Opioid Council Summit Opioid Misuse Prevention in Maine

LeeAnna Lavoie, MPH Program Director, Tobacco & Substance Use Prevention and Control Program Maine CDC

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Learning Objectives

Today's goals are to understand:

- Primary prevention funding structure for the Maine CDC
- Opioid prevention strategies and program outcomes

Funding Structure Opioid Misuse Prevention from Maine CDC



Prevention

Opioid Misuse Prevention from Maine CDC

Maine CDC SUBSTANCE USE PREVENTION **COLLABORATIONS SECONDARY TERTIARY** PRIMARY Substance Exposed A Knowledge of • **A** Enrollments: • Expand needle Infants Taskforce Student Intervention current / emerging exchange programs Maternal Child **Reintegration Program** opioid trends Health Program Prime for Life Promote Drug Connect pregnant Opioid Council **Takeback Days** women to treatment Office of Maine Care Promote Screening, Establish youth and recovery Services **Brief Intervention** programming Maine Mom Model and Referral to Teach Social Emotional • Department of Treatment (SBIRT) Learning Education • **A** Enrollment Office of Behavioral in WIC support Health • Implement Plan of Safe Community Partners Care (UNE/Local Coalitions/ Promote PDMP Adcare, CBO) **Mass Reach Health Communication** Statewide Epidemiological Outcomes Workgroup

Strategies and Interventions Opioid Misuse Prevention from Maine CDC

Goal:

Prevent and Reduce Youth and Adult Misuse of Prescription Drugs

- Safe storage trainings
- Drug Takeback days
- Provider Education & Workforce Development





Strategies and Interventions Opioid Misuse Prevention from Maine CDC

Goal:

Decrease Youth and Adult Risks for SUD:

- Target Disparate Health Populations
- Social-Emotional Learning (SEL)
- SIRP and Prime for Life offerings
- Engage Youth Groups









Eyes Open Campaign Opioid Misuse Prevention from Maine CDC

Maine CDC Focus:

- It Can Happen to Anyone
- Waring Signs
- Safe Storage
- Drug Takeback
- Youth Prevention

www.eyesopenforme.org







Maine Center for Disease Control and Prevention

Eyes Open Learnings and Next Steps Opioid Misuse Prevention from Maine CDC

Top performing messages

- Know the warning signs in 2018 and 2019
- Safe Storage in 2020

Posters and Cards @ Maine Prevention Store

Videos of Personal Stories



Recovery Is Possible.



PRESCRIPTION DRUG, HEROIN, AND OTHER OPIATE ABUSE CAN AFFECT YOUR FAMILY AND FRIENDS. TAKE ACTION TODAY.

EEP YOUR EYES OPEN STANCE USE DISORDER CAN HAPPE TO ANYONE

EYESPEN

 STORE YOUR MEDICINE SAFELY: Lock all medicine in a safe place out of children's reach. Remember to keep medicine in their original containers.

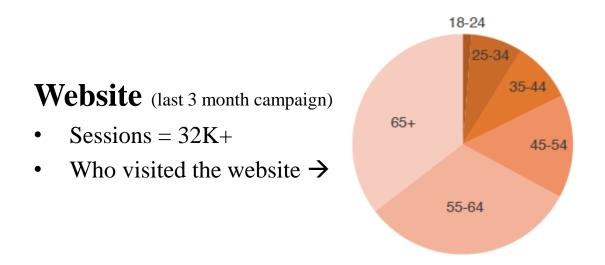
2. DISPOSE OF UNUSED PRESCRIPTIONS: Find a Drug Take Back location near you: eyesopenforme.org/drug-take-back

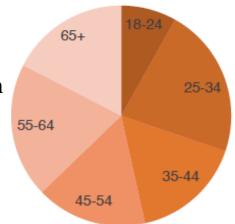
3. DON'T TURN A BLIND EYE: If someone you know needs help call 211 or text your zip code to 898–211.

Eyes Open Outcomes Opioid Misuse Prevention from Maine CDC

Paid Search (last 3 month campaign)

- "Drug" term drove more results than opioid, prescription, or heroin
- Impressions = 130,629, resulting in over 7K ad clicks, reaching \rightarrow





Plan to update/relaunch campaign March – May 2021

Community Education Success Story Opioid Misuse Prevention from Maine CDC



Safe Storage Success Story Opioid Misuse Prevention from Maine CDC



Success Story

An Open House to Your Client's Medicine Cabinet: Working with Realtors to Prevent Prescription Medication Theft When Selling a House.



Maine Center for Disease Control & Prevention Department of Health and Human Services

Maine CDC Resources

- <u>https://preventionforme.org/</u>
- <u>https://www.eyesopenforme.org/</u>
- <u>https://goodtoknowmaine.com</u>
- <u>https://www.youareprevention.org/</u>
- <u>https://www.maine.gov/dhhs/mecdc/populati</u> <u>on-health/prevention/</u>



LeeAnna Lavoie

Program Director Tobacco and Substance Use Prevention and Control Program Maine CDC Leeanna.lavoie@maine.gov | 207-287-8917

