



Partnership to End Addiction

Maine Summit Series

10.1.21



Who we are

What is the Partnership to End Addiction?

- 501(c)3 not-for-profit based in New York City.
- Result of merger between Partnership for a Drug-Free America and National Center on Addiction and Substance Abuse (CASA).
- We help the helpers. We partner with families, professionals and other organizations to end addiction in this country. Ours is a public health approach, rooted in science and compassion.
- All services for families are free of charge.



How we support families



What does each program offer?

- **Helpline:** Provides nationwide support in **English** and **Spanish** that can be accessed when, where and how a family prefers. Trained and caring specialists are ready to listen to a parent's experiences and help them plan a course of action. Our Platform supports multiple modes of communication: text, e-mail, Facebook, scheduled phone call.
- **Parent Coaching:** Trained, volunteer peer parent coaches who have personal experience with a child's substance use disorder provide coaching to parents now in that situation. Coaching happens by phone – usually about five times over a period of 6 weeks.

What does each program offer? (Continued)

- **Help & Hope:** Messaging program for families. The messages are: **HELPFUL:** advice for self-care, talking to child, links, articles, etc. and **HOPEFUL:** reinforce the client's resilience and sense of hope. A parent/caregiver can sign up for Help & Hope on our website or by texting JOIN to 55753.
- **Community Education:** The Partnership has developed a turn-key presentation on opioids and parental communication that can be delivered at the local level. Supported by a train-the-trainer program.

What does each program offer? (Continued)

- **Online Support Community:** These online meetings are for parents/caregivers whose teens or adult children are experimenting with, or dependent on, substances. Meetings blend skill development with support on coping with a loved one's substance use.
- **e-Learning:** an interactive 10-lesson parenting skills course focused on improving parents' emotional regulation, communication and behavior management techniques.



SPIKE Alert by Text Program in Maine

Background

- Spike alert notices are distributed to the local media which may or may not cover them. In many instances, the reporting can be sensational and not particularly helpful to families who see the coverage.
- Our goal is to ensure that free, direct notification based on ODMAP data will be sent to families and community members — essentially anyone that can proactively use the alert to prevent overdose deaths related to a local spike.
- Supported by Combating Opioid Overdose through Community-Level Intervention grant.

How Maine can help

- Maine was selected because of the pronounced need. Overdose is a particularly acute problem in Maine, with an overdose rate that's the 12th highest in nation.
- Maine can serve as a model for future expansion of the program on a county-by-county basis.
- Eventually, we would like to oversee the national expansion of this program.

Overview

- Subscribers: 418
- Alerts: 15

Marketing efforts outline

- Advertising
- Media Coverage
- Marketing Collateral
- New Technology

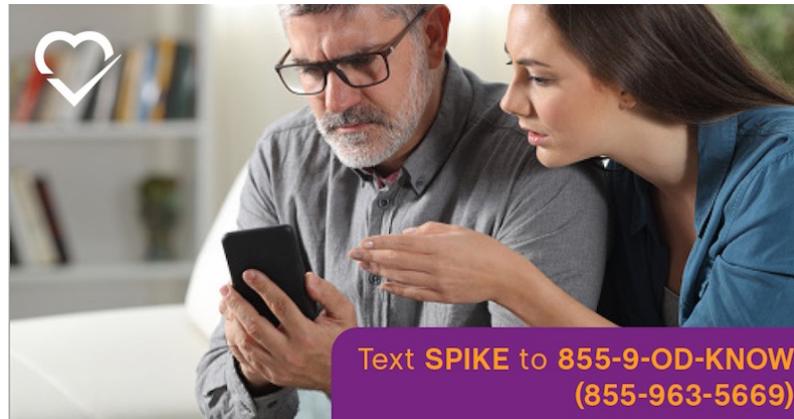


Advertising

Advertising for the SPIKE program on social media

- Social media ads have been tested and run on the following social channels: Facebook, Twitter, and LinkedIn.
- SPIKE ad campaigns have reached **51,899** people in Maine.
- We currently have **418** Maine enrollments in the SPIKE Alert pilot program.
 - **88** of those enrollments can be attributed to digital marketing efforts.

Social media ad



Next steps

- Customized landing page for the state of Maine.
- Look into more Maine focused digital and non-digital marketing tactics.
 - Spotify
 - Podcasts
 - Local creator sponsorship
 - Reddit



Media Coverage

Media coverage for the SPIKE program

Pilot
Visit our partners: Boothbay Register Wiscasset Newspaper

Home News Talk Work Calendar Sports

Start

Maine DHHS announces text alert program to prevent overdose deaths
Sun, 06/27/2021 - 6:00pm

3 Easy Steps
1. Click "Start"
2. Start Download
3. Browse The Web

AUGUSTA – The Maine Department of Health and Human Services and Partnership to End Addiction launched a free texting service that alerts Maine residents to any sudden increase in overdoses in their counties and connects them with resources that can save lives, support those struggling with substance use, and promote recovery.

Residents – including parents, caregivers, medical professionals, first responders, community groups and those struggling with substance use – in all Maine counties can sign up for the Partnership's SPIKE Auto Text Program.

Individuals can sign up by texting SPIKE to (855) 963-5669 (855-9-OD-KNOW) and following the prompts.

The program will link them to resources through Maine's OPTIONS initiative, which is placing mobile response teams in each Maine county to engage

FOX23 NEWS WEATHER CORONAVIRUS FEATURES CHIME IN WATCH

Maine's first text alerts go out after overdose spike in Portland

by WGME | Wednesday, July 21st 2021

NARCAN (naloxone HCl) NASAL SPRAY 4mg
Use NARCAN® Nasal Spray for known or suspected opioid overdose in adults and children.

0.1 mL intranasal spray per unit
For use in the nose only
Rx Only

OR QUICK START GUIDE
see response instructions

Maine's first overdose spike text alerts are going out Wednesday after several overdoses in the Portland area. (WGME)

8 **16** Your Place for Local News
NEWS WEATHER SPORTS CLOSINGS NEWS 24/7

ADVERTISEMENT
Ads by Google
Stop seeing this ad Why this ad?

New texting service aims to prevent overdose deaths in Maine

Media coverage for the SPIKE program (continued)

- **Maine**

- [Maine DHHS announces text alert program to prevent overdose deaths](#) (Penobscot Bay Pilot)
- [New texting service aims to prevent overdose deaths in Maine](#) (WAGM News)
- [Maine launches texting service to help prevent overdoses](#) (WGME)
- [Maine's first text alerts go out after overdose spike in Portland](#) (WGME)
 - [Also ran on FOX23 Maine](#)
- [Maine first state to roll out text alerts when drug overdoses spike](#) (Portland Press Herald)



Marketing Collateral

Marketing collateral for the SPIKE program

Information that can save lives
SPIKE Alerts by Text
 Get alerts about overdoses in your community



Why it matters: Spike alerts can prompt families and community members to:

- 1 Have discussions about seeking treatment and/or using substances more safely
- 2 Protect people you care about by getting naloxone and learning how to use it
- 3 Talk to friends or loved ones who are not using substances about the risks of use
- 4 Advocate for and support efforts in your community to prevent overdoses

Text SPIKE to **855-9-OD-KNOW (855-963-5669)** and follow the steps to get messages on your phone when overdose spikes occur.

Learn more: drugfree.org/spike or scan QR code to sign up now

Partnership to End Addiction is a nonprofit working to transform how our nation addresses addiction. Learn more at drugfree.org.




SPIKE Alerts by Text
 Get alerts about overdoses in your community

Text SPIKE to **855-9-OD-KNOW (855-963-5669)**



We are working with organizations in your community to alert when spikes in drug overdoses occur locally.

Partnership to End Addiction

Learn more: drugfree.org/spike or scan QR code to sign up now.



SPIKE Alerts by Text
 Information that can save lives
 Get alerts about overdoses in your community



Partnership to End Addiction is working with organizations in your community to alert you when spikes in drug overdoses occur locally. This knowledge can help you take action to engage and protect your loved ones struggling with addiction.

Why it matters: Spike alerts can prompt families and community members to:

- 1 Have discussions about seeking treatment and/or using substances more safely
- 2 Protect people you care about by getting naloxone and learning how to use it
- 3 Talk to friends or loved ones who are not using substances about the risks of use
- 4 Advocate for and support efforts in your community to prevent overdoses

Text SPIKE to **855-9-OD-KNOW (855-963-5669)** and follow the steps to get messages on your phone when overdose spikes occur.

How it works: Health and law enforcement officials can release a "spike alert" to the media in response to a pattern of drug overdoses within a community. Partnership to End Addiction's SPIKE Alerts by Text program informs you when these alerts are issued.

Learn more: drugfree.org/spike or scan QR code to sign up now



Partnership to End Addiction is a nonprofit working to transform how our nation addresses addiction. Learn more at drugfree.org.





Marketing collateral for the SPIKE program (continued)

- The following marketing collateral has been created:
 - A flyer with a QR code
 - A poster with a QR code
 - A business card with a QR code



New Technology

Making the SPIKE program accessible to employers

- We'd like to approach local employers and ask if they will forward notifications to their colleagues/staff/employees via their work's email system.
- This can expand our reach and act as additional promotion for encouraging sign-ups.
- The technology has been developed and it's ready for employers to sign up.
- The employer option is flexible and can be a good fit for all different types of organizations in Maine: colleges, ship iron yard, physical labor jobs, fishing industry, larger employers, employers with employees struggling with substance use.

Here's how it will work

3 → Please select the statement that best describes you: *

- A Parent/caregiver
- B Medical professional / First responder
- C Community member
- D I am struggling with substance use
- E - Business owner, employer or manager



Notifications will be sent to the email you provide below. By checking this box, you agree to forward the content of Spike messages to your colleagues / staff / employees when you receive a notification. *Best practices: Forward the email as soon as possible after receiving the notification, with a high priority. If possible, send only to employees who live or work in the affected area,*



How many colleagues / staff / employees will you notify when alerted?

What is your work email address?

Here's how it will work (continued)

Jurisdiction spike

E-mail to employer registrant

Dear [Employer]

There has been an overdose spike in your community. Learn more at helphope.net/xxxx

Please forward the message below to your staff / colleagues who live or work in [JURISDICTION]

Dear Colleagues:

There has been an overdose spike in our community. Learn more at helphope.net/xxx

To receive notifications directly, text SPIKE to 855-963-5669 (855-9-OD-KNOW),

Learn more at www.drugfree.org/spike

State of Maine- Text Alert Project

“The Central Maine region is experiencing an increase in overdoses within the last 24 hours. If you, or someone you care about, is struggling with Substance Use Disorder and would like information on how to access Naloxone kits or to find a Behavioral Health Liaison to connect you with services in your county please visit.”

The screenshot shows the top portion of a website. At the top left is the logo for 'OPTIONS SAVE LIVES', where 'OPTIONS' is in a bold, sans-serif font and 'SAVE LIVES' is in a smaller, all-caps font below it. To the right of the logo is a navigation menu with the following items: 'ABOUT', 'STORIES', 'PREVENT OVERDOSE', 'RESOURCES', 'DATA', 'GLOSSARY', and 'COVID-19'. Below the navigation is a large blue banner with white text. The text reads: 'WITH SUBSTANCE USE DISORDER' in a small, all-caps font, followed by the main headline 'There are Multiple Pathways to Recovery' in a large, bold, sans-serif font. At the bottom of the banner, there is a short paragraph of text: 'From the grassroots to the Governor’s office, Maine is coming together for those affected by the opioid epidemic. We are on a mission to save lives and strengthen communities, and we’re putting all the options on the table. Because'.

State of Maine- Text Alert Project

OPTIONS
SAVE LIVES

ABOUT ▾ STORIES PREVENT OVERDOSE ▾ RESOURCES DATA

[Maine Office of Behavioral Health \(OBH\)](#) and other state agencies to improve the health of Mainers using substances through harm reduction strategies, helping them on the road to recovery, and dramatically reducing the number of fatal and non-fatal drug overdoses.

OPTIONS Liaisons

The OPTIONS co-responder initiative embeds licensed behavioral health clinicians within local emergency medical services (EMS) and law enforcement agencies in every county across Maine. Liaisons work alongside their first responder counterparts to:

1. Provide short-term counseling interventions when appropriate.
2. Conduct proactive outreach with at-risk communities.
3. De-escalate behavioral health crises when possible.
4. Engage in post-overdose follow up and help with referrals.

Each OPTIONS liaison serves the entire county in which they are located. As part of the OPTIONS liaison initiative, OBH and the Maine CDC are working to better integrate the varying levels of support services in each county. These services may include Syringe Service Programs (SSPs), Tier 1 and Tier 2 naloxone distributors, Recovery Centers, MAT treatment providers, food and housing supports among others. For more information on the OPTIONS liaison program, contact sybil.mazerolle@maine.gov.

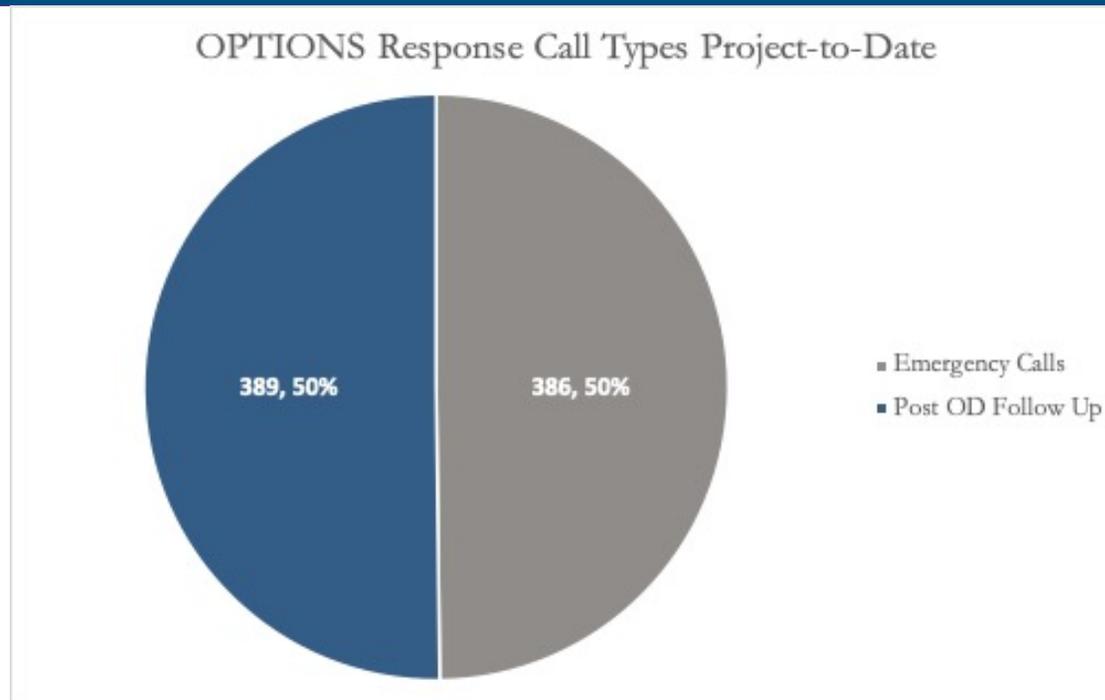
OPTIONS Liaisons, by County*

The screenshot shows the OPTIONS website interface. At the top, the logo 'OPTIONS SAVE LIVES' is on the left, and navigation links 'ABOUT ▾ STORIES PREVENT OVERDOSE ▾ RESOURCES DATA GLOSSARY COVID-19' are on the right. A search bar is also present. Below the navigation, there are two filter sections: 'Filter by County' and 'Filter by Service'. The 'Filter by County' section lists all counties with checkboxes: ANDROSCOGGIN, AROOSTOOK, CUMBERLAND, FRANKLIN, HANCOCK, and KENNEBEC. The 'Filter by Service' section lists categories: NALOXONE DISTRIBUTION, SYRINGE SERVICE PROGRAMS, PREVENTION, RECOVERY, and TREATMENT. To the right of these filters is a grid of partner logos, including Acadia Family Center, access health, Al-Anon Family Groups, Alliance Maine, AMISTAD, An Angel's Wing Inc., and AnoleZ. A search bar with a magnifying glass icon and a close button is located at the top right of the grid area.

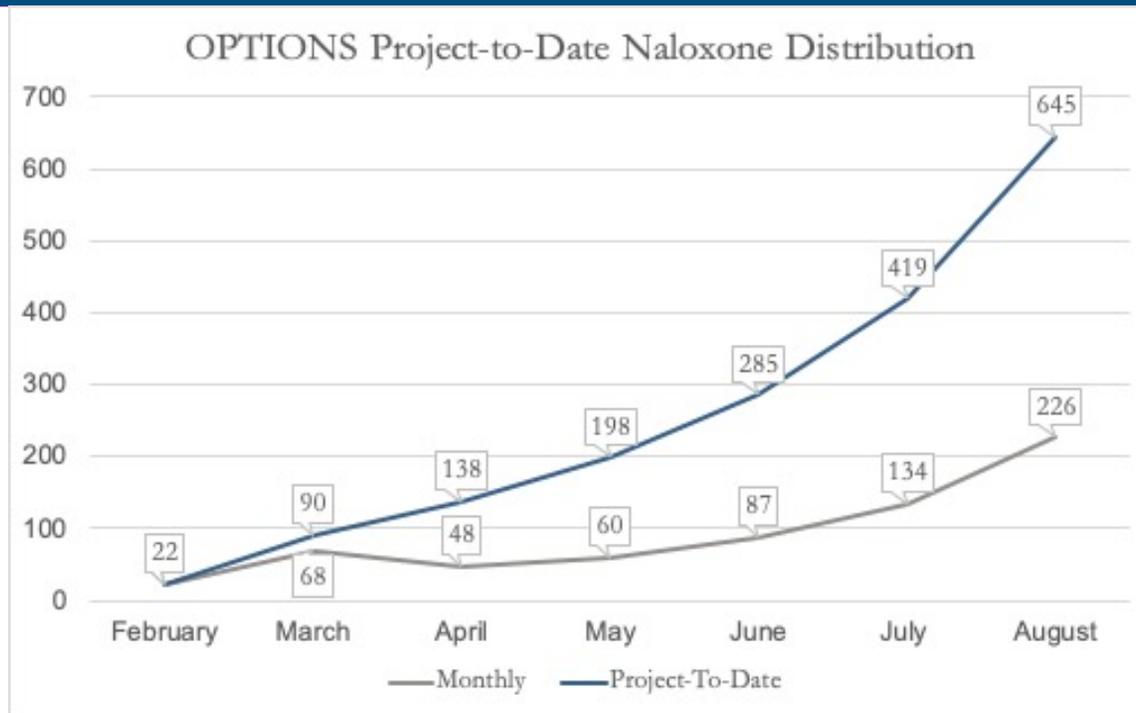
OPTIONS Liaisons: Contact Information

County	Crisis Org	Sub Org	Liaison	Email
Androscoggin	TCMH		Dave Bilodeau	dbilodea@tcmhs.org
Aroostook	AMHC		Hayley Goudreau	hgoudreau@amhc.org
Cumberland	Sweetser		Tom MacElhaney	tjmacelhaney@sweetser.org
Franklin	Sweetser	WMBH	Rehekah Mitchell	rebekahm@wmbh-me.com
Hancock	AMHC		Open	
Kennebec	Crisis & Counseling		Dawn Kearns	dkearns@crisisandcounseling.org
Knox	Sweetser		Open	
Lincoln	Sweetser		Sherri Talbot	stalbot@sweetser.org
Oxford	Sweetser	OCMHS	Glenn Gordon	glenn.gordon@ocmhs.org
Penobscot	CHCS		Adam Perkins	aperkins@chcs-me.org
Piscataquis	CHCS		Ashley Roberts	aroberts@chcs-me.org
Sagadahoc	Sweetser		Maria Beauregard	mbeauregard@sweetser.org
Somerset	Crisis & Counseling		Caron Chase	cchase@crisisandcounseling.org
Waldo	Sweetser		Kate Dowd	cdowd@sweetser.org
Washington	AMHC		Robin Stanwood	rstanwood@amhc.org
York	Sweetser		Carly Flagg	cflagg@sweetser.org

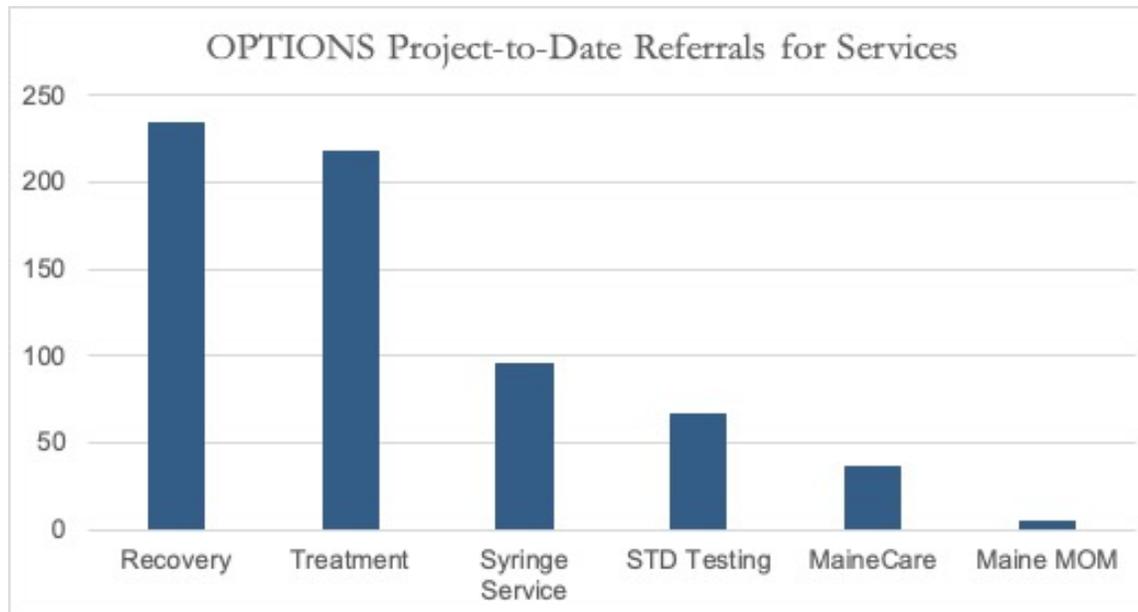
March- August: OPTIONS Emergency Co-Response Compared to Post Overdose Follow-up Response



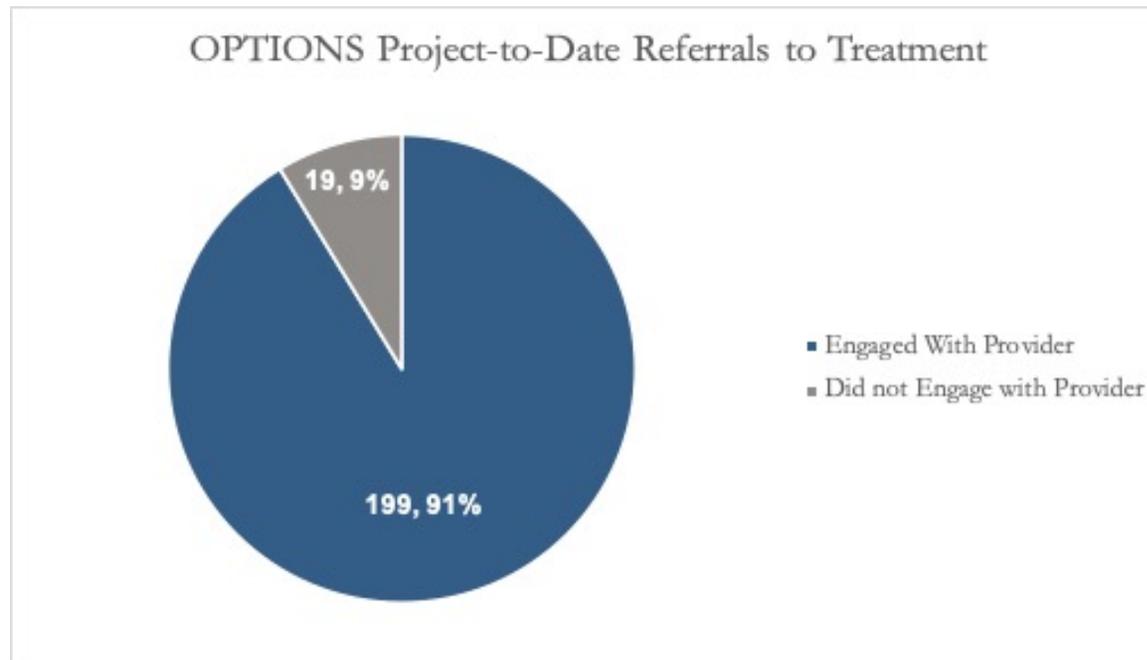
March- August: Community Overdose Education and Naloxone Distribution



March-August: Liaison Referrals by Service



Treatment Engagement Post-Liaison Referral



Month of August Standalone Stats

- 52 Co-responses
- 72 Post-overdose Follow-ups
- 226 Naloxone Kits Provided
- 38 Proactive Referrals Received
- 30 Self-referrals received
- 18 Training sessions were completed (134 individuals reached)
- 40 Referrals to Tx (20 engaged with Tx provider)
- 38 Connections to Recovery Supports
- 11 Connections to SSPs
- 10 Referrals for Infectious Disease Testing
- 3 Individuals in Need were assisted with completion of MaineCare applications

Questions/Working session

- Ideas/ways we can encourage people or employers in your area to sign up.

Thank you!

- Kevin Collins
 - kcollins@toendaddiction.org
- Elizabeth Mustacchio
 - emustacchio@toendaddiction.org



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