



Drug Poisoning Prevention

Stop the Drug Overdose Epidemic

Safe Communities partners have collaborated on a multi-faceted community response to Madison and Dane County's drug overdose epidemic since January 2012. Although not conclusive, a bit of good news: **data from the Dane County Medical Examiner's Office indicates that heroin deaths were reduced by more than 30 percent in 2014.** Predictions are that wider dissemination of naloxone (Narcan) by first responders (fire/ems and police) and laypersons is driving down overdose deaths. While this is a critical first step, indications are that misuse of opioids is still occurring at alarming rates. **Thanks to over 300 partner organizations, and funding support and leadership from City of Madison and Dane County, we are making a difference together. There's much more work to do, but read on to learn about our 2015 activities to-date for this important strategy area.**

Recognition and Media Coverage

Stop the Overdose Epidemic Efforts of Safe Communities Partners was featured in the National Safety Council (NSC) Case Study Safe Communities America *Communities Connect* and 2014 Annual Report, and the Australia Safe Communities Foundation E-Bulletin. To read more, [click here](#).



In January, we highlighted drug poisoning prevention initiatives in Madison and Dane County. The National Safety Council developed a [case study](#) based on Madison-Dane County's approach to the drug overdose epidemic, and produced a compelling video that tells the story about our work in this area. [Click here](#) to watch the video.

DRUG POISONING PREVENTION MEDIA COVERAGE

- [Wisconsin State Journal: After years on the rise, Dane County sees fewer fatal heroin overdoses in 2014 \(5/15\)](#)
- [NBC 15: Parent Addiction Network, ARCW Trains Friends, Family to Save Lives \(3/15\)](#)
- NBC 15: *Be Good to the Earth MedDrop Campaign Kickoff* (4/15)
- Southern Exposure: *How to use MedDrop* (4/15)
- Capital City Hues: *MedDrop*, (Winter/Spring 2015)
- Umoja, *MedDrop*, May 2015

Visit the Safe Communities [Newsroom](#) for more details.





MedDrop

MedDrop Household Medication Collections Up 68 Percent

MedDrop partners at 13 area police departments collected more than 7.4 tons of medicines between May 2014 and April 2015, compared to the previous year's collection of 4.4 tons.

With such a large increase in collections, we are faced with a larger-than-anticipated bill for disposal costs. Many thanks to Madison Metropolitan Sewerage District, UW Health, Navitus and Lumicera Health Services for generous contributions to help offset these costs.

Due to the increase in MedDrop collections, we are still seeking funding to cover our \$13,500 deficit. Any help is appreciated!

A SPECIAL THANKS

Thanks to each of our MedDrop host sites for providing this important and popular service to area residents:

- Blue Mounds Police Department
- Cambridge Police Department
- Deerfield Police Department
- Fitchburg Police Department
- Madison Police Department East Precinct
- Madison Police Department West Precinct
- Mazomanie Police Department
- McFarland Police Department
- Middleton Police Department
- Oregon Police Department
- Sun Prairie Police Department
- UW Police Department
- Waunakee Police Department

Middleton Police Department Staged Annual 'Medication Round-Up'

In May, **MedDrop** host police departments brought a total of **500 five-gallon buckets full of unused medicines** to be incinerated in Sauget, Illinois. Special thanks to **Detective Sergeant** and 'Chief MedDrop Wrangler' **Jeremy Geiszler** of Middleton Police Department for coordinating the round-up, and to **Dane County Narcotics Task Force Sergeant RJ Lurquin** for providing law enforcement oversight of the transport and destruction of this massive shipment of unused medicines.

Wisconsin Society of Pharmacy Students (WSPS), Law Enforcement Partnered to Offer Safe & Convenient Medication Disposal for Seniors

WSPS' MedDrop Committee partnered with Dane County Narcotics Task Force and Waunakee Police Department to staff MedDrop collections at:

- Waunakee's Wellness Fair (3/14)
- Jewish Social Services (3/16)
- Oakwood Senior Housing Campuses (University Woods and Prairie Ridge)
- Attic Angels (4/24)





MedDrop ‘Scoop’ Event Hosted by WSPS and UW Police, Meds Collected From Students During Campus Move-Out

Wisconsin Society of Pharmacy Students and UW-Madison Police Department hosted a ‘MedDrop Scoop’ on East Campus Mall May 8, serving up ice cream AND information about MedDrop. Organizers of this event helped collect many unused or unwanted medications from students moving out of campus housing as the 2014-15 academic year concluded. Thanks to Walgreens for loaning tables for this event.

WSPS MedDrop Committee Chair to Move On

Special thanks to WSPS MedDrop Committee Chair Emily Watts Leary for her great work over the last three years to expand partnerships and coordinate pharmacy student activities. We send her our best wishes and thanks as she moves on to the next stage of her professional education.

‘Be Good to the Earth’ Campaign Promoted MedDrop as the Safest, Most Environmentally Friendly Way to Dispose of Medicines

The Earth Day campaign launch was hosted by Madison Metropolitan Sewerage District and covered by NBC-15 news. At the news conference, **Paul Baum of GHC, representing Madison Area Directors of Pharmacy, and Russ Jensen of Safe Communities**, announced plans to step up MedDrop marketing with help from participating pharmacies and health care organizations.

Promotions included printing of MedDrop locations on prescription bags, ads on video displays in hospitals and clinics, and articles in health care newsletters. **Madison Area Network on Environmental Sustainability (MANES)** hosted promotions in hospital lobbies promoting MedDrop and other collaborative efforts to reduce environmental impacts of our community’s large health care facilities.

Dane County Executive Joe Parisi noted both environmental and public safety goals advanced by the MedDrop program, and Dane County **Supervisor Kyle Richmond**, lead proponent of the program on the Dane County Board, lent his support by joining the event. **Many thanks to Madison Metropolitan Sewerage District for hosting!**

LEAD CAMPAIGN PARTNERS:

- Madison Metropolitan Sewerage District
- Madison Area Directors of Pharmacy and members
- Dean & St. Mary’s
- Group Health Cooperative
- Hometown Pharmacies
- Meriter-UnityPoint Health
- St. Mary’s Hospital
- Target Madison
- UW Health and Unity
- UW Hospital
- Walgreens
- MANES- HC (Madison Area Network on Environmental Sustainability), a collaboration of St. Mary’s, Meriter, VA, Select Specialty Hospitals and UW Health

Visit one of the 13 MedDrop boxes in Dane County near you!



[Click here](#) for more details!



ONLINE RESOURCES INCLUDE:

- Understanding Addiction
- Signs and Symptoms
- Insurance
- Legal System
- Treatment
- Overdose-Crisis
- Recovery
- Parent Self-Care
- Reading/Resources
- Contact Numbers

...And More!

www.parentaddictionnetwork.org

Parent Addiction Network

Parents, families and friends are caught in the stress and chaos that substance abuse brings, often not knowing what to do or where to turn. The **Parent Addiction Network**, a committed team of parents, law enforcement, judges and criminal justice staff, and substance use disorder treatment providers maintain a **'one stop shop'** of online resources, host monthly networking meetings and offer training sessions for the community.

Naloxone Training for Friends and Family

Since February 2015, **Parent Addiction Network** has hosted monthly training for friends and family on administering naloxone (Narcan) training by **AIDS Resource Center of Wisconsin (ARCW)**. **Eighty people have taken advantage of these trainings, equipped with rescue doses of naloxone and knowledge on how to save a life in the event of an overdose.** Thanks to ARCW for making dissemination of naloxone possible, to ARCW Overdose Prevention Specialist **Dennis Radloff** for providing training, and to **Connections Counseling, Colonial Club Senior Activity Center, Fitchburg Library, Monona Serenity Club and Nar-Anon** for hosting.

News & Events

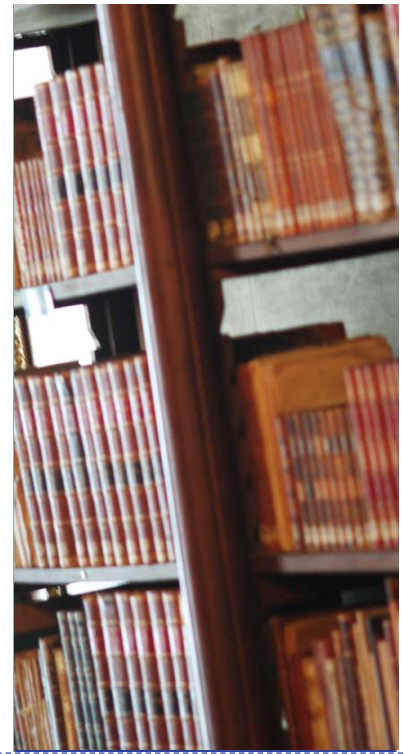
Spanish Language Resources have been added to the Parent Addiction Network Website. In March 2015 Parent Addiction Network launched a Spanish-language section of the website in partnership with the Latino Council on Children and Families. Visit the [Parent Addiction Network](http://www.parentaddictionnetwork.org) for details.

On August 19, the Latino Council on Children and Families will host a *Platicas* featuring **Fabiola Hamdan of Joining Forces for Families** and **Teresa Tellez Giron of Dane County Human Services** on the topic of addiction and seeking help. The session will be held at **Centro Hispano** and sponsored by Parent Addiction Network.

Parent Addiction Network staffed a table at the **Latino Council on Children and Families El Dia de los Ninos** event at **Goodman Community Center** on **May 2.**

Parent Addiction Network meetings are typically attended by 20-25 people on the first Wednesday of the month. In addition to networking, each meeting features a speaker or topic. Past topics included:

- **Jesse Kushner**, FLYY (Forward Learning Youth and Young Adults) (1/15)
- **Treatment in the Dane County Jail** (Panel: Lt. Jeff Twombly, Jim Matthews, Brittany Wiersma, and Lisa Krause-Hengst) (2/15)
- **Dane County Funded Treatment** (Todd Campbell AODA Program Manager and Debra Natzke, AODA Program Specialist) (3/15)
- **Richard Bryant**, Genesis Social Services Drug Court Program (5/15)
- **Panel of helpline managers** (Parental Stress Line, Recovery Dane, United Way 211) and discussion on where gaps lie in information and referral services for people seeking assistance (6/15)



Parent Addiction Network can help you understand who to contact, what to ask and how to navigate the issues and systems associated with drug use and disorders. You are not alone! Visit www.parentaddictionnetwork.org.

Reaching Out With Resources to Area High Schools

Thanks to efforts of **Julie Beyler** and Dane County Sheriff Deputy Josalyn Longley, Sun Prairie High School families are receiving information on how to access **Parent Addiction Network** resources.

Dane County Sheriff Deputies Longley and Holmes, and Betsy Atwell from Meriter-NewStart presented a workshop at Sun Prairie High School Safety Night on March 18. **Parent Addiction Network** staffed a table at **Sun Prairie High School** parent orientation and athletic meetings, and was featured in the *Cardinal* newsletter.

Compilation of 'Gaps List' – What Needs to Change? Members of the Parent Addiction Network - families, people in recovery, service providers, addiction specialists, law enforcement and court personnel - developed a listing of “gaps, barriers and obstacles facing families struggling with drug addiction.” This ‘gaps list’ is a first step toward identifying priorities going forward. More to come!

Interested in scheduling Parent Addiction Network members to attend your high school event or orientation? Contact Cheryl Wittke at Safe Communities at 608-256-6713



NEXT STEPS:

Safe Communities Health Care Task Force on Safe Opioid Prescribing is part of a state of Wisconsin grant application to Centers for Disease Control and Prevention (CDC) to fund additional education to prescribers. With or without this funding, our plan is to move forward to **identify physician and pharmacist champions within each health care system, and to deploy them to primary care clinics to educate clinicians and support staff on judicious opioid prescribing, use of Wisconsin's Prescription Drug Monitoring Program and recognizing and treating substance use disorders.**

Educator Prevention Network

School AOTDA and Prescriber Education

Thanks to a grant from Wisconsin Department of Justice, Safe Communities' partners developed a website with evidence-based prevention resources in 2014. **Our goal is to support school ATODA (alcohol, tobacco, and other drug abuse) prevention staff by making this Educator Prevention Network site a resource and place to share ideas across districts—perhaps even a home base for Dane County's ATODA Network—if members find it useful.** Plans are underway to meet with the group when they reconvene this fall to discuss.

Carol Nickles of Mt. Horeb School District and member of Dane County's ATODA Network presented at Safe Communities' Annual Breakfast in March on activities of the ATODA Network and potential partnerships. Safe Communities intern **Abby Shenian** continues to keep postings on the site up-to-date. If you have events or resources to post, e-mail info@safercommunity.net. Visit the [Educator Prevention Network](#) site for more information.

Health Care Task Force on Safe Opioid Prescribing

Clinician Education

More than 200 clinicians participated in one of three **Grand Rounds** hosted by area health care systems and featuring **Dr. Don Teater**, Medical Advisor of National Safety Council in November, 2014. An astounding **86 percent of participants who completed evaluations noted that they would change prescribing practices as a result of the training.**



Dr. Don Teater, Medical Advisor
National Safety Council

Clinicians who attended the November 2014 Grand **Rounds** also requested training on safely weaning patients off of opioids if warranted. In response, **Meriter UnityPoint Health sponsored** a Grand Rounds session to provide prescribers with tools to do so, entitled: ***Will You Prescribe an Opioid Today? Will You Treat Dependence Tomorrow?*** in March, 2015. This session was open to all area prescribers, and members of the Health Care Task Force on Safe Opioid Prescribing spread the word within their health care systems. Approximately 75 clinicians attended and evaluations were positive.

Patient Education

Health Care Task Force members, and policy makers who study this issue nationwide, have identified the **need for patient education on opioids and their role in pain management**. A contributing factor to our overdose epidemic is a **well-intentioned push** by health care providers and pain management advocates **to treat patient pain**. As much as we've needed to **educate patients** about **negative health consequences** of overprescribing of antibiotics, we need to **change patient understanding** of when opioids are appropriate treatment and when they are not, along with appreciation for **public health consequences** of an oversupply of opioids in our community.

NEXT STEPS:

To address this issue, we're delighted that **Brooke Anderson, RN** and PhD candidate at Edgewood College, will staff a **Task Force subcommittee to develop patient education materials and approaches**. Brooke also has a **Masters in Adult Education** and is a **clinical pain specialist at UW Health**. More to come!

Partner Interviews Underway for Public Health Madison and Dane County's Focus on Population Health Drug Harm Profile

Public Health Madison & Dane County has identified **Drug Harm** as a focus of one of the department's **Population Health Profiles**. A team is working on this profile and **Safe Communities** is participating in the effort. **Lisa Bullard-Cawthorne** from **Public Health**, **Cheryl Wittke** from **Safe Communities** and **staff from PHMDC** have begun **interviewing** initiative **Steering Committee members and advisors**, which include leaders from **health care** and **law enforcement** as well as recovery and treatment providers. Questions include "where would you like to see this effort in 2-3 years? 5 years?" **Stay tuned** for a report on recommendations and opportunities to be involved in the next phase of our exciting work together to stop the overdose epidemic. **Thanks to following interviewees for your time and input:**

- Mike Lohmeier, MD, Medical Director, Dane County EMS and UW Health Emergency Medicine
- Carrie Meier, Dane County EMS
- Chief Bob Henze, DeForest Police Department
- Chief Kevin Plendl, Waunakee Police Department
- Lt. Jason Freedman, Dane County Narcotics Task Force
- Amy Mosher Garvey, Open Door Counseling
- Skye Tikkanen, Connections Counseling
- Todd Campbell, AODA Manager, Dane County Human Services
- Andy Kosseff, MD
- Geoff Priest, MD, Medical Director, Meriter-UnityPoint Health
- Randy Brown, MD, PhD, UW Family Medicine
- Aleksandra Zgierska, MD, UW Family Medicine
- Mark Petrovani, MD, UW Health
- Cindy Gaston, PharmD, UW Health
- Russ Jensen, PharmD, MedDrop Advisory Committee
- Scott Stokes, Director of Prevention, AIDS Resource Center of Wisconsin
- Sarah O'Brien, JD, retired Drug Treatment Court judge
- Janel Heinrich, MA MPH, Director, Public Health Madison and Dane County
- Genevieve Kirchman, Prevention Specialist
- Amy Miller, Social Worker, Oregon High School
- Ellen Taylor Powell, Parent Addiction Network and evaluation specialist

While providing rescue doses of naloxone doesn't address the underlying issue we're facing – a drastic increase in misuse of opioids and addiction – it is a necessary first step if our goal is to save lives and help people transition to long term recovery. For a discussion on whether provision of naloxone encourages drug use, see [“Preventing Opiate Overdose Death: Exploring Objections to Take Home Naloxone”](#)

FREE MATERIALS:

Don't Run Call 911 – Would you let your friend die? print materials are still available.

Developed and printed thanks to a grant from **Wisconsin Department of Justice and Dane County Narcotics Task Force** to promote Wisconsin's new HOPE legislation and Good Samaritan law. Please help us spread the word that Wisconsin law protects people who call for help in cases of drug overdoses! Contact Cheryl Wittke, Safe Communities at 256-6713, cwittke@safercommunity.net

**DON'T RUN
CALL 911**

Would you let your friend die?

Harm Reduction

Saving Lives When an Overdose Happens

We can't know for certain what has caused the 2014 reduction in heroin overdose deaths reported by the Dane County Medical Examiner's Office, or whether the trend will continue. Nor can we ascertain whether death from prescription opioids declined in 2014, as that data is not available. **Predictions are that wider dissemination of naloxone by first responders (fire/ems and police) and laypersons is driving down overdose deaths.** This is good news, because it would demonstrate that the **great work of fire/EMS and law enforcement first responders and harm reduction workers at groups like AIDS Resource Center of Wisconsin is saving lives.**

In addition to Naloxone Training for Friends and Family hosted by Parent Addiction Network and ARCW in 2015, the following area organizations are taking steps to distribute naloxone in the event of an overdose:

Madison Police Department: If a donation of 600 *Evzio* naloxone doses from the pharmaceutical company Kaleo is approved by the Madison City Council, **Madison Police Department will supply naloxone kits to every officer on the streets**, according to MPD Officer Carrie Hemming, with the option to equip each of the department's 450 sworn personnel with the medication. Madison PD sergeants were trained and equipped with naloxone in November 2014. Leadership from the top—Chief Koval and his team—have made this possible!

Dane County Sheriff's Office has finalized their policy and will train and **equip all Patrol, Community, Contract, Traffic and Marine & Trail deputies with naloxone this summer – 110 deputies in total.** This is thanks to leadership of Dane County Sheriff Dave Mahoney, Chief Deputy Jeff Hook, Captain Jeff Teuscher and Lieutenant Mark Twombly.

Wausaukee Police Department (Chief Kevin Plendl) and **Stoughton Police Department** (Chief Greg Leck and Lieutenant Pat Conlin) have naloxone programs in place. **DeForest Police Department** (Chief Bob Henze) will launch its program this summer.

All Dane County EMS providers are now trained and staffed to deliver naloxone.

AIDS Resource Center of Wisconsin has provided training and doses of naloxone to staff at:

- Connections Counseling
- Dane County District Attorney's Office Opioid Diversion Program
- Dean East Clinic
- Meriter New Start

Dane County Emergency Management –notably EMS Medical Director **Dr. Michael Lohmeier** and **EMS Coordinator Carrie Meier**— have worked collaboratively over the last year to share training and protocols with EMS providers and area law enforcement agencies to begin distributing naloxone. Carrie also provided training to **Public Health Madison & Dane County public health nurses.**