

# Opioid Crisis in Natick

The Plan

# Executive Summary

- The Town of Natick, along with the rest of Massachusetts is gripped by an epidemic of opioid abuse that if left unchecked will cause extensive damage to our Community.
- The strategy to address this crisis is to implement a plan that will harness the existing resources of the Town, collaborate with external resources and initiate new programs in order to provide a coordinated, comprehensive effort to mitigate the devastating effects of substance abuse on the neighborhoods of Natick.
- Through the work of Town Departments, NPS and Opioid Task Force significant progress has been made, however, in order to enhance and address the growing problem of opioids in the community additional efforts must be made.

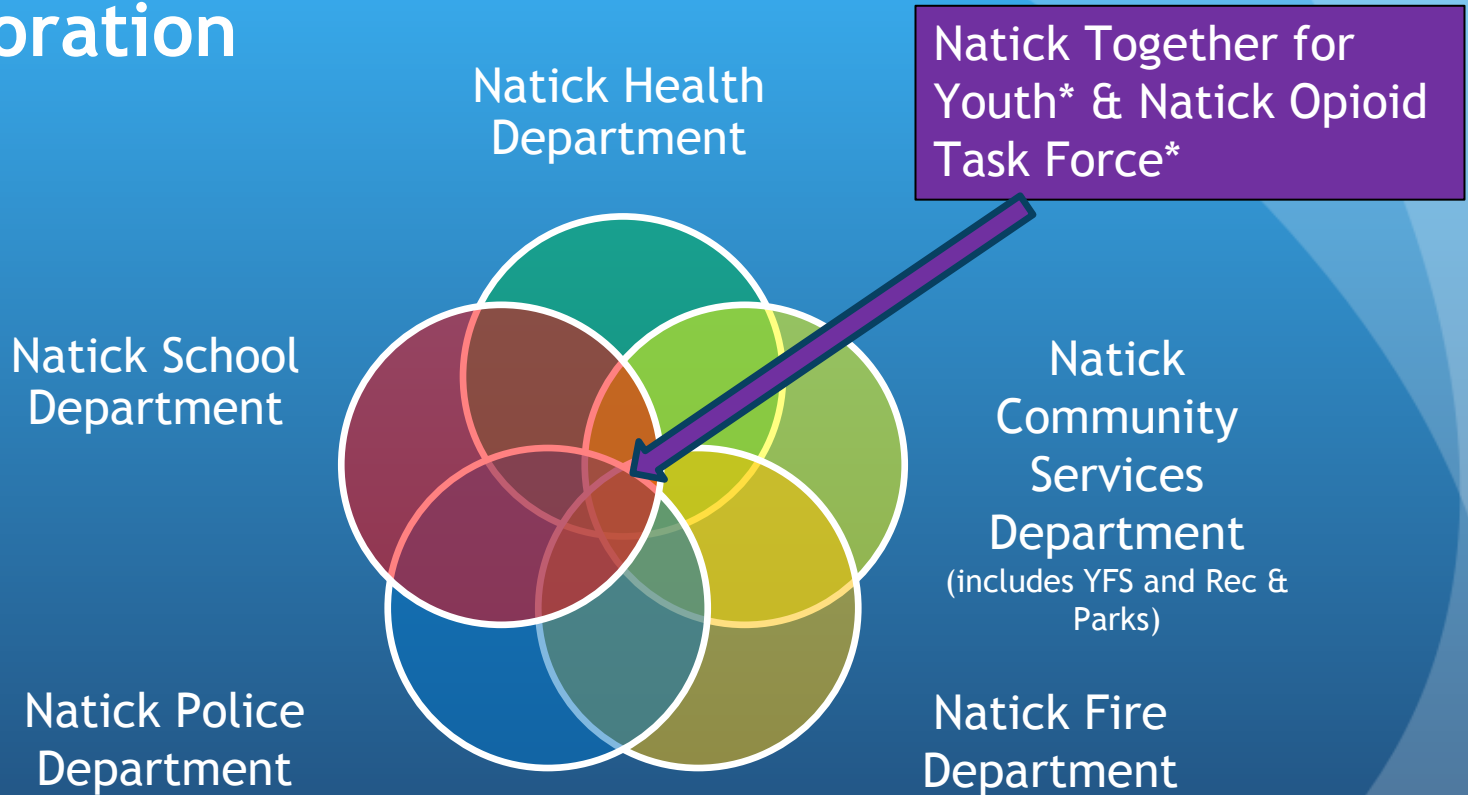
Cooperation & Collaboration

# THE APPROACH

# Opioid Task Force- stronger together

- Task Force - created by Board of Selectmen to coordinate the Towns efforts in dealing with the Opioid crisis
- Membership
  - Town Administrator
  - NPD & NFD
  - NPS
  - BOH
  - Community Services Department
  - Community Representatives

# Fostering Interdepartment Collaboration



*\*These groups include non-municipal community members, such as youth, parents, non-profit organizations, clergy, healthcare professionals, behavioral health treatment providers, and businesses.*

# STRATEGIC AREAS & TASK FORCE STRUCTURE

- In addition to coordination of Town Departments, the Task Force formed working groups to coordinate efforts and provide community outreach
  - **Community Awareness & Education Work Group** --PR campaign, resource cards, trainings for municipal staff and leaders and fundraising
  - **Access to Treatment & Support for Recovery Work Group** - Post OD outreach team, resource center development and collaboration with Leonard Morse Hospital

# Collaboration -external partnerships

- In addressing substance abuse issues that Town has collaborate with external entities.
  - Leonard Morse Hospital
  - SOAR Natick (Supporting Our Addicts' Recovery)
  - Local recovery and outreach programs: SMOC, JRI
  - Regional partnerships: MA Opioid Abuse Prevention Collaborative, MA Substance Abuse Prevention Collaborative
- These external collaboration remain an important and key component to Natick's response to the Opioid crisis

Education, Prevention & Support

# THE CHALLENGE



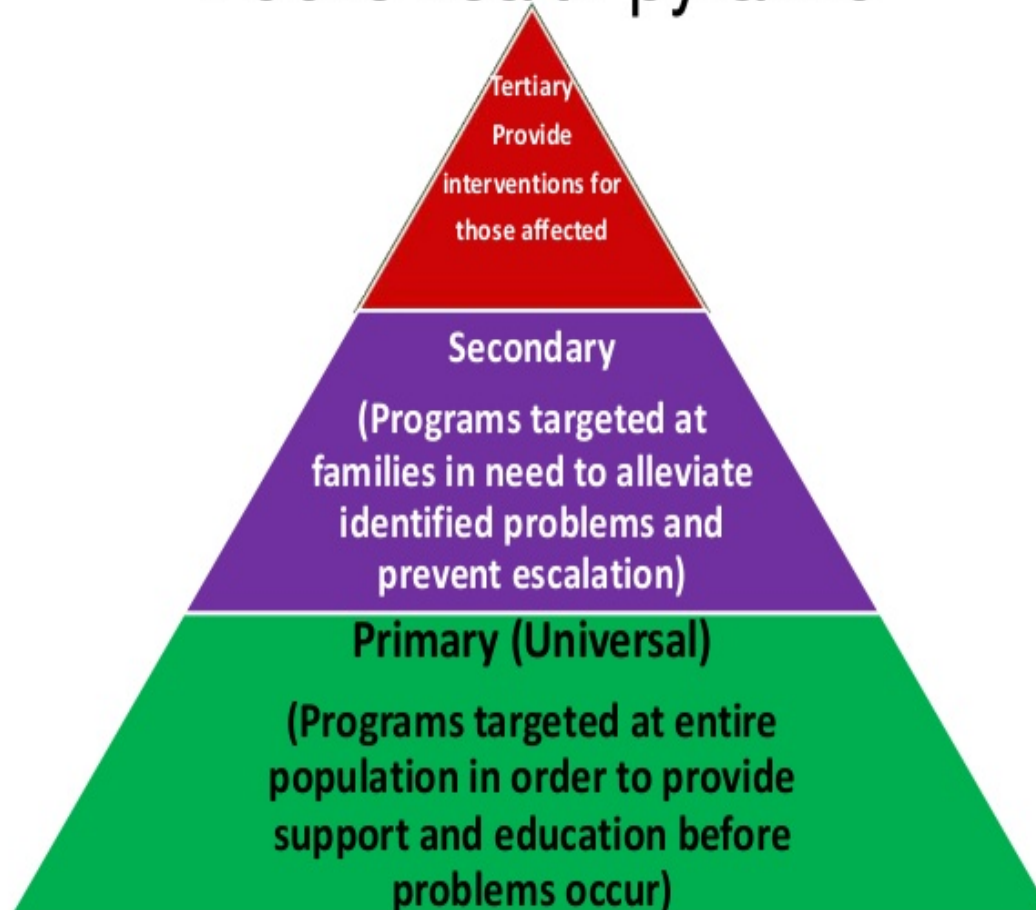
While Town Departments and the Task Force have made great strides at addressing the Opioid crisis with existing resources there are areas that need to be addressed, specifically:

- ❖ Prevention & Early Intervention
- ❖ Community and Program Support

# Levels of Prevention

(Prevention of SUDs and Other Risky Behaviors)

## Public health pyramid



# MA Municipal Association Recommendations to address the Opioid Crisis :

1. Take the lead to increase public awareness and engagement.
2. Designate a municipal point person to address substance misuse prevention.
3. Encourage intra-community, regional and statewide collaboration.
4. Develop a one-page resource guide for families and those seeking treatment or assistance.
5. Pilot innovative programs based on local needs.

# MA Municipal Association Recommendations (Cont.)

6. Publicize the Good Samaritan Law.
7. Partner with schools to implement programs aimed at prevention.
8. Create prevention curriculum and education programs.
9. Provide first responders with Naloxone (Narcan) to prevent overdose deaths.
10. Create safe disposal sites in your community for the discarding of prescription drugs.

# Prevention & Early Intervention

*-enhancing existing and addressing gaps in programming*

- Youth outreach
  - Connecting NHS peer leader group (NATI) to middle schoolers
  - Addressing needs of at-risk youth in the community during out-of-school hours
- Community Programming
  - New & developing threats
  - Program awareness
- Professional development - Town employees
  - Best practices - new treatment protocols
  - Access to training

# Community and Program Support

- *a continuing support to ensure success*
- Program Development
  - Continuity of existing programs
  - Development of new programming
- Establishing support structure
  - Communication - information distribution, social media
  - Community outreach - supporting families in need
  - Data collection and distribution
- Costs and revenue development
  - Grant development
  - Budget

Providing support to those in need

# THE PLAN

# Task Force – continuing the effort

- Coordination of Town Department efforts to maximize efficiencies
- Coordination with outside entities
- Enhance work groups to provide innovation and community input and involvement
- Provide oversight and accountability for programming related initiatives



# Natick Public Schools – continuing the effort

- Curriculum delivery and development in Natick schools
- Collaboration with Task Force to address
  - Community outreach
  - After school programming
  - Public safety
  - Development of best practices
- Continuity and development of youth programming

# Development of Enhanced Service Delivery - Goals

- Develop State and Federal Grant opportunities
- Establish database to provide required data for grant applications and program analysis
- Expand services and programs in the Recreation and Parks Division for at risk youth
- Establish youth mentorship program
- Enhance social media presence for all substance abuse programming

# Enhanced Services - Resources

- In order to meet the goals the following resources will be necessary
  - Three additional staff
  - Dedicated operational budget

# Prevention & Outreach Program

## Manager (1.0 FTE) - existing FTE

- Develop vision and direction of community wide substance misuse prevention efforts across the lifespan
- Coordinate tertiary prevention efforts (ie, building collaboration with treatment service providers and recovery support services)
- Assist with policy development and implementation
- Public presentations
- Coordinate new grant applications and ensure obligations are met for existing grants (ie, MOAPC, SAPC)
- Staff supervision

## Prevention Coordinator (1.0 FTE) – new FTE

- Coordinate primary prevention efforts with focus on youth and families, preventing risky behaviors before they start
- Analyze community data sources and latest public health models to ensure implementation of evidence-based programs and interventions to prevent and respond to substance
- Collaborate with Natick Public Schools as needed to support prevention efforts across K-12
- Development and expansion of NATI youth leadership program, increasing presence in the community and connection to middle schools
- Provide support for grant requirements as needed (ex.—assist with program reporting)

# Youth Development Specialist (1.0 FTE)

## - New FTE

- Expand programs and to meet the needs of at-risk/disadvantaged youth
- Provide training to appropriate Town and School staff on matters relating to this underserved population
- Assist in the development and operation of a drop-in center for youth
- Connect youth to appropriate behavioral health supports and services as needed
- Collaborate with NPS, NTY, OTF, municipal departments and community partners to ensure service gaps are identified and responded to
- Engage with Natick's youth to develop programs and supports which mitigate risk, increase connections and support positive mental health

## Administrative Assistant & Communications Specialist (1.0 FTE) - new FTE

- Provide support for all prevention efforts
- Manage social media and web presence for all ATOD work
- Coordinate communications with local media reps (ie, draft press releases, set-up interviews, etc.)
- Develop flyers and marketing
- Assist lead staff with social marketing campaigns as needed
- Oversee required documentation for open meeting purposes (ie, posting agendas and meeting minutes)

# Proposed Operational Budget

Mileage	• \$1,500	In/Out of State Travel/ Meetings	• \$3,000
Telephone	• \$600	Office Supplies	• \$1,000
Dues & Subscriptions	• \$500	Computer Supplies	• \$3,000
Copy/Mail Center Fees	• \$1,500	Other Supplies	• \$600
Training & Education	• \$1,000	Communication (Print Services)	• \$5,000
Contract Services	• \$10,000	TOTAL:	• \$27,700



# Structure & Oversight

- Community Services Department - Creates synergies in/among staff and divisions
- Oversight - Director of Community Services
  - part of regular departmental review and assessment process
- Accountability - funding part of budget process
  - Reviewed by finance department, Town Administrator, Board of Selectmen and Finance Committee

# Implementation -FY 2018 to FY 2020

In order to ensure operational efficiencies and smooth integration of service delivery the new initiatives will be introduced in four phases

- Phase I
  - Approval and Hire - Prevention Coordinator
  - Update strategic plan and corresponding measureable outcomes
- Phase II
  - Review and reassess existing programming
  - Establish database of community indicators
  - Approval and Hire - Youth Development Specialist

# Implementation - Phases III & IV

- Phase III
  - Review and reassess existing programming
  - Develop Recreation & Parks programming & Mentorship program
  - Approval and Hire - Administrative Assistant & Communications Specialist
- Phase IV
  - Review and reassess existing programming
  - Develop enhanced social media presence to support substance abuse programming

# Lack of Prevention Coordinator will Lead to Missed Opportunities

- Connecting high school leaders from Natick Above the Influence to middle schoolers
- Prom and graduation season underage drinking initiatives will not be sustainable
- Difficulty responding to the changing landscape of marijuana policy and its impacts on youth use rates
- Limited capacity to communicate fully and effectively with the public
- Limited capacity to respond in real time to changing conditions
- Forces a choice between preventing addiction before it starts vs. addressing addiction among those who are currently struggling