



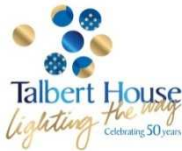
HAMILTON COUNTY  
HEROIN COALITION



INTERACT  
FOR HEALTH  
A Catalyst for Health and Wellness



Health.



*Hamilton County  
Association Of  
Chiefs Of Police*



# Hamilton County Heroin Coalition Strategic Action Plan

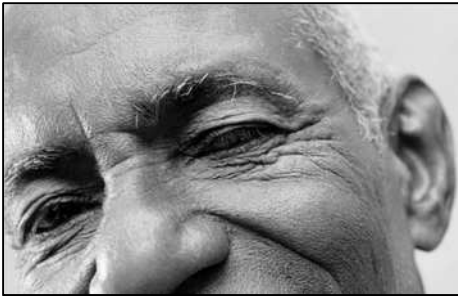
**Presented to the Hamilton County Board of Commissioners  
September 28, 2015**

***Last Updated: September 28, 2015***



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*Don't Let Addiction Define You.*

## **INTRODUCTION**

Hamilton County and the entire region is suffering from a dramatic uptick in heroin and opiate abuse that is impacting the public health and public safety of virtually all of our local communities. Analysis of arrest data, 9-1-1 calls, drug-related crimes, individuals seeking treatment, disease diagnoses and other statistics all reveal that while Hamilton County is not alone in battling the scourge of heroin and opiate abuse, we are facing an epidemic that requires swift and impactful efforts.

The heroin and opiate epidemic has shown that utilizing only traditional approaches to eradicate drug abuse won't be effective without additional coordination between the many entities dealing with its impacts. As a public safety issue as well as a threat to the health and well-being of our community, Hamilton County's response must connect law enforcement with treatment providers, prevention experts with first responders and public health officials with emergency room doctors.

As the largest metropolitan county in the region, Hamilton County has a responsibility – and a unique opportunity – to provide regional leadership on this issue. We have been able to take advantage of the progress already under way in Northern Kentucky and in our surrounding Ohio counties, and we have brought into the fold the many local entities, organizations and initiatives, large and small, that are working every day to make an impact in their communities. Specific recognition is due to Interact for Health, which has helped the entire region with its opioid response in Northern Kentucky and its assistance to Hamilton County.

Without the hard work by the faith-based community in churches and neighborhoods, the loved ones appearing at their local municipalities' meetings, and the families printing resource guides in their own garages, we might not know the full weight of this scourge – and how we can help.

Under the leadership of Commissioner Greg Hartmann and the Board of County Commissioners, the Hamilton County Heroin Coalition can take to scale Countywide many of the efforts seeing success. Continued collaboration and coordination is the most impactful way to leverage limited local resources effectively.

The purpose of this Strategic Action Plan is to present the guiding, official document for Hamilton County's collaborative, action-oriented work that will make an immediate and long-term impact on the heroin and opiate abuse epidemic in our region. As a major policy priority of the Board of County Commissioners in 2015, and guided by the important work by the Interact for Health Response to the Opioid Epidemic Workgroup [Attachment A], the Hamilton County Heroin Coalition's strategies are designed to comprehensively address this issue through four organized responses:

- 1) Supply Control
- 2) Prevention and Public Education
- 3) Harm Reduction
- 4) Treatment

This Action Plan is intended to serve as a living document to be updated regularly as new information is presented and we continue measuring the outcomes of our efforts.

## **COALITION MEMBERSHIP**

### **Coalition aims to pool resources to fight heroin**



**Dan Horn**, [dhorn@enquirer.com](mailto:dhorn@enquirer.com)

10:46 p.m. EDT April 29, 2015



Part of the problem with Hamilton County's growing heroin epidemic is that it's hard to tell just how big of a problem it is.

Everyone knows it's there, but no one sees the big picture: The Hamilton County Justice Center houses as many as 9,000 heroin addicts a year. The morgue reported 177 heroin overdose deaths last year. Police officers and firefighters encounter addicts every day buying drugs, passed out in cars or stealing to feed their habit.

(Photo: File photo)

- **Coalition Chair. Commissioner Greg Hartmann**
- **Chief Richard Braun**, Cincinnati Fire Department
- **Tim Ingram**, Hamilton County Public Health Commissioner
- **Jim Schwab**, President and CEO, Interact for Health
- **Chief Tom Synan**, Newtown Police Department, Hamilton County Association of Chiefs of Police
- **Patrick Tribbe**, President/CEO, Hamilton County Mental Health & Recovery Services Board
- **Neil Tilow**, President/CEO, Talbert House

#### **Coalition Partners:**

Ann Barnum, Interact for Health  
Cincinnati Police Department  
Hamilton County Prosecutor Joe Deters  
Ohio Attorney General Mike DeWine  
Nan Franks, Addiction Services Council  
Mary Haag, PreventionFirst  
Hamilton County Fire Chiefs' Association  
Deanna Hoskins, Director, Hamilton County Office of Reentry  
Dan Meloy, Colerain Township Public Safety Director  
Hamilton County Sheriff Jim Neil  
County Coroner Dr. Lakshmi Sammarco  
U.S. Attorney Carter Stewart  
University of Cincinnati Medical Center  
Moir Weir, Hamilton County Job & Family Services

#### **Regional Partners:**

Butler County  
Clermont County  
Capt. Mike Hartzler, Greater Cincinnati Fusion Center  
Northern Kentucky Independent District Health Department  
Northern Kentucky Office of Drug Control Policy  
Warren County



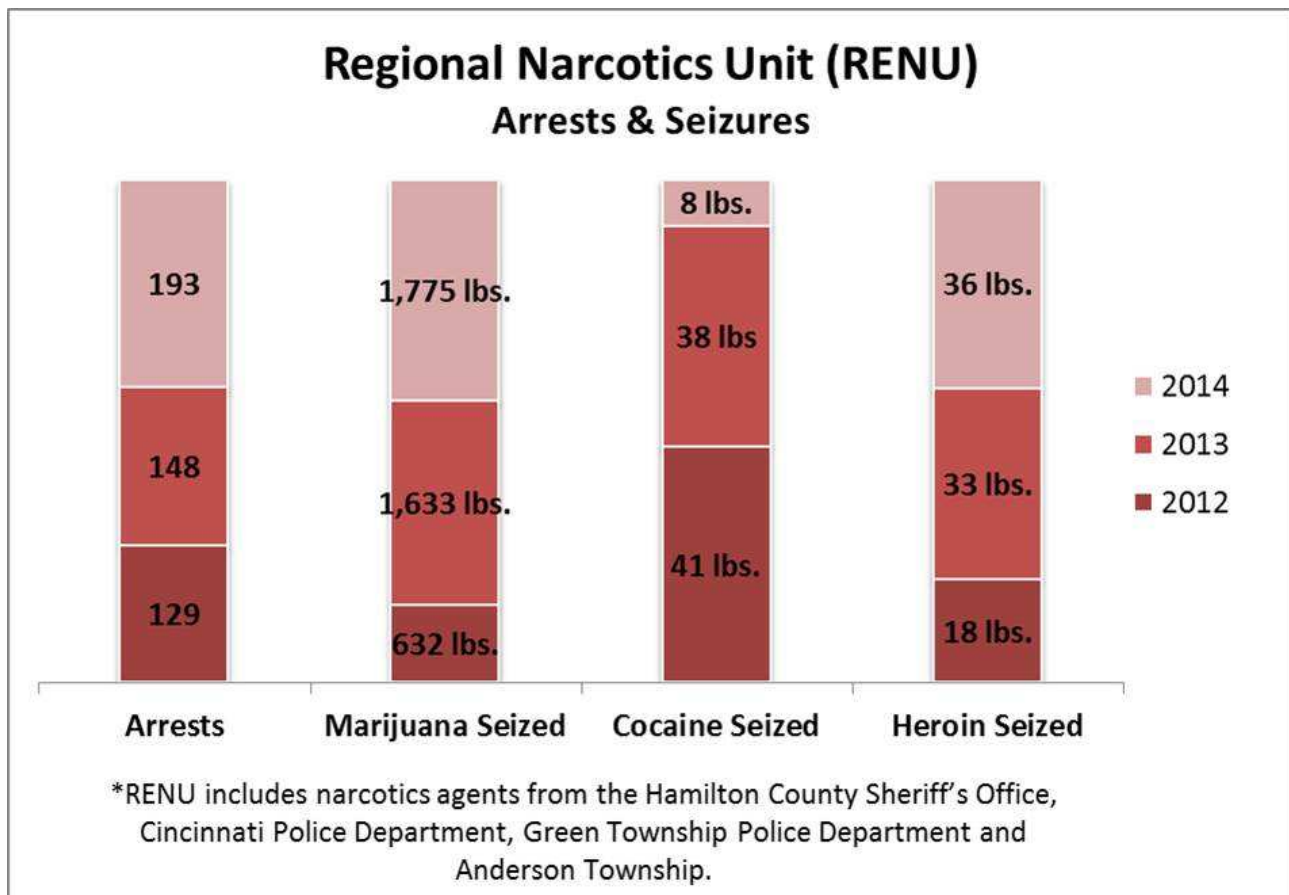
## Impact Area: SUPPLY CONTROL



### The Problem:

The heroin and opiate abuse epidemic, like other widespread substance abuse, has a detrimental impact on the safety of our communities. The trafficking, sale and use of drugs causes an increase in other crimes, monopolizes the resources of law enforcement and puts at risk the public safety of our entire County.

- In 2014, 10,000 heroin addicts came through the Hamilton County Justice Center. *(Source: Hamilton County Sheriff's Office)*
- Hamilton County saw 177 heroin-related deaths in 2014. *(Source: Hamilton County Coroner's Office)*
- The amount of heroin seized by the Regional Narcotics Unit (RENU) has increased annually since 2012.





## **Heroin Coalition Action Steps:**

- **Heroin Task Force Investigators**

Led by the Police Chiefs' Association's Heroin Task Force, ten investigators on loan from several law enforcement agencies in the County and state are utilizing existing County space to track and investigate heroin-related incidents, including trafficking, arrests and overdoses.

**COST:** \$96,970 to provide County space and equipment for the investigators. A portion of this cost has been reimbursed through a grant from the Ohio Attorney General's office. The cost of the investigators' time has been donated by the individual law enforcement agencies.

- **Greater Cincinnati Fusion Center**

The County has provided the necessary staff members and technology upgrades to equip The Greater Cincinnati Fusion Center with the ability to track heroin overdoses, arrests and related crimes in an attempt to track heroin and opiate crime "hot spots" in the region.

**COST:** \$ 45,676 to fund the salary of the Fusion Center analyst, a County employee.



- **Regional Narcotics Unit (RENU)**

The Regional Narcotics Unit is a multi-jurisdictional drug task force comprised of narcotics agents from the Hamilton County Sheriff's Office, Cincinnati Police Department, Green Township Police Department and Anderson Township. RENU investigates criminal organizations and individuals responsible for the illegal trafficking of controlled substances in the region, and assists local, state and federal law enforcement agencies as needed.

**COST:** \$0 additional to Hamilton County.

- **Advocacy for legislative changes at the state and federal levels.**

The Coalition and its partners will advocate for stronger laws at the state and federal levels to allow for additional arrests and stiffer penalties for those convicted of trafficking and supplying heroin and opiates, especially for those incidents of overdose deaths.

**COST:** \$0 to Hamilton County.



## Impact Area: PUBLIC EDUCATION AND PREVENTION



### The Problem:

The families and loved ones of opiate abusers continue to struggle with resources and information to help connect individuals to treatment and support services. A multitude of organizations in the region providing treatment-related services can be confusing for families to navigate and the courts system and law enforcement officers have equal frustration with connecting users to treatment and assistance.

Additionally, in the past several years, the number of organizations dedicated to educating youth and preventing drug abuse before it begins have dwindled, due in large part to the economic downturn and the reduction in funding to continue such programs. Effective, impactful messaging and education to the families and youth in Hamilton County is critical to our prevention efforts.

- The average age for youth in Greater Cincinnati to try alcohol, tobacco, marijuana or prescription pills is 13.3 years old. *(Source: PreventionFIRST! 2014 Student Drug Use Survey, [ATTACHMENT B])*
- According to the National Institute on Drug Abuse, young people are highly susceptible to combining opioids with other drugs, leading to a much greater risk of overdose.

### Teens Mix Prescription Opioids with Other Substances

Nonmedical use of prescription (Rx) opioids by teens remains high, and a new study shows that 7 out of 10 teen nonmedical users combine opioid medications with other drugs and/or alcohol. This puts teens at much greater risk of overdose.

7 out of 10 teen nonmedical users combine Rx opioids with other substances<sup>1</sup>

The substances most commonly co-ingested were...



### Teens who reported co-ingestion of Rx opioids with other drugs were<sup>2</sup>...

8X

more likely to report abusing marijuana

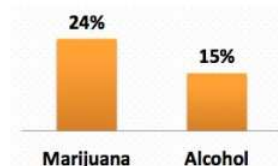


4X

more likely to report being drunk ≥ 10 times



Percent of teens that usually or always combine Rx opioids with marijuana or alcohol<sup>3</sup>



(1) McCabe et al., Drug Alc. Dep., 2012; (2) Compared to no past year nonmedical use; (3) Among nonmedical users of Rx opioids



## **Heroin Coalition Action Steps:**

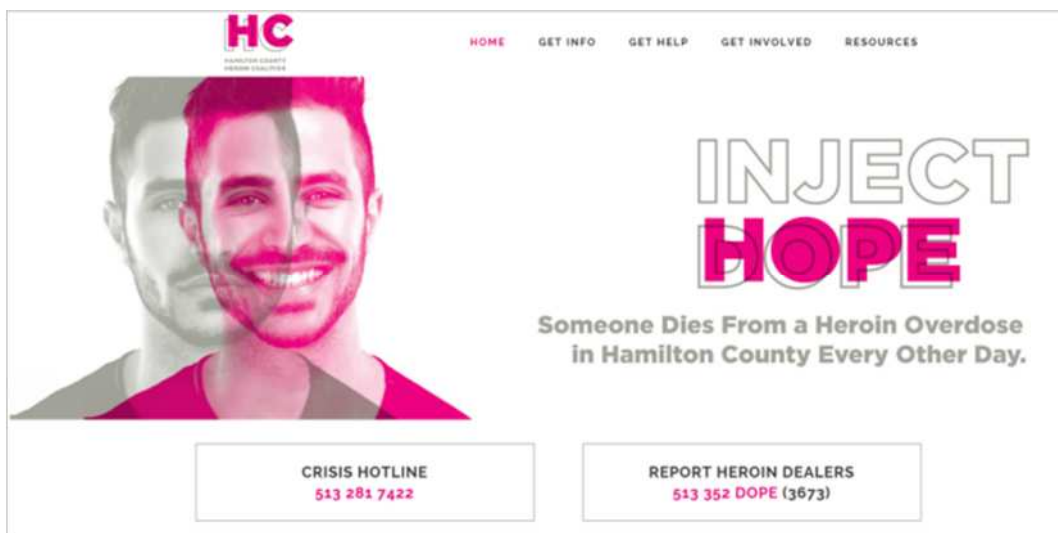
- **Interact for Health “Response to the Opioid Epidemic” [ATTACHMENT A]**

The ROE Workgroup in March 2015 completed a comprehensive report regarding the state of the heroin and opiate crisis in Hamilton County and potential strategies to be pursued to impact the epidemic.

**COST:** \$0 to Hamilton County.

- **Hamilton County Heroin Coalition Web site: [www.injecthope.com](http://www.injecthope.com)**

The Coalition developed a Website for local residents to learn more about heroin and opiate abuse, find treatment and assistance, and get involved in combating the epidemic. The messaging and design for the Website was created by Landor, and the Website has been launched by Unstoppable Software.



**COST:** \$35,000 for Landor messaging and design.  
\$12,400 for Website creation, hosting and maintenance.

- **Regional Public Awareness Campaign**

Utilizing the Landor design and messaging, the Coalition will launch a regional media campaign to alert residents to the availability of treatment and resources, direct them to the Website for more information and help educate the public on heroin and opiate abuse.

A resource guide, brochure and other printed materials will be developed for distribution throughout the County, including at Hamilton County Job & Family Services and other County facilities.

Those overdose victims revived by first responders in the County will be given a small card and other information to pursue treatment.

The Police/Fire/EMS revived you with Naloxone.  
We care that you survived and care just as much that you  
are addiction-free.



If you want further assistance, please contact the  
Hamilton County Heroin Coalition:  
(513) 281-7422 or [www.injecthope.com](http://www.injecthope.com).

Additionally, Landor's design and messaging will be shared with surrounding counties (Butler, Warren and Clermont), as well as the Northern Kentucky partners working to address the heroin and opiate epidemic. The Coalition will work with regional partners to pursue a media campaign across the Tri-State that will be most cost-effective with the broadest impact. The campaign strategies and cost will be determined based on grants and funding secured by the Coalition.

**COST:** \$50,000 for printing services for a local resource guide, brochure, the overdose revival resource cards, etc.

- **Teen Empowerment Program at Norwood Middle School**

The Talbert House will continue its Teen Empowerment Program [ATTACHMENT C] at Norwood Middle School this year through a grant from Governor Kasich's "Start Talking" initiative last year as well as assistance from the Mental Health Board. The program identifies youth organizers to help raise awareness about drug and alcohol abuse.

**COST:** \$0 to Hamilton County.

## Impact Area: HARM REDUCTION

### Ohio drug overdose deaths up sharply



Jona Ison, Gannett Ohio 3:12 p.m. EDT September 24, 2015



(Photo: Matthew Hatcher/The Marion Star)

Fentanyl-related drug overdose deaths increased nearly 500 percent across Ohio in 2014, according to preliminary data released by the Ohio Department of Health today.

The increased presence of fentanyl, an opiate that is 30 to 50 times more potent than heroin, was a significant contributor to a nearly 18 percent increase in overall overdose deaths in 2014. Of the [record-breaking](#) ([/story/news/2015/04/30/fatal-overdoses-break-ohio-record/26663261/](#)) 2,482 overdose deaths, 502 of them involved fentanyl.

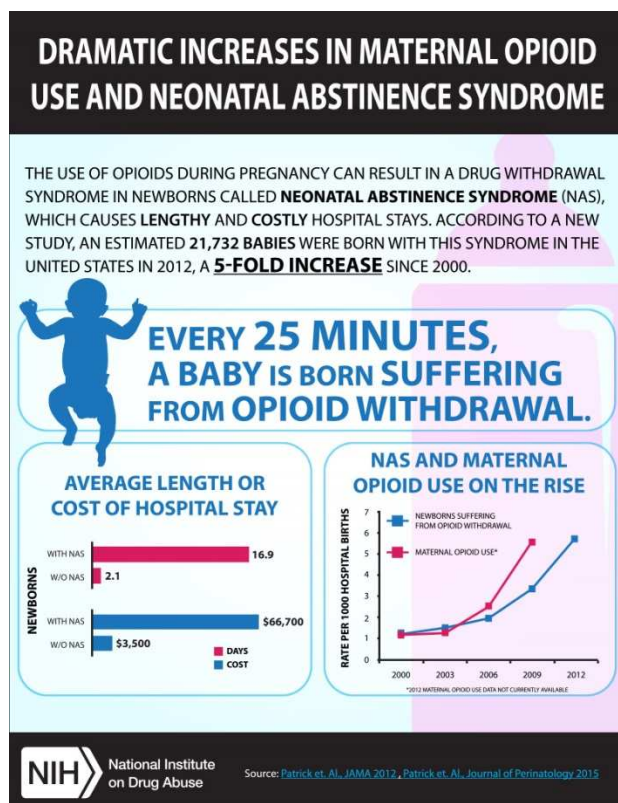
"At the same time we are experiencing positive progress in our fight against drug addiction, such as fewer opiates being dispensed and a decrease in high-doses of opiates, we are also seeing some individuals begin to use more dangerous drugs to achieve more intense effects," said Dr. Mark Hurst, medical director of the Ohio Department of Mental Health and Addiction Services. "As they build up tolerance to drugs they're using, they may progress, for example, from prescription pain pills, to heroin, to fentanyl, which is often cut into heroin."

### The Problem:

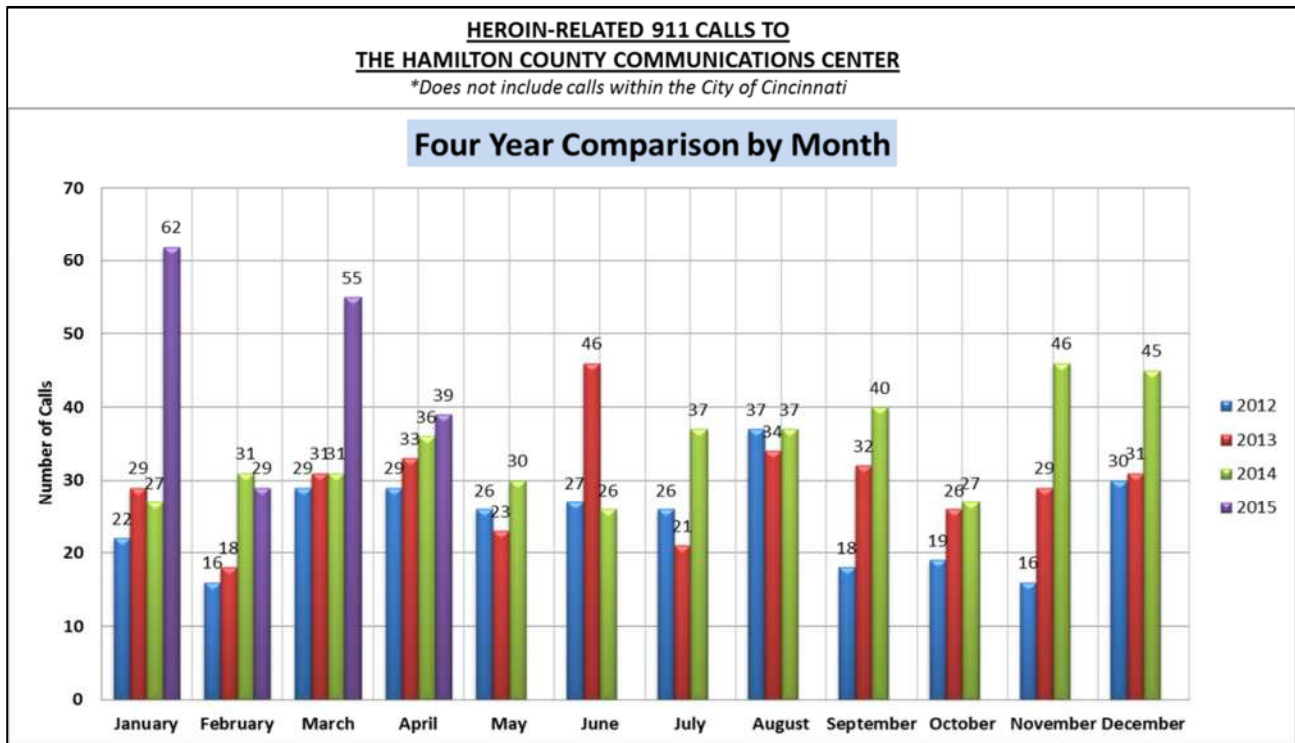
The heroin and opiate abuse epidemic impacts the quality of life and public health of the entire community. Overdoses, including those that result in death, are increasing dramatically across the state. Repeated drug abuse also creates additional health problems in users and their families, including needle-related diseases such as hepatitis C and HIV.

Increasing access to life-saving drugs that prevent death by overdose, as well as a focused effort by the public health and medical community to prevent diseases caused by needle and drug use, is critical to increasing the chances of successful treatment and improved quality of life for users and their loved ones.

- 70% of children age 1 or younger in foster care in Ohio have parents with an addiction to opiates and cocaine. (Source: *Public Children Services Association of Ohio, [ATTACHMENT D]*)
- The number of Cincinnati-area babies born dependent on drugs increased 227% from 2012 to 2014. (Source: *Greater Cincinnati Health Council*)
- The treatment protocol for hepatitis C costs approximately \$100,000 annually. (Source: *The C. Everett Koop Institute, Dartmouth Medical School*)
- The Cincinnati Fire Department received 791 overdose emergency calls in 2014, up 25% from 2013.



- The County Communications Center received 413 calls to report suspected heroin overdoses in 2014



### Heroin Coalition Action Steps:

- **Increasing Law Enforcement Access to Narcan**

The Sheriff's Department has been allocated funding to purchase Narcan in 2015 for deputies, and the cost will be built into the budget for 2016 (about \$20,000). To date, 25% of Sheriff's deputies have received training in the use of Narcan and have begun deploying its use. The Department has already seen seven successful interventions of an overdose using Narcan.

In 2016, Narcan will be purchased and allocated to all Countywide law enforcement agencies to ensure that first responders and police officers have immediate access to this life-saving medication. The Ohio Attorney General's office will provide free training for all law enforcement officers to administer Narcan, as well as offer rebates to law enforcement entities to discount the purchase of Narcan.

**COST:**      \$20,000 approximate cost for the Hamilton County Sheriff's Department.  
                   \$150,000 approximate cost for Countywide law enforcement access.

**Colerain police to carry Narcan to reverse heroin overdose**

Jessie Key, jkey@communitypress.com    4:06 p.m. EDT September 1, 2015



Colerain Township is taking another step in its assault on heroin abuse, putting Narcan in its police cruisers this week.

Narcan, or Naloxone, offers immediate help by restoring breathing for anyone overdosing from the use of an opiate pain medicine such as OxyContin or heroin.

Dan Meloy, Colerain Township public safety director, says the police and fire department collaborated to make the drug more available to first responders. All police officers have been trained how to administer the nasal spray so they can administer immediate assistance while waiting for emergency medical personnel to arrive. The program starts Sept. 4.

Narcan acts in two to five minutes, restoring breathing stopped by the overdose. It wears off typically in 30 to 90 minutes, and the person can stop breathing again without additional Narcan or medical intervention.

(Photo: Jessie Key/The Community Press)

- **Advocacy for public availability of naloxone for purchase over-the counter.**

A recent state legislative change allows the public sale of naloxone over-the-counter. The Coalition will encourage all pharmacies, especially Walgreens, CVS and Kroger, which are the biggest in our region, to carry and make available to the public naloxone over-the counter, in order to prevent overdose deaths and save lives.

**COST:** \$0 to Hamilton County.

- **‘Quick Response Team’**

Colerain Township began a pilot project on July 1, 2015 to deploy a “Quick Response Team” to follow up with overdose victims after the initial contact to encourage the pursuit of treatment and addiction services. The QRT is a partnership of first responders and the Addiction Services Council. The success of this Colerain team will be replicated in other law enforcement agencies countywide.



Since the QRT’s deployment, 100% of the overdose victims who received face-to-face follow-up from the QRT team within five days of the overdose are now in treatment. Additionally, Colerain has reduced overdoses by 33% since May 2015.

**COST:** \$34,000 in personnel costs to Colerain Township, plus capital cost for QRT vehicle and equipment. Costs to implement in other communities would likely be similar, and would be funded by those individual townships, cities and villages. Hamilton County will assist in locating and securing grant funding for these costs.

- **Colerain Township Pilot Program to Combat Bloodborne Pathogens**

A pilot program in Colerain Township is in its planning phases to decrease the amount of bloodborne pathogens affecting heroin and opiate users through public education and assistance.

**COST:** \$50,000 to Hamilton County.

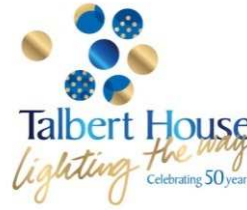
- **Hamilton County Public Health - Healthcare Opiate and Heroin Response Committee**

Under the leadership of Hamilton County Public Health Commissioner Tim Ingram, a Committee has been formed of the chief medical leadership at each of the local hospital systems to discuss and incorporate treatment protocols and standards of care in the hospital facilities and emergency rooms.

**COST:** \$0 to Hamilton County.



## Impact Area: TREATMENT

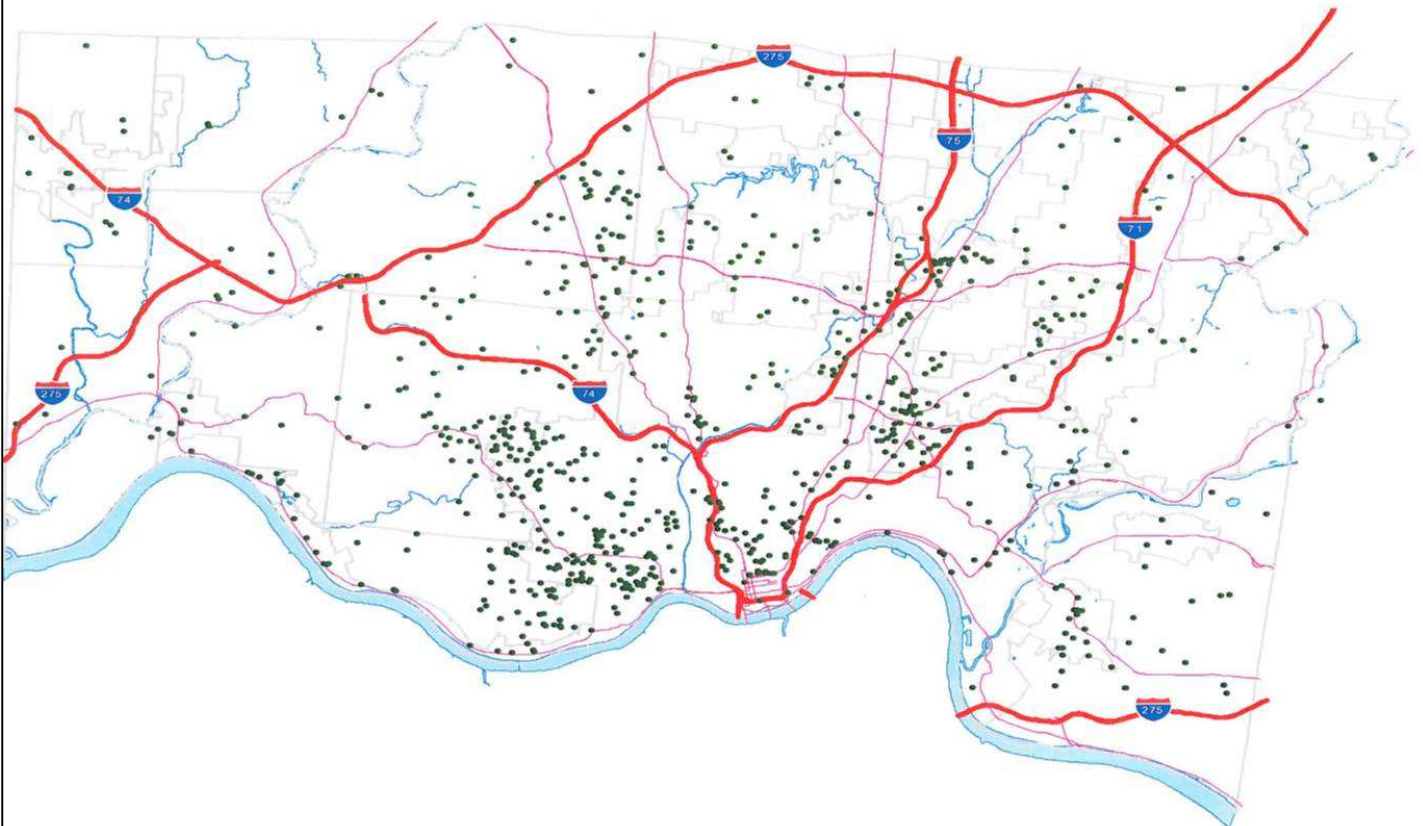


### **The Problem:**

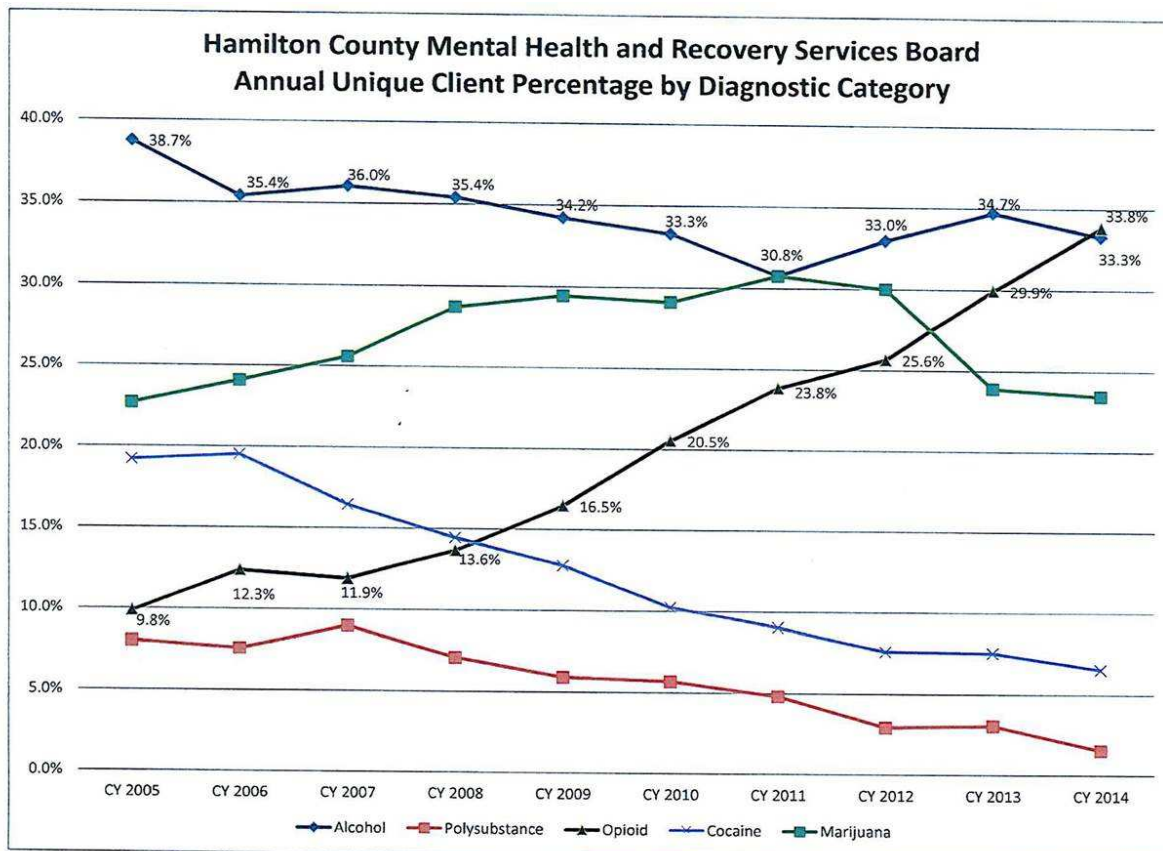
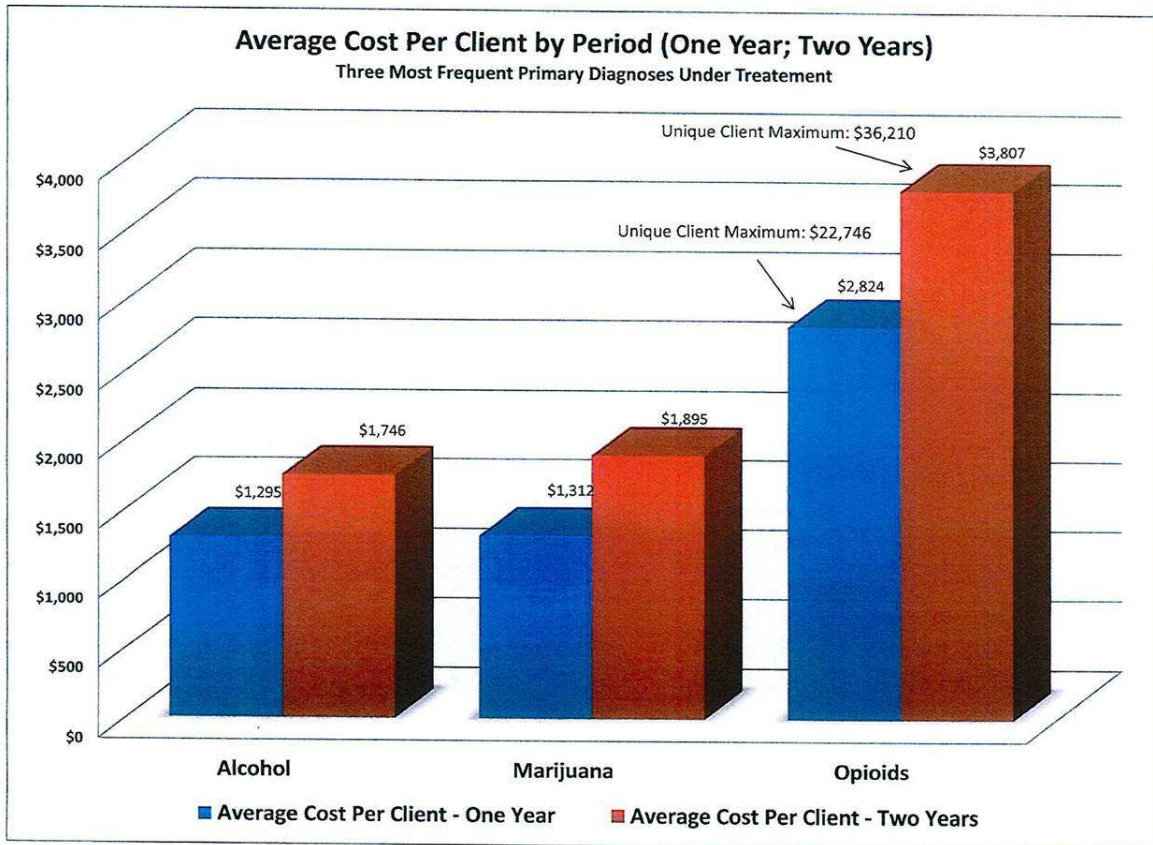
The most important impact area for addressing heroin and opiate abuse is treatment. Access to detox, treatment and recovery services is the critical component to making a large-scale impact on the heroin epidemic.

- According to the Hamilton County Mental Health & Recovery Services Board (MHRSB) [ATTACHMENT F], primary diagnoses of heroin and opioid use for those individuals seeking treatment are widespread throughout Hamilton County, with residents of virtually every township, city and village.

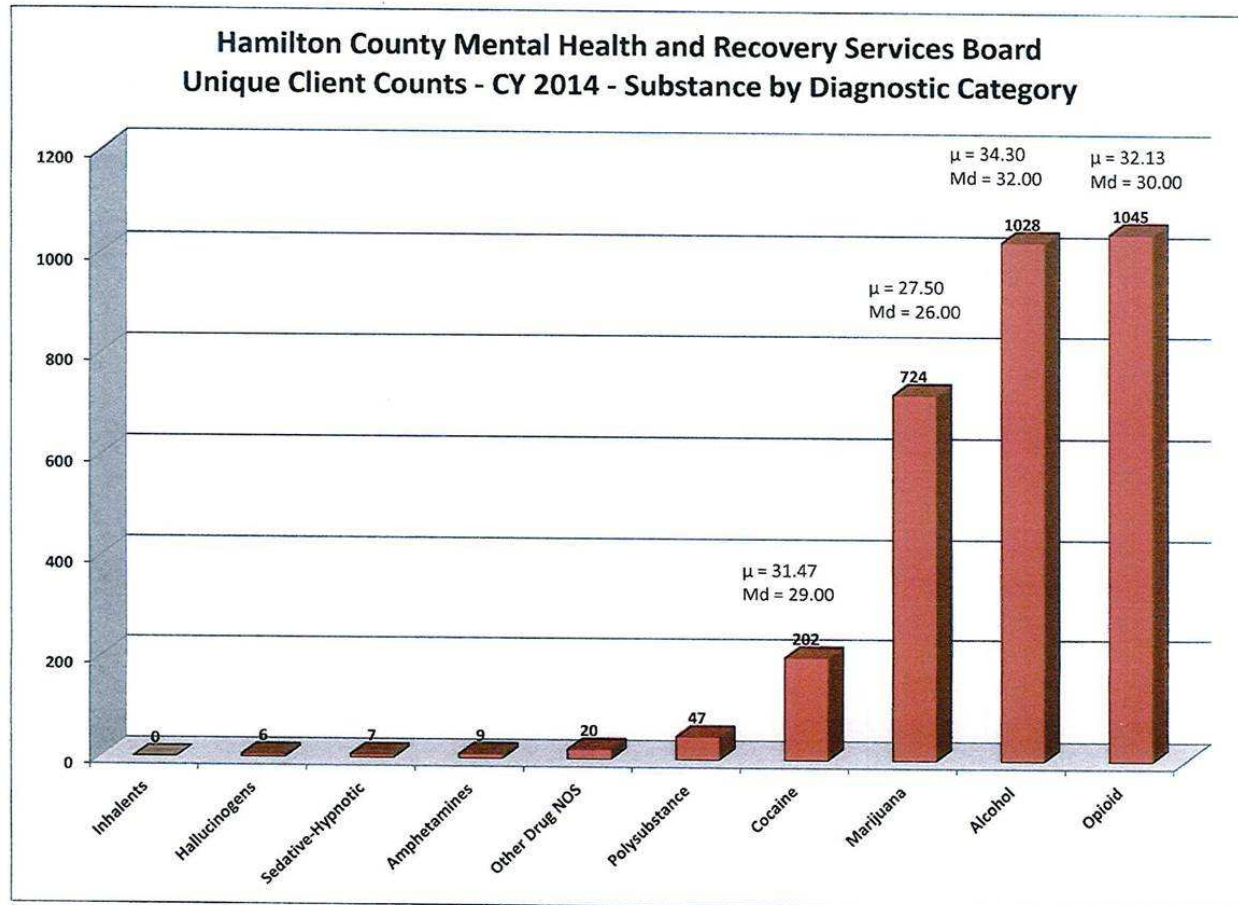
### **Dispersion of Opioid/Heroin Primary Diagnoses Hamilton County**



- The cost of treating heroin and opioid use and the number of individuals seeking treatment is increasing each year.



- In 2014, individuals seeking treatment through MHRSB with opioid diagnoses surpassed those seeking treatment for alcohol, marijuana or any other substance.



### **Heroin Coalition Action Steps:**

- **Advocacy for legislative changes at the state and federal levels.**  
The Coalition and its partners will advocate for stronger laws at the state and federal levels to allow for additional state and federal funding and resources for treatment in local communities.

**COST:** \$0 to Hamilton County.

- **Increase capacity for treatment in Hamilton County.**  
Under the leadership of the MHRSB, the County network of substance abuse treatment providers has brought forward a recommended treatment plan to expand the availability of treatment, detox and recovery services in the County [ATTACHMENT G]

A proposed total increase of \$5.62 million in treatment funding can provide outpatient treatment, medication assisted treatment, methadone and detox services to over 700 additional individuals in Hamilton County.



The Coalition's investment of \$2.2 million in treatment will leverage \$2.75 million in Medicaid/other funding, and \$652,000 in MHR SB grant funding (totaling \$5.62 million).

### Proposed Services and Associated Costs

Opiate Treatment Services	HCHC Funding	HCHC Funding at \$1m	HCMHR SB Additional	Total Investment	Medicaid/Other Funded
Assessment	\$84,250	\$37,887	\$52,352	\$90,239	\$139,599
Lab Urinalysis	\$157,104	\$4,241	\$54,146	\$58,387	\$197,195
Individual Counseling	\$145,640	\$0	\$60,507	\$60,507	\$283,342
Group Counseling	\$173,463	\$0	\$108,866	\$108,866	\$325,787
Case Management	\$173,938	\$78,220	\$41,594	\$119,814	\$148,436
Crisis Intervention	\$23,054	\$0	\$35,755	\$35,755	\$20,469
Intensive Outpatient	\$174,441	\$78,446	\$15,079	\$93,525	\$493,860
Family Counseling	\$5,865	\$2,637	\$0	\$2,637	\$22,079
Medical/Somatic	\$37,629	\$16,922	\$20,377	\$37,299	\$111,485
Methadone Administration	\$51,353	\$23,093	\$90,189	\$113,282	\$358,388
Medication Assisted Treatment	\$526,927	\$325,041	\$0	\$325,041	\$206,532
Sub-Acute Detox	\$376,495	\$301,434	\$81,509	\$382,943	\$0
Non-Medical Community Residential	\$102,000	\$45,869	\$91,697	\$137,566	\$97,189
Room & Board	\$191,453	\$86,096	\$0	\$86,096	\$345,968
<b>Total Treatment Services</b>	<b>\$2,223,612</b>	<b>\$999,888</b>	<b>\$652,071</b>	<b>\$1,651,959</b>	<b>\$2,750,329</b>
<b>Approximate Individuals to be Served:</b>					
Outpatient	400				
Medication Assisted Treatment	77				
Methadone	60				
Detox	182				

**COST:** \$2.2 million total in 2016 and 2017. The University of Cincinnati Medical Center has pledged \$300,000 to these efforts in 2016, and the Coalition is actively seeking similar commitments from the other hospital systems in the County. A discussion of potential County sources of funding for treatment will be included in the 2016 Recommended Budget, as well as upcoming reviews of Countywide property tax levies.



*Everyone Can Help. Get Involved Today.*

## **CONCLUSION AND NEXT STEPS**

Hamilton County is poised to make a lasting impact on the regional heroin and opiate epidemic through collaborative, creative action steps that connect all of the important entities working to address this issue. In addition to the action items in this Plan, the Coalition will continue to update its work to include best practices from other communities and to bring new partners into these efforts. For example, the Center for Chemical Addictions and Treatment announced in August 2015 its expansion plan to serve an additional 1,000 individuals as the only residential treatment facility in the County.

Hamilton County as an institution must also look internally for ways to join the fight against opiate addiction with the residents and loved ones battling this scourge every day. Sheriff Jim Neil is crafting a proposal to create a detox unit within the walls of the Justice Center to provide a safer, medically-certified environment for those individuals in jail suffering from withdrawal. Sheriff Neil will present his proposal to the Board of Commissioners in late October 2015.

Outcomes and results from the Coalition's efforts will be closely tracked in the weeks and months ahead. Regular updates will be provided to the Board of Commissioners as efforts progress.

### ***A Note of Acknowledgement from Commissioner Greg Hartmann***

The Hamilton County Heroin Coalition is a partnership of concerned individuals and organizations with a shared passion for addressing heroin and opiate abuse and the resulting damage inflicted upon our communities. As Chair of this Coalition, I am grateful for the collaboration, expertise and compassion exhibited by all of our Coalition members, partners and supporters.

Thank you for your hard work and commitment to this important endeavor.



## **ATTACHMENTS**

- A. Interact for Health Response to the Opioid Epidemic
- B. PreventionFIRST! 2014 Student Drug Use Survey
- C. Talbert House Teen Empowerment Program Overview
- D. Child Welfare Opiate Engagement Project, PCSAO, September 2014
- E. 2009-2019 Hamilton County Public Health Hepatitis C Report
- F. MHR SB Statistics on Hamilton County Heroin and Opiate Abuse
- G. Hamilton County Heroin Coalition Treatment Proposal
- H. National Institute on Drug Abuse Research Report: Heroin