



Substance Use Disorder Prevention Strategies

INDUSTRY FOCUS

October 25, 2022

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Welcome & Introductions



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Overdose Prevention & Harm Reduction - a Four-Part Webinar Series

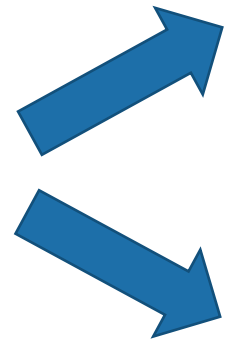
Community Response Teams – Reducing Overdose Deaths and Addressing Stigma

TODAY: Industry-Specific Outreach and Education for Reducing Overdose Deaths

NOVEMBER 8: Collaborating with Faith-Based Organizations on Reducing Overdose Deaths and Addressing Stigma

NOVEMBER 15: Equity-Centered Approaches to Support Community Prevention and Treatment

Registration Links will be shared via the Chat Box and re-shared by email in follow up to this session.



Agenda

Welcome & Introductions

Why Engage Industries?



Overview of Industry Prevention Framework:

- Use of Data
- Identification of Stakeholders
- Engagement Strategies
- Education, stigma reduction, harm reduction

Lessons Learned from the Field

Action Steps for Local Implementation

Questions & Discussion

- As questions arise, please put them in the Zoom Q&A box

But first, a poll!





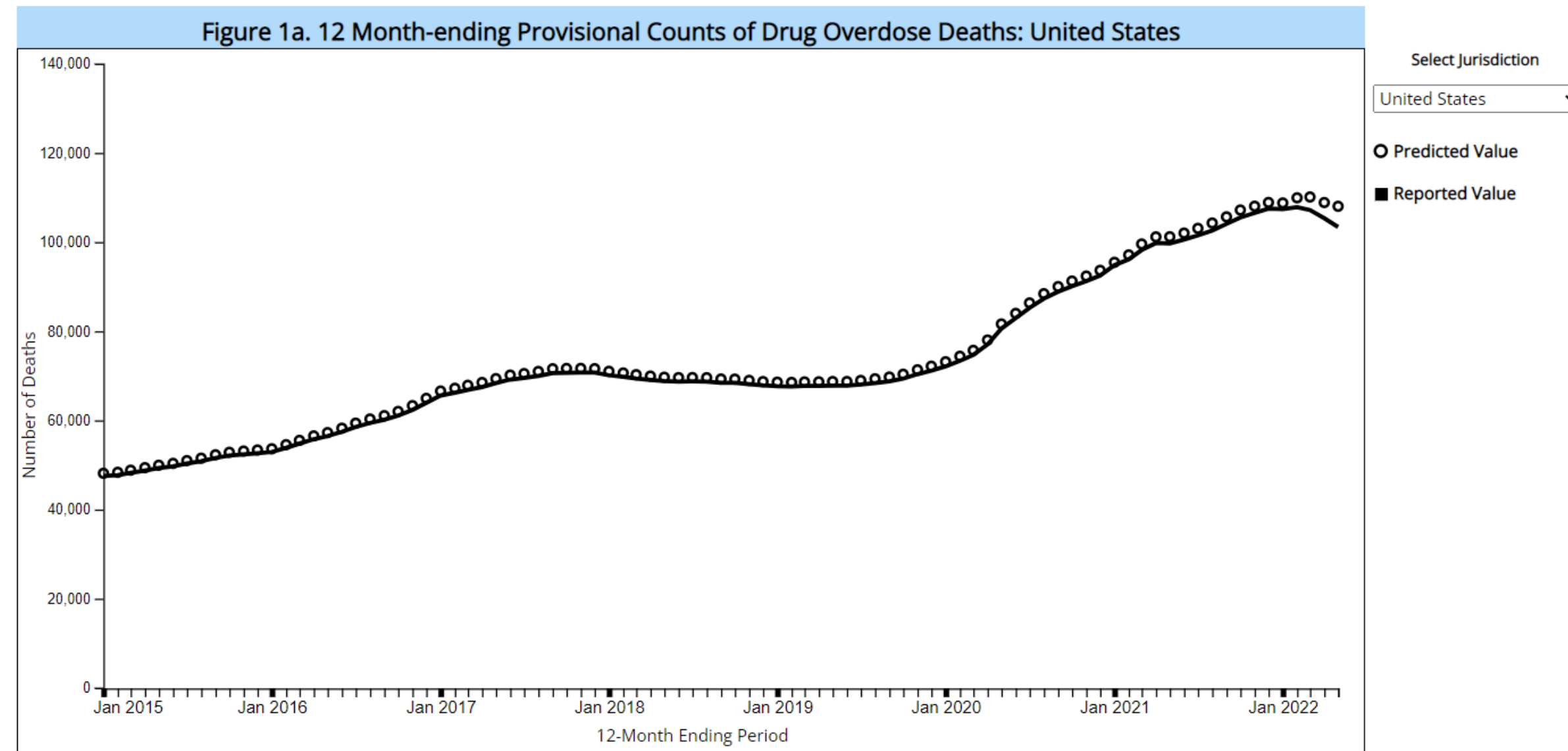
Why Engage Industries in
Community-based
Overdose Prevention
Efforts?

● Why are We Here Today?

Based on the most recent CDC data, drug overdose deaths exceeded 100,000 for the first time ever in a 12-month period (data from April of 2020 to April of 2021).

12 Month-ending Provisional Number and Percent Change of Drug Overdose Deaths

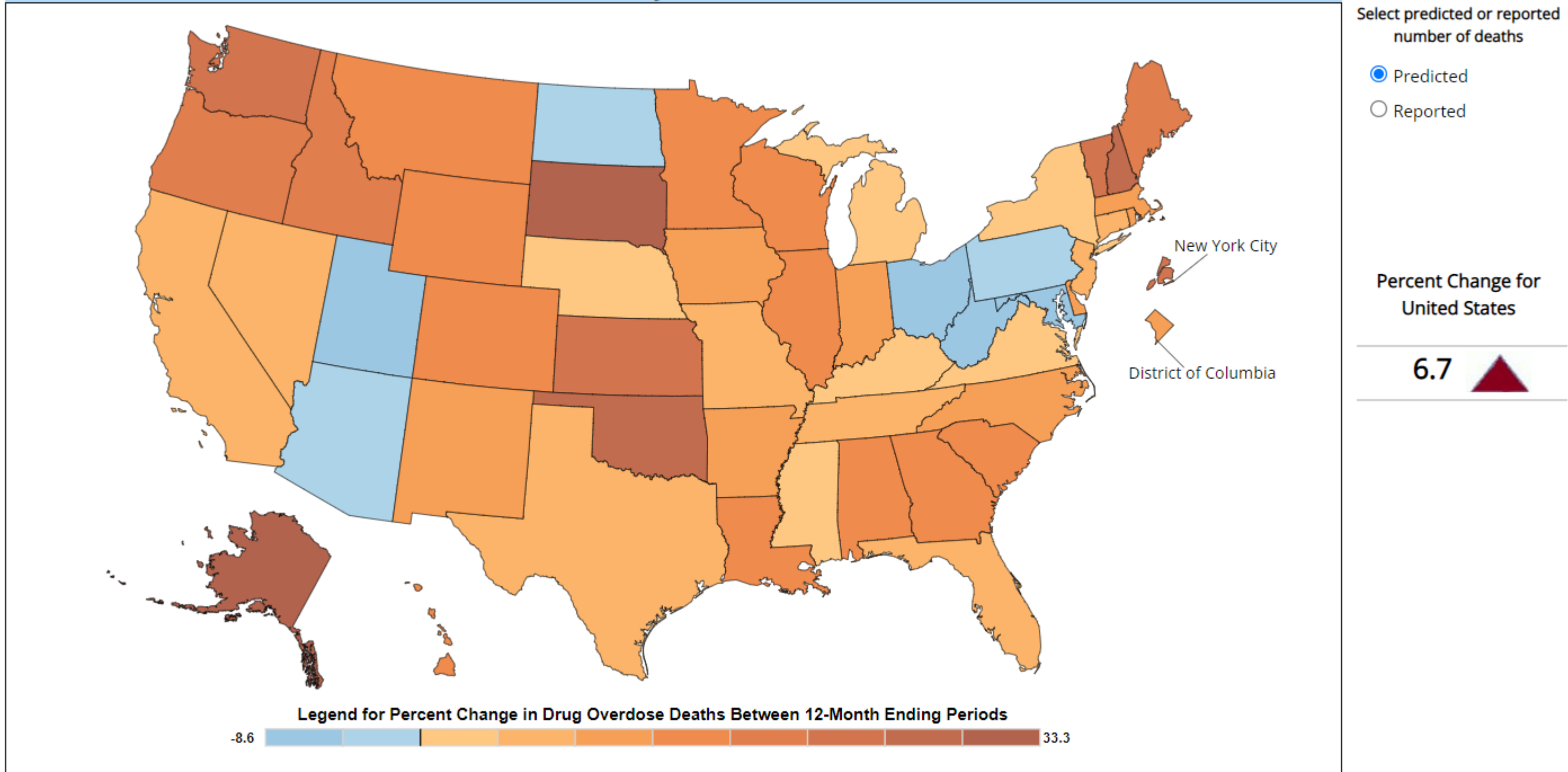
Based on data available for analysis on: October 02, 2022



Source: CDC National Center for Health Statistics (2022). **Provisional Drug Overdose Death Counts.**
<https://www.cdc.gov/nchs/nvss/vsrr/drug-overdose-data.htm>

● Why are We Here Today?

Figure 1b. Percent Change in Predicted 12 Month-ending Count of Drug Overdose Deaths, by Jurisdiction: May 2021 to May 2022



Source: CDC National Center for Health Statistics (2022). *Provisional Drug Overdose Death Counts*.
<https://www.cdc.gov/nchs/nvss/vsrr/drug-overdose-data.htm>

Why Engage Industries?



While 75% of US employers are affected by employee use of opioids, only 17% of US employers are well prepared to handle employees with opioid use in the workplace.¹



The total employer costs of the opioid crisis in the U.S. was estimated to be nearly \$150 billion between 2015 and 2018, including increased spending on health care, lost productivity, and increased disability and worker's compensation claims.²

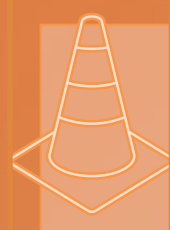


Sources:

1. National employer survey 2019. Opioid usage in the workplace. NSC website. Published February 2019. <https://www.nsc.org/newsroom/poll-75-of-employers-say-their-workplace-impacted>.
2. Davenport, St., Caverly, M., & Matthews, K. 2018. Economic costs of the opioid crisis for employers. Milliman. <https://us.milliman.com/-/media/milliman/pdfs/articles/economic-costs-opioid-crisis-employers.ashx#:~:text=In%20our%202019%20report%20for,benefits%20from%202015%20through%202018>.



- Nationally, opioid overdose rates are highest among occupations with the greatest physical work demands and least access to paid sick leave, including:



Construction



Extraction (e.g., mining and petroleum drilling)



Food preparation and serving



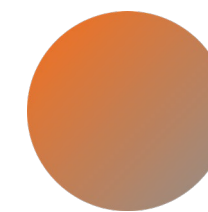
Health care practitioners and technicians



Health care support



Personal care and service





Overview of Industry-Specific Prevention Framework

Industry-Specific Prevention Framework

1. Use of Data

2. Identify Key
Stakeholders

4. Education,
Stigma
Reduction, and
Harm
Reduction

3. Engagement
Strategies



Delaware's Use of Data To Identify Highly Impacted Industries

Source File: All Drug Overdoses in Community

- ICD-10 Codes: X40-X44; X60-X64; X85; Y10-Y14
- Define Geography/Dates of Analysis

Add Additional Data Elements Directly to Source File As Needed

- Employment Data from Death Certificates
- Occupational industry categorized using federal BLS' Standard Occupational Classification System

Data Cleaning and Management

- Match First Name, Last Name, DOB if combining multiple datasets
- Removing Non-Resident Deaths if Desired

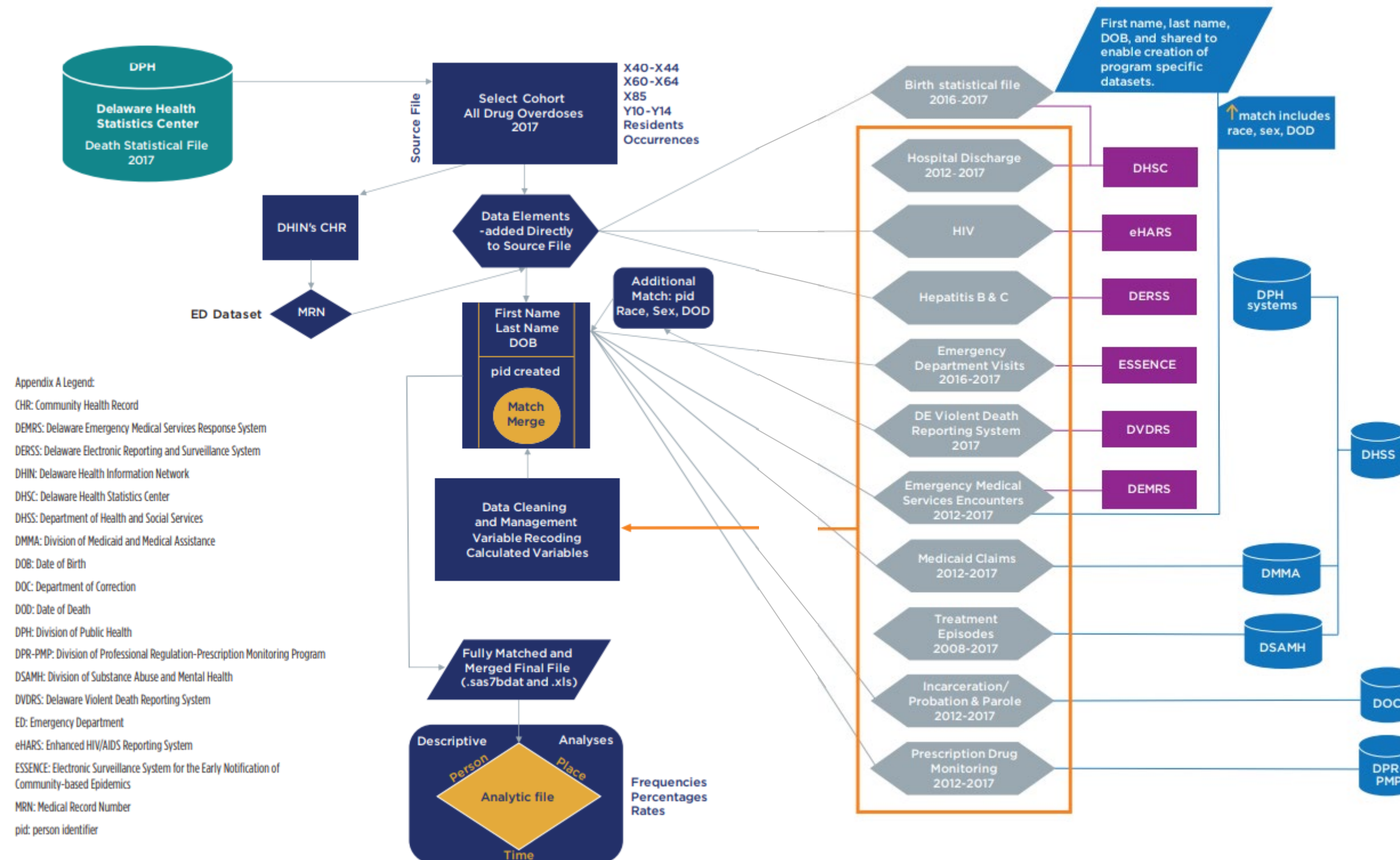
Descriptive Analyses

- Proportion of overdose deaths by decedent's occupational industry category

Delaware's Drug Overdose Mortality Surveillance Report:
<https://www.dhss.delaware.gov/dhss/dph/files/dedrugoverdosemortsurvprt2017.pdf>



Delaware's Use of Data (overall process map)

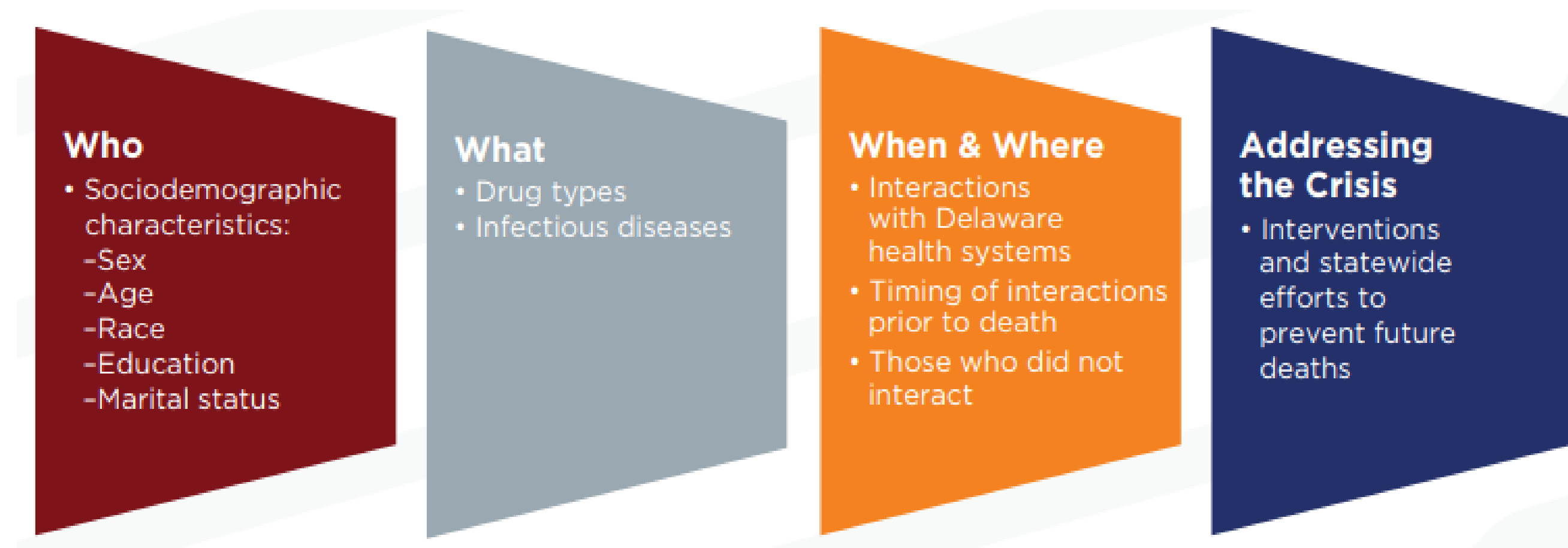


Delaware's Drug Overdose Mortality Surveillance Report:

<https://www.dhss.delaware.gov/dhss/dph/files/dedrugoverdosemortsurvrpt2017.pdf>

● Delaware's Use of Data (overall process map)

The analysis of these data provided greater insight into four primary areas related to OUD impact in Delaware overall:

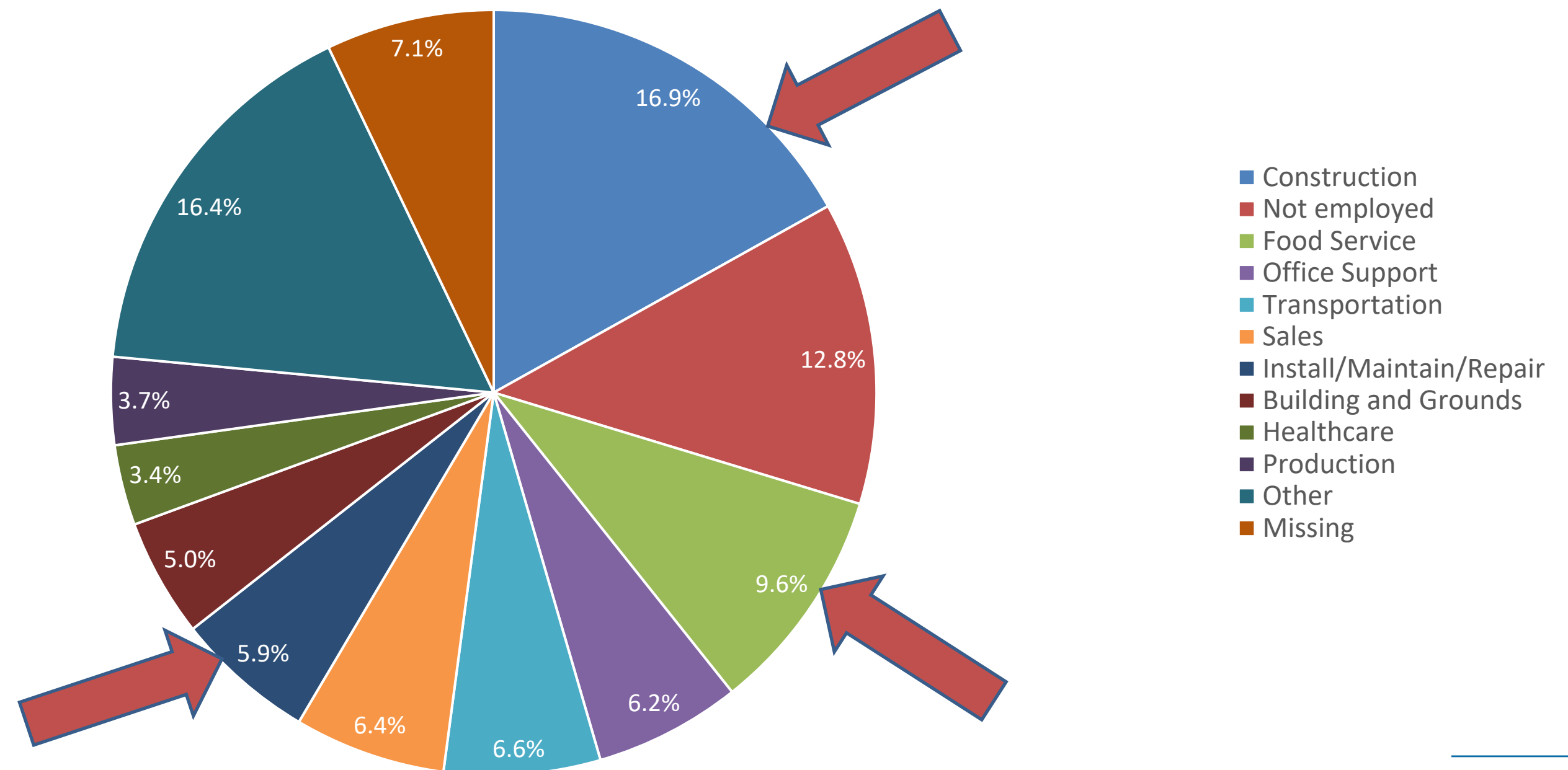


● Overdose Deaths and Industries

In 2019:

- **16.9%** of overdose deaths in Delaware were among individuals working in the **Construction** industry, while **5.9%** were among individuals working in jobs related to **Installation, Maintenance, and Repair**
- **9.6%** of overdose deaths in Delaware were among individuals working in the **Food Service** industry

Percentage of drug overdose deaths by occupational industry, Delaware, 2019



Data source: Delaware Department of Health and Social Services, Division of Public Health, Health Statistics Center.

***Notes:** Occupation was categorized using the federal 2021 Standard Occupational Classification system. Industry of occupation was utilized when applicable.

Overdose Deaths and Industries

| Occupation/ Industry | Percentage of Overdose Deaths in Industry, 2019 |
|--|---|
| Construction | 16.9% |
| Not employed | 12.8% |
| Food Service | 9.6% |
| Transportation | 6.6% |
| Sales | 6.4% |
| Office Support | 6.2% |
| Installation/Maintenance/Repair | 5.9% |
| Building and Grounds | 5.0% |
| Production | 3.7% |
| Healthcare | 3.4% |

Data source: Delaware Department of Health and Social Services, Division of Public Health, Health Statistics Center.

***Notes:** Occupation was categorized using the federal 2021 Standard Occupational Classification system. Industry of occupation was utilized when applicable.

● Engagement of Key Stakeholders

- Identify key anchor stakeholders/entities within the highly impacted industries (e.g., trade organizations, local unions)
- Conduct listening and engagement sessions with these stakeholders that include:
 - Discussion of their perceptions of OUD/SUD within their industry (who is most impacted, what are the contributing issues, what have they done previously (if anything), what support do they need)
 - Social network analysis to identify additional stakeholders who need to be engaged
- Develop and share an action plan with SMART goals for feedback and buy in



Successful Engagement Strategies

01

Grassroots Outreach

- Door-to-door strategy for restaurants
- Social Network Analysis

02

Partnerships with Trusted Industry Leaders

- In Delaware, partnerships with the Associated Builders and Contractors (ABC) and the Delaware Contractors Association (DCA) have led to naturally extending partnerships with employers

03

Meet Each Stakeholder Where They Are

- In many cases, industries haven't been engaged in this way before
- Education and stigma reduction is a part of outreach
- Flexibility is key

04

Easy-to-Access and Use Materials

- Employers have many other areas of focus, so our work involves making sure materials are provided in real time and are easy-to-find/use when they are top of mind

Multi-Pronged Intervention:

Education, Stigma Reduction, and Harm Reduction

Support for Employees

- Broadscale education about impact of OUD within industry and available resources
 - Formal trainings of varying lengths
 - E-communications and flyers
- Overdose response training and naloxone distribution
- Stigma Reduction
- Peer Support

Reduction of
OUD Impact
within High-
Risk Industries

Support for Employers

- Employer Toolkit with easily accessible, aggregated information
- Employer “Accolade” Program and Recognition
- Stigma Reduction
- OUD Impact = \$\$\$

Support for Employees

Trainings of Different Lengths and Modalities

FREE TRAINING AND TECHNICAL ASSISTANCE

AVAILABLE TO THE CONSTRUCTION INDUSTRY

The Delaware Department of Health and Social Services (DHHS) Division of Public Health-Office of Health Crisis Response is offering the following:

Free Training

- Overdose Response & and Narcan Administration training (+ Free Narcan Kit)
- Substance Use 101 training
- Stigma and Substance Use training
- Toolbox Talk

Free Technical Assistance

- Delaware Construction: Employer Overdose Prevention Toolkit

All Training and Technical Assistance can be provided at work office, worksites or virtually.

For more information or to arrange to receive Free training, technical assistance or materials Contact the DPH Office of Health Crisis Response at this email: OHCR@delaware.gov

Free Informational Materials

- ✓ Employer Overdose Prevention Toolkit
- ✓ Toolbox Talk Flyer
- ✓ Informational Flyers for your Workplace
- ✓ Paycheck Stuffers

Visit **Help is Here Delaware:**
www.helpishere.de.com
Delaware HOPE Line:
1 (833) 9-HOPEDE



Flyers to Post on Job Site Locations

HELP IS HERE,
IN THE WORKPLACE.

ARE YOU READY
TO STOP AN
OVERDOSE?
GET STARTED
WITH NARCAN.

LA AYUDA ESTÁ AQUÍ,
EN EL TRABAJO.

¿ESTÁ PREPARADO
PARA DETENER
UNA SOBREDOSIS?
PRIMEROS PASOS
CON EL NARCAN

What is Narcan?

Narcan is a lifesaving medication that can reverse an opioid overdose, giving people enough time to call 9-1-1.

How do you use it?

Download the **FREE OpiRescue Delaware app** onto your phone today! It offers step-by-step instructions on how to use Narcan and what to do in the event of an overdose.

Where do you get it?

Narcan is available at most pharmacies, without a prescription from your health care provider. Just ask for it. You can also receive it free through the mail, at HelpIsHereDE.com/GetNarcan.



¿Qué es el Narcan?

El Narcan es un medicamento que puede salvar vidas al revertir una sobredosis de opioides y darle a la gente tiempo suficiente para llamar al 9-1-1.

¿Cómo se usa?

Descargue la aplicación gratuita **OpiRescue DE** en su **teléfono inteligente**. Esta aplicación explica paso a paso cómo utilizar el Narcan y qué hacer en caso de una sobredosis.

¿Dónde se consigue?

El Narcan está disponible en la mayoría de las farmacias sin necesidad de una receta médica. Sólo tiene que pedirlo. También puede recibirlo gratuitamente por correo solicitándolo en www.HelpIsHereDE.com/GetNarcan.



Support for Employees

Paycheck Stuffers

Mental illness and addiction can affect **anyone**.

No one has to struggle alone.

Choose the best way to get the care you need, right here in Delaware. All services are free, and any referrals are available to you, whether you have insurance or not.



HELP IS AVAILABLE

If you or someone you know is struggling with addiction, call **833-9-HOPEDE** (1-833-946-733) or visit www.helpisherede.com/Get-Help

Delaware's Division of Public Health has partnered with NEXT Distro, a nonprofit organization, to provide Narcan (life saving medicine) at no cost through the mail. Follow these steps to obtain Narcan through this program:

- ✓ Go to NextDistro.org/Delaware
- ✓ Watch the Narcan training video
- ✓ Take the post-video test
- ✓ Fill out a request form
- ✓ Receive Narcan in the mail at no charge

To learn more, visit: <https://www.helpisherede.com/GetNarcan>



NEXT Distro
STAY ALIVE, STAY SAFE.

Monthly e-Newsletter Communications

FENTANYL DRUG WARNING


Fentanyl is showing up in cocaine, heroin, marijuana, PCP, and other illicit drugs, causing drug overdoses and deaths.

If you use drugs, you may be at risk for ingesting fentanyl without even knowing it.

Fentanyl was involved in **80%** OF  deaths in 2021

Fentanyl is **50 to 100** TIMES MORE POTENT  THAN MORPHINE

515  **OVERDOSE DEATHS** in 2021

In 2021, overdose deaths were up over **15** PERCENT  from 2020

If you or someone you know is struggling with addiction or using illicit drugs, get help. Treatment works.

CALL THE DELAWARE HOPE LINE 24/7

1-833-9-HOPEDE (833-946-7333)

Free counseling, coaching, support, and links to services.

HelpsHereDE.com



Naloxone can reverse a fentanyl or an opioid-related overdose. Go to HelpsHereDE.com to find out where you can get it.



Narcan Distribution



Support for Employers

Employer Toolkit for Construction

State-level studies have found that construction workers are **six to seven times more likely to die from an opioid overdose** than workers in other professions.

The physical demands of construction jobs are unavoidable. Pain, injury, and disability can lead to addiction and overdose. The loss of lives — not to mention the costs associated with the loss of safety, productivity, and retention — mandate a plan of action.

DRUG OVERDOSES ARE ON THE RISE.

The top two industries for men who died of a drug overdose were the construction and the installation, maintenance, and repair industries.¹

From 2011 to 2018, construction workers who died at work due to unintentional overdose increased about nine times, more than double the growth in all other industries.²

Nearly half of the overdose fatalities on construction worksites were caused by nonmedical drugs (47.3%).

According to the Centers for Disease Control and Prevention (CDC), Delaware is second in the nation for the per-capita rate of drug-related overdose deaths.

¹ Drug overdose mortality surveillance report (2019)

² Sue Dong, X., Brooks, R.D., Caln, C.T. (2019). Quarte

GET HELP >



Protect and support your employees with this toolkit.

You play an important role in saving lives through the adoption of workplace policies, training, and practices. This toolkit provides guidance and recommendations to help Delaware construction employers support their employees through prevention, treatment, and recovery from opioid misuse and opioid use disorder (OUD).

Workplaces are paying the price.



Safety

Opioid use is associated with more injuries.



Absenteeism

A loss of 50% more work time.



Loss of productivity

Estimated to cost more than \$400 billion.



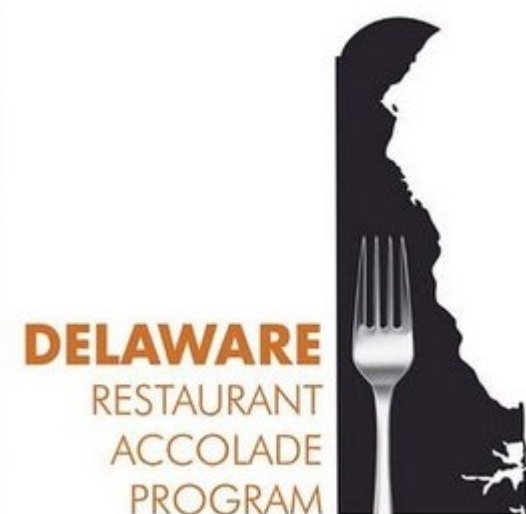
Lower job retention

Those with substance use or opioid use disorders change jobs more frequently than does the general workforce.



Higher health care spend

Costs are three times higher for those who misuse prescription drugs.



Support for Employers

Restaurant Accolade Program

Gold Level

- General managers and human resources personnel receive training and support in developing policies and procedures that create an accepting environment for individuals in recovery, combat the stigma of addiction, and promote a drug-free workplace.
- DPH works with these personnel to assess restaurants' current policies and environment and provide tailored assistance to these individuals.
- Restaurants who complete the Gold Level training receive a Gold Award, along with a certificate of achievement and a Gold window-cling decal and an award to be featured in the establishment

Silver Level

- One to two individuals in the restaurant are trained to be peer supporters for their co-workers. These individuals are educated by DPH about opioids, addiction, and overdose, as well as key strategies to reduce stigma against individuals with substance use disorder.
- Peer supporters also will be educated about local treatment options and resources for individuals with substance use disorders so that they can support and assist co-workers who may be in need of these services.
- Restaurants who complete the Silver Level training receive a certificate of achievement and a Silver window-cling decal for the establishment

Bronze Level

- Key staff are trained in how to recognize the signs of an opioid overdose, administer NARCAN® nasal spray, and connect with Emergency Medical Services (EMS) for additional assistance.
- All trained staff members and the establishment receive a personal Opioid Rescue Kit.
- Restaurants who complete the Bronze Level training receive a certificate of achievement and a Bronze window-cling decal to identify the establishment as a member of the Restaurant Accolade Program

For more, visit: <https://www.dhss.delaware.gov/dhss/dph/php/ohcr-restaurant.html>





Lessons Learned from the Field



Lessons Learned

1

Resources are essential.

2

Flexibility is 🔑.

3

Understand where people are coming from.

4

Train. Educate. Empower.





Action Steps for Local Implementation

Industry-Specific Prevention Framework

1. Use of Data

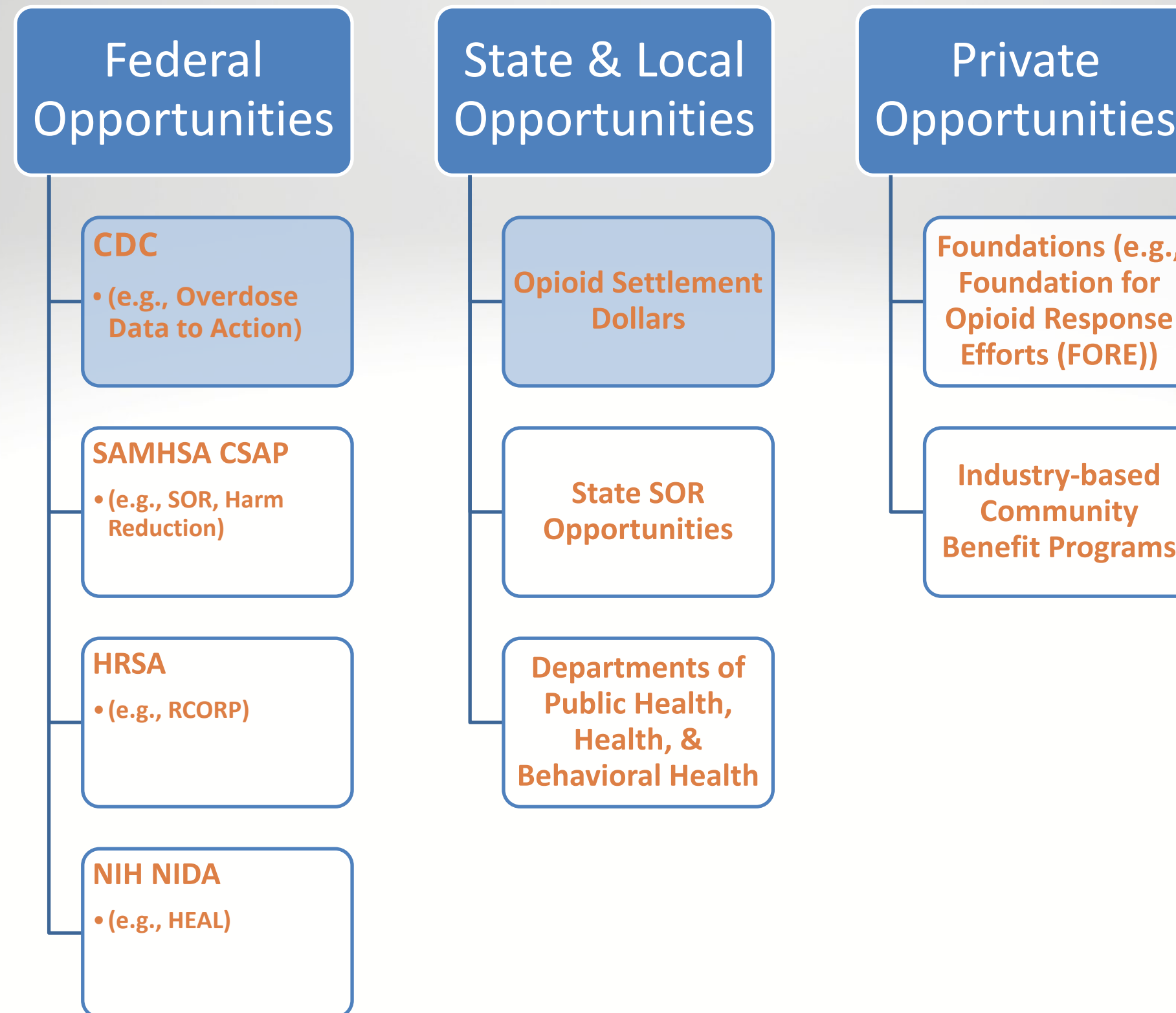
2. Identify Key
Stakeholders

4. Education,
Stigma
Reduction, and
Harm
Reduction

3. Engagement
Strategies



Possible Funding Opportunities to Support Industry-Specific Prevention Efforts



CDC's Overdose Data to Action (OD2A)

CDC's OD2A

- CDC launched the multiyear Overdose Data to Action (OD2A) cooperative agreement in September 2019 with **66 recipients** comprising state, territorial, county, and city health departments.
- Two-pronged approach:
 - Surveillance: morbidity, mortality, and innovative surveillance strategies.
 - Prevention: PDMP, State and local integration, linkages to care, provider and health systems support, partnerships with public safety, first responders, empowering individuals and innovative preventive strategies.
- Peer to peer learning.

www.opioidsettlementtracker.com/

\$26 BILLION OPIOID SETTLEMENT

Opioid Settlement
Dollars





Questions?
Discussion

Contact Us



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