

Bradford Sullivan County Addiction Network

Three-Year Strategic Plan

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Overview

Vision

Empower our families and communities to unite and strengthen addiction awareness, prevention, treatment, and recovery resources.

Contributors

Bradford Sullivan County Addiction Network
Program Evaluation and Research Unit (PERU) at The University of Pittsburgh School of Pharmacy

Narrative

Bradford Sullivan County Addiction Network formed in 2019 to address the opioid epidemic in our community. Bradford Sullivan County Addiction Network works to facilitate connections with our community and its stakeholders to create initiatives that address the crisis. The Bradford Sullivan County Addiction Network meets monthly and has subcommittees that focus on education/awareness promotion, recovery, treatment, stigma reduction, public health & public safety.

Since 2015, drug-related deaths in Bradford County have steadily been increasing. However, drug-related overdose deaths have decreased by total of 67% from as of 2019. The focus of the next three years is to expand efforts that have contributed to the reduction of drug-related deaths and to overcome barriers to prevention, treatment, and recovery in Bradford and Sullivan County. Bradford Sullivan County Addiction Network is represented by a wide range of stakeholders from sectors along the SUD/ODU continuum. As Bradford Sullivan County Addiction Network leverages these relationships to increase its depth and breadth of connectivity in our community, a unique opportunity exists to create systemic, sustainable changes capable of addressing all current and future drug threats. In conjunction with PERU, we will implement evidence-based programs and services along three levels of systemic change:

- I. ◆ These initiatives ensure the community has the infrastructure and readiness to spread change.
- II. ◆ These initiatives involve testing evidence-based practices that reduce individual risk for developing and progressing with OUD and risk for overdose.
- III. ◆ These initiatives involved spreading best practices throughout relevant systems in the community to be sustained and improved over time.

This three-year strategic plan outlines the goals, objectives, and evaluation metrics the coalition will use to guide their work toward reducing overdoses and harm associated with SUD and OUD. It was developed using the ideas and discussion from the Bradford Sullivan County Addiction Network strategic planning retreat on November 15th, 2019. PERU will support Bradford Sullivan County Addiction Network's efforts to enact systemic change via coalition facilitation, data collection and analysis, and program implementation.

Timeline

This three-year strategic plan begins January 2020 and ends January 2023.

Goals

Goal 1: Educate individuals and families about addiction and overdose to prevent initiation of substance use and abuse among Bradford & Sullivan County residents.

Goal 2: Ensure that all individuals have the opportunity for successful recovery through the development of supportive communities.

Goal 3: Increase access and utilization of Substance Use Disorder/Opioid Use Disorder (SUD/OD) treatment programs.

Goal 4: Eliminate stigma in both Bradford & Sullivan County.

Goal 5: Coordinate efforts between law enforcement, first responders, drug & alcohol and the legal system.

Goal 1

Goal Educate individuals and families about addiction and overdose to prevent initiation of substance use and abuse among Bradford & Sullivan County residents.

Subcommittee: Education/Awareness Promotion

◆ Objective 1.1

Facilitate overdose education and prevention programs for school-based youth and youth-based programs. (December 2020)

◆ Objective 1.2

Develop interactive educational tools to inform community members about overdose, signs of SUD/ODU, treatment and recovery, and developing new materials when needed. (June 2021)

◆ Objective 1.3

Implement a multi-platform (ex. Digital and print media, social media, billboards) messaging campaign to raise awareness of SUD/ODU in Bradford and Sullivan Counties. (December 2020)

◆ Objective 1.4

Provide educational opportunities to community members on the importance/benefits of using naloxone. (June 2021)

◆ Objective 1.5

Provide education to employers about SUD and the benefits of employing individuals diagnosed with an SUD. (April 2021)

Evaluation

**List metrics such as:*

- Creation of education materials for SUD/ODU
- Number of Trainings Conducted
- Number of training attendees
- Creation of naloxone education materials
- Frequency of ad campaign
- Medium for information campaign

Goal 2

Ensure that all individuals have the opportunity for successful recovery and build supportive communities.

Subcommittee: Recovery

◆ Objective 2.1

Organize community and social event programs that promote healthy, sober activities, and support for continued recovery. (July 2020)

◆ Objective 2.2

Develop more community/peer support programs for individuals in recovery to collaborate throughout their recovery journey. (September 2020)

◆ Objective 2.3

Ensure every person in recovery has access to sufficient recovery housing. (January 2023)

◆ Objective 2.4

Increase life skills development, workplace education, employee assistance programs, and job placement to better support individuals in recovery. (January 2021)

Evaluation

**List metrics such as:*

- Development of community programs
- Establish medium to communicate announcements on new community programs and updates
- List of recovery housing options
- Create social network for individuals in recovery
- List of vocational training resources

Goal 3

Goal Increase access and utilization of Substance Use Disorder/Opioid Use Disorder (SUD/OD) treatment programs.

Subcommittee: Treatment

◆ Objective 3.1

Assess current barriers and opportunities to increase access to treatment. (January 2021)

◆ Objective 3.2

Remove transportation barriers for individuals with a SUD/OD who are receiving treatment or who are seeking and/or attempting to receive treatment. (January 2021)

◆ Objective 3.3

Ensure all individuals pre-, during, and post-treatment receive support and guidance for non-treatment needs including but not limited to: housing, childcare, and employment advocacy. (January 2022)

◆ Objective 3.4

Ensure individuals with polysubstance SUD/OD and co-occurring Mental Health conditions in Bradford & Sullivan County have access to the appropriate treatment services. (January 2021)

◆ Objective 3.5

Educate individuals engaged in treatment about MAT options, including the use of naltrexone, buprenorphine, methadone, FDA approved treatment options as well as available Certified Recovery Specialist (CRS) services. (May 2020)

◆ Objective 3.6

Increase the capacity of level of treatment options in Bradford & Sullivan County including inpatient, outpatient, and dual (e.g. Mental Health and MAT) treatment programs. (January 2023)

Evaluation

**List metrics such as:*

- Number of transportation programs available to those in treatment
- Number of individuals in recovery utilizing transportation services
- Number of housing services available for individuals involved in criminal justice
- Number of individuals in recovery
- Number of individuals in recovery using housing services
- Number of individuals in recovery who received vocational training
- Number of individuals in recovery who are employed
- Number of recovery support programs available

Goal 4

Eliminate Stigma in Bradford and Sullivan Counties

Subcommittee: Stigma Reduction

◆ Objective 4.1

Conduct a stigma survey and develop a baseline of overdose-related stigma in Bradford & Sullivan County. (July 2020)

◆ Objective 4.2

Implement a community awareness campaign (in print, digital, and social media format) aimed at reducing stigma surrounding overdose. (September 2020)

Evaluation

**List metrics such as:*

- Baseline stigma data
- 3-year stigma data
- Number of individuals reached by stigma reduction campaign
- Number of individuals in target populations reached by stigma campaign
- Number of stigma and community knowledge programs implemented
- Number of platforms reached by stigma campaign

Goal 5

Coordinate efforts between law enforcement, first responders and the legal system.

Subcommittee: Public Health & Public Safety

◆ Objective 5.1

Identify legislation and resources to support local law enforcement in their efforts to arrest drug dealers and traffickers in the community with a focus on the illicit distribution of prescription and synthetic drugs. (January 2023)

◆ Objective 5.2

Provide ongoing training and educational opportunities for first responders (fire, police, and EMS) on best practices for investigating an overdose, including personal safety practices, and the importance of carrying naloxone. (August 2020)

◆ Objective 5.3

Objective Develop and implement a law enforcement diversion program to encourage treatment instead of incarceration for individuals suffering from an SUD/OD. (December 2020)

◆ Objective 5.4

Establish and execute a communication and data sharing plan between law enforcement and public health professionals. (December 2020)

Evaluation

**List metrics such as:*

- List of county drug seizure data
- Develop partnerships with county and state legislators
- Development of training materials for first responders
- Number of naloxone education trainings held
- Number of naloxone training attendees
- Number of law enforcement agents trained in naloxone administration
- Number of naloxone kits used
- Number of naloxone kits used by law enforcement
- Establish data sharing relationships
- Establish data sharing protocol