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**CECIL COUNTY DRUG AND ALCOHOL ABUSE COUNCIL**

**PLANS, STRATEGIES AND PRIORITIES FOR MEETING THE IDENTIFIED NEEDS OF THE  
GENERAL PUBLIC AND THE CRIMINAL JUSTICE SYSTEM FOR ALCOHOL AND DRUG  
ABUSE EVALUATION, PREVENTION, AND TREATMENT**

**JULY 2013 THROUGH JUNE 2015**

Updated: January 27, 2015

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**VISION:**

A community free from substance abuse and dependence.

**MISSION:**

To reduce substance abuse and dependence and related consequences through development and implementation of an integrated and comprehensive prevention, early-intervention and treatment service system which meets the needs of the general public and the criminal justice system.

**DATA DRIVEN ANALYSIS OF JURISDICTIONAL NEEDS:**

Cecil County is located in the northeast corner of Maryland, adjacent to Harford County, Maryland on the west, and bordering Chester County, and Lancaster County, Pennsylvania on the north, and New Castle, County, Delaware on the east. The County is bisected east-to-west by Interstate 95. Cecil County is primarily rural, with denser development around the city of Elkton. During the recent twelve years, Cecil County observed a significant growth in population, increasing from 85,951 in 2000, to an estimated 101,696 in 2012. Twenty-five percent of the population in 2012 was under the age of 18, slightly larger than the Maryland average of 23%.<sup>1</sup> Unemployment rates in Cecil County have been higher than many other Maryland jurisdictions, peaking in 2011 at 10.8% for all populations, and 19.5% for young adults aged 20 to 24.<sup>2</sup> Between 2007 and 2011, 9.4% of households were below the poverty level, slightly above the Maryland poverty level of 9%. The median household income for residents was \$5,516 below the Maryland median household income of \$72,419. For residents above the age of 25, 86.9% are high-school graduates, slightly less than the Maryland rate of 88.2%, and neighboring New Castle County, Delaware rate of 88.9%.<sup>3</sup>

A significant percentage of Cecil County residents are concerned about substance use and the potential for their children's abuse of alcohol and drugs.<sup>4</sup> In Cecil County, illicit drug use ranks

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<sup>1</sup> U.S. Department of Commerce, United States Census Bureau

<sup>2</sup> American Community Survey-2011 (via - Health Resources in Action, Preliminary Report of Cecil County Substance Abuse, 2013)

<sup>3</sup> U.S. Department of Commerce, op. cit.

<sup>4</sup> The Cecil County Community Health Survey 2009 Report, Cecil County Health Department, Elkton, Maryland, May 2010.

among the highest in the state of Maryland. The average number of people reporting current illicit drug abuse or dependence in Cecil County (4.4%) exceeds the state average (2.88%)<sup>5</sup>, and 29.1% of young adults, aged 18 to 24, report a history of illegal drug use.<sup>6</sup> The rate of drug-related public school suspensions in Cecil County has also been higher than most jurisdictions in Maryland.<sup>7</sup>

The rate of drug-related motor vehicle thefts in Cecil County was 22.1 per 100,000 population (5th highest in Maryland), and the rate of drug-related burglaries in Cecil County was 266.3 per 100,000 population (the 6th highest in Maryland).<sup>8</sup> Cecil County property and violent crime, which may correlate with substance abuse, is also higher than neighboring counties and the Maryland average.<sup>9</sup>

Like many other counties in Maryland, Cecil County experienced rising rates of prescription drug abuse. Nationally, since 1997, unintentional opioid deaths increased concurrent with the increased per capita annual sales of opioid analgesics, and deaths from opioid pain relievers exceeded the sum of all deaths involving heroin or cocaine.<sup>10</sup> Since 2008, drug treatment admissions related to prescription opioids like oxycodone, hydrocodone and methadone increased steadily. The Maryland rate of prescription opiate-related treatment admissions during fiscal year 2011 was 159 per 100,000 population over the age of 14. In Cecil County, the 2011 per-capita opiate-related treatment admission rate was 588 per 100,000.<sup>11</sup>

These trends appeared to reverse in 2011 and 2012. While concurrent use of multiple substances appeared to be a factor in the majority of treatment admissions and overdoses, many substance users appeared to trend from prescription opioids to heroin. For some, heroin proved an accessible and relatively inexpensive alternative to prescription opioids. Throughout Maryland, overdose deaths due to heroin increased, and overdoses from prescription opioids decreased. In Cecil County, between 2011 and 2012, heroin related deaths increased by 25%, and prescription opioid-related deaths decreased by 13%.<sup>12</sup>

Overall deaths in Maryland increased in 2012 by 15% from the prior year. For the same time frame, deaths in Cecil County decreased by 18%. Illicit prescription opioid drug and heroin use remain significant throughout Maryland and the jurisdiction.<sup>13</sup>

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<sup>5</sup> Maryland Epidemiological Profile: Consequences of Illicit Drug Use, Alcohol Abuse, and Smoking. The Alcohol and Drug Abuse Administration and the Center for Substance Abuse Research, University of Maryland, College Park, March 14, 2008.

<sup>6</sup> The Cecil County Community Health Survey 2009 Report, op. cit.

<sup>7</sup> Maryland Department of Education, 2010-2011

<sup>8</sup> Maryland Epidemiological Profile, op. cit.

<sup>9</sup> Vital Statistics, 2009-2011

<sup>10</sup> National Vital Statistics System, Multiple Cause of Death Dataset and DEA ARCOS, "Abuse of Marketed Analgesics and Its Contribution to the National Problem of Drug Abuse," Leonard Paulozzi, MD, MPH, October 2010

<sup>11</sup> Maryland Department of Health and Mental Hygiene, Factsheet - "Prescription Opiate-Related Treatment Admissions Fiscal Year 2011," January 2011

<sup>12</sup> Alcohol and Drug Abuse Administration, Intoxication Deaths by Substance Involved and Location of Occurrence, June 2013.

<sup>13</sup> Alcohol and Drug Abuse Administration, Intoxication Deaths, op. cit.

Reducing substance abuse and related consequences, and preventing the onset and escalation of substance use by adolescents are critical goals for the Cecil County community. The strategic plan identified below is the result of work from the Cecil County Drug and Alcohol Council (DAAC), a local group of concerned community members and service providers. The plan, developed by the local group, identifies the service needs of the general public and the criminal justice system, and is in response to the Council's review of available federal, state, local, and private funds used for evaluation, prevention, and treatment services. Successful implementation the following plan is contingent upon receipt of sufficient funding.

**GOALS:**

The goals of the jurisdictional plan for Cecil County are:

- 1) Establish an accessible and integrated continuum of substance abuse treatment services for adult residents of Cecil County.
- 2) Establish and enhance resources and programs to address the substance abuse concerns among individuals referred by the criminal justice system.
- 3) Establish an accessible and integrated continuum of substance abuse prevention, intervention and treatment services for the adolescents and their families of Cecil County.
- 4) Educate and assist families in Cecil County to live healthy and drug free lives.
- 5) Decrease perceived obstacles to prevention and treatment programs.
- 6) Develop a recovery-oriented systems approach that build on the strengths and resilience of individuals, families, and communities to take responsibility for their sustaining health, wellness, and recovery from alcohol and drug problems.
- 7) Decrease the number of drug exposed newborns born in Cecil County.
- 8) Establish an accessible and integrated continuum of gambling prevention, intervention and treatment services.
- 9) Reduce incidence of fatal and non-fatal overdoses in Cecil County.

**OBJECTIVES, ACTION PLAN, ACTUAL OUTPUTS:**

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**GOAL 1:** Establish an accessible and integrated continuum of substance abuse treatment services for adult residents of Cecil County.

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**Objective A:** Improve access to residential treatment services.

July 2014 Update: The Health Department’s purchase of care program facilitated access to detoxification services for individuals who were uninsured or underinsured. During FY14, the program purchased 288 days of inpatient detoxification for 48 clients.

January 2015 Update: During the first quarter of fiscal year 2015 (FY15), Recovery Centers of America (RCA) announced plans to convert the former MBNA corporate retreat, known as Bracebridge Hall in Earleville, into a 50-bed detoxification and short term residential program.

January 2015 Update: The Health Department’s purchase of care program facilitated access to detoxification services for individuals who were uninsured or underinsured. During the first six months of FY15, the program purchased 134 days of inpatient detoxification for 18 clients.

**Objective B:** Increase capacity to treat co-occurring disorders.

**Objective C:** Improve transitional housing services for individuals in need of ongoing long-term substance abuse care.

July 2014 Update: Representatives from the Oxford House reported plans to establish two recovery houses in Cecil County.

January 2015 Update: Three new recovery houses opened during the first six months of FY15: (1) Monarch House in North, August 2014; (2) Dexter-II in North East, September 2014; and (3) Oxford House in Elkton, October 2014. Monarch and Dexter-II provide sober living support for up to eight residents each, and the Oxford House has capacity for five. With the addition of the above three, Cecil County currently hosts five recovery houses, (a significant increase from zero houses, eighteen months prior).

**Objective D:** Implement an emergency room diversion program for individuals experiencing mental health crises with or without coexisting substance abuse concerns.

**July 2014 Update:** During the fall of 2013, Affiliated Sante Group Eastern Shore Mobile Crisis Services expanded staff and services within Cecil County. Affiliated Sante provided three hundred and forty- eight mobile crisis dispatches within Cecil County during fiscal year 2014, an increase of 490% above the seventy-one services provided during fiscal year 2013. The expansion was facilitated with funding from the Cecil County government. Of the three hundred and forty- eight services, 30% involved individuals with co-occurring or substance use only related issues.

**January 2015 Update:** During the first six months of FY15, Affiliated Sante Group Eastern Shore Mobile Crisis Services provided two-hundred, thirty nine mobile crisis dispatches within Cecil County. During the same time frame, Affiliated Sante also facilitated Behavioral Health First Responder Training for ten law enforcement and emergency services personnel. The training promotes alternative skills and resources to hospitalization and incarceration.

**Objective E:** Increase the availability of buprenorphine and methadone treatments for persons addicted to opioids.

**July 2014 Update:** During fiscal year 2014, the Maryland Alcohol & Drug Abuse Administration selected the Cecil County Health Department for a pilot project to develop Suboxone telemedicine services. The project aims to expand access to medication assisted substance abuse treatment for Cecil County residents.

**Performance Target:** Increased quality and quantity of treatment modalities accessible to Cecil County residents.

**Estimated Dollar Amount Needed to Achieve Goal:** \$850,000

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**GOAL 2:** Establish and enhance resources and programs to address the substance abuse concerns among individuals referred by the criminal justice system.

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**Objective A:** Enhance and expand the Adult Drug Treatment Court Program within the Circuit Court for Cecil County.

**July 2014 Update:** Eighty-six participants were enrolled in the Cecil County Adjudicated Adult Drug Treatment Court as of June 30, 2014. Within the program, the judiciary, prosecution,

defense, probation, law enforcement, and treatment communities work together to reduce substance abuse and improve behavioral health. Studies continue to prove the efficacy of drug courts.

**January 2015 Update:** One-hundred and two participants were enrolled in the Cecil County Adjudicated Adult Drug Treatment Court as of December 31, 2014. (The above census represents the highest historical enrollment for the Cecil County program.)

**Objective B:** Expand treatment and re-entry aftercare programs for residents of the Cecil County Detention Center and the Community Adult Rehabilitation Center.

**July 2014 Update:** In May 2014, the Cecil County Council approved County Executive Tari Moore’s fiscal year 2015 budget which included funding to expand treatment services within the Cecil County Detention Center. The new services will utilize evidence based programming “Thinking for a Change: Integrated Cognitive Behavior Change Program” (T4C). T4C includes cognitive restructuring, social skills development, and development of problem solving skills.

**Objective C:** Increase treatment capacity for clients referred through the criminal justice system.

**Objective D:** Expand utilization of a victim impact panels for DUI offenders.

**Performance Target:** Improved substance-abuse related resources for individuals involved with the criminal justice system.

**Estimated Dollar Amount Needed to Achieve Goal:** \$400,000

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**GOAL 3:** Establish an accessible and integrated continuum of substance abuse prevention, intervention and treatment services for the adolescents and their families of Cecil County.

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**Objective A:** Improve access for adolescents and families to residential treatment services.

**Objective B:** Expand evidenced-based counseling and case management services for the families of at-risk children and adolescents.

July 2014 Update: Case management and community awareness of treatment resources were enhanced by the January 2014 update and distribution of a treatment and recovery resource brochure entitled “Are You Concerned about Someone’s Alcohol or Drug Use?”

**Objective C:** Extend the benefits of the drug court treatment model to adolescent offenders and their families.

**Objective D:** Expand adolescent offender participation in criminal justice diversion programs and neighborhood youth panels.

**Objective E:** Raise awareness about consequences of drug use among youth in Cecil County.

July 2014 Update: In April 2014, members of the DAAC and Local Management Board submitted a federal grant application to Department of Health and Human Services, SAMHSA, to support a Cecil County Drug Free Communities Coalition. Award announcement expected September 2014. If funded, the Coalition would focus on prevention and increased youth awareness for consequences of substance abuse.

July 2014 Update: With the sponsorship of the County Executive, the Mayors’ Drug Task Force, the DAAC, and the Health Department, a schedule was developed and released for the showing of “The Anonymous People,” a feature documentary film about the over 23 million Americans living in long-term recovery from alcohol and other drug addiction. A showing was scheduled in all 8 towns in Cecil County, starting in Charlestown on February 19, 2014, and concluding in Rising Sun on May 28, 2014. Several screenings were also held at Union Hospital, at the Detention Center, and at various faith-based institutions/churches. A discussion on substance abuse followed each screening. The film and discussion helped to increase awareness of consequence of substance abuse, elevate the visibility of recovery and decrease the related negative stigma. (Combined attendance for all screenings through June 2014 exceeded 1,000 people.)

July 2014 Update: An encore presentation of "Heroin Alert" by Marie Allen was hosted by the Health Department on June 24, 2014. The event was sponsored by the County Executive, the Mayors’ Drug Task Force, and the DAAC. Heroin Alert is an educational and emotionally moving multimedia

presentation which guided the audience through the destructive path of heroin. Attendance for the event was estimated at 140 people.

- January 2015 Update: During the first quarter of FY15, three groups, including approximately 150 students, traveled from Cecil County to the Maryland Science Center to view an exhibit entitled “Target America - Opening Eyes to the Damage Drugs Cause.” The exhibit was designed to “open eyes to the science behind drug addiction and the countless costs of drugs—to individuals, American society, and the world—and to provide food for thought on how each and every one of us can make a difference.” A significant amount of printed materials were subsequently shared by the exhibit managers with Cecil County Public Schools for student education. The educational trips were initiated by County Councilman and DAAC member Dr. Alan McCarthy, and helped increase participant and community appreciation for consequences of substance abuse.
- January 2015 Update: During the first quarter of FY15, resources for families were expanded with the establishment of STEPS Recovery Resources, Inc., a non-profit program started by April Foster and Carrie Miller. The program strives to reduce the negative stigma associated with addiction and recovery, and provides addiction related support and education for the family.
- January 2015 Update: During the first quarter of FY15, representatives of “The Addicts Mom” shared information on their services with the Local Drug and Alcohol Council (LDAAC) and community. The web based services ([www.addictsmom.com](http://www.addictsmom.com)) provides support resource for families. Program participants have access to free educational and inspiration resources, on-line chat with members, and links to treatment resources. More than 20,000 members are enrolled throughout the United States and fifty-two other countries.
- January 2015 Update: During the second quarter of FY15, Cecil County Government was awarded competitive federal funding by Department of Health and Human Services for a Drug Free Communities Coalition. The coalition features active participation from twelve sectors of the community, including, youth, parents, schools, businesses and local media. Coalition goals are to establish and strengthen community collaboration in support of local efforts to prevent youth substance use. Using the newly-awarded grant funds, The Cecil County Drug Free Communities Coalition



will achieve its goals by: (a) implementing a prevention and education plan for youth, parents, and community members; (b) providing training for community members and educators; (c) developing a prevention communication plan; (e) developing and implementing a social norms campaign; (f) increasing barriers to underage access to alcohol; and (g) expanding on the current drug take-back program. In the past, significant reductions in youth alcohol, tobacco, marijuana and prescription drug use were observed in other DFC-funded communities.

**January 2015 Update:** During the second quarter of FY15, additional on-line information by the Cecil County MSPF (Maryland-Strategic-Prevention-Framework), and YES (Youth Empowerment Services) increased awareness regarding substance abuse. MSPF and YES disseminated relevant information on Facebook, Twitter, and a new website: [www.addictionfreececil.org](http://www.addictionfreececil.org)

**Objective F:** Increase the number of Cecil County youth who participate in evidenced-based prevention and early-intervention programs.

**July 2014 Update:** County Executive Tari Moore and the Cecil County Council approved FY15 funding for a pilot adolescent early-intervention initiative. The new services will employ evidenced based Motivational Enhancement Therapy/Cognitive Behavioral Therapy (MET/CBT-5) for recently arrested substance-involved adolescents.

**January 2015 Update:** During the second quarter of FY15, the Cecil County Health Department's Alcohol & Drug Recovery Center partnered with Cecil County Public Schools to implement Botvin LifeSkills at three middle schools. LifeSkills is a 15-week research-validated substance abuse prevention program for reducing the risks of alcohol, tobacco, drug abuse, and violence by targeting the major social and psychological factors that promote the initiation of substance use and other risky behaviors. The Health Department program plans an expansion to three additional middle schools during the third and fourth quarters of FY15.

**January 2015 Update:** During the second quarter of FY15, at a public meeting of the LDAAC, Dr. Kristine Hitchens, promoted Family Services at Father Martin's Ashley. Dr. Hitchens explained that the Family Program is open to the Cecil County community, and that when families are part of the treatment process, recovery

rates increase dramatically. In the program, family members learn about the neurological and psychological aspects of the disease. On a limited basis, scholarships are available.

**January 2015 Update:** During the third quarter of FY15, YES (Youth Empowerment Services) is scheduled to provide LifeSkills classes for five Cecil County elementary schools.

**January 2015 Update:** For substance-involved adolescents, the Cecil County Health Department's Alcohol & Drug Recovery Center provided early intervention services utilizing Motivational Enhancement Therapy/Cognitive Behavioral Therapy (MET/CBT-5). During the second quarter of FY15, the program served students from Providence School, Elkton Middle-school, Cherry Hill Middle-school, North East Middle-school, Perryville High-school, and Rising Sun High-school.

**Performance Target:** Increased number of adolescents accessing integrated prevention, intervention and treatment services.

**Estimated Dollar Amount Needed to Achieve Goal:** \$525,000

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**GOAL 4:** Educate and assist families in Cecil County to live healthy and drug free lives.

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**Objective A:** Utilize multi-media initiatives to change individual and community norms.

**July 2014 Update:** Focused on reducing adolescent alcohol use, the Cecil County-Maryland Strategic Prevention Framework (MSPF) Coalition utilized media messaging. The MSPF invited youth to participate in a contest to develop billboards with universal prevention messages. Over two-dozen submissions were received, and two winners were selected. During June 2014, winning billboards were placed on Route 213 in Cecilton, and on Bridge Street in Elkton.

**Objective B:** Increase the percentage of healthcare providers who routinely screen for substance abuse, and refer for further assessment/treatment for those patients at-risk.

**July 2014 Update:** In February 2014, Union Hospital implemented universal substance abuse screening of emergency room patients. The screening process supports referral of identified patients to peer recovery advocates and substance abuse treatment.

**Performance Target:** Reduced prevalence of high risk substance abusing behaviors among residents as indicated by Cecil County Community Health Survey and Maryland Adolescent Survey.

**Estimated Dollar Amount Needed to Achieve Goal:** \$165,000

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**GOAL 5:** Decrease perceived obstacles to prevention, early-intervention and treatment programs.

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**Objective A:** Establish new transportation resources for Cecil County residents seeking prevention, early-intervention and treatment services.

**January 2015 Update:** Recent expansion of Cecil Transit services may help individuals access prevention, early-intervention and treatment services. In January 2015, Cecil Transit expanded the mid-county route from three to eight times daily. This route connects the towns of Elkton, North East, Charlestown and Perryville, and also includes a stop at Cecil College locations in North East and Elkton. A new route to Newark, Delaware was also established. The above expansion efforts were funded by the Maryland Transit Administration, DART First State, and Cecil County Government.

**Objective B:** Evaluate viable locations for new satellite community-based programming.

**Objective C:** Improve services for non-English speaking community members.

**Performance Target:** Increased attendance and participation of those community members in need of services.

**Estimated Dollar Amount Needed to Achieve Goal:** \$370,000

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**GOAL 6:** Sustain a recovery-oriented systems approach that build on the strengths and resilience of individuals, families, and communities to take responsibility for sustaining health, wellness, and recovery from alcohol and drug problems.

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**Objective A:** Develop a comprehensive menu of services and supports that can be combined and readily adjusted to meet the individual's needs and chosen pathway to recovery

**Objective B:** Develop an ongoing process of systems-improvement that incorporates the experiences of those in recovery and their family members.

July 2014 Update: In February 2014, the availability and reach of Peer Recovery Advocates were extended through all floors of Union Hospital. This extension improved processes for and referrals of patients in need of substance abuse treatment. Peer Recovery Advocates meet with patients at bedside and participate in Hospital Multidisciplinary meetings with Hospitalists. The Peer Recovery Advocates are individuals who identify as persons in recovery from substance abuse, who intentionally share personal recovery stories as appropriate, and who model as a source of hope and inspiration for prospective and active patients. The Advocates also help ensure that those seeking to change behavior become familiar and comfortable with available recourses, including but not limited to self-help programs and other individuals with quality recovering lifestyles. In April 2014, The Health Department's hospital based Peer Recovery Advocate program was recognized for success and innovation with the presentation of the 2014 Graef Quality Award by Union Hospital.

July 2014 Update: Incorporating the experiences of former patients, the Health Department implemented "Treatment on Demand." The process-improvement significantly reduced wait times for appointments, and facilitated immediate access to community based services. In May 2014 the effort was recognized with an "Award for Innovation" to Health Department staff by the Maryland Department of Health and Mental Hygiene.

January 2015 Update: Incorporating the experiences of those in recovery, the Voices of Hope (VOH) expanded during FY15 as a group of recovering people in Cecil County who advocate for support for addiction treatment and recovery. VOH also provides mentoring to recovering youth. This group began as an alumni group for Health Department patients and quickly grew into a vehicle for those in recovery throughout Cecil County. The group meets in the Health Department every Wednesday at 5:30 p.m., and the meetings are open to all.

**January 2015 Update:** On January 8, 2015, the Cecil County Health Department’s hospital-based Peer Recovery Advocate Program received the Maryland Association of Counties (MACo) “Healthy Counties Best Practices Award.” The award recognizes county programs that contribute to the overall health and quality of life of a Maryland county.

**Objective C:** Coordinate with multiple systems to develop responsive, outcomes-driven approaches to care.

**Performance Target:** Increased recognition, growth and system collaboration of recovery oriented processes and resources.

**Estimated Dollar Amount Needed to Achieve Goal:** Undetermined

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**GOAL 7:** Decrease the number of drug exposed newborns born in Cecil County.

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**Objective A:** Identify resources, barriers to care and gaps in services for drug exposed newborns and their families

**Objective B:** Increase physician/obstetrician screening for substance abuse and respective referrals for substance abuse assessments and treatment.

**January 2015 Update:** During the third quarter of FY15, Health Department staff met with physicians/obstetricians at Union Hospital to promote screening for substance abuse and respective referrals for substance abuse assessments and treatment.

**Objective C:** Expand the menu of services and supports for parents who use and abuse alcohol and other drugs of abuse.

**Objective D:** Develop a comprehensive menu of services and supports for infants and children affected by parental substance use

**Performance Target:** Decreased number of drug exposed newborns. Decreased premature birth, miscarriage, low birth weight, and the variety of behavioral and cognitive problems associated with prenatal and postnatal drug exposure.

**Estimated Dollar Amount Needed to Achieve Goal:** \$425,000

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**GOAL 8:** Establish an accessible and integrated continuum of gambling prevention, intervention and treatment services.

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**Objective A:** Implement problem gambling prevention and early-intervention programming throughout Cecil County.

**Objective B:** Raise awareness about consequences of problem-gambling.

**Objective C:** Recruit and train workforce to provide competent problem gambling assessment, intervention and counseling.

**Objective D:** Integrate problem gambling screening within all substance abuse assessments

**July 2014 Update:** Substance abuse treatment providers within the jurisdiction continue to screen for pathological gambling utilizing the Lie-Bet, and the South Oaks Gambling Screen instruments.

**Objective E:** Expand access to evidenced-based problem-gambling services. Identify barriers to care and gaps in services for problem gamblers and their families.

**Performance Target:** Increased number of individuals accessing integrated prevention, intervention and treatment services.

**Estimated Dollar Amount Needed to Achieve Goal:** \$650,000

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**GOAL 9:** Reduce incidence of fatal and non-fatal overdoses in Cecil County

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**Objective A:** Raise awareness about consequences of substance abuse, including opioids and prescription drugs.

**July 2014 Update:** Community awareness for overdose risk was enhanced by the February 2014 development and distribution of a resource fliers entitled “Opioid Overdose Response” and “Death by Overdose is Preventable!” The fliers outline overdose risk, symptoms, and recommended responses.

**January 2015 Update:** During the first and second quarters of FY15, community awareness for substance abuse prevention, treatment and recovery was enhanced by partnerships with two local newspapers: the Cecil Guardian, and the Cecil Whig.

Initiated in August 2014, “Building a Culture of Health” is the title of the weekly feature within the Cecil Guardian. The Guardian strives to build a healthier Cecil County by better informing the community. Timely health-related topics are featured each week, with an initial focus on substance abuse. The Guardian’s first story was entitled “Drug Overdose is Preventable.” The Cecil Whig’s series is entitled “Voices of Recovery,” and began in October 2014. Inspired by the recent promotion of the film “The Anonymous People,” the Whig began a weekly profile of one person with long-term sobriety. The column strives to decrease negative stigmas about substance abuse, improve understanding of addiction, and promote recovery. On December 31, 2014, The Cecil Whig identified “Recovery [from substance abuse]” as the top “Newsworthy Storyline of 2014.”

**Objective B:** Increase community participation in official drug take back events for the disposal of unused and expired medications.

July 2014 Update: The town of Elkton established the county’s first permanent prescription drug drop-off box inside the municipal building on March 2014. The fixed drop box provides a safe, convenient and anonymous opportunity to dispose of unused and expired medications. Additionally, community wide drug take back events were held on April 26, 2014, at several police departments, and on April 27, 2014, at the Cecil County Central Landfill. The collection of significant disposal of unused and expired prescription was reported.

January 2015 Update: During calendar year 2014, two-hundred, sixty seven pounds of unwanted medication were reported collected via Elkton’s permanent prescription drug drop-off box. Significant unused and expired prescription was also reported collected during community wide drug take back events held on September 27, 2014.

**Objective C:** Elevate physician participation in Maryland’s prescription drug monitoring program (PDMP).

**Objective D:** Increase healthcare provider screening of patients for substance abuse treatment.

July 2014 Update: As stated above, Union Hospital implemented universal substance abuse screening of emergency room patients. The screening process supports referral of identified patients to peer recovery advocates and substance abuse treatment.

**Objective E:** Increase overdose prevention education and related outreach to individuals and groups identified as high risk.

July 2014 Update: Two community forums on overdose prevention were held during the winter of 2014: on February 20, 2014, by Haven House, Inc., and Serenity Health LLC, and on March 6, 2014, by Haven House, Inc., and the Cecil County Health Department..

**Objective F:** Increase availability of emergency overdose response kits and intranasal Naloxone medication.

July 2014 Update: The Health Department submitted applications for, and subsequently awarded \$11,278 in January 2014, and \$27,373 in May 2014, to initiate and expand overdose prevention projects, including the purchase of naloxone and related materials for all police departments in Cecil County. Between April 30th and July 11, 2014, the Health Department trained 118 participants in overdose response, and distributed 100 overdose prevention kits.

July 2014 Update: The Cecil County Department of Emergency Services reported administration of Narcan on twenty three occasions during June 2014; (12x in Elkton, 4x in North East, 2x each in Port Deposit and Rising Sun, and 1x each in Colora, Perry Point and Earleville).

January 2015 Update: During the last quarter of FY2014, and the first two quarters of FY2015, the health department trained/certified 286 community members in overdose recognition and response. The community members are certified under the State of Maryland Overdose Response Program to legally possess and administer naloxone in the state of Maryland. In addition, during the first quarter of FY2015, overdose prevention training and overdose response kits with naloxone was provided to 222 Cecil County law enforcement officers, including Cecil County Sheriff's Office, all State Police working in the jurisdiction, all municipal officers from three towns, and Cecil College public safety officers. Law enforcement officers are currently carrying the medication on their belts. To date, at least nine lives have been saved by the overdose response training, including parents saving their young-adult children, neighbors saved neighbors, friends saving friends, et al.

**Objective G:** Elevate review and consideration of local overdose incidents. Identify root causes, determine trends, target resources to



decrease overdose death rates, and support implementation of other prevention/intervention efforts.

**July 2014 Update:** During the winter of 2014, the Cecil County Local Overdose Fatality Review Team was established by Health Department to study overdose deaths and advance overdose prevention planning. The first meeting occurred on February 26, 2014, and continued monthly thereafter. Partnerships on the LOFRT include Cecil County Drug Task Force, Department of Emergency Services, Department of Juvenile Services, Department of Social Services, Elkton Police Department, Serenity Health, Union Hospital, Upper Bay Counseling, Haven House, et al.

**January 2015 Update:** During calendar year 2014, twenty-nine multidisciplinary, public health focused reviews of local fatal overdose incidents were completed by the Local Overdose Fatality Review Team (LOFRT). The LOFRT has served as a forum for the sharing of information essential to the improvement of a community's response to overdose deaths. Based on information obtained, the LOFRT has attempted to identify root causes, determine trends, and target resources to decrease death rates. In October 2014, Cecil County Health Department staff met with Michael Botticelli, the acting director of the U.S. Office of National Drug Control Policy (ONDCP) and Joshua Sharfstein, DHMH Secretary of Health, to share on the formation, processes, and progress of Cecil County's Local Overdose Fatality Review Team (LOFRT).

**Performance Target:** Reduced per-capita rate of fatal and non-fatal overdoses in Cecil County

**Estimated Dollar Amount Needed to Achieve Goal:** \$250,000

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