



March 13, 2020

- Chris Eberlein, MD, Gundersen Health System
- Diane Oines, MS, La Crosse County Integrated Support and Recover Services
- Al Bliss, La Crosse County Health Department



[www.alliancetoheal.com](http://www.alliancetoheal.com)

Addiction is not  
a spectator  
sport;  
eventually the  
whole  
community  
gets to play



# Opioid Harm Multifaceted Approach

## Public Awareness

- Prescriber education
- Community education
- Stigma of addiction
- Naloxone access
- Access to treatment and recovery

## Access to Drugs

- Reduce illicit supply
- Medication Take-Backs
- Permanent drop boxes
- Safe storage

## Safe Prescribing

- Prescriber guidelines, education
- Patient education
- Non-opioid drugs and alternative therapies
- Enhanced PDMP

## Harm Reduction

- Overdose education and naloxone access
- Needle exchange (HIV, Hep C prevention)

## Restorative Justice

- Police training on addiction
- Early diversion and intervention
- Drug treatment court

## Treatment and Recovery

- Medication-Assisted Treatment
- Recovery support
- Resources for families
- Care of pregnant women
- Integration of mental health care

## Substance Abuse Prevention

- Drug-free coalitions
- Prevention education for youth
- Trauma screening

## Effective Use of Data

- Monitoring, action and evaluation
- PDMP linked with outcome data

## Collaboration and Coordination

- Wisconsin State Coalition for Prescription Drug Abuse Reduction
- Local, multidisciplinary initiatives
- Educate 12-25-year-olds on drug abuse, misuse

## Policy Formation

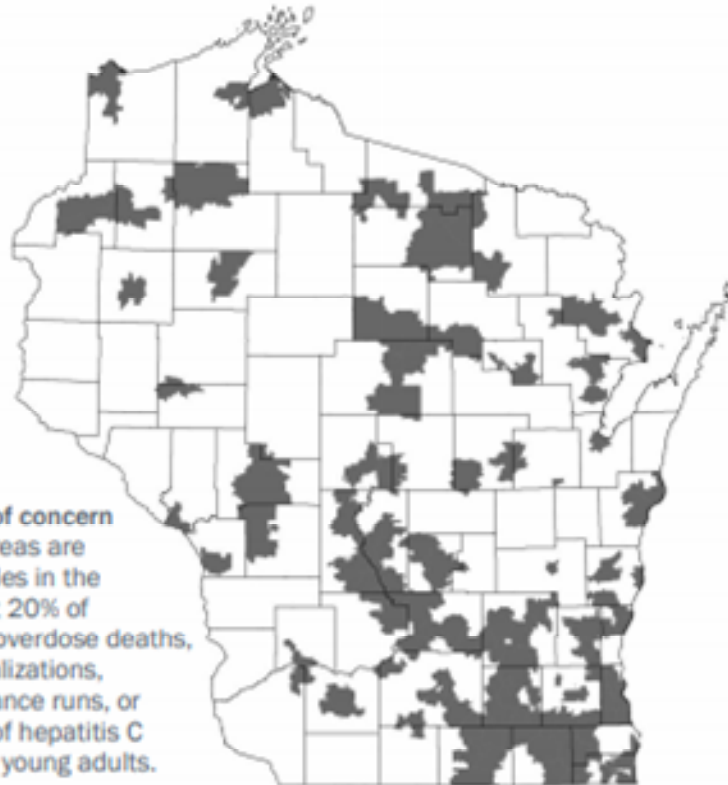
- HOPE legislation
- Insurance coverage for non-opioids
- Statewide Standing Order for Naloxone



WI DHS Info,  
Stats, &  
MAT

# 1 Preventing and Treating Harms of the Opioid Crisis

**Areas throughout Wisconsin, urban and rural, are at high risk of opioid overdose and infections related to injection drug use.**



**Areas of concern**  
Gray areas are ZIP codes in the highest 20% of opioid overdose deaths, hospitalizations, ambulance runs, or cases of hepatitis C among young adults.

Opioid overdoses and infectious harms from drug use can be prevented and treated through access to important resources such as:

- Naloxone to reverse overdoses
- Medication-assisted treatment
- Substance use treatment services
- Syringe services programs
- Hepatitis C testing and treatment
- HIV prevention services
- Vaccination services

All of these resources are available in Wisconsin, but some areas have fewer resources. The Wisconsin Department of Health Services (DHS) is working together with community partners to improve access to these life-saving resources in the areas of Wisconsin that need them the most, shown in the map on the left in gray.

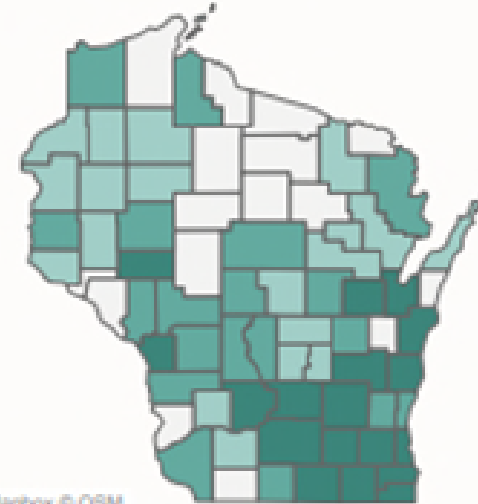
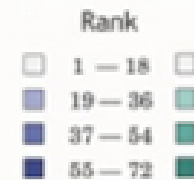
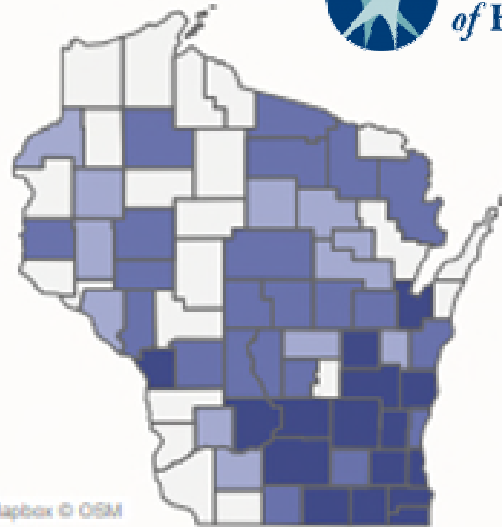


**WISCONSIN DEPARTMENT  
of HEALTH SERVICES**

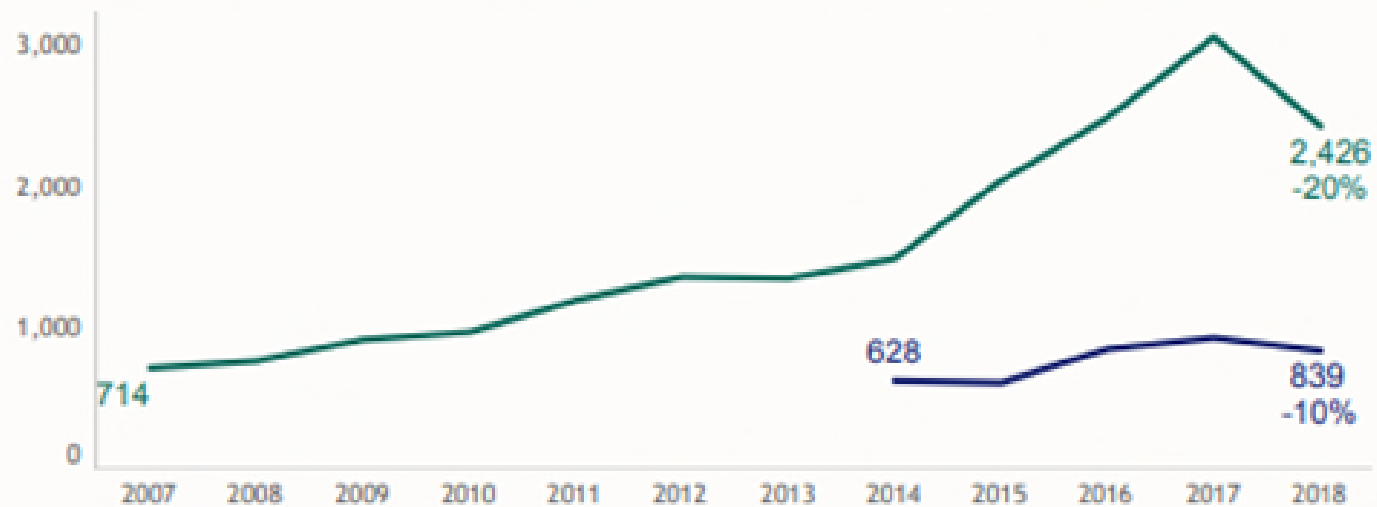




WISCONSIN DEPARTMENT  
of HEALTH SERVICES



### Count of Opioid-Related Deaths and Emergency Room Hospitalizations



# Our Asks from You!



Obtain Narcan for your agency – Free for High Schools & Universities through Adapt Pharma



Inform your staff and clients about suspect overdose signs and symptoms & how to respond



Distribute the Resource Guide for Help



Alternative to Pain Management Resource Guide



Connect with at least one person who needs help for mental health and or SUD & be compassionate



Utilize a drug drop box and or outdoor sharps box at one of the locations in the County (See Resource Guide/  
[www.alliancetoheal.com](http://www.alliancetoheal.com))



Join an Alliance to HEAL work group



Volunteer for an agency working with those having SUD

# Gov. Tony Evers signs 4 bills in La Crosse to help people in recovery March 4, 2020

Acts 119,120,121, & 122 – Heroin, Opioid Prevention and Education or HOPE program

Rep Jill Billings worked with Rep John Nygren to get the bills passed. The new laws will:

- Allow county jails to enter agreements to obtain naloxone and training on how to administer it
- Prevents state employees from being discriminated for using a controlled substance as prescribed
- Creates a registry of recovery residences in order for residences to receive referrals and funds from the state. Also requires Medicaid to reimburse certain peer-recovery coach services
- Continue the WI PDMP for another 5 years





# Alliance to HEAL - Goals



1. Limit the supply of opioids in our community



2. Raise awareness of the risk of opioid use disorder



3. Reduce opioid-related addiction, deaths, and crime in our communities



4. Create a readily accessible, coordinated, systemic response that increases treatment capacity and enhances the prevention, treatment, and recovery continuum

# Driver Diagram



## Outcomes

### Reversing the Opioid Crisis in Our Community

#### Measures:

Decreased Fatal Overdose Rate

Decrease Non-fatal Overdose Rate

Increase Individuals in Treatment

Decrease Supply of Opioids

## Primary Drivers

Limit the supply of opioids

Prevent opioid use disorder - Raise awareness of the risk of opioid use disorder

Identify/assess individuals at high risk for opioid use disorder

Treat individuals opioid use disorder

## Secondary Drivers

- Improve Prescribing Practices
- Provider Education
- Assess for individuals at high risk for opioid use disorder
- Improve Dispensing Practices
- Prevent Diversion of unused opioids
- Availability of alternative pain management treatment

- Adolescent Education
- **Community Education**
- **Reduce stigma around substance abuse and opioid use and disorder**
- **Educate patients about expectations for pain and pain management**

- Uniform screening for patients at high risk for developing opioid use disorder
- Uniform shared assessment of individuals with opioid use disorder
- No wrong door access into treatment system

- Improve availability of detox/ treatment facilities
- Enhance capacity of MAT
- **Enhance restorative justice system**
- Enhance Robust Recovery Community
- Increase naloxone availability

## Active Work Groups

Work Group 1 – Improve prescribing practices/provider education/identify and educate patients at high risk of developing opioid use disorder

Work Group 2 – Diversion of Opioids

Work Group 3 – Alternative Pain Management

Work Group 4 – Adolescent

Work Group 4C - **Community Education**

Work Group 5 – Uniform Assessment and Navigation

Work Group 6 – Improve Funding for Residential Treatment/medical based detox center

Work Group 7 – A. Enhance Capacity of MAT  
B. MAT in Jail

Work Group 8 – Enhance availability of support services during and after treatment

Work Group 9 – Increase Naloxone availability

Work Group 10 – **Policy Group**



10 work  
groups

115  
members



# Heroin use is part of a larger substance abuse problem.

Nearly all people who used heroin also used at least 1 other drug.

Most used at least **3** other drugs.

**Heroin** is a highly addictive opioid drug with a high risk of overdose and **death** for users.

## People who are addicted to...



ALCOHOL

are

**2x**



MARIJUANA

are

**3x**



COCAINE

are

**15x**



Rx OPIOID PAINKILLERS

are

**40x**

## ...more likely to be addicted to heroin.

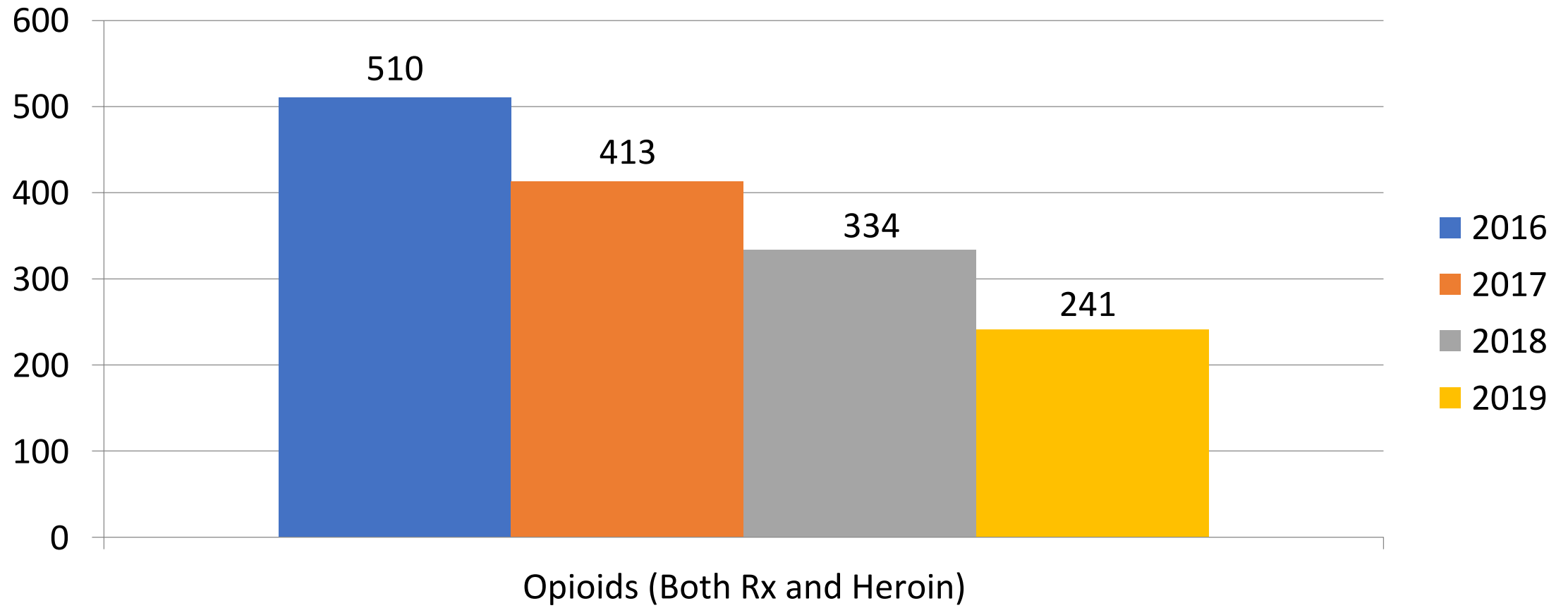
# Drug Overdose Deaths in La Crosse County 2013 - 2020

YR	DRUG DEATHS	HEROIN	FENTANYL	CARFENTANYL	Rx OPIOIDS	METH	COCAINE	THC	Other Rx	Alc
2014	9	0	0	0	5	1	2	2		3
2015	12	0	0	0	8	3	0	1		2
2016	21	3	4	0	19	7	2	6		2
2017	29	8	15	1	8	9	1	9		6
2018	24	11	16	0	2	9	4	5		4
2019	21 plus (1 pend)	9	12	0	2* Methadone and fentanyl	11	2	2	2 Trazodone and amphetamine	6
2020	3 pending as of March 4th	Pending								

Source: La Crosse County Medical Examiner's Department

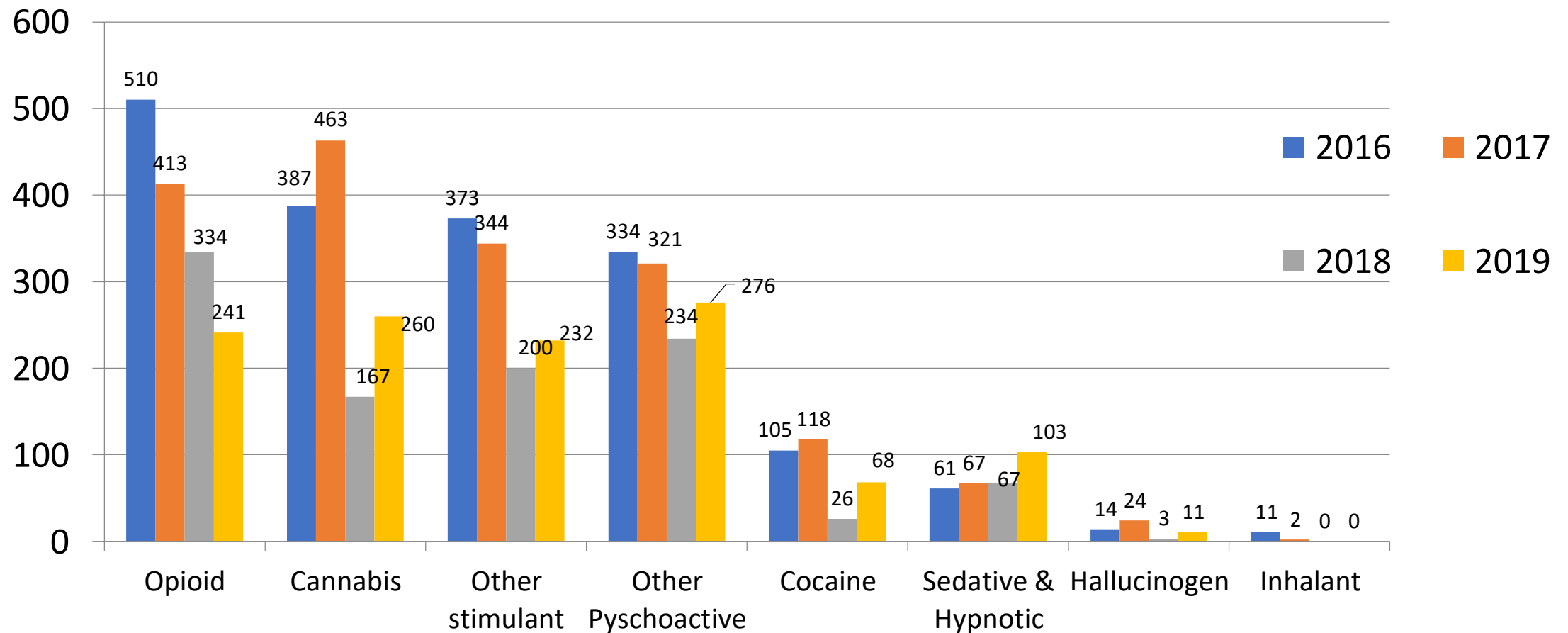
# Opioid (Prescription and Heroin) Drug Use/Abuse La Crosse County Residents – 2016-2019

(Hospitalizations & Emergency Room Use Combined) MCHS and GHS Combined

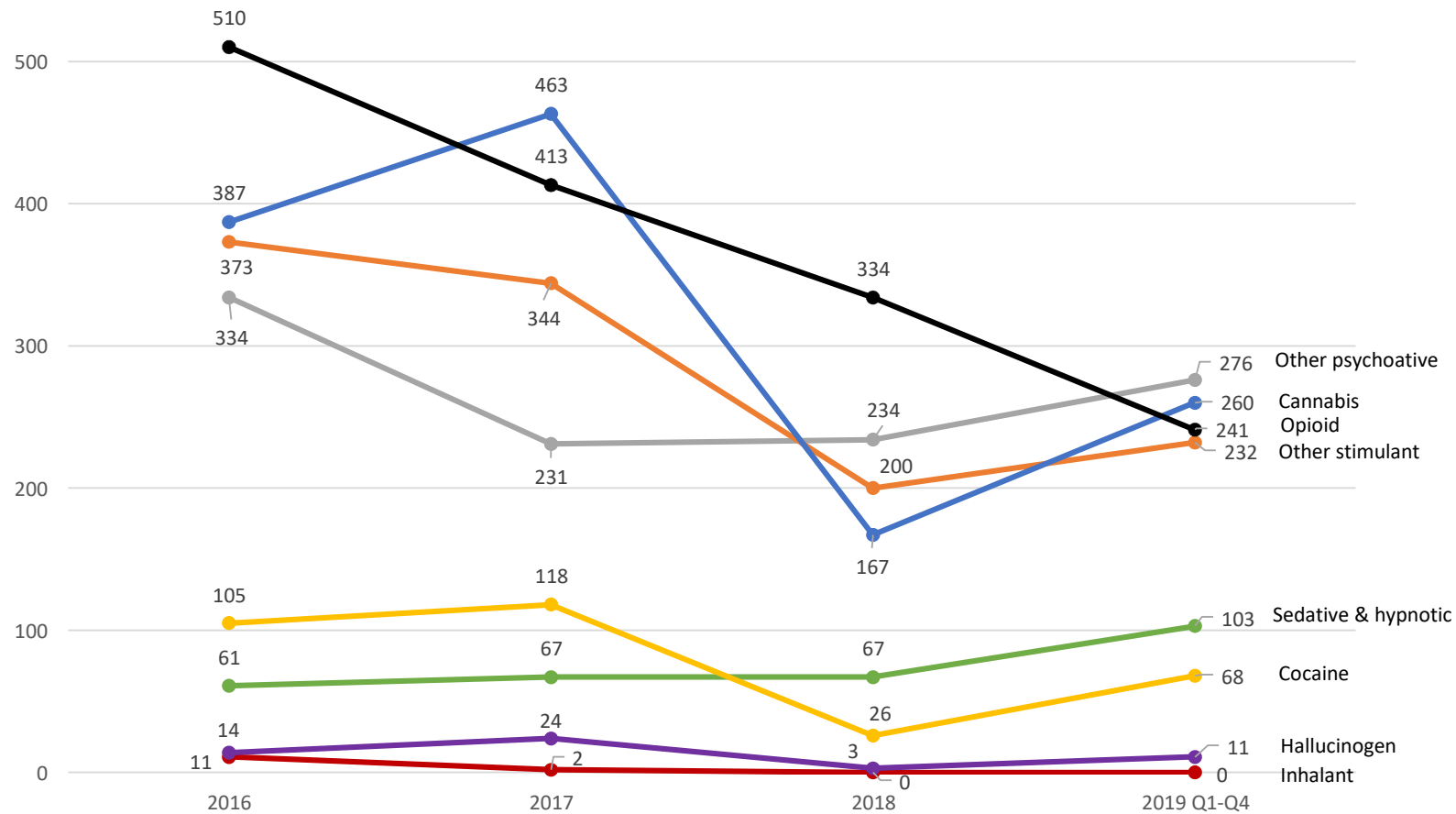




# Drug Use/Abuse La Crosse County Residents – 2016-2019 (Hospitalizations & Emergency Room Use Combined) MCHS and GHS Combined



# Drug Use/Abuse La Crosse County Residents – 2016-2019 (Hospitalizations & Emergency Room Use Combined) MCHS and GHS



# Work Group #1 Improve Prescribing Practices



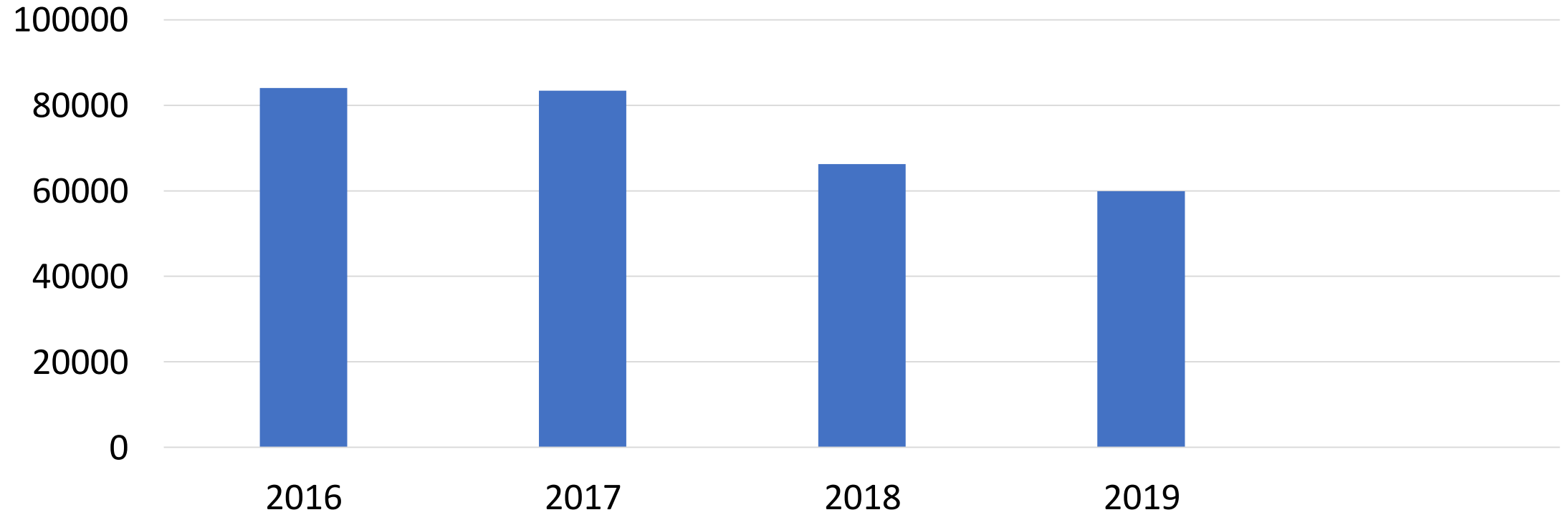
- ✓ By July 1, 2019, Gundersen Health System and Mayo Clinic Health System will develop a system for tracking, analyzing, and sharing data around opioid prescriptions
- ✓ Implement consistent CDC Opioid Prescribing Guidelines
- ✓ Fall Conference for Primary Care Providers, RN's, Counselors, Mental Health, & Educators Planned

## Measures:

1. Decrease the total number of opioid prescriptions by 20% by 1-1-20
2. Decrease the number of total opioid pills per Rx by 20% by 1-1-20



**Dispensed Opioid Prescriptions Per Year 2015-2019 In La Crosse County  
Wisconsin Prescription Drug Monitoring Program (PDMP) Report**



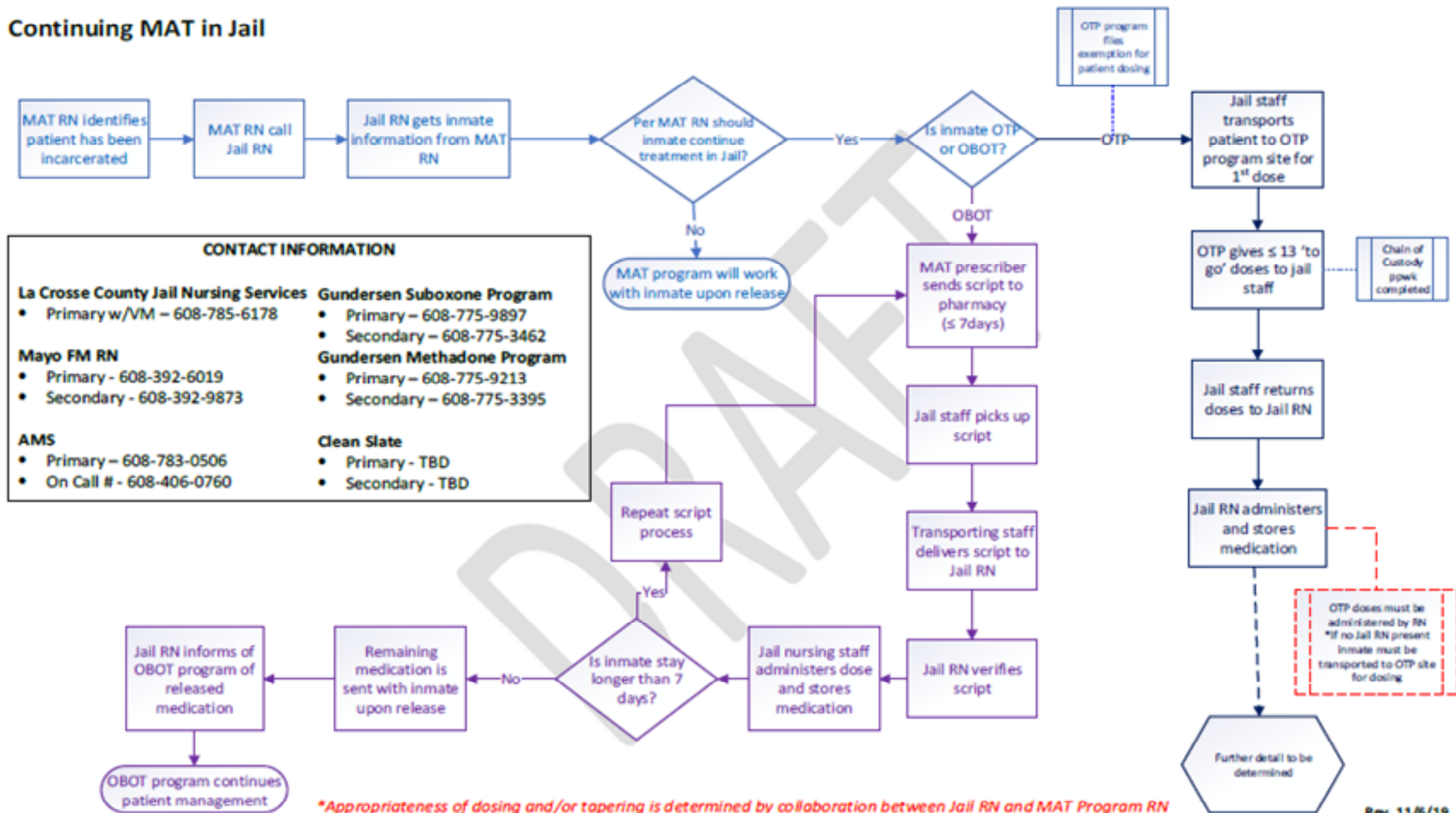
## Group 7 Enhance Capacity of MAT (Medicated Assisted Treatment)

AIM: Increase number of individual in Medicated Assisted Treatment

All MAT providers are meeting together and **collaborating** to **improve access** to treatment, including the jail

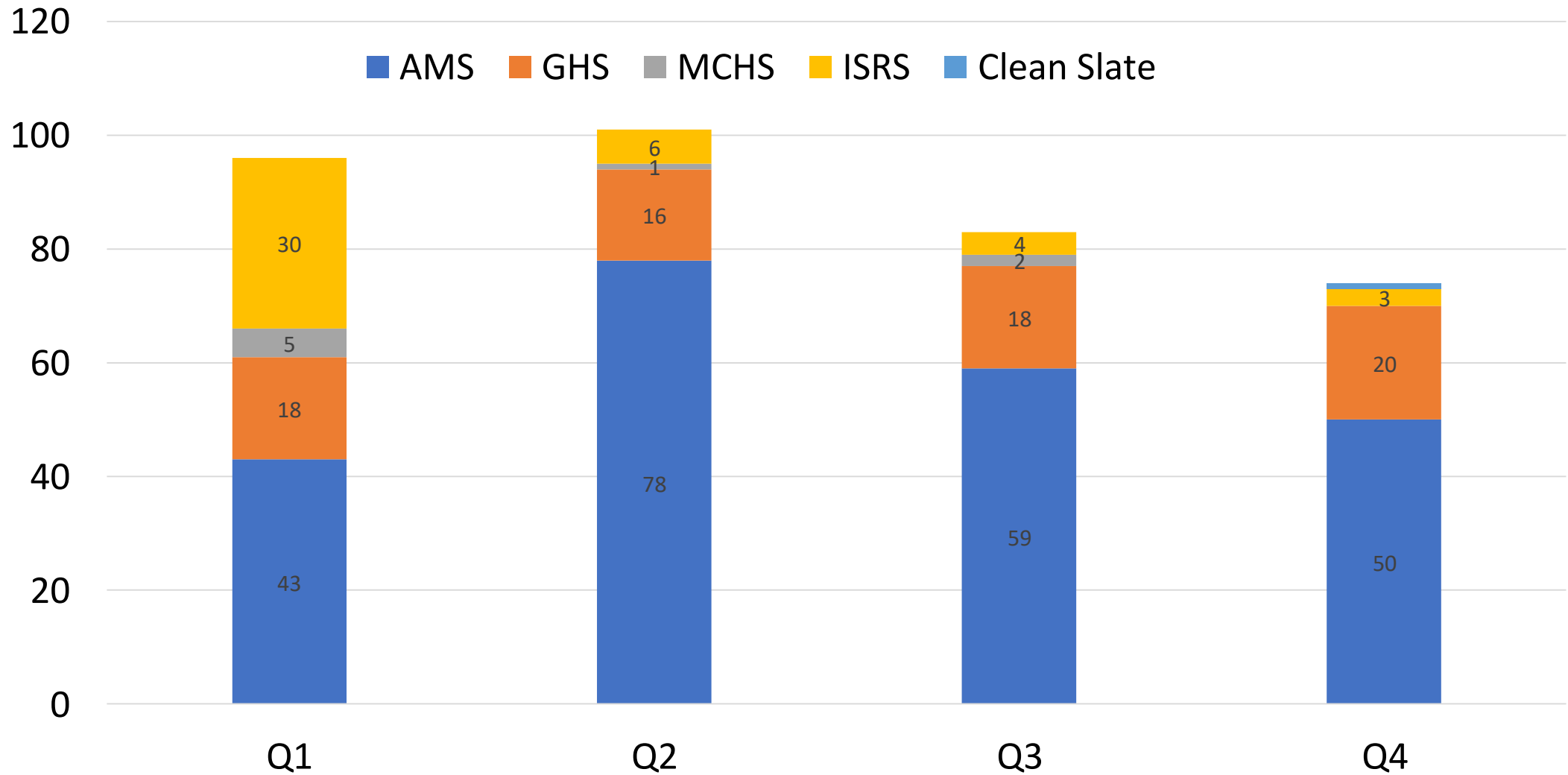
**GHS** Gundersen Health System, **MCHS** Mayo Clinic Health System, **AMS** Addiction Medical Solutions, **ISRS** La Crosse County Integrated Support & Recovery Services and **Clean Slate**

## Continuing MAT in Jail



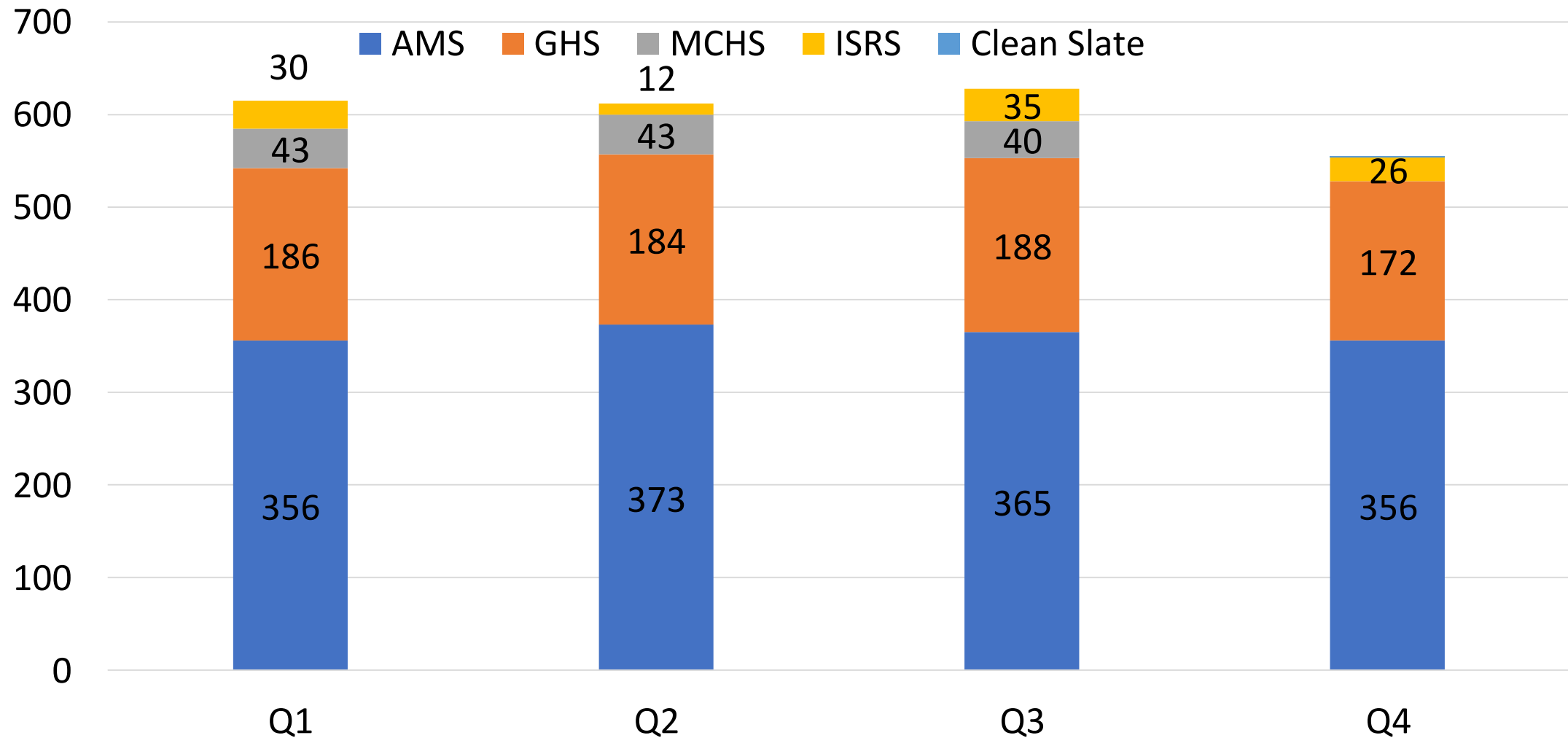
Rev. 11/6/19

## Number of Newly Enrolled Clients in Medicated Assisted Treatment By Quarter 2019





## Number of “Active Total” Clients in Medicated Assisted Treatment By Quarter 2019





## GROUP 2

# Diversion of Opioids

## Drug Pick-up Program

- ✓ Sheriff's Office partnership with ADRC
- ✓ Deputy ride along with Senior Nutrition Program meal delivery to pick-up unused medications
- ✓ Drug Take Back Day Events for communities

### Measures:

1. # of local disposal methods/options
2. Pounds collected from disposal methods/options
3. # of households/individuals contacted/participating
4. # of opioid drug-related charges
5. # of pounds of opioids seized by law enforcement

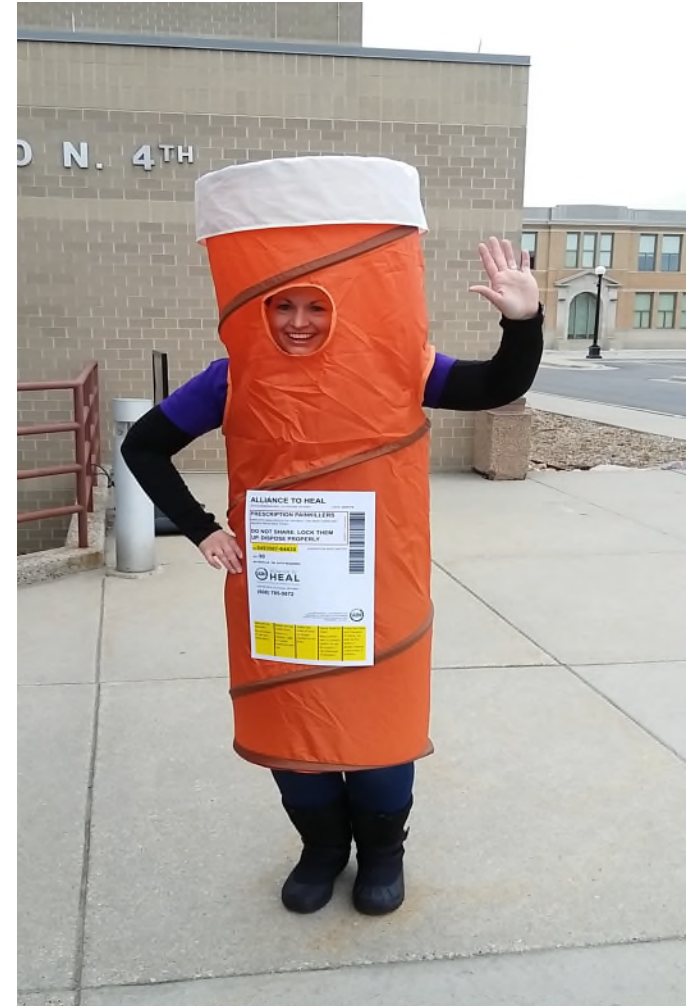
Our **Drug Take Back Days** collected over **2,300lbs** of medications & **over 24,550lbs** were collected from GHS, MCH, & Walgreens drop boxes in La Crosse County!

# Rx Drug Take Back Day April 25th from 9am-noon at HHS Building in La Crosse!



**DOSE OF REALITY**  
PREVENT PRESCRIPTION PAINKILLER ABUSE IN WISCONSIN.

DEA NATIONAL <sup>Rx</sup>  
**TAKEBACK**



For Good. Forever.

## GROUP 3 Alternative Pain Management

- ✓ Developed an asset list of agencies who provide alternative pain management
- ✓ Developed PSAs with WXOW to increase the public's awareness of non opioid therapies
- ✓ Work with healthcare systems with suggested messaging to share with their provider networks on options
- ✓ Special 30 Minutes Series on Alliance to HEAL on WXOW
- ✓ Currently exploring a support group for pain

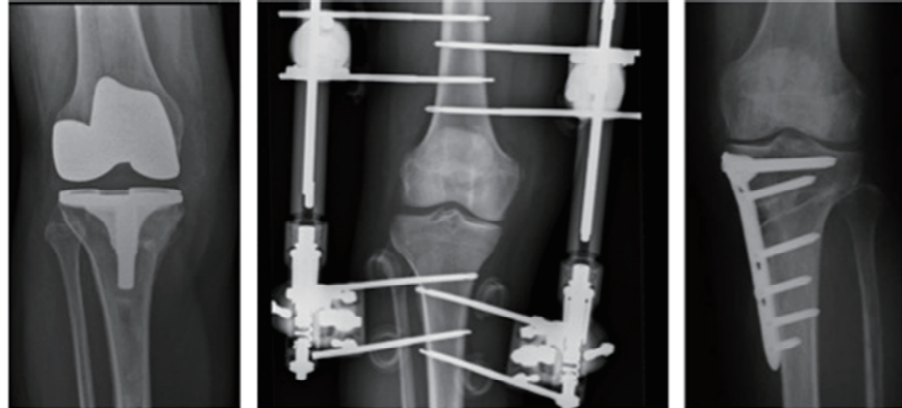


Figure 2 Total knee prosthesis (TKP; permanent until revision surgery is indicated), knee joint distraction (KJD; 6 weeks external device), and medial opening wedge high tibial osteotomy (HTO; 18 months until removal of the plate).

<https://wxow.com/news/top-stories/2019/05/22/digging-deeper-focusing-the-opioid-crisis-from-numbers-to-names/>



# 5. Navigation & Assessment

*Focused on creating positions to help with the navigation to and through treatment and recovery services.*

**Recovery Systems Coordinator** *who will be responsive to individuals when they are ready to seek support and connect them to the systems and services that they qualify for in real time and*

**Recovery Systems Navigator** *who will work alongside individuals who might have a delay in receiving support services, waiting on accessing treatment, or may not qualify for some of the supportive programs in the community.*

# The need for a recovery center and residential housing in La Crosse County

**22 Drug  
Overdose  
Deaths in  
La Crosse  
County in  
2019**

No inpatient treatment center in the region (LE Phillips in Chippewa Falls and Tellurian in Madison)

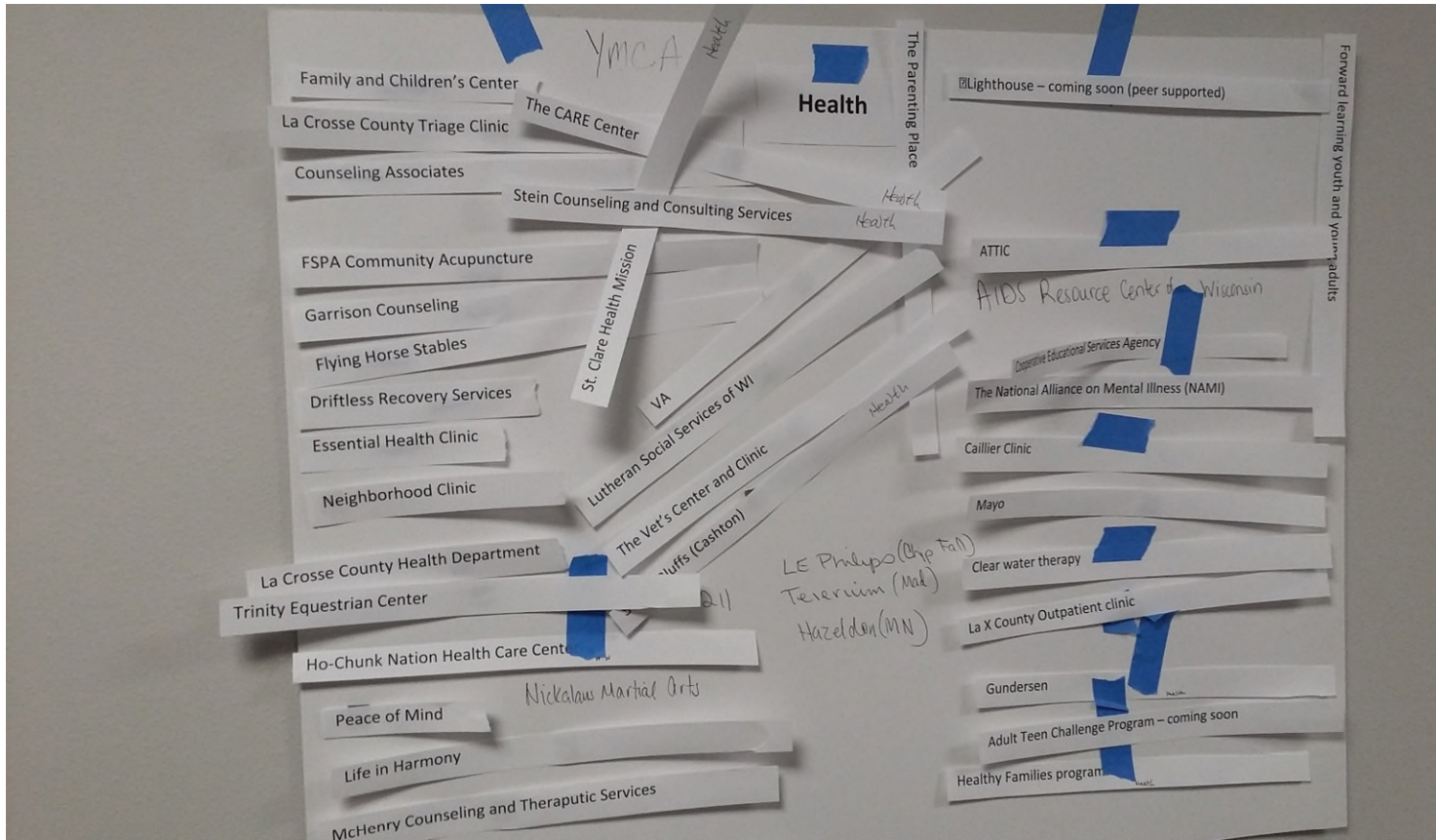
<3% of La Crosse County Residents are served by LE Phillips and no clients are served by Tellurian

No residential services beyond Gundersen's Unity Housing

Average reported wait time for help was >30 days (A2H survey in spring 2019 from 102 clients)

The need for improved efficiencies among both healthcare and the County services

In 2017, the jail had 5,700 bookings and 2,361 went through Drug or Alcohol detox protocol



## Group 8 Enhance Availability of Supportive Services During & After Treatment/Enhance Long Term Robust Recovery Community

# Narcan and Needles – Group Nine



- Increase number of improperly disposed needles collected with 7 additional outdoor sharps boxes (9 total) **Collected 1,620 lbs. of sharps/needles in 2019**
- Found vendor for pickup and disposal (no cost)
- Narcan to all patients with history of opioid use disorder, history of OD, higher opioid dosages, and or current benzodiazepine use
- **Offer Narcan to all patients discharged from both healthcare ER Department after an opioid overdose**
- Crisis team follows up with all patients after discharged from ER after an opioid OD



# Policy #10

Research, recommend, develop policies that impact the opioid epidemic and those seeking treatment and recovery services

- ✓ 11 potential policy topics reviewed
- ✓ 3 of these discussed in depth
  - ASAM Assessment Duplication
  - Cost of/access to pain alternatives
  - Removal of waiver requirements



## Important Dates & Events

March 26<sup>th</sup> Alliance to HEAL of the whole – Guest presenters Becky Lakowske, Overdose Death Review Team – Health Dept., and Beth Their, Better Together Onalaska City Hall, 2:30-4:30pm

April 17 Health Summit – Western Tech College – Lunda Center

April 25 Drug Take Back Day 9am-noon HHS Building – 300 N 4<sup>th</sup> St, La Crosse

May 5-7 DHS Opioid Forum - Kalahari Resort and Convention Center in Wisconsin Dells.