

MASSACHUSETTS NORTHWEST OPIOID OVERDOSE REVERSAL PROJECT

NOOR Grant

A RURAL PARTNERSHIP



Northern
Berkshire
Community
Coalition



The Opioid
Task Force of
Franklin
County and
North Quabbin



North Quabbin
Community
Coalition



30 MASSACHUSETTS TOWNS

- The service area outlined for the NOOR project is the rural northwest tier of the state. Roughly 103,000 people represented, with a total of 30 towns.
- 94% White
- Currently facing economic downturns as formerly “mill towns” that were largely supported by textiles, manufacturing, and small farms.

THE PROBLEM AND THE CULTURE

- ◉ All communities identified struggle with multi-generational poverty
- ◉ High ACE scores, High rates of Trauma
- ◉ Cultural acceptance of substance use “Right of Passage”
- ◉ Transportation Barriers and Isolation
- ◉ Lack of treatment service options, lack of recovery services
- ◉ Uneven training about naloxone
- ◉ Stigmatizing practices from Pharmacies

NORTHERN BERKSHIRE COMMUNITY COALITION

- ◉ Organizing, supporting and empowering the Northern Berkshire Community for 30 years
- ◉ Convene the community at monthly forums
- ◉ Prevention and wellness initiatives
- ◉ Building stronger neighborhoods
- ◉ Youth Development
- ◉ Family Resource Center

RX HEROIN WORKING GROUP

- ◉ Community forum in 2012 about Rx Drug addiction lead to Rx Heroin Work Group
- ◉ Group has been meeting monthly since 2012
- ◉ Composed of municipal representatives, service agencies, medical and mental health professionals, first responders, people in recovery, family members touched by opioid addiction
- ◉ Create/distribute “palm card” summarizing local recovery resources
- ◉ Rx Roundup
- ◉ Safe Rx use, storage and disposal initiatives
- ◉ Monthly public access TV show
- ◉ Annual recovery month events
- ◉ Prevention work-underage drinking, student health survey, compliance checks

NORTH QUABBIN COMMUNITY COALITION

- ◉ Working to improve the quality of life for those living and working in the North Quabbin region for over 32 years.
- ◉ System of Care: Children's Behavioral Health Access Groups
- ◉ NQ Jail to Communities Task Force
- ◉ Children's Health and Wellness Task Force
- ◉ Invest North Quabbin CDC Project
- ◉ Resource Directory, Newsletter, Monthly Forums
- ◉ Universal Access for Information & Referral
Social Media, Home of NQ Woods

SUBSTANCE ABUSE PREVENTION TASK FORCE

- ◉ Started in 2010, now 55 members strong
- ◉ Meets monthly at the Athol Police Dept.
- ◉ Brings together MOAPC and SAPC representation from across county lines
- ◉ Priority Projects for 2015-2016:
 - River Rat Race Parade Messaging
 - Call to Action Series
 - Promote Take Back Events from Northwestern DA and Text-a-tip
 - Over 100 Parent Packets Distributed at community events
 - Palm Cards with standing order information in partnership with LUK, Inc.
 - National Night Out in 3 Towns
 - Look at specifically vulnerable populations and LGBTQ community

THE OPIOID TASK FORCE OF FRANKLIN COUNTY AND NORTH QUABBIN

- ◉ In September 2013, community leaders from across the region came together to form this Task Force in response to the growing problem of heroin and other opioids in our area. We started as a coalition of just a few people and have now grown to over 300 members. Together, we are doctors, judges, police officers, prevention experts, educators, and many others.

As a community, we can tackle the very serious problem of heroin and prescription drug abuse in our region. Our goals are to:

Prevent heroin and prescription drug misuse and addiction.

Prevent overdose from prescription drugs and heroin.

Help more people get treatment and recover from heroin and prescription drug addiction.

Task Force Committees:

Healthcare Solution

Treatment and Recovery

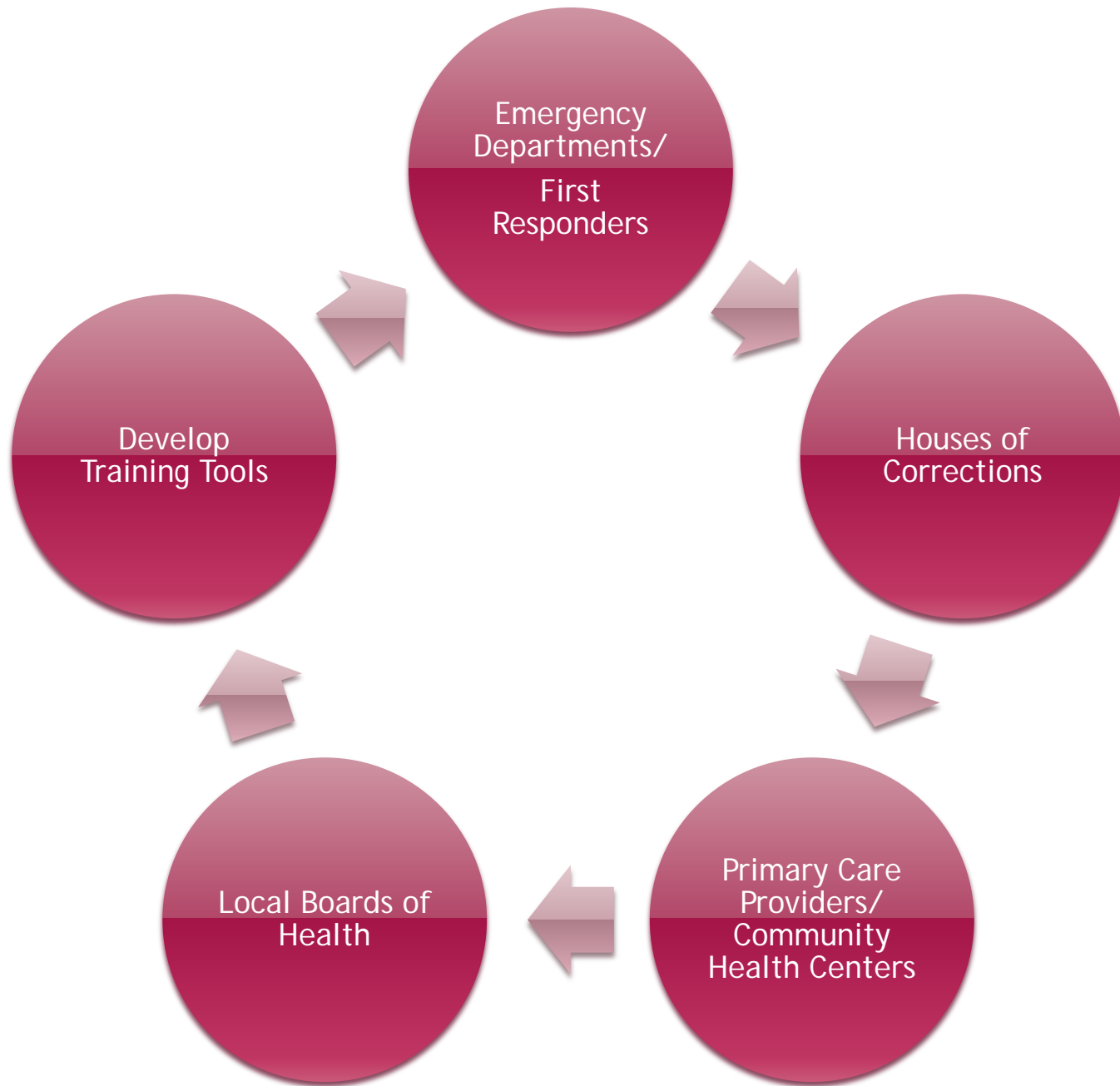
Law Enforcement and Justice

Education and Awareness

Housing and Workforce Development

INTENDED OUTCOMES

- Strengthen and formalize connections to the local substance abuse treatment system, and enhance community strategic partnerships to reduce opioid overdoses
- Widely disseminate medically accurate information about opioid overdose reversal to providers, law enforcement, emergency response personnel and the general public
- Develop the accountability tools necessary to impact public policy and sustain the NOOR project.



NOOR WILL

- ◉ Purchase Naloxone
- ◉ Train professionals and others to recognize the signs of an opioid overdose, administer Naloxone, administer CPR, report results and provide transport to appropriate care
- ◉ Refer those with a drug dependency to appropriate treatment substance abuse treatment centers
- ◉ Demonstrate improved and measurable health outcomes, including but not limited to, reducing opioid overdose morbidity and mortality in the Northern Tier service area.

OPIOID REVERSAL DEVICES

- ◉ Naloxone syringes
- ◉ The intra-nasal debate and the FDA
- ◉ Creative diversification of funding... a Rural Go-To strategy
- ◉ Heywood Healthcare, MOAPC Grants etc.

What do I do if someone is having an overdose?

If you think someone is having a prescription opioid or heroin overdose, it's very important to act fast.

**HELP
CALL 911**

Always call 911 first.

Give the address or clearly describe your location. Say if the person is not breathing.

Know the signs of an overdose:

A person having a prescription opioid or heroin overdose may:

- Not respond to their name
- Breathe slowly (less than 1 breath in 3 seconds)
- Have blue lips or fingertips
- Look very pale
- Go limp
- Make choking, gurgling, gasping, or snoring noises
- Vomit (throw up)

An overdose usually happens 1 to 3 hours after using drugs.

Try to wake the person up.

Yell their name, pinch them, or rub the middle of their chest hard.

If they're not breathing, start rescue breathing.

1. Make sure there's nothing in the person's mouth
2. Tilt their head back, lift the chin, and pinch the nose shut
3. Give 1 slow breath into the person's mouth every 3 seconds
4. Continue until they start breathing



Give naloxone (Narcan) if you have it.

Put the person in recovery position.

Put the person on their side. This will help keep them from choking if they throw up.

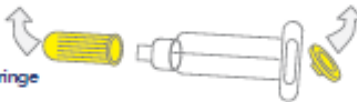
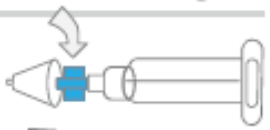
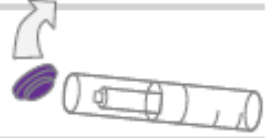




You won't be punished for trying to help. The Good Samaritan Law protects people trying to help someone having an overdose. That means you can't get in trouble with the law for calling 911 — even if you've been using drugs yourself.

Stay until help arrives.

If for some reason you can't stay with the person, leave the door open so the emergency responders can find them easily.

To give nasal naloxone:

- 1 Take the yellow caps off of the syringe 
- 2 Screw the white cone onto the syringe 
- 3 Take the purple cap off the naloxone 
- 4 Gently screw the naloxone container into the syringe 
- 5 Put the white cone inside one of the person's nostrils 
- 6 Push firmly on the end of the container to spray half the naloxone into their nose
- 7 Repeat with the other half of the naloxone in the second nostril
- 8 If the person doesn't respond in 3 minutes, give another dose if you have it

Where can I get naloxone?

At a pharmacy, you may have to pay a co-pay — usually between \$3 and \$15.

Athol Family Pharmacy

- 321 Main St. in Athol (978) 249-9100

CVS

- 137 Federal St. in Greenfield (413) 774-7201
- 1665 Main St. in Athol (978) 249-7928

Rite Aid

- 1640 South Main St. in Athol (978) 249-9132

Walgreens

- 329 Conway St. in Greenfield (413) 774-3468

Free naloxone

Tapestry Health

80 Sanderson St. in Greenfield (413) 773-8888 | www.tapestryhealth.org

Center for Human Development

131 West Main St. in Orange (978) 544-2148 | www.chd.org

Learn to Cope

Meetings: Tuesdays 7:00 p.m.

- Greenfield Community College 1 College Dr. in Greenfield (C208 Community Room)
- Heywood Hospital 242 Green St. in Gardner (Room A)

Meetings: Thursdays 7:00 p.m.

- Providence Behavioral Health 1233 Main St. in Holyoke (1st Floor Auditorium)

This is a product of the Northwest Opioid Overdose Reversal Project, a collaboration funded by HRSA's Federal Office of Rural Health Policy.



www.opioidtaskforce.org



www.nqoc.org



www.nbccoalition.org

COMMUNITY PARTNERS

- ◉ Athol Hospital/Heywood Healthcare
- ◉ Baystate Franklin Medical Center
- ◉ Behavioral Health Network
- ◉ Berkshire County Sheriff's Office
- ◉ Berkshire District Attorney's Office
- ◉ Berkshire Medical Center
- ◉ Berkshire Regional Planning Commission
- ◉ Brien Center
- ◉ Center for Human Development
- ◉ City of North Adams
- ◉ Clean Slate
- ◉ Clinical and Support Options
- ◉ Community Health Center of Franklin County
- ◉ Franklin Regional Council of Governments
- ◉ Franklin County Registrar of Probate
- ◉ Franklin County Sheriff's Office
- ◉ MedCare Emergency Health
- ◉ Dr. Ruth Potee
- ◉ North Adams Ambulance
- ◉ North Quabbin Community Coalition
- ◉ North Quabbin Patch
- ◉ Northern Berkshire Community Coalition
- ◉ Northwestern District Attorney's Office
- ◉ Opioid Task Force of Franklin County and North Quabbin
- ◉ Quabbin Mediation
- ◉ RECOVER Project
- ◉ Seeds of Solidarity
- ◉ Tapestry Health
- ◉ Town of Athol
- ◉ Worcester County House of Correction
- ◉ Worcester County District Attorney's Office

CHALLENGES AND SUCCESSES

- ◉ Sustainability → District Attorney Funding, Heywood Healthcare Policy Changes, and Standing Orders now in place
- ◉ Lead agency administration shake-up during grant implementation
- ◉ BHS-grant funds allowed for conversation to begin and led to greatly expanded capacity and providing Narcan countywide at discharge
- ◉ Post overdose follow-up work systems being developed
- ◉ Training offered to staff around compassion building, and resources
- ◉ BHN opening in Greenfield, Quabbin Retreat in North Quabbin
- ◉ RX workgroup of NBCC
- ◉ SAPTF of NQCC
- ◉ Opioid Task Force Working Groups
- ◉ Narcan trainings have been held, in partnership with Tapestry Health, and Ambulance Services
- ◉ Focus groups were held at Berkshire Health Systems, Heywood Athol Campus, and Baystate Franklin Medical Center
- ◉ Franklin County House of Correction is now looking at medically assisted treatment within the jail, followed by appointments after with community health centers.
- ◉ Monthly check-ins, peer support and resource sharing

THANK YOU!

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