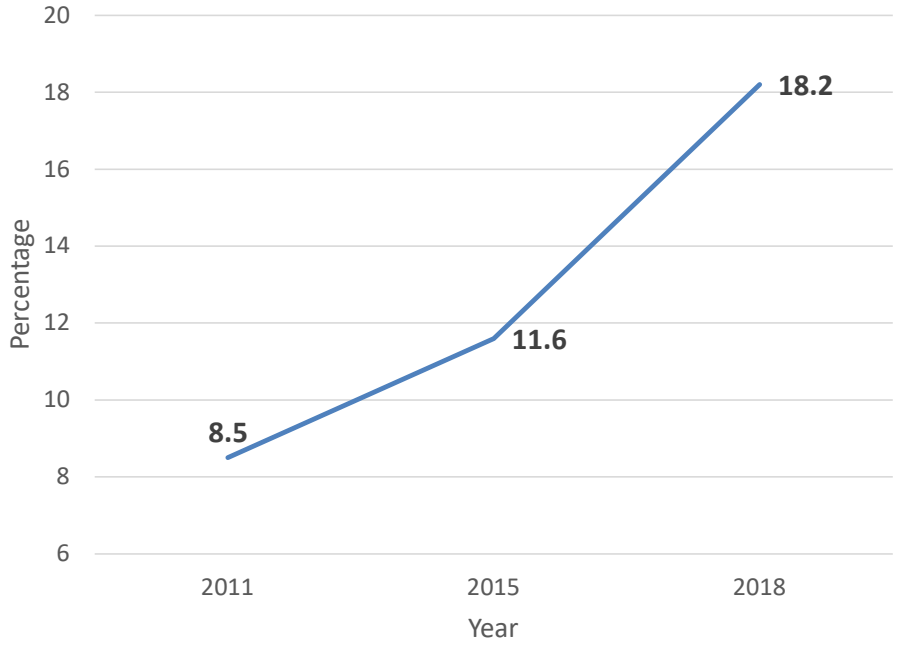
Alcohol Use and Harms Increase, both Nationally and Locally

- Pre-pandemic, alcohol related harms were already on the rise in LAC.
- During the pandemic
  - 60% increase of alcohol use[1]
  - 41% increase of heavy drinking among women[2]
  - 54% increase in alcohol sales, 262% online[3]
  - Locally, there has been increases in alcohol related morbidity & mortality
    - 30% increase in alcoholic liver disease admissions at major hospital[4]
    - Alcohol related deaths increased by 63.6% during the pandemic[5]

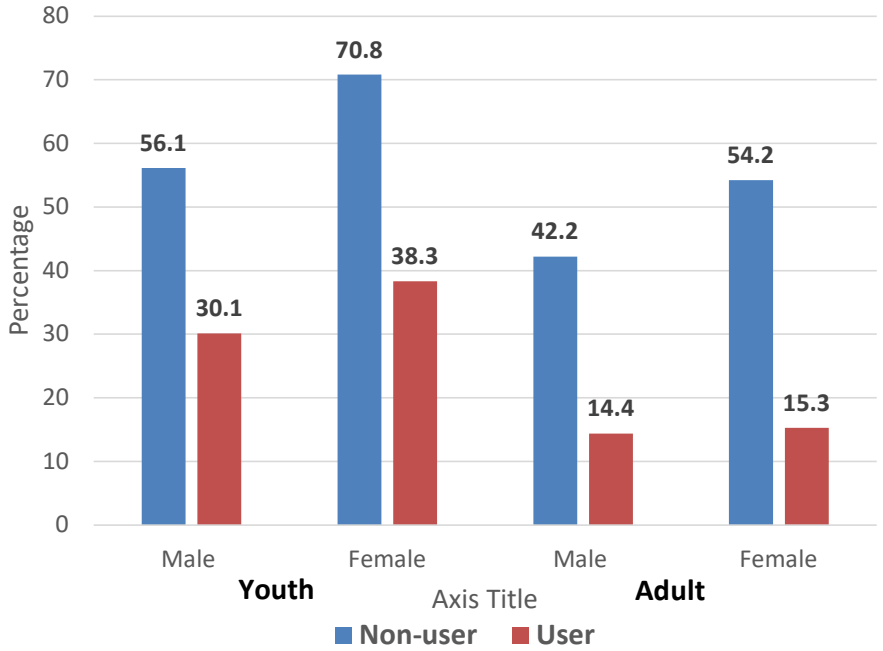
1. Grossman, E. R., Benjamin-Neelon, S. E., & Sonnenschein, S. (2020). Alcohol consumption during the COVID-19 pandemic: A cross-sectional survey of us adults. International Journal of Environmental Research and Public Health, 17(24), 9189. https://doi.org/10.3390/ijerph17249189
2. https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2770975
3. https://www.nielsen.com/us/en/insights/article/2020/rebalancing-the-covid-19-effect-on-alcohol-sales/
4. https://www.latimes.com/california/story/2021-02-08/alcohol-abuse-pandemic-hospitals-liver-disease
5. http://publichealth.lacounty.gov/sapc/MDU/SpecialReport/AccidentalDrugOverdoseReportJuly2021V2.0.pdf

Trends in Marijuana Use and Perception, Los Angeles County

Past Year Marijuana Use Among Adults (18+), LAC*



Perceived Great Risk of Harm From Regular Marijuana Use and Gender**



- Marijuana use continues to increase in Los Angeles County during the pandemic.

*Los Angeles County Health Survey, 2018

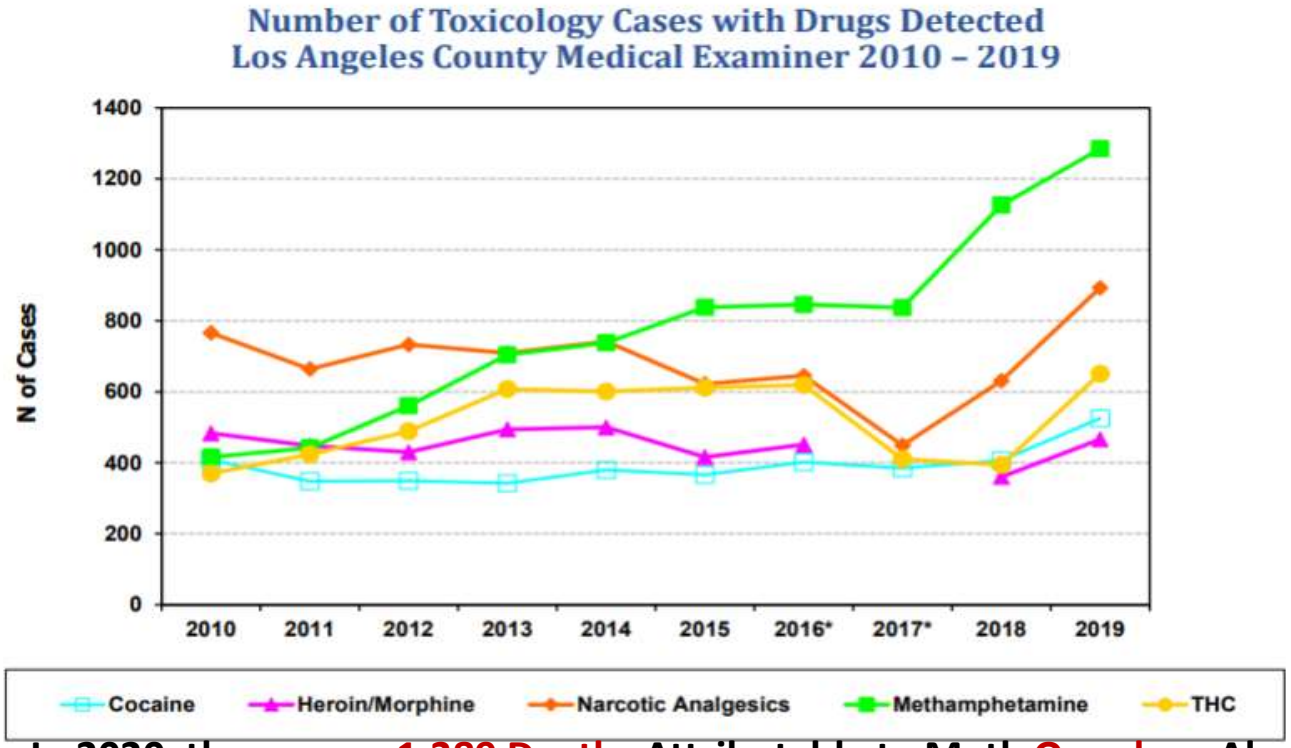
**Los Angeles County, Community Needs Assessment, 2017

Prescription Drug Use and Overdose Deaths - LAC, 2019 and 2020

	2019 (Mar. to Dec.)		2020 (Mar. to Dec.)		Rate Change from 2019 to 2020	
Drug Category	**Number**	**Rate**	**Number**	**Rate**	**Absolute Change**	**Relative Change**
Opioids	714	6.7	1323	12.4	5.7	85.50%
Heroin	296	2.8	402	3.7	1.0	34.20%
Fentanyl	423	4.0	1001	9.5	5.5	136.40%
Rx Opioids (Excluding Fentanyl)	210	1.9	222	2.0	0.0	2.10%
Other Opioids	3	0.0	3	0.0	0.0	0.00%
Sedatives	92	0.9	194	1.9	1.0	108.70%
Benzodiazepines	78	0.8	172	1.7	0.9	116.40%
Other Sedative	14	0.1	22	0.2	0.0	41.90%
Stimulants	948	8.6	1519	13.9	5.3	61.30%
Cocaine	332	3.0	446	4.0	1.0	33.70%
Methamphetamine	689	6.3	1220	11.2	4.9	78.70%
Rx Stimulants	14	0.1	10	0.1	0.0	4.80%

Data Source: http://publichealth.lacounty.gov/sapc/MDU/SpecialReport/AccidentalDrugOverdoseReportJuly2021V2.0.pdf

Meth is Involved* in More Deaths in LAC than Any Other Drug, 2010-2019



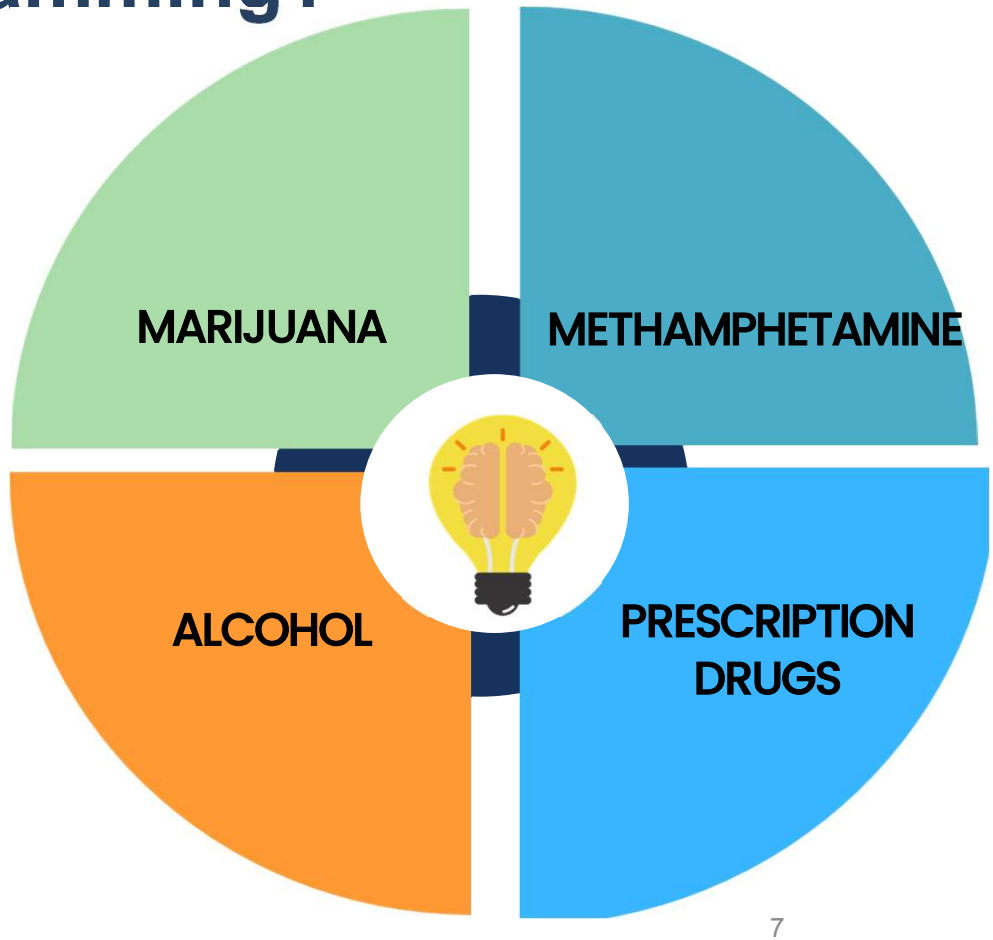
*Data reflects cases for which toxicology tests were (+) for at least one tested substance (e.g., not necessarily drug-related or drug-caused deaths). Each case may have more than one drug detected.

In 2020, there were 1,389 Deaths Attributable to Meth Overdose Alone**

National Drug Early Warning System. Los Angeles County Sentinel Community Site (SCS) Drug Use Patterns and Trends, 2020
https://www.drugabuse.gov/drug-topics/trends-statistics/national-drug-early-warning-system-ndews

What is Data Driven Programming?

- Data driven decision making
- Identifying trends (getting better or worse)
- Identifying contributing factors
- Choosing evidence-base programs (or research based innovative programs) that fit your community.



Use Data Throughout the Entire Process

- Formative Research
  - Needs Assessment
  - Reaching your Community
- Coordination for Greatest Collective Impact

Use Data Throughout the Entire Process cont.

- Process Evaluation
- Outcome Evaluation
- Impact Evaluation

Strategic Prevention Framework: Review and Practical Applications

STRATEGIC PREVENTION FRAMEWORK (SPF)

Assessment:
What is the problem and how can I learn more?

Capacity:
What do I have to work with?

Planning:
What should I do and how should I do it?

Implementation:
How can I put my plan into action?

Evaluation:
Is my plan succeeding?

Why the Strategic Prevention Framework

In the early 90's, the Substance and Mental Health Service Administration (SAMHSA) Center for Substance Abuse Prevention (CSAP), funded community partnership grants to address local substance abuse problems.

Although these were successful in helping communities build effective coalitions, the coalitions **did not always select effective strategies and practices….**

WHY THE STRATEGIC PREVENTION FRAMEWORK?

In the late 1990's, a push began toward using model programs and practices that met a certain threshold of evidence.

Unfortunately, people tended to pick their favorite programs without linking them to the needs of their communities.

As a result, many of these programs failed to produce the outcomes they'd produced in their original research settings….

From this experience, CSAP determined there was a need to bring the two together to emphasize **best practices embedded in the context of community**.

To meet that need, CSAP developed the Strategic Prevention Framework as a **roadmap to help communities** do just that.

Source: SAMHSA's CAPT, Strategic Prevention Framework

WHY A ROADMAP?

A common mistake made by organizations or coalitions is starting to select strategies and/or programs before **defining the problem and identifying what needs to change**.

Choosing strategies or programs without a clear understanding of the problem limits the results to only those achievable by the specific strategy or program.

Community Anti Drug Coalitions of America (CADCA)

First things first……

"The Strategic Prevention Framework (SPF) is a 5-Step Process to help identify AOD issues, and how to best address those issues by walking a community though **Assessment, Capacity Building, Planning, Implementation, and Evaluation** while weaving **Cultural Competency and Sustainability** in each step."

Source: Alcohol Policy Resource Center, SPF Resource Guide

Practical Applications of SPF:

County of Los Angeles Public Health

1. Data Driven Planning;
   - Examining data to identify the **most prevalent substance use issues in our local communities**;
2. Building the capacity of our staff and community to **engage in a strategic planning process**;
   - Developing Logic models based on local data;
3. Developing work plans based on priorities and strategies identified in our **logic model**;
4. Fidelity to the strategy and approaches;
5. Measuring process and Outcomes…

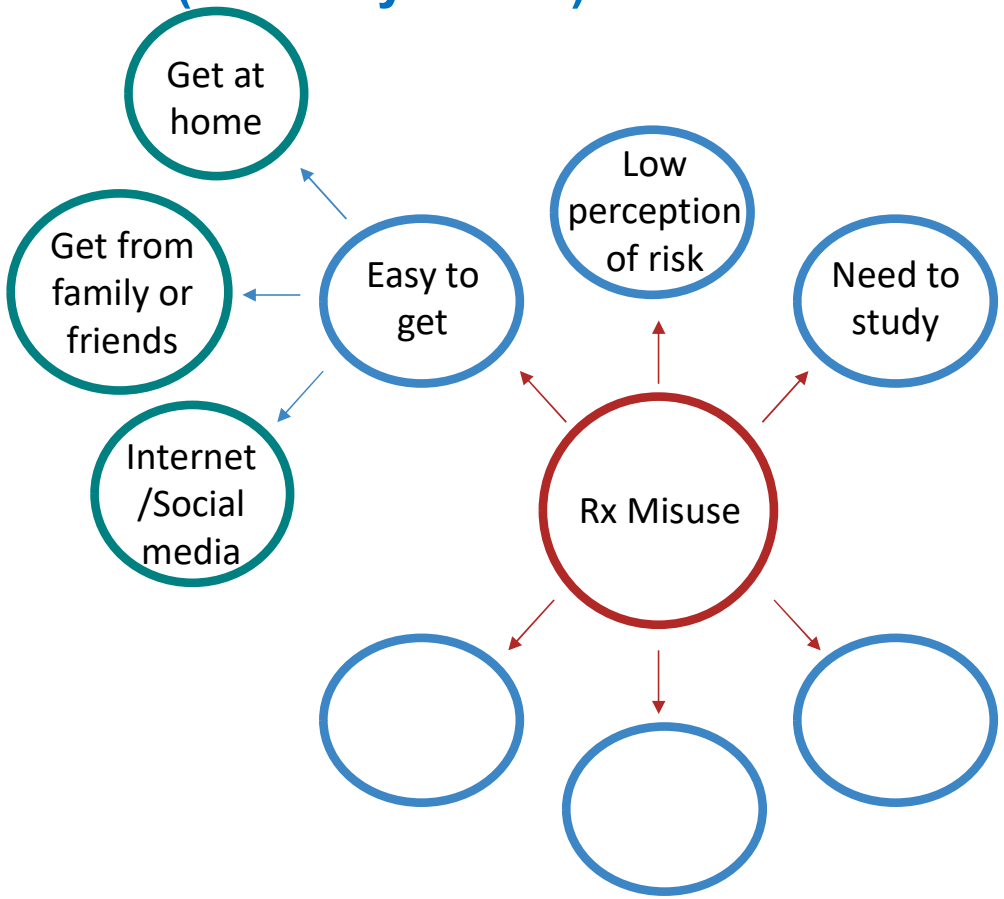
Each contract needs to address all **4 priority substances**, but your **primary focus may be on the 2 most relevant substances in your community**.

Problem Analysis

Root Cause (But Why?) Local Conditions (But Why Here?)

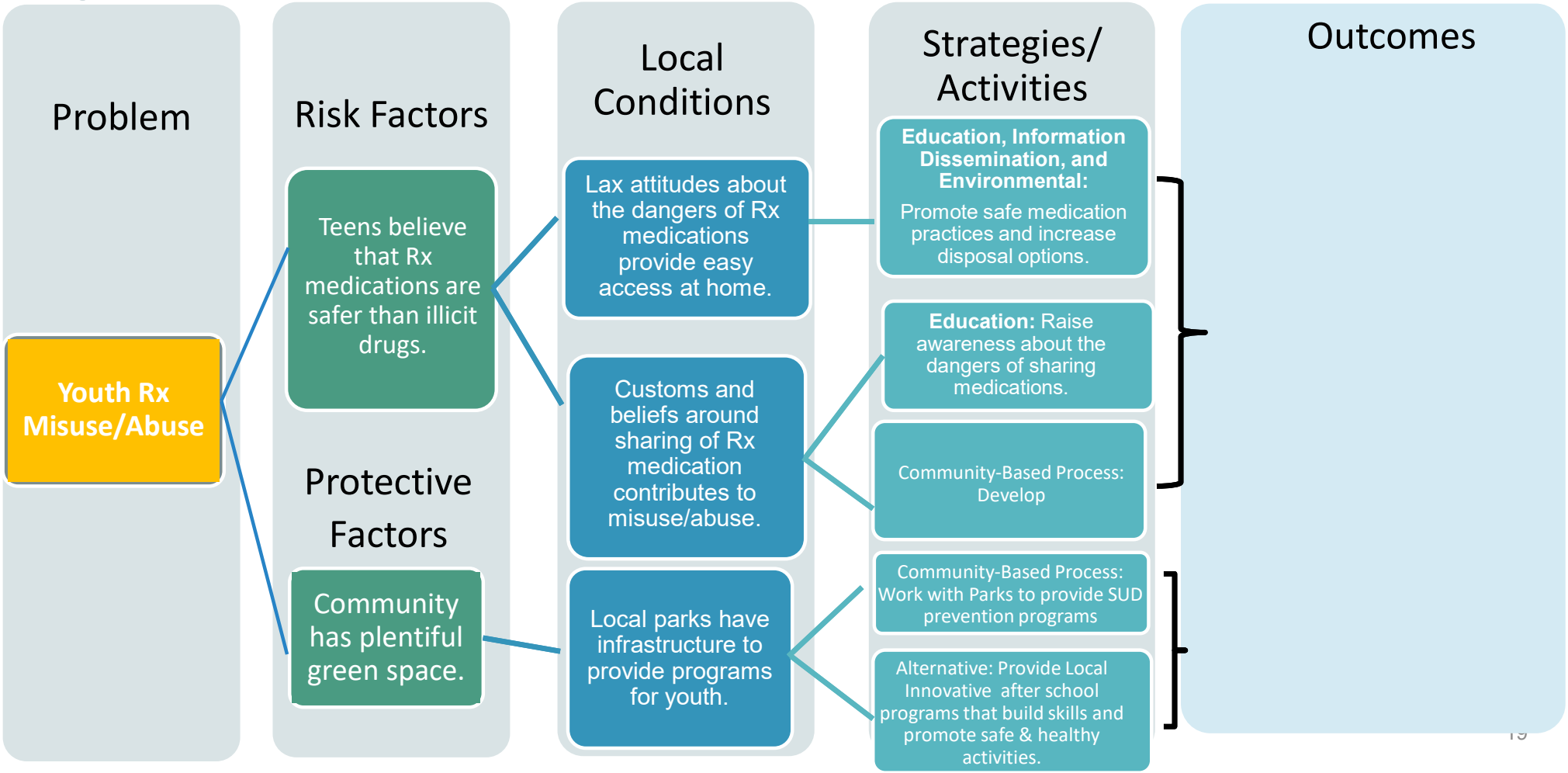
Components:

1. **Problem** (What)
2. **Root Causes / Risk Factors**
3. **Local Conditions**
   (BUT WHY HERE?)
   - **Specific**
   - **Identifiable**
   - **Actionable**

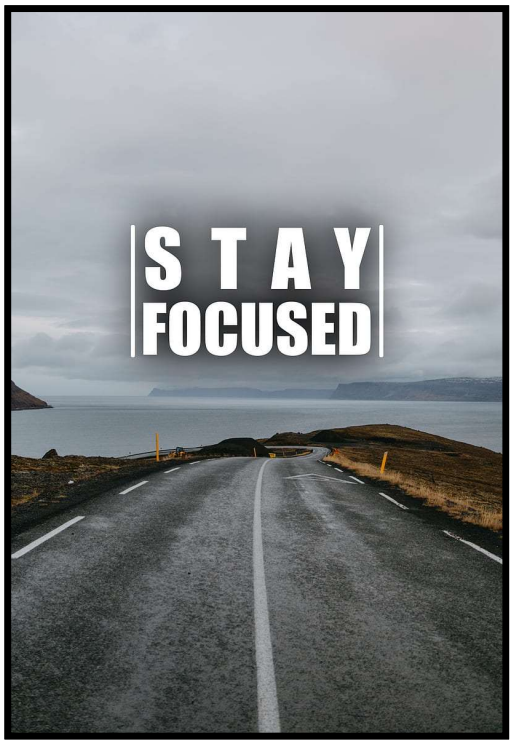


Logic Model SAMPLE

Priority Area: Rx Medications



Key Points of a logic model….



- This is a process. Logic models should change and evolve as our communities change and evolve.
- If you are doing something that is not directly related to your logic model, **change the logic model or change what you are doing!**

Logic Model

Logic Models help *Coalitions do Better*

- Align strategies with intended outcomes
- Set priorities
- Allocate resources
- Create an outcome evaluation
- Interpret evaluation results

Logic Model / Theory of Change

LOCAL PREVETION INITIVES WITHIN STRATEGIC PREVENTION FRAMEWORK

A FRAMEWORK FOR **COLLECTIVE ACTION:**

LET'S MAKE A DIFFERENCE
AND
THE ALCOHOL DELIVERY PROJECT

Prevention Organizations, Coalitions and Communities can achieve effective outcome-based prevention through the **SPF!**

RX PREVENTION INITIATIVE

County of Los Angeles Public Health

LET'S MAKE A DIFFERENCE

"Together we can stop the opioid and prescription drug epidemic"

County Goal 4: Decrease prescription drug misuse or abuse among youth and adults.

When it comes to preventing the potential harms associated with prescription drug misuse or abuse, we can all take:

3 STEPS

to keep our families and communities safe from the dangers of Rx medications.

1. **SAFE STORAGE** KEEP RX MEDICATIONS SECURE AND OUT OF REACH.
   HOME, IS MOST OFTEN, THE NUMBER ONE SOURCE OF ACCESS TO RX MEDICATIONS FOR TEENS!
2. **NOT SHARING** NEVER SHARE RX MEDICATIONS!
   SHARING RX MEDICATIONS CAN LEAD TO MISUSE & ABUSE, OR EVEN AN OVERDOSE!
3. **SAFE DISPOSAL** PROPERLY DISPOSE OF ALL RX MEDICATIONS.
   DISPOSING OF UNUSED OR EXPIRED RX MEDICATIONS WILL REDUCE THE RISK OF MISUSE OR ABUSE.

Developed by the San Fernando Valley Partnership, with funds fromthe Los Angeles County Department of Public Health, Substance Abuse Prevention and Control

Rx/OPIOID PREVENTION PROJECT

Defining the Rx Problem in SPA-2

- Opioids most commonly misused Rx Medication;
- 60% Of survey respondents reported misusing Rx Meds at home

2017 SAPC Community Needs Assessment

Identifying Root-Cause and Contributing Factors

- 57% Report easy access to Rx meds at home;
- Get Rx medications from friends or family

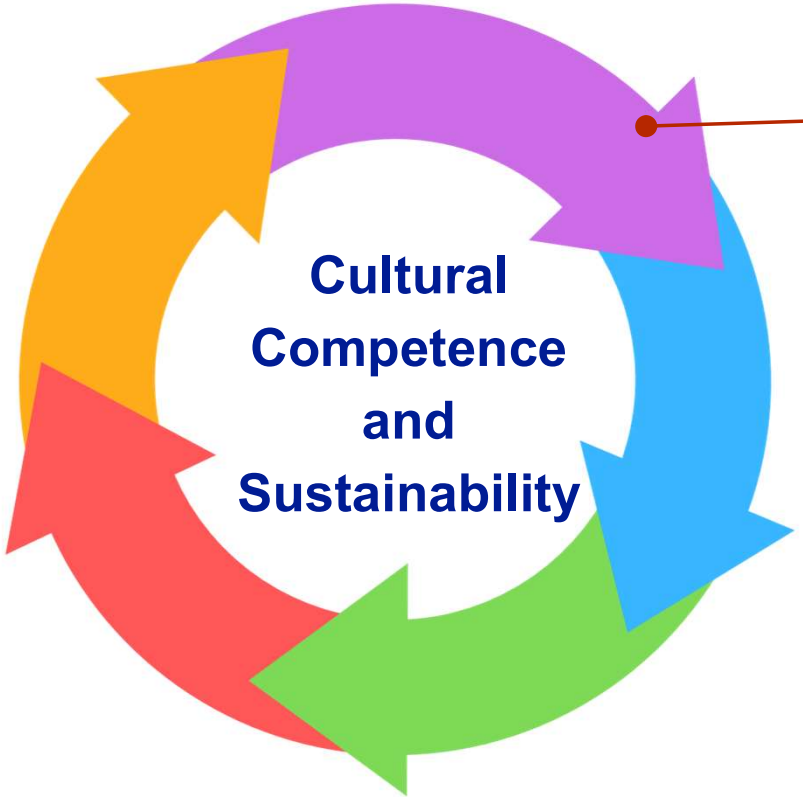
2017 SAPC Community Needs Assessment

Evidence-Based Strategies to Address Root-Cause

- Information Dissemination
- Prevention Education
- Environmental Strategies

MOVING FROM PROBLEM TO STRATEGIES THAT LEAD TO CHANGE (Measurable Outcomes)

STRATEGIC PREVENTION FRAMEWORK (SPF)



Assessment:

What is the problem and how can I learn more?

- Understanding the AOD community environment;
- The “What,” The ‘Where,” and the “Who”

1 Assessment

The first step is conducting an assessment by profiling your community and its resources. Data collected in this step will **close the knowledge gap when trying to understand the factors that contribute to substance use.**

Document local AOD risk environments using *several methods* to create *reliable and valid statements* about local risk settings using **Scientific, Timely, Accessible, and Relevant Data**.

You can also **identify prospective partners** through the assessment process.

Assessment methods above and beyond New and Existing Data:

Qualitative

(What does it mean? – depth of knowledge)

- One-on-Ones
- Focus Groups
- Key Informant Interviews
- Listening Sessions
- Observations

Environmental Scanning

(Includes both quantitative and qualitative data)

Functions of a Community Assessment

1. Establish Priorities
2. Diagnose Root Causes
3. Locate Resources for Action
4. Name and Frame Priority Issues
5. Determine Your Strategic Role

Identifying Root Causes & Contributing Factors

Norms surrounding AOD use

Environments conducive to use

Laws and Enforcement

High Risk and/or Underage AOD Use

Retail Availability

Favorable Youth Attitudes
(Low perception of risk)

Social Availability

Promotion and Price of AOD

Parental Attitudes Favorable Toward Use/Sharing

Driving Assumptions About Rx Misuse/Abuse

Opioids and Rx Medications are easy to obtain, especially from home, and from friends & family. Since teens believe that Rx medications are safer than illicit drugs, they are more likely to misuse or abuse Opioids or Rx medications that can easily be obtained.

Certain Contributing Factors have been found to be more salient to prescription drugs:

- Availability (Amount of Rx Medications present in our community)
- Easy Access (Effort required for a person to acquire Rx Meds.)
- Low Perceptions Harm/Risk
- Attitudes and Beliefs about Sharing

Data Driven Rx Misuse/Abuse Effort

2017 SAPC Community Needs Assessment

- 55% of those who misused/abused Rx medications, **used opioids**;
- **Home is a major source of access** to Rx medications; and
- Those who abuse/misuse Opioids/Rx medications get them from friends or family

Notes: Only those who had ever misused prescription medication were asked this question. Easy Access includes response options "Very Easy" and "Somewhat Easy.

PROBLEM STATEMENT

A **problem statement** will help you focus on where to build capacity, how to measure outcomes and how to plan for sustainability. **Interventions without a clearly articulated problem statement may lose steam over time—and it's also difficult to know whether any progress has been made toward the identified issue(s).**

Communities should use their data about consumption, consequences, readiness, and resources to frame their problem statement in specific terms.

In Los Angeles County (LAC) in 2018-2020, 3.7% of individuals aged 12 or older misused/abused prescription (Rx) pain relievers (primarily opioids) in the past year. The SAPC Community Needs Assessment also found that those who misused Rx medications said that they were easy to get in their community.

LAC had higher rates of Rx pain reliever misuse/abuse among youth (2.8%) and young adults (5.6%) compared to California (youth 2.5%, young adults 4.9%) and US (youth 2.2%, young adults 4.9%) in 2018-2020.

SAPC Data Brief 2022

Where is the AOD problem happening?

Retail Setting/Location [ ]
Public Setting/Location [ ]
Social Setting/Location [**X**]

Describe Setting/Location:

According to the SAPC, CNA, **home , family and friends** provide easy access to Rx medications. Additionally, lax attitudes about sharing Rx medications also contributes to **social access**.

27% of 12-17 year old's reported obtaining Rx medications from home

Source: 2017 SAPC Community Needs Assessment

STRATEGIC PREVENTION FRAMEWORK (SPF)

Capacity:

What do we need to know and who do we need?

Capacity Building

The process of building your collective prevention knowledge, readiness and membership to engage in a strategic planning process that addresses the substance use prevention needs identified during the assessment phase.

Prevention planners need diverse partners — from neighborhood residents to service providers to community leaders — to share information and resources, raise awareness about critical substance misuse problems, build support for prevention, and ensure that prevention efforts include multiple strategies in multiple settings.

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Preventing Prescription Drug Misuse: Overview of Factors and Strategies

Substance Abuse and Mental Health Services Administration's Center for the Application of Prevention Technologies task order. Reference #HHSS283201200024I/HHSS28342002T. Updated May 2016.

Given that **opioids are among the most misused prescription drugs**[1], many of the educational strategies specifically focus on opioid misuse. **Because most misused opioids derive from social sources** (e.g., obtaining from family or friends[2]), **educational strategies have focused - with success - on reducing this kind of access.**

INCREASING DISAPROVAL OF SHARING OPIOIDS AND OTHER RX MEDICATIONS

A widespread campaign implemented in Utah demonstrated that those who **saw messages that discourage sharing were less likely to share their prescription drugs and less likely to use prescription drugs that were not prescribed to them.**[3]

1. Zosel, Bartelson, Bailey, Lowenstein, & Dart, 2013 | 2. Substance Abuse and Mental Health Services Administration, 2014 | 3. Collins, Abadi, Johnson, Shamblen, & Thompson, 2011

CADCA Strategies

1. Change policies and rules
2. Alter the physical design of the environment
3. Change consequences/incentives
4. Reduce barriers/enhance access
5. Build skills
6. Provide support
7. Provide information

STRATEGIC PREVENTION FRAMEWORK (SPF)

Planning:
What should I do and how should I do it?

3 Planning

Strategic planning increases the effectiveness of prevention efforts by ensuring that prevention planners select and implement the most appropriate strategies to address the issues identified during the assessment process.

To develop a solid prevention plan, planners need to:

- Prioritize the risk and protective factors associated with the substance misuse problems that have been identified (*Assessment*);
- Select appropriate strategies and practices to address each priority identified;
- Combine strategies and approaches to ensure a comprehensive approach;
- Build and share a logic model with stakeholders/coalition.

APPROPRIATE STRATEGIES

Sometimes people want to select prevention strategies or approaches that are popular, that worked well in a different community, or those with which they are familiar/comfortable with. These are not necessarily the best selection criteria .

What is more important, is that the strategy or approach effectively address the priority substance misuse problem, the associated risk & protective factors, and is a good fit for the specific community.

Key Considerations

Social Norms	What are the "unwritten rules" as to what types of AOD behaviors are considered acceptable? How are these norms communicated to community members, especially to young people?
Access and Availability	**How easy** is it to obtain alcohol and other drugs? Where and how do youth and other community members obtain these substances? **The amount** of alcohol and other drugs physically present in our target communities?
Policy and Enforcement	What policies in the public and private sector either encourage or discourage AOD use? How well are these policies publicized and/or enforced?
Media Messages	What kinds of messages and images regarding AOD use are youth and adults exposed to through advertising, entertainment and other media activities? How widespread is alcohol and other drug advertising in the community?

What is the change that you would like to see?

(Describe the ultimate result that you will be working towards):

Leveraging agency efforts that support a collective Rx prevention effort to:

- Raises awareness about the dangers of Rx medications, specifically opioids and other potentially dangerous medications **(Increased Perception of Harm)**;

- Improve safe storage/safe disposal practices and minimize/eliminate the sharing of Rx medications (**Safe Home Environment and behaviors change**); and

- Support the full implementation of **SB212** to increase access to safe disposal sites across the county. (**Policy**)

Efforts will seek to institutionalize safe storage/safe disposal practices and change attitudes about sharing medication leading to a significant reduction in access to Rx medications in homes or community.

Comprehensive Strategies

Criteria for Selecting Strategies

(Based on Problem Statement)

1. **Fit** with local conditions / addresses disparities;
2. **Capacity** to implement;
3. **Evidence** of effectiveness; an
4. **Part** of a comprehensive plan

Choosing Strategies:

Raise Awareness:

- Informing community that there is an Rx problem in our community (i.e., is your medication an opioid, are your teens accessing your medications);

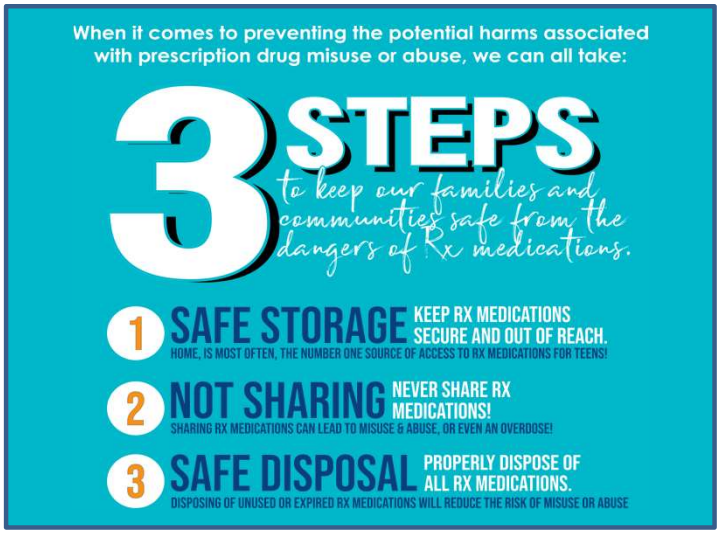
Education:

- Providing information about the scope of the problem and dangers associated with Rx/Opioid misuse;

Specific Information that changes behaviors:

- Safe Medication practices;
- Not sharing medications

Polices and Practices that Reduce Access and Availability



The Rx Prevention Initiative revolves around the **"Let's Make a Difference"** campaign, a community-level prevention initiative that promotes **three core "safe medication practices"** to address the misuse and abuse of opioids and prescription medications.

The campaign works to communicate the importance of reducing home access to opioids and Rx medications via **Safe Storage and Safe Disposal practices, while also reducing the number of individuals who report sharing their medications**.

DEVELOPMENT OF THE "LET'S MAKE A DIFFERENCE" CAMPAIGN

DEA National Prescription Drug Take-Back

CIA Rx Safety Webinar Series

When it comes to preventing the potential harms associated with prescription drug misuse or abuse, we can all take:

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PROGRESSION OF EFFORTS: DEA Take-Back → Rx Safety Webinar Series → Let's Make A Difference

Year-round collection sites

Kaiser Permanente

Mission Hills
11001 Sepulveda Blvd, Flr 2
Mission Hills 91345

North Hollywood
5250 Lankershim Blvd, Flr 9
North Hollywood 91601

Panorama City
13652 Cantara St, Flr 1
Panorama City 91402

Santa Clarita
27107 Tourney Rd
Santa Clarita 91355

Woodland Hills
5601 De Soto Ave
Woodland 91367

S.A.F.E. Collection Centers

North Valley
Nicole Bernson
10241 N Balboa Blvd
Northridge 91325
Sat & Sun 9am-3pm

East Valley
Randall St
11025 Randall St
Sun Valley 91352
Sat & Sun 9am-3pm

Accepts syringes/sharps

CVS Pharmacy

Canyon Country
19424 Soledad Cyn Rd
Canyon Country 91351

Tarzana
18441 Ventura Blvd
Tarzana 91356

Van Nuys
15232 Sherman Way
Van Nuys 91405

Woodland Hills
23357 Mulholland Dr
Woodland Hills 91364

Walgreens

Arleta
9750 Woodman Ave
Arleta 91331

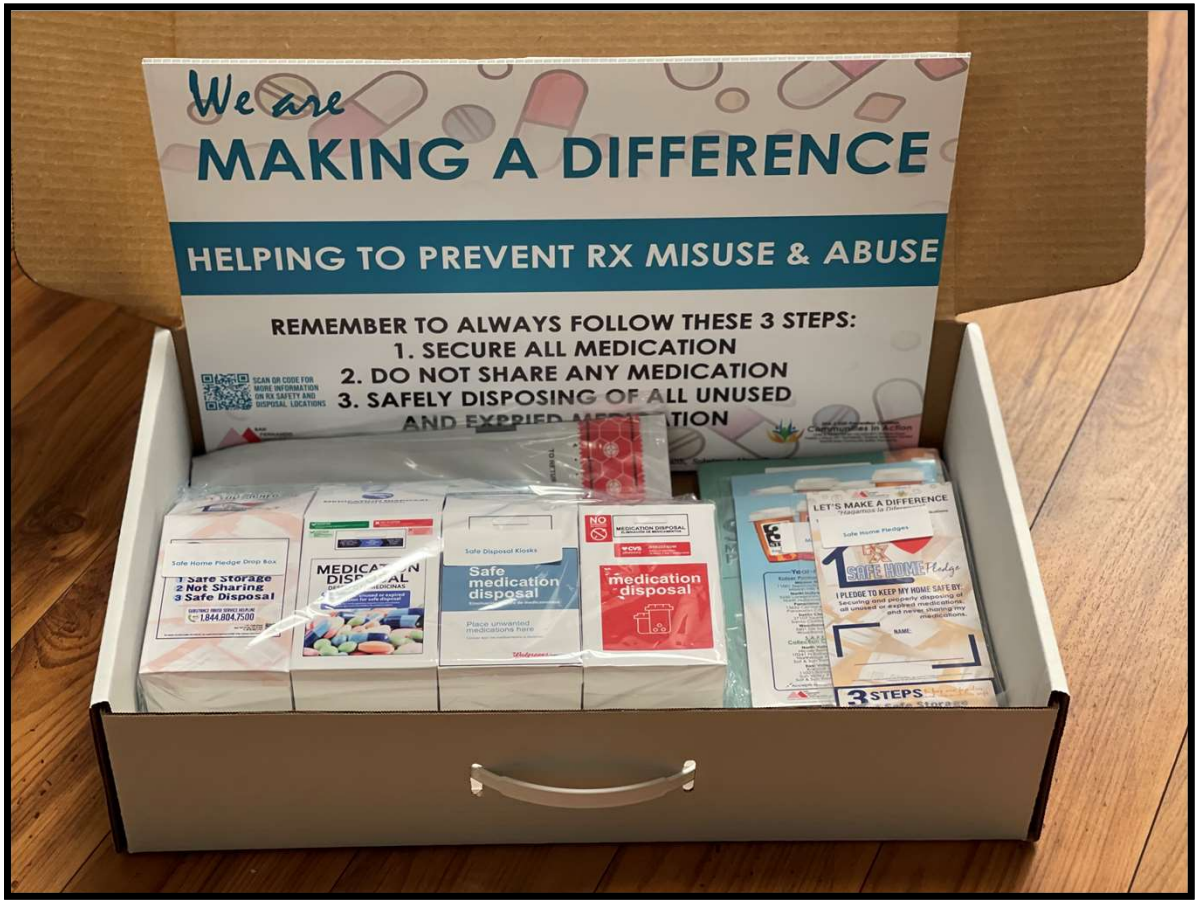
San Fernando
2050 Glenaoks Blvd
San Fernando 91340

Van Nuys
5224 Coldwater Canyon Ave
Van Nuys 91401

Other Pharmacies

Van Nuys Medical Pharmacy
8737 Van Nuys Blvd, Unit B
Panorama City 91402

Sunland Pharmacy
8422 Sunland Blvd
Sun Valley 91352



LET'S MAKE A DIFFERENCE CAMPAIGN KIT

STRATEGIC PREVENTION FRAMEWORK (SPF)

Implementation:
How can I put my plan into action?

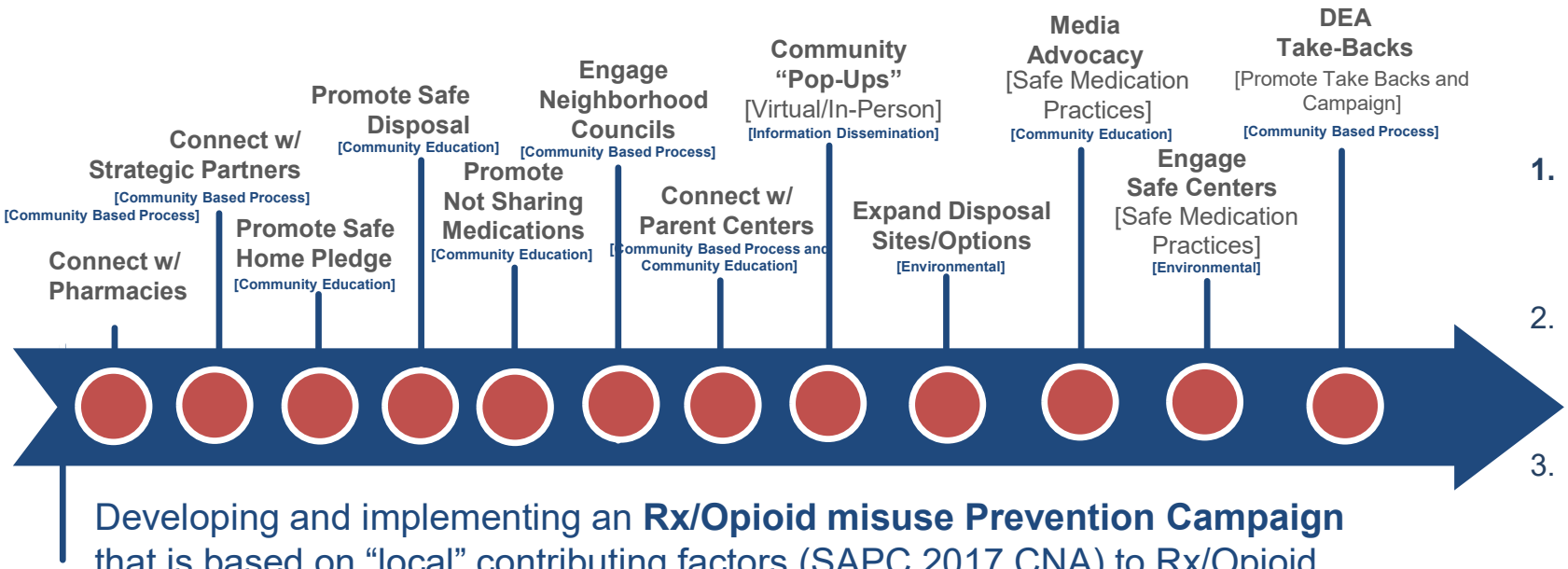
4 Implementation

In this step, a community's prevention plan is put into action by implementing evidence-based strategies and approached as intended. To accomplish this task, planners will need to balance fidelity & adaptation, and stablish critical implementation supports .

To develop a solid prevention plan, planners need to:

- Prioritize the risk and protective factors associated with the substance misuse problems that have been identified (*Assessment*)
- Select appropriate strategies and practices to address each priority identified
- Combine strategies practices to ensure a comprehensive approach
- Build and share a logic model with stakeholders

Rx Prevention Initiative (Implementation Roadmap)



Developing and implementing an **Rx/Opioid misuse Prevention Campaign** that is based on "local" contributing factors (SAPC 2017 CNA) to Rx/Opioid Misuse, and builds a movement that addresses identified key contributing factors.

Goal:

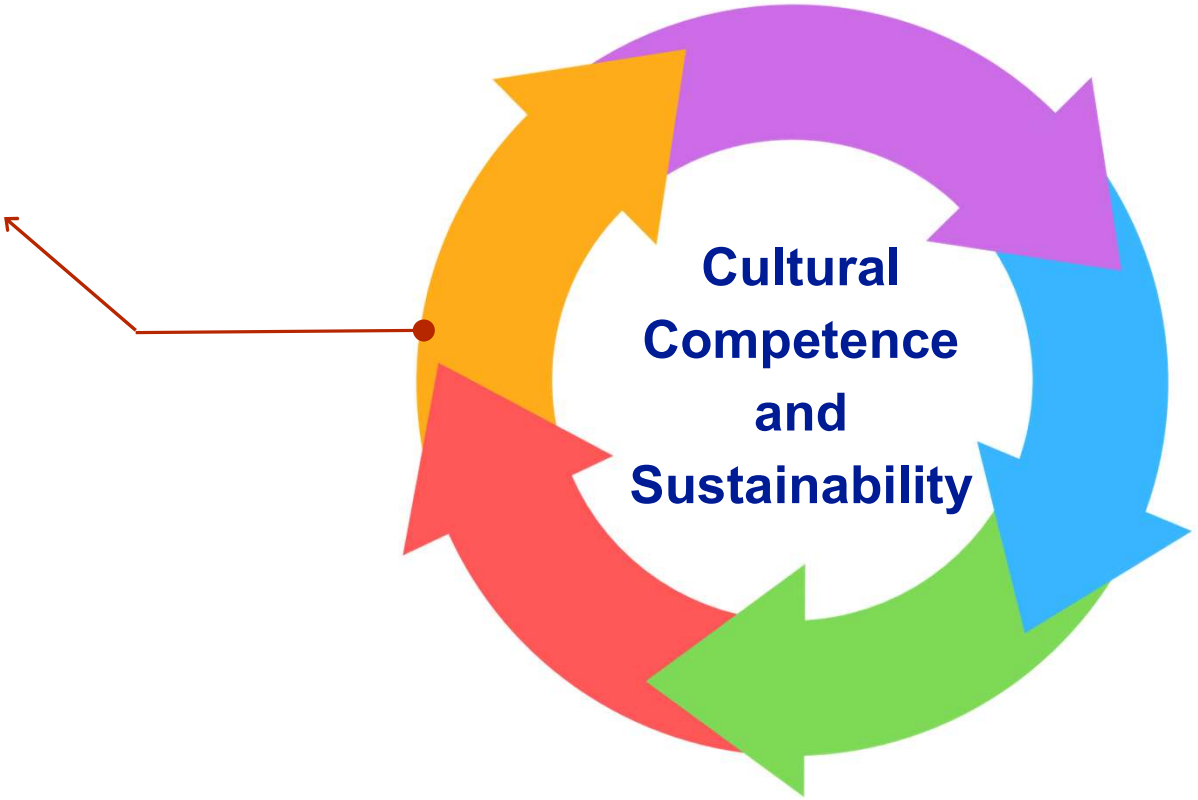
SPA-WIDE CAMPAIGN ADOPTION

Impact

1. **Reduction in Rx/Opioid-related incidents/ER visits;**
2. Teens reporting that Rx Medications/Opioids are harder to get;
3. Increase in community members who express disapproval about sharing medications; and
4. Additional Rx Disposal Locations in participating communities

STRATEGIC PREVENTION FRAMEWORK (SPF)

Evaluation:
Is my plan succeeding?



5 Evaluation

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OUTCOMES

RX Misuse/Abuse

"Addressing key contributing factors to the misuse/abuse of Opioids & Rx Medications"

1. **If,** community members adopt safe medication practices;
2. **Then**, Opioids and Rx medications will be less accessible;
3. **If**, Opioids and Rx medications are less accessible;
4. **Then**, less young people will misuse/abuse Opioids and Rx medications;
5. **If,** less young people misuse/abuse Opioids and Rx medications;
6. **Then,** we will see a reduction in incidents related to Opioid and Rx Medication misuse and abuse.

OUTCOMES

Documenting Process/Impact/Reach:

1. Documenting the number of **participating pharmacies**, organizations, schools and/or other strategic partners;

2. Documenting number of pledge cards collected at participating locations;

3. Documenting an increase in the amount (lbs.) of Rx medications collected at DEA Take Back Events within the geographic area of the campaign; and

4. Documenting (if possible) an increased utilization of LA County Safe Centers within the implementation area(s) and/or increase in the number of new Rx Drop Boxes & Sharps Disposal Boxes.

Documenting Impact

- Surveys after each Rx Session will document increased knowledge about the dangers of Rx medications and how managing Rx medications can reduce Rx misuse/abuse;

- A Safe Home Pledge can document the number of community members, in a specific geographic area, who commit to not sharing Rx medications, and safely storing/disposing of their medications;
- Social media metrics can document effectiveness and reach of messaging;

- A Community Norms Assessment can document a shift in attitudes about Rx Safety and attitudes around Sharing Medications; and

- Policies/Ordinances/Efforts that result from the full implementation SB212 can document and increase in safe disposal sites/options.

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