



Lessons from the First Year Implementing A Local Prescription Drug Abuse Coalition

Matt Willis, MD MPH
Public Health Officer
Marin County



Rx SAFE MARIN

MARIN COUNTY PRESCRIPTION DRUG MISUSE AND ABUSE INITIATIVE

Doctors must lead us out of our opioid abuse epidemic

By **Dr. Sanjay Gupta**, Chief Medical Correspondent

Updated 1:54 PM ET, Thu June 2, 2016



Top stories



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3.17%

APR

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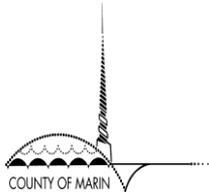
PRESCRIPTION
DRUG MISUSE &
ABUSE STRATEGIC PLANNING

HOSTED BY THE MARIN COUNTY HEALTH & HUMAN SERVICES PREVENTION HUB

FEBRUARY 5TH, 2014
7:15AM - 1:00PM

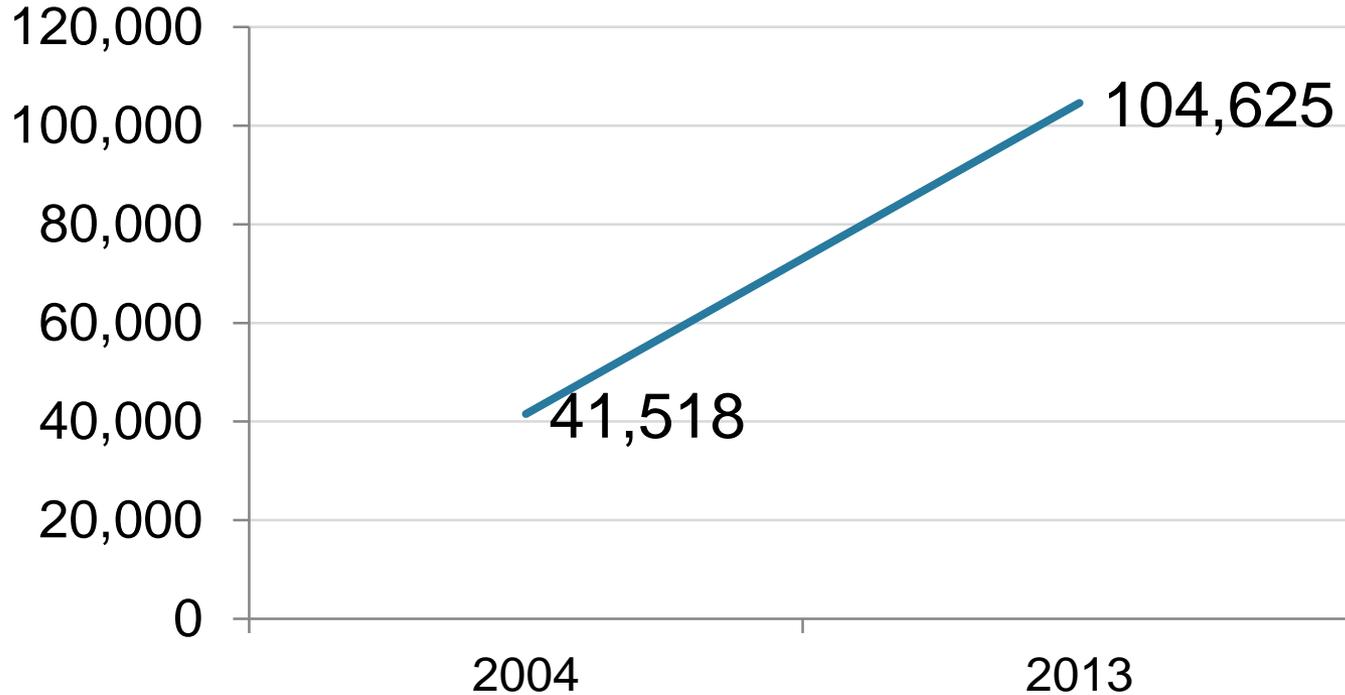
WELCOME

What can we do as a community to prevent prescription drug misuse and abuse and save lives?

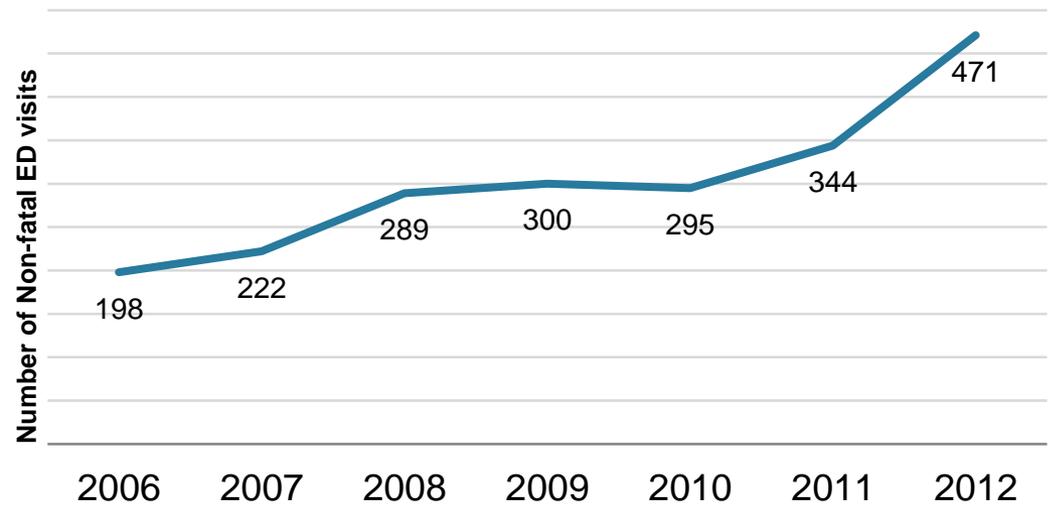


SHERATON FOUR POINTS
1010 NORTHGATE DRIVE
SAN RAFAEL 94903

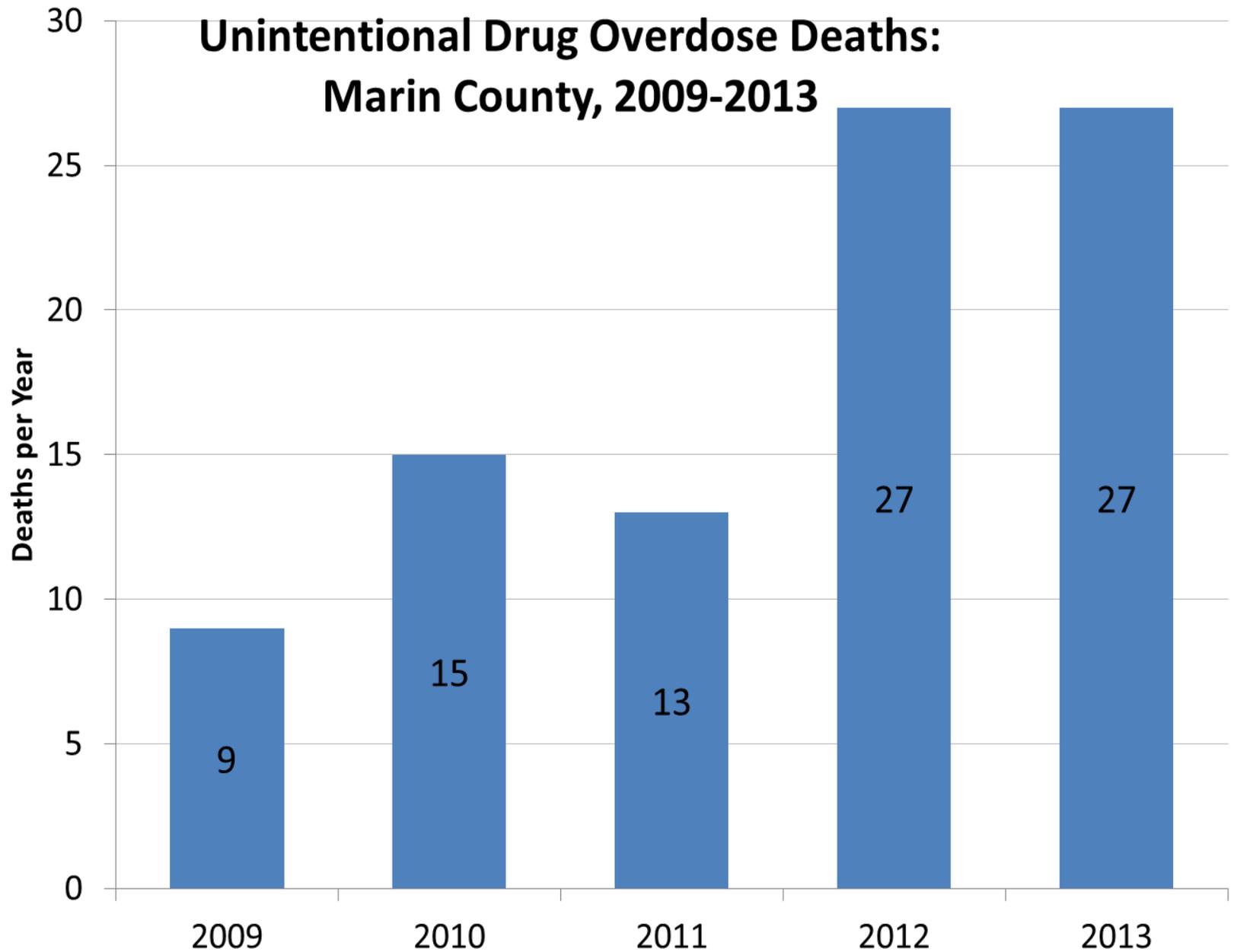
Marin: Opioid Prescriptions and Related ED Visits



Emergency
Department
Narcotic Related
Visits

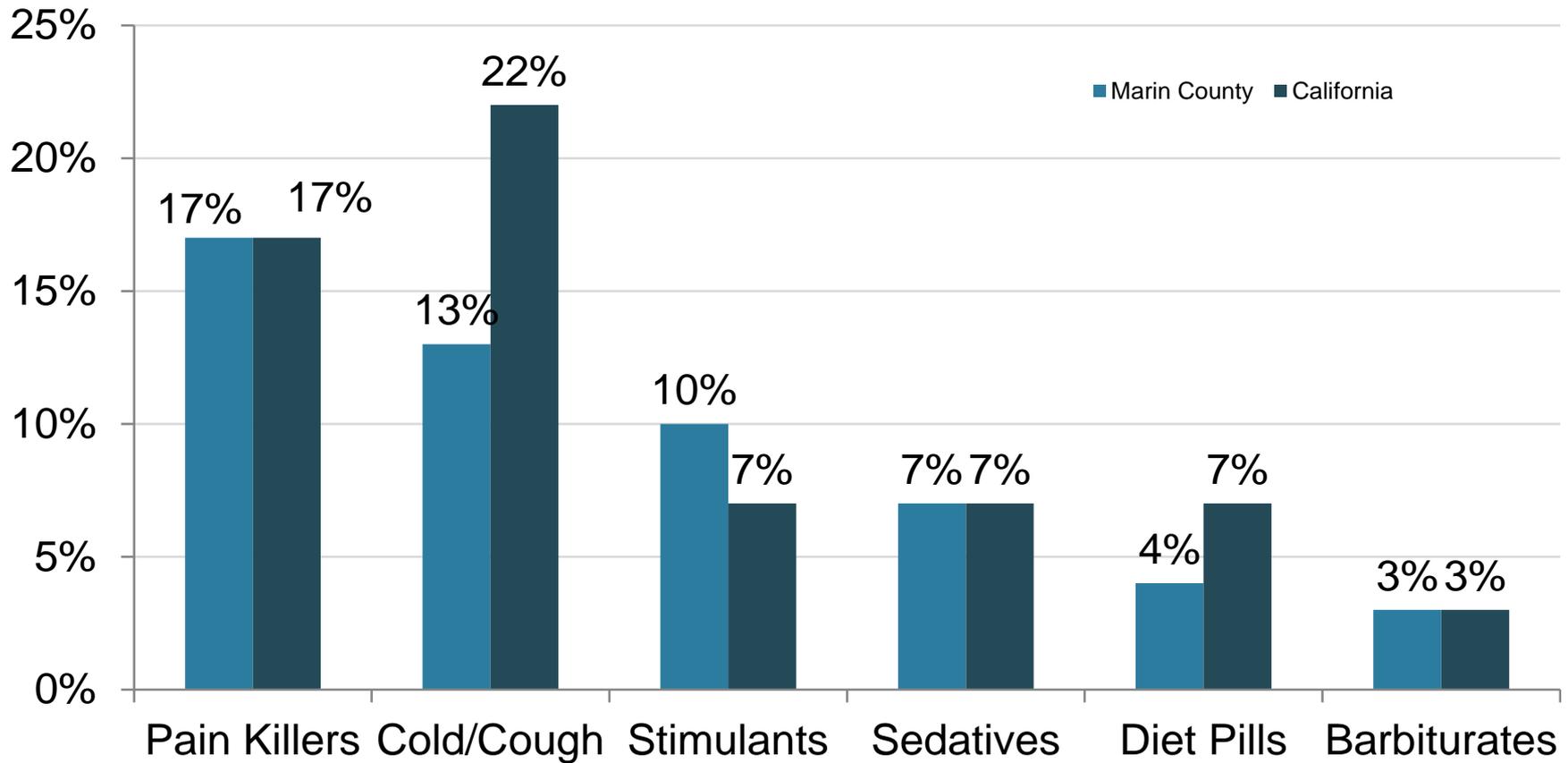


Unintentional Drug Overdose Deaths: Marin County, 2009-2013



Non-Medical Use of Pharmaceuticals

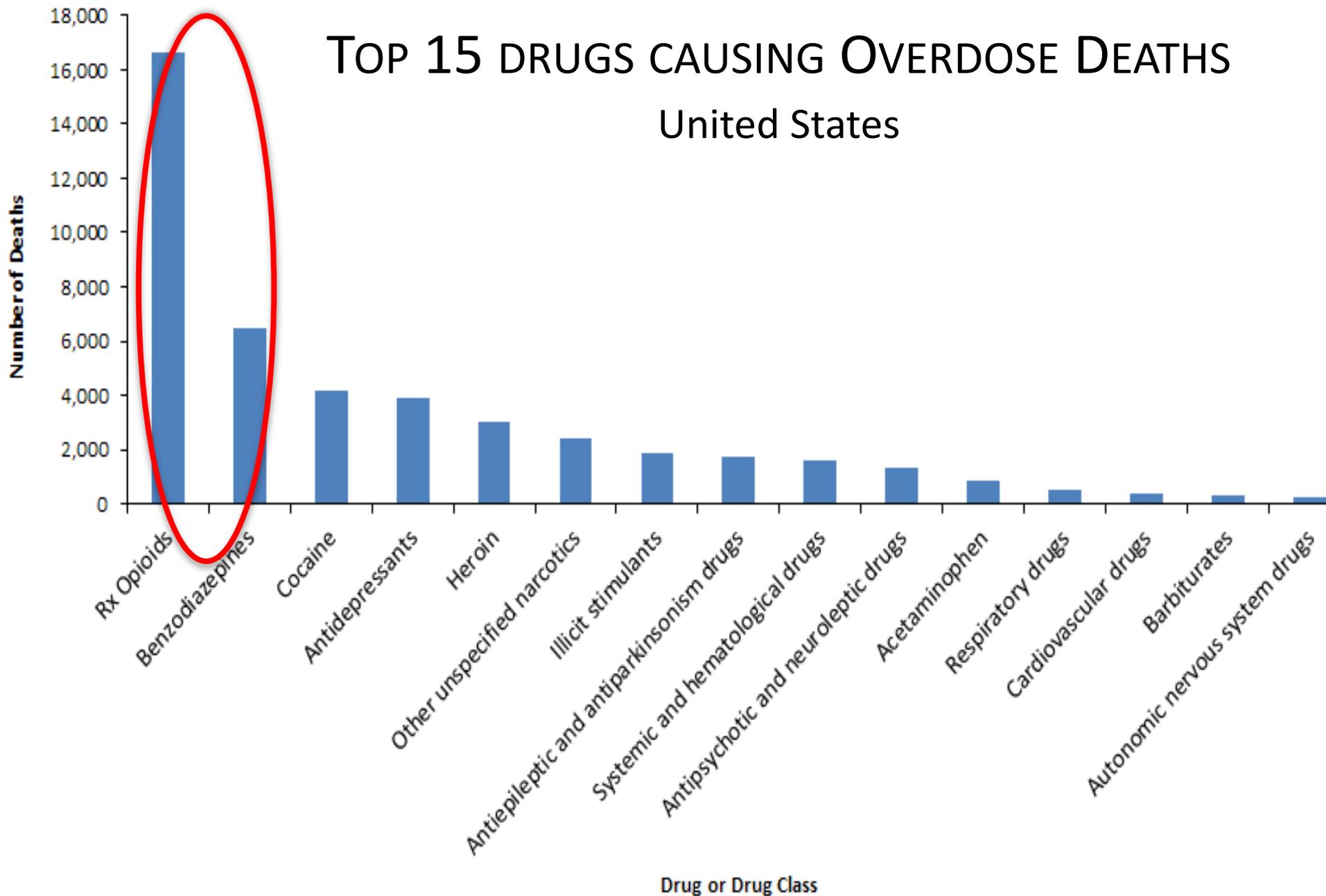
Among Marin County 11th Graders



Source: California Healthy Kids Survey, 2009-2012

TOP 15 DRUGS CAUSING OVERDOSE DEATHS

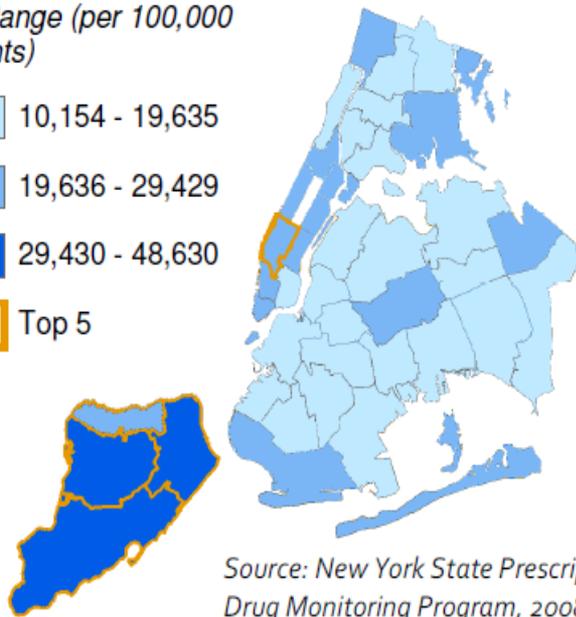
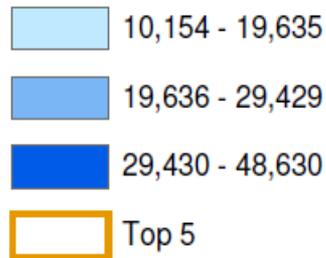
United States



Neighborhoods with More Opioid Prescriptions Have More Overdose Deaths

Rates of hydrocodone and/or oxycodone prescriptions filled by NYC neighborhood⁵

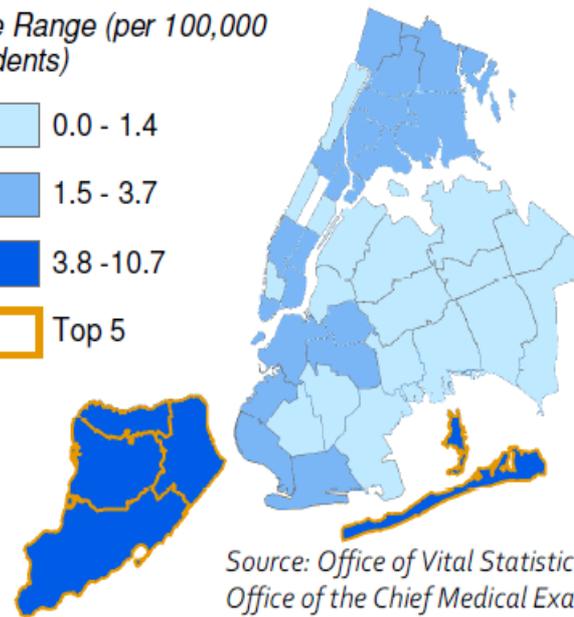
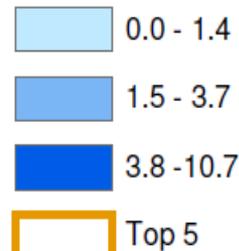
Rate Range (per 100,000 residents)



Source: New York State Prescription Drug Monitoring Program, 2008-2009

Rates of unintentional opioid analgesic poisoning (overdose) deaths by NYC neighborhood⁴

Rate Range (per 100,000 residents)



Source: Office of Vital Statistics & Office of the Chief Medical Examiner, 2008-2009

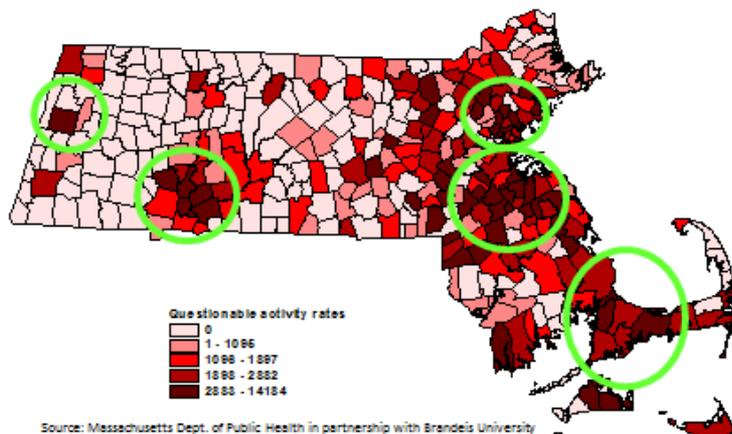
Definitions: The United Hospital Fund (UHF) classifies NYC into 42 neighborhoods, comprised of contiguous zip codes. Income is defined by the percent of households below 200% of the federal poverty level (Census 2000) and separated into three groups: low-income (43%-70%), medium-income (30%-43%) and high-income (13%-30%). To ensure rate stability, two years of prescription and death data were combined for neighborhood analyses.

Using CURES When Prescribing

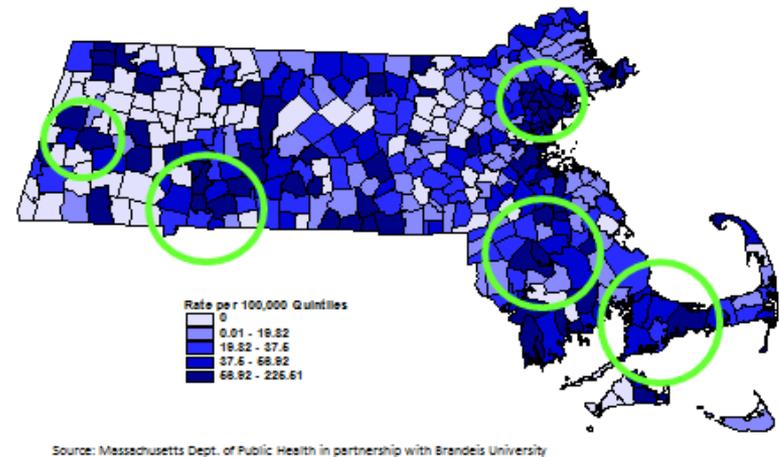
“Doctor Shopping” rates

Opioid Overdoses

2005 Prescriptions Associated with Questionable Activity
(Rates per 100,000 Prescriptions) by Pharmacy Town



2005 Opioid-related Overdoses
Rate per 100,000 by Town



Slide provided courtesy of Peter Kreiner, PMP Center of Excellence at Brandeis. Doctor shopping, the questionable activity, was defined as 4+ prescribers and 4+ pharmacies for CSII in six months.

For every **1** death there are...



10 treatment admissions for abuse⁹

32 emergency dept visits for misuse or abuse⁶

130 people who abuse or are dependent⁷

825 nonmedical users⁷

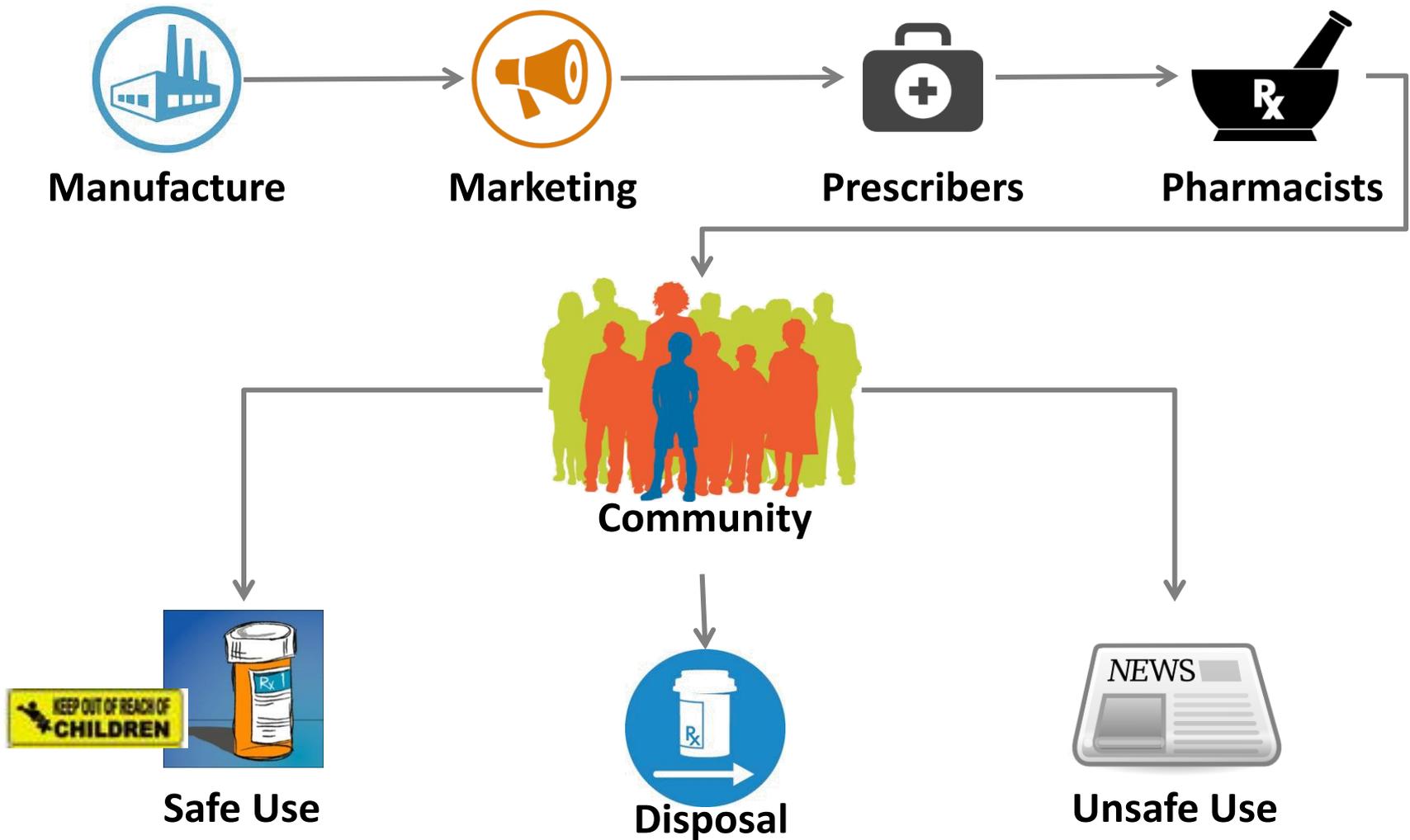
Source: CDC. Vital Signs: Overdoses of Prescription Opioid Pain Relievers—United States, 1999-2008. CDC Policy Impact: Prescription Painkiller Overdoses. Available at: www.cdc.gov/homeandrecreationalafety/rxbrief/

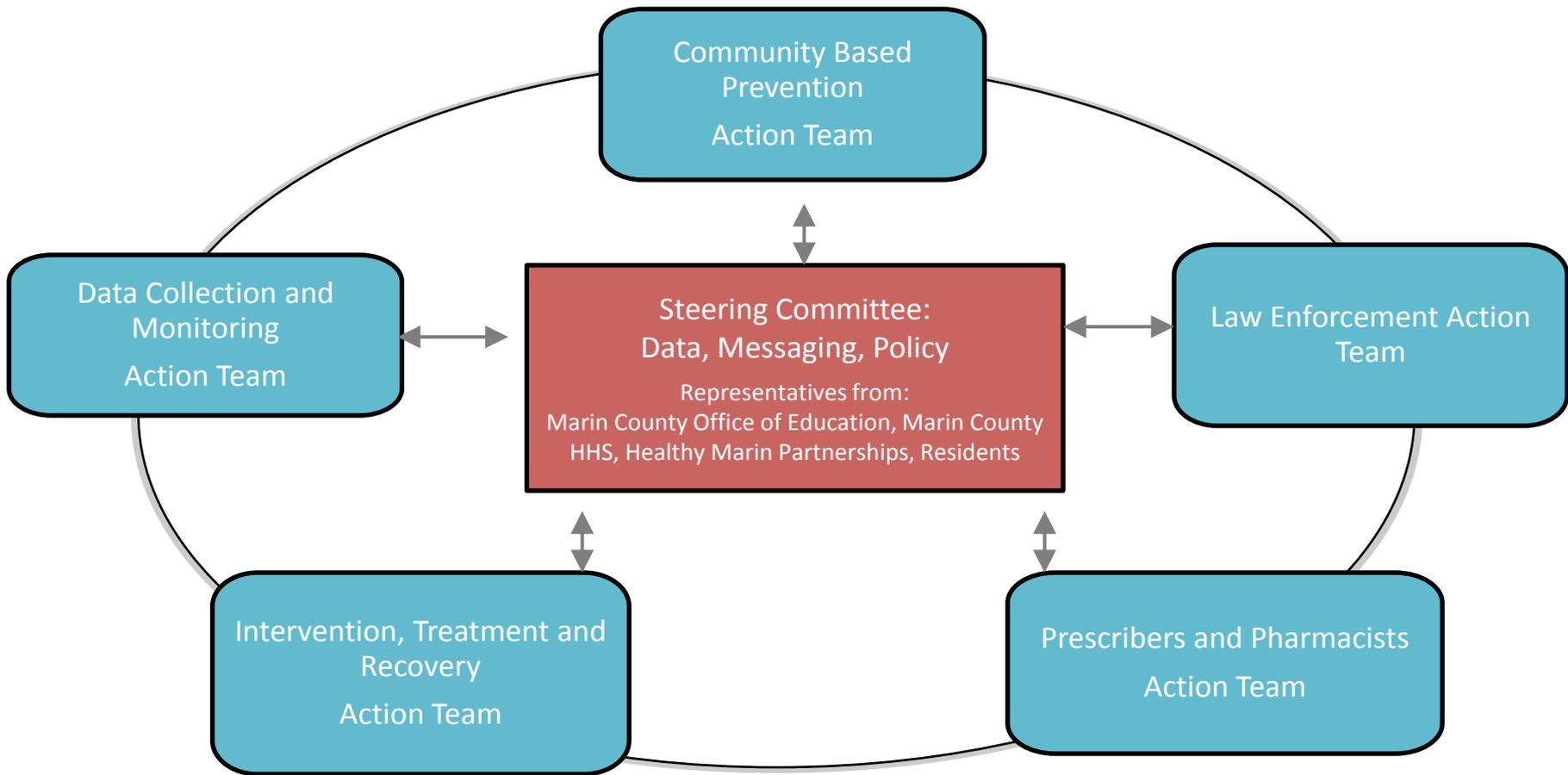


Public Health Approach

- **“Every system is perfectly designed to get the results that it gets.”**
 - Paul Batalden, MD
- What are the key parts of the “system” in Sacramento County?
 - Healthcare, law enforcement, policymakers, community members, schools, public health, business etc.
- What are the results of the current system at work?
 - Overdose deaths
 - Addiction and dependence
 - Misuse
- How do you recreate the system to support safe medication use?

The Life of a Pill





Backbone Support: HHS

SO WAS FORMED THE JUSTICE LEAGUE OF AMERICA; SEVEN OF EARTH'S GREATEST HEROES JOINED IN A COMMON CAUSE, LO, THESE MANY YEARS GONE...



Strategic Goal: Prescribers and Pharmacists

- **Goals:**
 - Reduce total number of narcotics prescribed in Marin County by 15% annually 2014 to 2016
- **Actions:**
 - Adopt safe prescribing guidelines for emergency rooms and clinics

SAFE PAIN MEDICINE PRESCRIBING IN EMERGENCY DEPARTMENTS



- We care about you. We are committed to treating you safely.
- Pain relief treatment can be complicated. Mistakes or abuse of pain medicine can cause serious health problems and even death.
- Our emergency department is committed to providing safe pain relief options. Many types of pain can be safely and effectively managed without prescription medications.

For your SAFETY, we follow these rules when treating your pain:

1. We look for and treat emergencies. We use our best judgment when treating pain. These recommendations follow legal and ethical advice.
2. You should have only one provider and one pharmacy helping you with chronic pain. We do not usually prescribe pain medication if you already receive pain medicine from another health care provider.
3. If prescription pain medication is needed, we generally only give you a small amount.
4. We do not refill lost or stolen prescriptions. If your prescription is stolen, please contact the police.
5. We do not prescribe long-acting pain medicines: OxyContin, MSContin, Fentanyl (Duragesic), Methadone, Opana ER, Exalgo and others.
6. We do not provide missing doses of Subutex, Suboxone, or Methadone.
7. We do not usually give shots for flare-ups of chronic pain. Medicines taken by mouth may be offered instead.
8. Health care laws, including HIPAA, allow us to ask for your medical records. These laws allow us to share information with other health care providers who are treating you.
9. We may ask you to show a photo ID when you receive a prescription for pain medicines.
10. We use the California Prescription Drug Monitoring Program, called CURES. This statewide computer system tracks narcotic and other controlled substance prescriptions.

If you need help with
substance abuse or addiction, call
(415) 755-2345
for confidential referral and treatment.

These standards were developed by Marin County Department of Health and Human Services, Marin County Emergency Medical Services and all Marin County hospital Emergency Departments.



If you are a person with a disability and require this document in an alternate format (example: Braille, Large Print, Audiotype, CD-ROM), you may request an alternate format by calling: (415) 473-4167 (Voice) / (415) 473-3232 (TTY) or by e-mail at: cmso@marincounty.org

Opioid Prescribing for Chronic Pain: Guidelines for Marin County Clinicians

Although prescription pain medications are intended to improve the lives of people with pain, their increased use and misuse have led to a rise in narcotic addiction and overdoses in Marin County and across the country. These guidelines are designed to help clinicians improve patient outcomes and limit the risk of unintended harm when considering the use of opioids for the treatment of chronic non-cancer pain (CNCP). These guidelines do not address the use of opioids for acute pain, nor do they address the use of opioids for the treatment of pain at the end of life. These guidelines are intended to supplement and not replace individual prescriber's clinical judgment.

For prescribers considering opioids for the treatment of chronic non-cancer pain, these guidelines suggest key practices in the following areas:

- ASSESSMENT AND MONITORING
- PATIENT AND FAMILY INFORMATION
- PATIENT/PROVIDER AGREEMENTS
- CHRONIC NON-CANCER PAIN TREATMENT RECOMMENDATIONS
- NON-NARCOTIC ALTERNATIVES
- CAUTIONS REGARDING CO-MORBIDITIES OR INTERACTIONS
- RELATIONSHIP WITH PHARMACIES AND EMERGENCY DEPARTMENTS
- SAFE STORAGE AND DISPOSAL
- ADDICTION AND DEPENDENCE REFERRALS

These guidelines were developed in collaboration between Marin County Department of Health and Human Services, the RxSafe Marin Prescribers and Pharmacists Committee, and the Marin Medical Society.



Opioid Prescriptions in Marin County

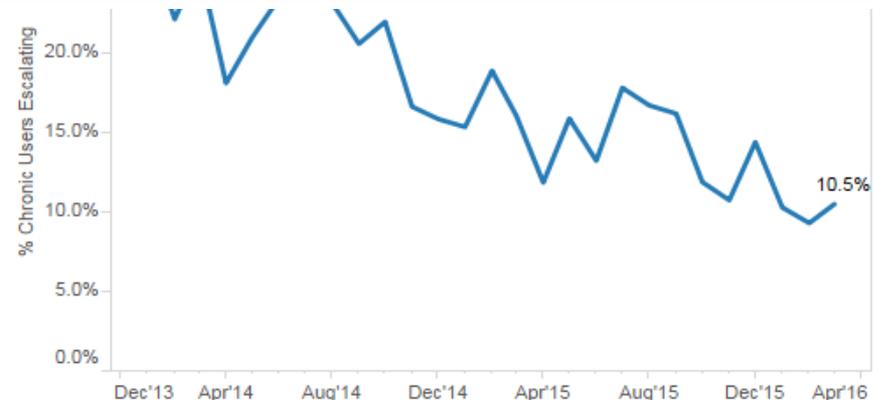
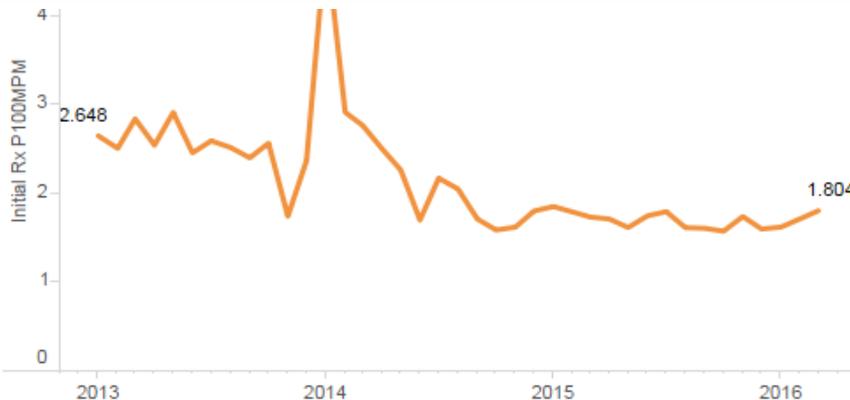
Opioid Prescriptions P100MPM, County: MARIN



% Opioid Users on Unsafe Dose (>120 MED), County: MARIN



Indicator	2009	2010	2011	2012	2013	2014
Drug Overdose Deaths						
• Unintentional	9	15	13	27	27	10
• Total	32	35	21	37	39	17



Strategic Goal: Data Action Team

- Goal:
 - Marin County will have county-wide relevant data on prescription drug misuse and abuse
- Actions:
 - Develop a report card with 5-10 key data elements to track prospectively
 - Engage community in selection of indicators of greatest relevance and disseminate through CBP Action Team

Draft Report Card

Updated: 12/17/2014

RxSafe Marin Report Card Draft

Prescription drug abuse has been named a national epidemic by the Centers for Disease Control and Prevention and the World Health Organization. Marin County's community has been deeply affected and lives have been lost unnecessarily. RxSafe Marin is a community-wide initiative designed to address the problem. Dedicated partners from public health, treatment and prevention, education, law enforcement and community advocacy groups are working together to address the problem.

In order to describe prescription drug misuse and abuse in Marin County, we first identified and explored available data sources. Many of the information systems illustrate consequences of drug abuse such as hospital, drug treatment, and criminal justice data. Others, like controlled substance prescriptions and take-back data, show other aspects of the issue. A goal of the RxSafe Marin Report Card is to make findings from existing sources accessible to a wider audience. The data presented in the report card have been obtained from multiple sources, many not designed for epidemiological analysis. Therefore, observed variations may be due to institutional factors (e.g., changes in reporting or administration). Alternative explanations should be considered in the interpretation of the report card data.

The RxSafe Marin Report Card shows the scale of prescription drug misuse and abuse in Marin County by looking at multiple factors over the last five years. This report card gives us an initial benchmark to track progress over time as efforts to reduce prescription drug abuse strengthen. Readers are advised not to consider a single data point alone but rather encouraged to look at all of the information as a reflection of this important issue in our community.

Data Indicators		2009	2010	2011	2012	2013
1	Drug poisoning deaths					
	• Unintentional • Total drug poisoning deaths	9 32	15 35	13 21	27 37	27 39
2	Non-fatal opioid-related emergency department visits	300	295	344	471	352
3	Student self-report Rx painkiller misuse		17% (N=1,831)			16% (N=1,734)
4	Number of controlled substance prescriptions		396,518	403,561	416,777	412,366
5	Median number of pills per narcotic prescription		50	45	50	56
6	Number of Practitioners and Pharmacists Registered with Controlled Substance Utilization Review and Evaluation System/ (CURES), California Prescription Drug Monitoring Program (PDMP)					
	• Practitioners • Pharmacists		54 4	95 9	121 11	149 42
7	Pounds of safely disposed medications					
	• Via take back events • Via EHS collection sites	2,941	4,638	300 4,556	634 5,202	1,085 6,433
8	Drug Possession Charges and Cases					
	• Number of Charges Filed • Number of Cases	329 260	408 368	539 444	544 485	745 653

Updated: 12/17/2014

Data Indicators		2009	2010	2011	2012	2013
9	Naloxone doses administered by Emergency Medical Services	205	198	198	171	131
10	Adult treatment and detox admissions (fiscal year, 2009 represents July 2008 - June 2009, etc.)					
	• Total adult treatment admissions • % of clients reporting opiate use (including heroin) at time of admission	2,020 28.9%	1,901 29.4%	1,395 32.1%	1,395 32.1%	1,800 28.2%

Report Card Indicator Sources

1. Unintentional drug poisoning deaths. Source: California Department of Public Health (CDPH) Vital Statistics
2. Non-fatal opioid-related emergency department visits. Source: Office of Statewide Health Planning & Development (OSHPD), Emergency Department Data, prepared by California Department of Public Health, Safe and Active Communities Branch
3. 11th grade student self-report Rx painkiller non-medical use. Source: California Healthy Kids Survey (CHKS)
4. Number of controlled substance prescriptions. Source: Controlled Substance Utilization Review and Evaluation System (CURES), California Prescription Drug Monitoring Program (PDMP)
5. Median number of pills per narcotic prescription. Source: Controlled Substance Utilization Review and Evaluation System (CURES), California Prescription Drug Monitoring Program (PDMP)
6. Number of prescribers registered with CURES. Source: Controlled Substance Utilization Review and Evaluation System (CURES), California Prescription Drug Monitoring Program (PDMP)
7. Pounds of safely disposed medication. Source: County of Marin Environmental Health Services (EHS), Drug Enforcement Administration (DEA)
8. Number of drug-related possession charges filed in court against a defendant. Number of cases with drug related charges. Source: County of Marin District Attorney (DA)
9. Naloxone administrations by Emergency Medical Services. Source: Marin County Emergency Medical Services
10. Total adult drug and alcohol treatment and detox admissions and percent of clients reporting opiate use at the time of admission. Source: CalOMS Treatment (CalOMS Tx): California's data collection and reporting system for alcohol and other drug treatment services

LiveStories



Strategic Goal: Community Based Prevention Action Team

- Goals:
 - Patients make informed and responsible choices (reduce demand)
 - Engage community in policy development, implementation and enforcement (reduce access)
- Actions:
 - Campaign to increase understanding of harm of Rx abuse.
 - Amend existing social host ordinances in at least two jurisdictions to include consequences for Rx drugs at parties.



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Local governments

Contact:

David Zaltsman
Deputy County Clerk
Office of the County Clerk

Marin County Civic Center
3501 Civic Center
San Rafael, CA 94901
(415) 473-6127

Email: David.Zaltsman@marincounty.ca.gov
www.marincounty.ca.gov

Marin cracks down on teen drug, drinking parties

By Nels Johnson, *Marin Independent Journal*

POSTED: 02/09/16, 5:40 PM PST | UPDATED: ON 02/09/2016

0 COMMENTS

A county “social host” ordinance designed to crack down on teen drinking parties was expanded to target use or possession of pills, pot and other controlled substances.

The Board of Supervisors enthusiastically approved the move Tuesday, imposing fines on parents of teens who hold parties at home involving drinking or drugs.

whether or not the adults are present. The ordinance is designed to confront and mitigate the prevalent problem of underage drinking and loud or

w

an update to
for juvenile



New data indicate progress in campaign to prevent opioid deaths in Marin



PHOTOGRAPH BY JEFF SINER/CHARLOTTE OBSERVER OxyContin is an opioid pain medication. Marin health officials have been trying to curtail prescription drug abuse and prevent opioid overdose deaths in the county.

By **Richard Halstead**, *Marin Independent Journal*

POSTED: 03/08/16, 5:52 PM PST | UPDATED: ON 03/09/2016

1 COMMENT

New data indicate efforts in Marin to reduce the number of overdose deaths from narcotic painkillers, or opioids, may be having some effect.

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Marin Voice: Abuse of prescription drugs is a Marin problem

By **Dr. Matthew Willis**

POSTED: 01/11/16, 2:14 PM PST | UPDATED: ON 01/11/2016

7 COMMENTS

Last week, Independent Journal headlines featured a Marin County physician who was charged with illegally obtaining prescription drugs. This event must be viewed in the context of the public health crisis we are facing regarding prescription drug abuse as a community.

The Centers for Disease Control and Prevention has identified prescription drug abuse as a national epidemic, and our county has been deeply affected.

In 2013, there were 27 accidental fatal drug overdoses in Marin — one every two weeks. This is more than twice the number of motor vehicle accident fatalities.

Beyond these deaths, there are many more whose lives, and those of their loved ones, are damaged by dependence and addiction. In Marin County, admissions to treatment centers for addiction to prescription narcotics — medicines like Norco, Oxycodone and morphine — have increased dramatically over the past decade, as have emergency department visits for near-fatal overdoses.



RESEARCH & DEVELOPMENT FDA LITIGATION PRICING & PATIENT ACCESS CLINICAL TRIALS MARKETING

3:51 pm ET Jul 29, 2015 LEGISLATION

Another California County Wants Pharma to Pay for Drug Take-Backs

ARTICLE COMMENTS (4)

ALAMEDA COUNTY DRUG ABUSE INTERSTATE COMMERCE PHARMA SCOTUS

Email Print Facebook Twitter

By **ED SILVERMAN**

Yet another California county plans to ask the pharmaceutical industry to fund a drug take-back program. Yesterday, the Marin County Board of Supervisors edged closer to approving an ordinance that would expand an existing program and require drug makers to underwrite the cost. If the board finalizes the ordinance next month, Marin would become the fifth California county to take such a step.



Marin County may become the latest to demand drug makers pay for take back programs, but PHRMA says 'don't flush.' — Agence France-Press/Getty Images

The move comes two months after the U.S. Supreme Court denied an industry request to review a lawsuit filed over a drug take-back program in Alameda County, California. Drug makers and biotech had been fighting a three-year old ordinance

PREVIOUS Serious Risks About Existing Drugs Aren't Given to Trial Participants

NEXT Pharmalot: Pharmalot, Good Morning: We're Catching up on Glaxo, MannKind and Lots More!

SEARCH PHARMALOT GO



Sir Martin Sorrell, CEO of WPP.

SIR MARTIN SORRELL

Ruby Raye Marin Published by Anna Lebedeff (?) · February 9 at 3:40 pm

"We deserve an opportunity to learn from our mistakes, to receive support from our peers and adults, and to contribute as leaders in this community, to making it safer and healthier for all of us." Ruby Raye Clarke, an 8th grader from West Marin, and Co-Chair of the Marin County Youth Commission, and member of Communities Mobilizing for Change on Alcohol (CMCA), addresses the Board of Supervisors during a merit hearing in which the Board unanimously adopted amendments to the county's Social Host Ordinance. Watch the videos! [#RxAbuseAware #SocialHostOrdinance](https://youtu.be/gvk1PDaYYNI)



Blackhawks

These were great players on the ice when the game was good. ... Blackhawks made 30 saves for the Lightning. ... Blackhawks made 30 saves for the Lightning. ... Blackhawks made 30 saves for the Lightning.



San Jose Sharks defenseman Brentton Fox (left) and Los Angeles Kings right wing Kris Versteeg battle for the puck during the third period of Game 4 on Saturday in Los Angeles.

Sharks

How about good news? ... Sharks scored twice late in the game. ... Sharks scored twice late in the game. ... Sharks scored twice late in the game.

It's Time for Spring Cleaning!

National Prescription Take-Back Day
April 30, 2016
10am-2pm
www.deadiversion.usdoj.gov

CONSIDER YOUR OPTIONS when addressing pain

Myths vs. Facts

The screenshot shows the Nextdoor website interface. At the top, there is a green navigation bar with the Nextdoor logo, a search bar, and user options like 'Invite' and 'Maureen'. Below the navigation bar, the page is divided into a left sidebar and a main content area. The sidebar contains navigation options such as 'LOCAL', 'FAVORITE', 'CATEGORIES', 'PAGES', 'GROUPS', and 'APPS'. The main content area shows the 'Dominican' neighborhood page. A prominent green button says 'Invite a few of your neighbors' with a leaf icon and a plus sign. Below this, there is a post titled 'April 30th is National Prescription Drug Take-Back Day' from 'Marin County Health & Human Services'. The post includes text about safely disposing of old medications and a link to a website. There is also a small image of a human figure with text labels. Below the post, there are buttons for 'THANKED!' (7) and 'REPLY' (2). A comment section shows two replies from users Maggie R. and Elizabeth F., both providing information about drop-off locations for medications.

Be in control
of your body,
emotions, and
health

Make informed
choices for better
quality of life

RSSAFE
RxMARIN
MARIN COUNTY PHARMACY COLLEGE GRADUATE MEDICATION TAKE-BACK

Learn more at rxsafemarin.org

Strategic Goal: Intervention, Treatment and Recovery

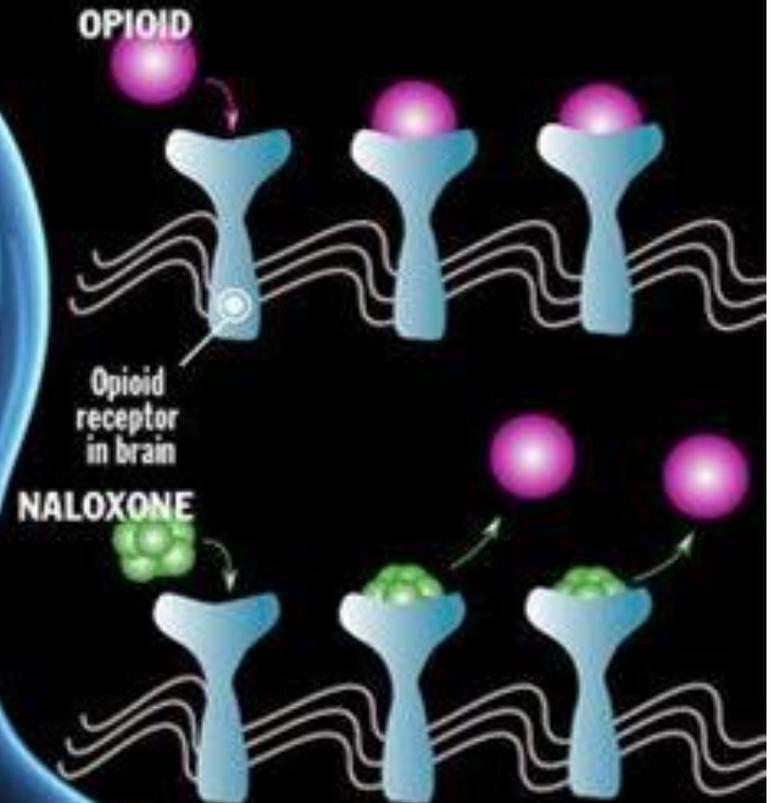
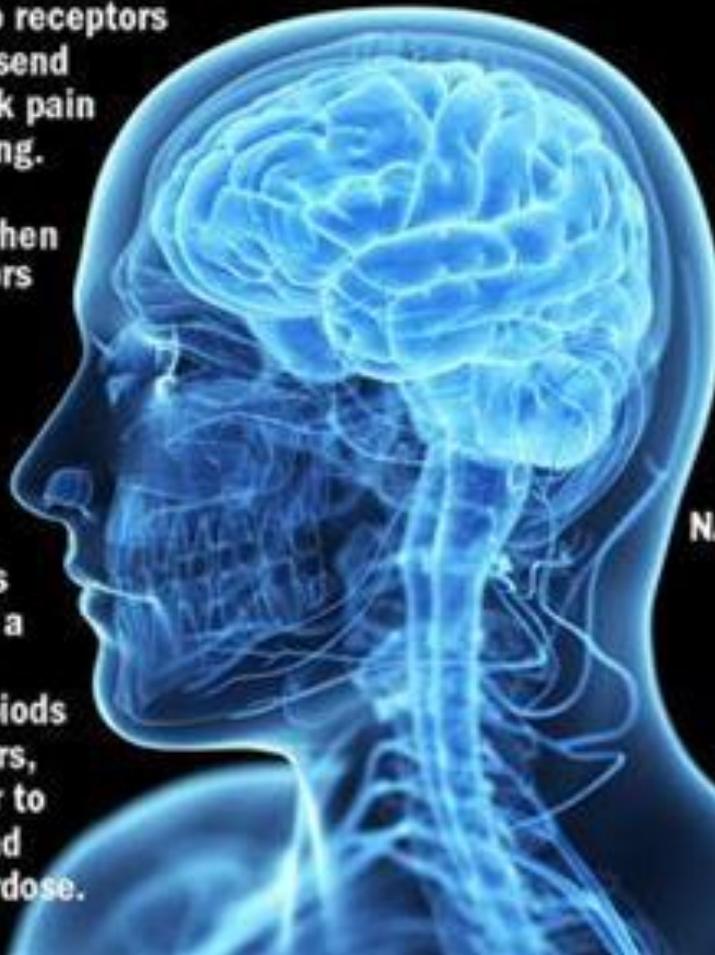
- Goal:
 - Increase naloxone availability county-wide
 - Increase MAT availability county-wide
- Actions:
 - Marin County Naloxone Education and Distribution Plan
 - Recruitment and training for buprenorphine providers

HOW NALOXONE REVERSES AN OPIOID OVERDOSE

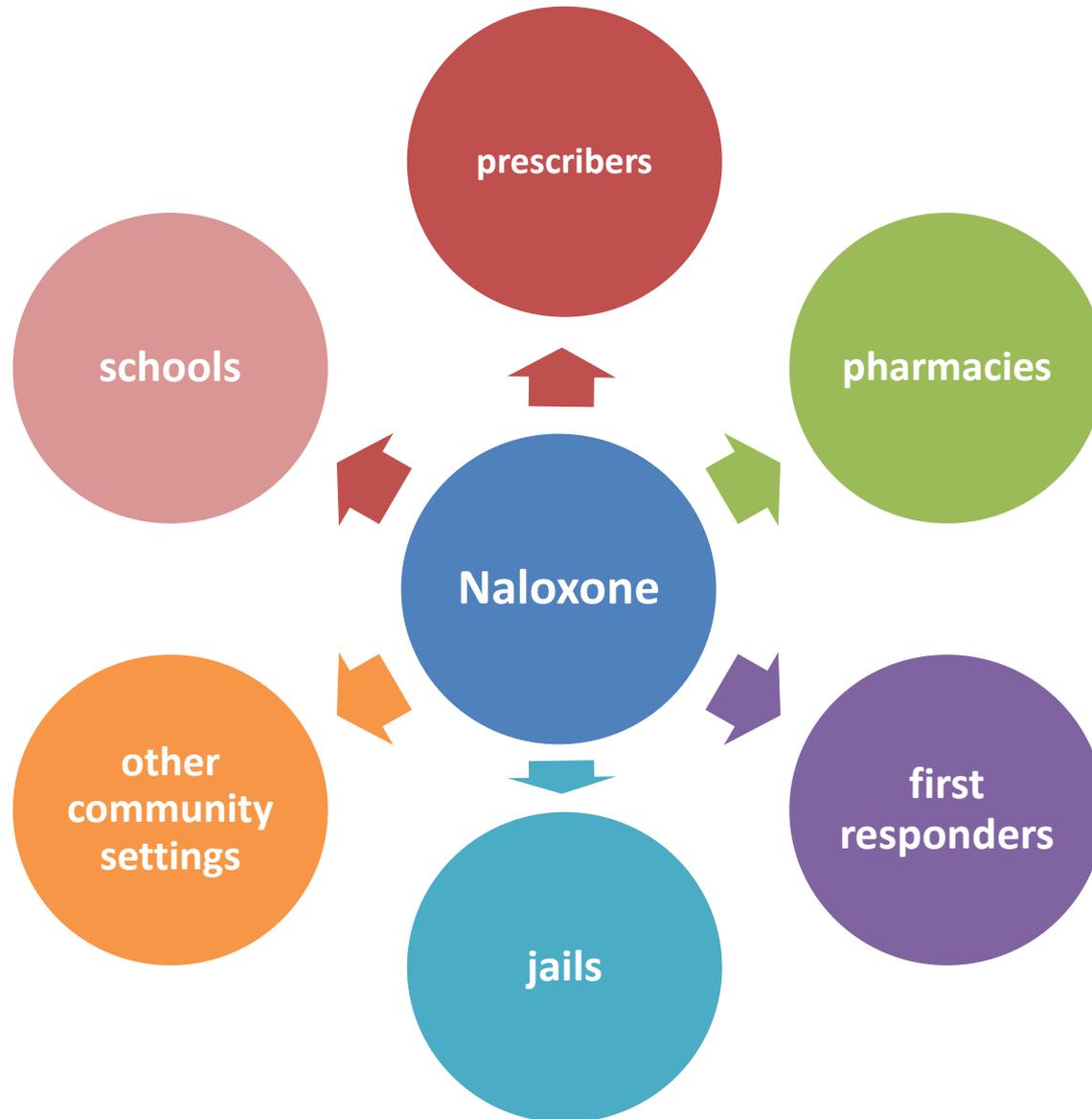
Opioids attach to receptors in the brain and send signals that block pain and slow breathing.

Overdoses occur when the brain's receptors are overwhelmed by the attached opioids, which causes the user to stop breathing.

When naloxone is administered via a nasal inhalant, it unseats the opioids from the receptors, allowing the user to breathe again and reverses the overdose.



Increasing Naloxone Availability



Schools

- **GOAL: By March 2017**
- **There will be at least one naloxone intranasal kit available in five high schools in Marin County**
- **At each site, there will be at least one individual trained in naloxone administration**

Public Safety

- **GOAL: By March 2017**
- **Squad cars in at least one city will carry naloxone with officers trained in its administration**
- **At least ten at-risk inmates will be provided with naloxone and training upon release from jail**
- **At least ten at-risk risk probationers will be provided naloxone and training**
- **County-provided first responder training will including the use of naloxone**

Healthcare

- **GOAL: By March 2017**
- **At least two primary care clinics will dispense naloxone to high risk patients who are provided an opioid prescription**
- **At least two CME activities to promote co-prescription of naloxone will have occurred**
- **At least 10 pharmacies in Marin County will have naloxone on site and be trained in use**
- **All Substance Use Treatment Centers in Marin will have Naloxone on hand**

Community settings

- **GOAL: By March 2017**
- **Education about overdose risk and naloxone kits will be provided to:**
 - homeless resource centers
 - sober living homes
 - motels and businesses in areas where high risk individuals are found
 - Transit centers will have outreach posters and media materials

Medication Assisted Treatment

- Two additional MAT prescribers for safety net clients in 2016
- Marin City FQHC-based MAT program
 - Resource for county Medi-Cal and uninsured clients
- Health and Human Services substance use clinics hiring MAT physician Sept 2016
 - Direct clinical service and county system design

Key Ingredients for Success

- See county as a “system” with many parts
- Data mobilizes partners to focus on shared priorities
- Centralized support
 - Coordinating and tracking Action Team efforts
 - Cheerleading and celebrating successes
 - Communication across partners
 - Connected to media
- Mutual accountability
 - Tracking progress
 - Goals are transparent, measurable and public
- Acknowledge personal and professional dimension
- Political will and support

- **It's not easy...** to cross boundaries to adopt a whole-systems approach to health. It means leaving the areas we know well and venturing into fields where we have to depend on the expertise of others. It means learning to engage complexity. It means asking people to take health into account in decisions that usually depend on other considerations. It may provoke controversy. It may make people we approach uneasy and even angry. It requires patience, imagination, courage, integrity, and a sense of humor.

– Dr. Richard Levins, Harvard School of Public Health

THANK YOU

**Compartir medicamentos
es peligroso:**
Sharing medication
is dangerous:

**¡Deshágase de ellos!
Clean it out!**

Visite <http://tinyurl.com/MarinDisposal> para ver un listado de los sitios para entregar medicamentos gratis en el Condado de Marin.
Visit <http://tinyurl.com/MarinDisposal> for free pharmaceutical drop-off locations in Marin County.

*Guárdelos bajo llave
Lock it up
Deshágase de ellos
Clean it out
Entréguelos al lugar apropiado
Drop it off*

**RxSAFE
MARIN**
MARIN COUNTY PRESCRIPTION DRUG MISUSE AND ABUSE INITIATIVE

Stay connected!

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RxSafeMarin@gmail.com