

Initiatives for the Prevention of Prescription Drug Misuse, Abuse and Overdose

Ohio Department of Health

Violence and Injury Prevention Program (VIPP)

August 2013



Social Marketing Campaign: The Ohio Department of Health's (ODH) Violence and Injury Prevention Program (VIPP) launched a comprehensive education and awareness campaign, known as Prescription for Prevention: Stop the Epidemic (www.p4pohio.org), to combat the epidemic of prescription drug misuse, abuse and overdose. Initiated in 2010, P4P is a multi-level social marketing campaign focusing on high-risk counties that promotes coalition establishment and support, public education and outreach, TV and radio public service announcements, peer-to-peer programs in schools and education at work sites. Each county is responsible for developing a localized action plan to address the dangers of prescription drug misuse and abuse. P4P counties include: Adams, Clark, Clinton, Cuyahoga, Jackson, Jefferson, Mahoning, Ross and Vinton.



Project DAWN (Deaths Avoided with Naloxone): Building on its commitment to stem the dramatic increase in drug overdose deaths in Ohio, the ODH allocated seed money and technical assistance to initiate the Project DAWN Overdose Education and Naloxone Distribution Program. Started in June 2012, participants are trained in overdose prevention including: recognizing the signs and symptoms of overdose; distinguishing between different types of overdose; rescue breathing and the rescue position; the importance of calling 911; and the proper administration of intranasal naloxone. Project DAWN is currently operating in three counties with plans to expand the program to an additional three counties by the end of 2013. For more information on Project DAWN, please visit www.bit.ly/projectdawn.



Local Pilot Projects: Two pilot projects have been funded in Montgomery and Scioto Counties by the VIPP through the CDC's Preventive Health and Health Services Block Grant (PHHSBG). These are comprehensive projects with activities such as coalition development, education of service providers, formation of a poison death review committee, policy development, implementation of public education and awareness campaigns, education of health care providers/prescribers and registration of prescribers with the Ohio Automated Rx Reporting System (OARRS). The overall grant time frame is four years, January 1, 2010 through December 31, 2013.

Emergency Department Guidelines: As part of the Governor's Cabinet Opiate Action Team (GCOAT), ODH and the Ohio Department of Aging convened a multi-disciplinary Professional Education Workgroup to develop guidelines to help emergency and other acute care facilities reduce the inappropriate use of opioid and other controlled substances while preserving their vital role of treating patients with emergent medical conditions. To read the guidelines and supporting background materials, please visit www.healthyohioprogram.org/ed/guidelines

Drug Overdose Web Site: The ODH VIPP drug overdose web site (www.healthyohioprogram.org/vipp/drug/dpoison) contains information about the initiatives listed in this handout as well as reports and fact sheets about the burden of drug overdose in Ohio.

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State Advisory Group: The **Prescription Drug Abuse Action Group (PDAAG)**, coordinated by ODH in conjunction with the Ohio Department of Mental Health and Addiction Services, is an ongoing work group dedicated to reducing prescription drug abuse, misuse and overdose. This multi-disciplinary group was formerly known as the Poison Action Group (PAG) and was part of the impetus for the Ohio Prescription Drug Abuse Task Force (OPDATF). The PDAAG developed extensive recommendations that were used by the OPDATF as a basis for their work. The group is now reviewing the recommendations from the OPDATF as well as current legislative and administrative policy initiatives being implemented or considered at the state level. The PDAAG also serves as a channel for sharing information and initiatives regarding prescription drug abuse across the state. For more information on the work of the PDAAG and how to join, please visit www.healthyohioprogram.org/vipp/pdaag/pdaag.



**OHIO INJURY PREVENTION
PARTNERSHIP**

Prescription Drug Abuse Action Group

Sustainable Community Drug Disposal: In order to foster a more permanent and sustainable method of drug disposal, ODH worked with local law enforcement to purchase prescription drug drop boxes from the National Association of Drug Diversion Investigators. In collaboration with the Ohio Attorney General and Drug Free Action Alliance, this initiative provided 66 drug drop boxes to 23 Ohio counties. ODH, the Ohio EPA and the Attorney General's Office also assisted local law enforcement in identifying existing facilities capable of safely destroying drugs to serve as regional disposal sites. Through the provision of permanent drop boxes and identifying existing destruction sites, ODH hopes to create a sustainable network for collecting and disposing of prescription medication that can be replicated throughout Ohio. In the first quarter of 2013, the boxes collected more than 688 lbs. of unused medications.

Drug Disposal Day Guidelines: In an effort to encourage proper disposal of medication, Drug Disposal Day Guidelines have been developed in conjunction with the Prescription for Prevention Campaign referenced above and in accordance with Ohio EPA and national DEA rules. This document serves as a comprehensive guide for individuals who want to plan a medication disposal event in their community. Information is provided on preparation, recommended partners, safety considerations, and proper collection procedures. To view the guidelines go to: www.p4pohio.org and scroll down the page to the link for Drug Disposal Day Guidelines.

Screening Brief Intervention and Referral to Treatment Training: SBIRT (Screening, Brief Intervention and Referral to Treatment) is a comprehensive, integrated, public health approach to the delivery of early intervention and treatment services for individuals who are at risk of developing substance use disorders, before more severe consequences occur. ODH offered an introductory no-cost training to emergency department staff and hospital administrators on the SBIRT method that provided an overview of implementation in the emergency department setting.

For more information on Prescription Drug Misuse, Abuse and Overdose please contact the Ohio Violence and Injury Prevention Program:

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