

Substance Use Prevention in the Age of Fentanyl: Caring for our Youth and Families

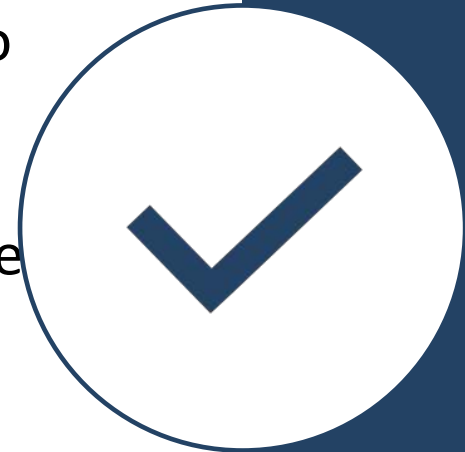
Shelley Mann-Lev, MPH
ORN Prevention Consultant



Opioid
Response
Network
STR-TA

Learning Objectives

1. Describe the public health approach to prevention
2. Recognize the risk and protective factors contributing to youth substance use
3. Differentiate between environmental and individual strategies
4. Identify key steps in developing effective prevention strategies
5. List three strategies that could help prevent fentanyl overdoses



What is Prevention?

“Prevention is a proactive process. It empowers individuals, and systems to meet the challenges of life events and transitions by creating and reinforcing conditions that promote healthy behaviors and lifestyles.”

– William Lofquist



Prevention Works

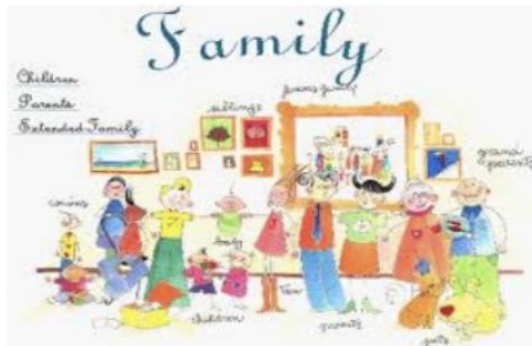
- ✦ Brain development continues into the mid 20's; efforts to prevent or delay substance use are critical.
- ✦ Adolescent substance use is not inevitable.
- ✦ Prevention of opioid misuse and Opioid Use Disorder by youth starts by addressing alcohol, cannabis, and tobacco use.
- ✦ While risk-taking is developmentally appropriate for youth, substance use is an unhealthy risk.



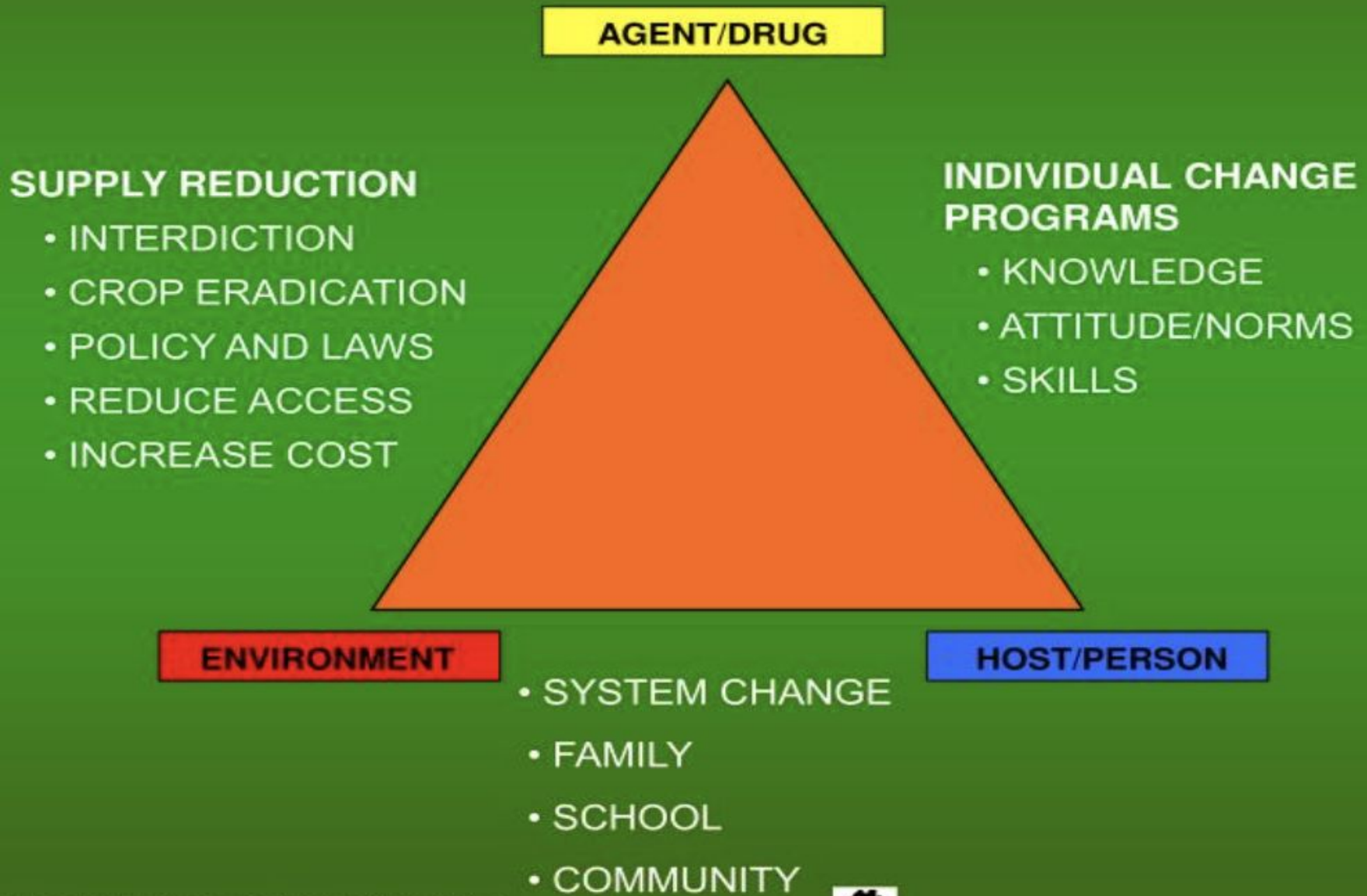
The Role of Prevention

To create communities in which all people thrive and can reach their fullest potential:

- ✧ Healthy environments at home, school and work
- ✧ Supportive communities and neighborhoods
- ✧ Caring connections to families and friends
- ✧ Free from misuse of alcohol, tobacco, medications and other substances



Public Health Model Triangle



Levels of Prevention

Primary Prevention

Environmental
Strategies
Universal
Individual
Strategies

Secondary Prevention

Screening
Targeted
Individual
Interventions
OD Prevention and
Response: Naloxone, etc.

Tertiary Prevention

Mental Health
Disorder
Treatment
Recovery
Supports



Risk and Protective Factors

What are Risk Factors? Conditions or situations that increase the likelihood that a child will develop one or more health and/or behavior problems in adolescence.

What are Protective Factors? Conditions or situations which decrease the likelihood of future behavior problems.

Where are they found? In four domains:

- Societal
- Community (School, Work, Neighborhood)
- Relational (Family, Peers, Teachers, etc.)
- Individual



Environment and Context for Substance Use/Misuse

**Risk
Factors**



**Protective
Factors**



Risk and Protective Factors for Substance Use

Risk Factors	Domain	Protective Factors
Early Aggressive Behavior	Individual	Self-Control
Lack of Parental Supervision	Family	Parental Monitoring
Substance Misuse	Peer	Academic Competence
Drug Availability	School	Anti-drug Use Policies
Poverty	Community	Strong Neighborhood Attachment



Risk Factors for Developing Substance Use Disorders By Age

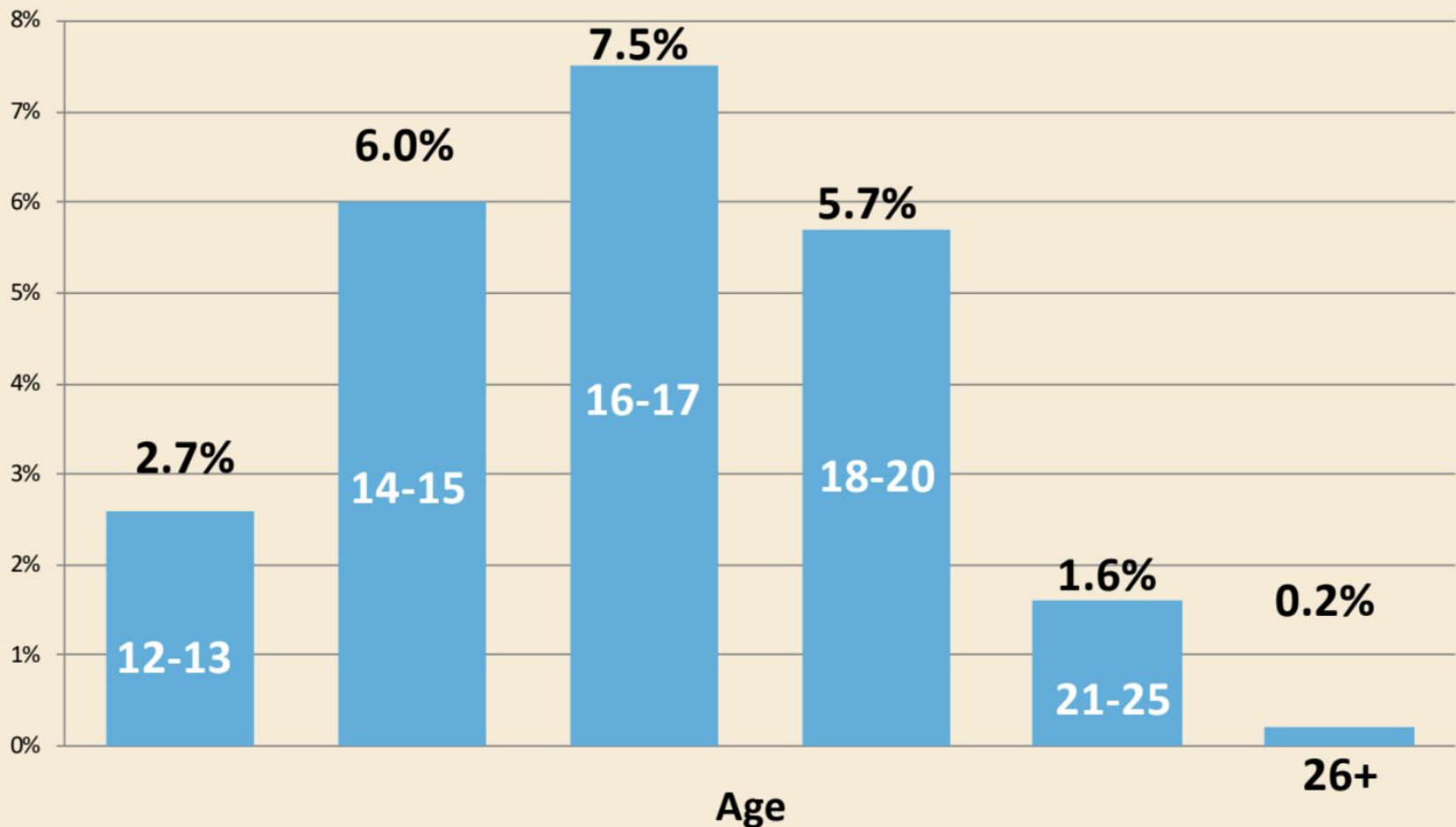
Table 1 Risk Factors for Developing Substance Use Disorder by Age Groups

Children <i>Less than 18 years</i>	Young Adults <i>18 years – 25 years</i>	Adults <i>26 years – 64 years</i>	Older Adults <i>Over 65 years</i>
ACEs	ACEs	ACEs	ACEs
Physical or Emotional Trauma	Physical or Emotional Trauma	Physical or Emotional Trauma	Physical or Emotional Trauma
Chronic Health Problems	Chronic Health Problems	Chronic Health Problems	Chronic Health Problems
Environmental Factors	Environmental Factors	Environmental Factors	Environmental Factors
Family History	Family History	Family History	Family History
Social Determinants	Social Determinants	Social Determinants	Social Determinants
Grief and Loss	Grief and Loss	Grief and Loss	Grief and Loss
	Higher Education	Higher Education	
	Military Service	Military Service	
		Healthcare Professionals	



Most Illicit Drug Use Starts in Adolescence

**Percentage of Past Year Initiates
(Among Total Population)**

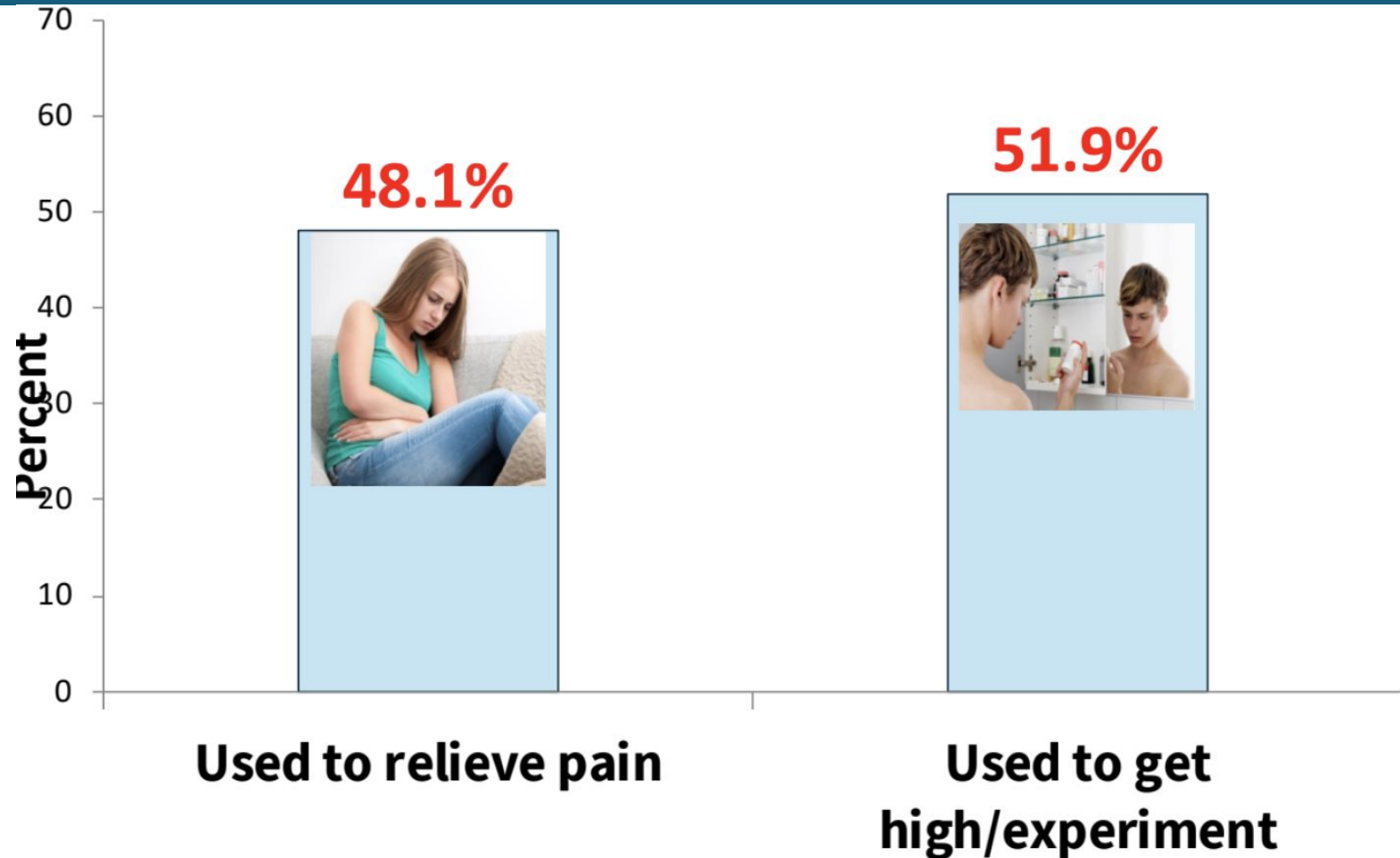


Adolescent Brains are Primed for Substance Misuse

- ✧ **Brain maturation is not equal to brain size; the brain develops until around age 25.**
- ✧ **Phased development of brains means some parts are mature. The part of the brain to do with planning, organizing, and impulse control has not yet matured.**
- ✧ **Adolescence could be viewed as the time where adolescents have a fully functional gas pedal, but the brakes are not developed yet.** This contributes to adolescents' predisposition to engage in reward-seeking behavior without seeming to see the consequences.



Motivations for Opioid Misuse



Sources: 1) McCabe SE, West BT, Teter CJ, Cranford JA, Ross-Durow PL, Boyd CJ. Adolescent nonmedical users of prescription opioids: brief screening and substance use disorders. *Addict Behav.* 2012;37(5):651-656. doi:10.1016/j.addbeh.2012.01.021



Mental Health Disorders Increase Opioid Misuse



**Major depression,
anxiety disorder, or
panic disorder**

Opioid use **OR: 4.43**
(95% CI 3.64-5.38)



**Familial alcohol
problem/drug use**

Drug misuse/Dependence
OR: 7.89-7.92



PTSD

Drug misuse/Dependence
OR: 8.68



Evidence-Based Approach to Prevention



1. Assessment: Data-Driven Prevention

- ❖ **What are we looking for?**
 - ❖ Define the community
 - ❖ Consequences and problems
 - ❖ Who is impacted and how
 - ❖ Equity and disparities
- ❖ **Quantitative Data**
 - ❖ Survey data
 - ❖ Archival data
- ❖ **Qualitative Data**
 - ❖ Focus Groups
 - ❖ Interviews
 - ❖ Media and Stories
 - ❖ Environmental Scans



2. Building Capacity

- ❖ Stakeholder Recruitment
- ❖ Leadership Development
 - ❖ Formal
 - ❖ Informal
- ❖ Resource Development
- ❖ Cultural Competence



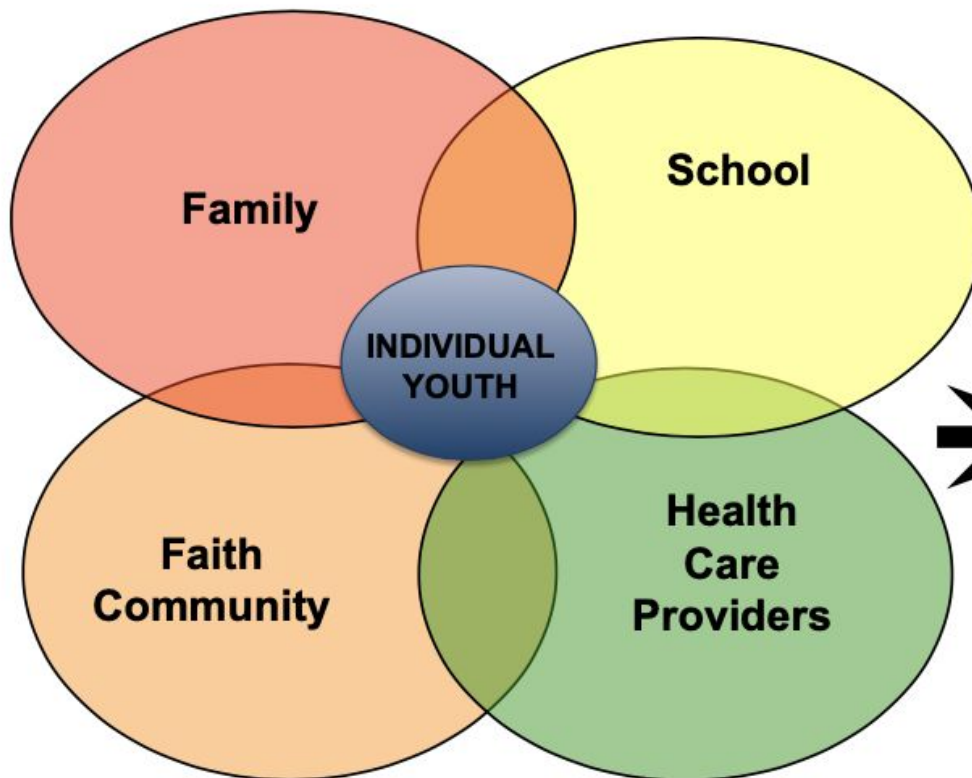
3. Plan for Success

- ✧ Establish priorities based on data
- ✧ Address data gaps
- ✧ Research and select evidence-based practices to fit community needs
- ✧ Create a comprehensive plan: a model for change, goals, objectives, strategies, and action plan

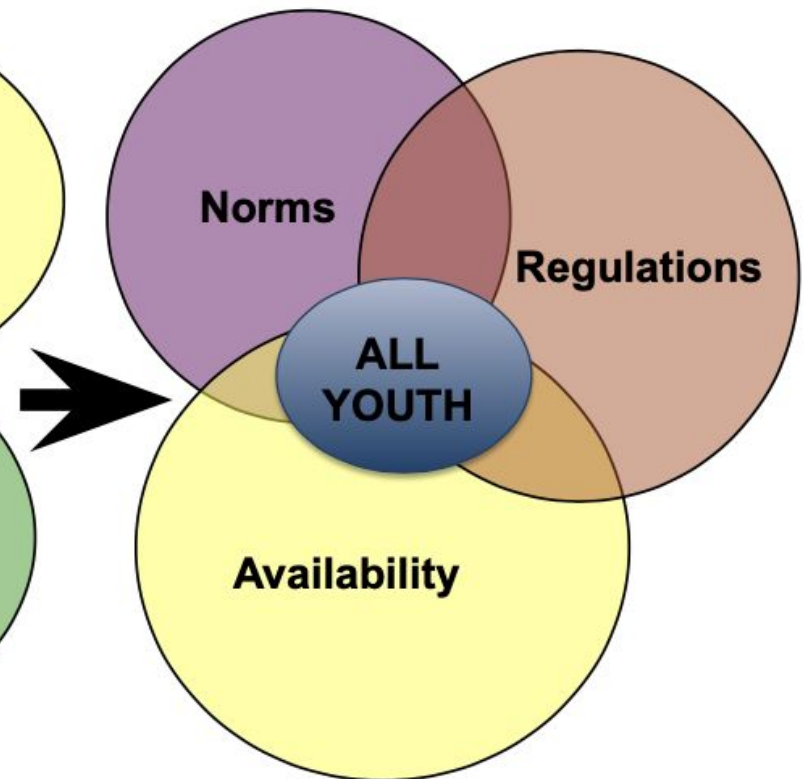


4. Implementation

Strategies targeting individualized environments



Strategies targeting the shared “community” environment



5. Evaluation

Strategic Plan Report Card Update 2019

Substance Abuse Network	St. Lucie 2014	Change	St. Lucie	Statewide
Decrease Past 30-day Marijuana Use Source: FYSAS	14.4%	↓	11.9% (2018)	10.9% (2018)
Decrease Past 30-day Illicit Drug Use Source: FYSAS	5.9%	↓	5.3% (2018)	6.8% (2018)
Decrease Early Initiation of Marijuana Usage Source: FYSAS	15.6%	↓	10.8% (2018)	9.3% (2018)
Increase Perception that Marijuana is Harmful Source: FYSAS	29.5%	↑	31.1% (2018)	34.4% (2018)
Increase Perception that Drinking Alcohol is Harmful Source: FYSAS	39.7%	↑	47.7% (2018)	45.9% (2018)
Decrease Underage Drinking in past 30-days Source: FYSAS	22%	↓	12.2% (2018)	15.3% (2018)



Individual Prevention Strategies

Individual Approaches include:

- ✧ **Education (Individual and Group)**
- ✧ **Skills training**
- ✧ **Mentoring**
- ✧ **Screening and Assessments**
- ✧ **Counseling and Interventions**

TO CHANGE:

- **Conditions in Which Behaviors Develop and Continue**
- **Community Norms**



A Story of Effective Individual Prevention



Environmental Prevention Strategies

Environmental Approaches include:

- ✧ **Policies**
- ✧ **Enforcement**
- ✧ **Changes in Built Environment and Neighborhood**
- ✧ **Community Education and Awareness Campaigns**
- ✧ **Collaboration**

TO CHANGE

- **Conditions in Which Behaviors Develop and Continue**
- **Community Norms**

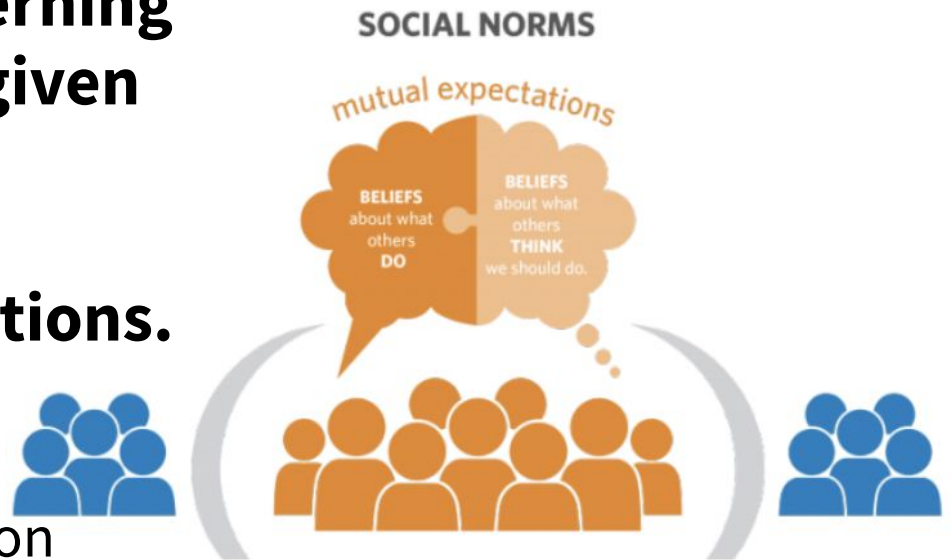


Changing Community Norms

The unwritten rules concerning acceptable behavior in a given setting have the power to encourage or discourage high-risk attitudes and actions.

Examples:

- Increase access to medication disposal and lockboxes
- Ban alcohol sales at festivals
- Install vending machines with Narcan kits
- Ban tobacco and marijuana use in public places

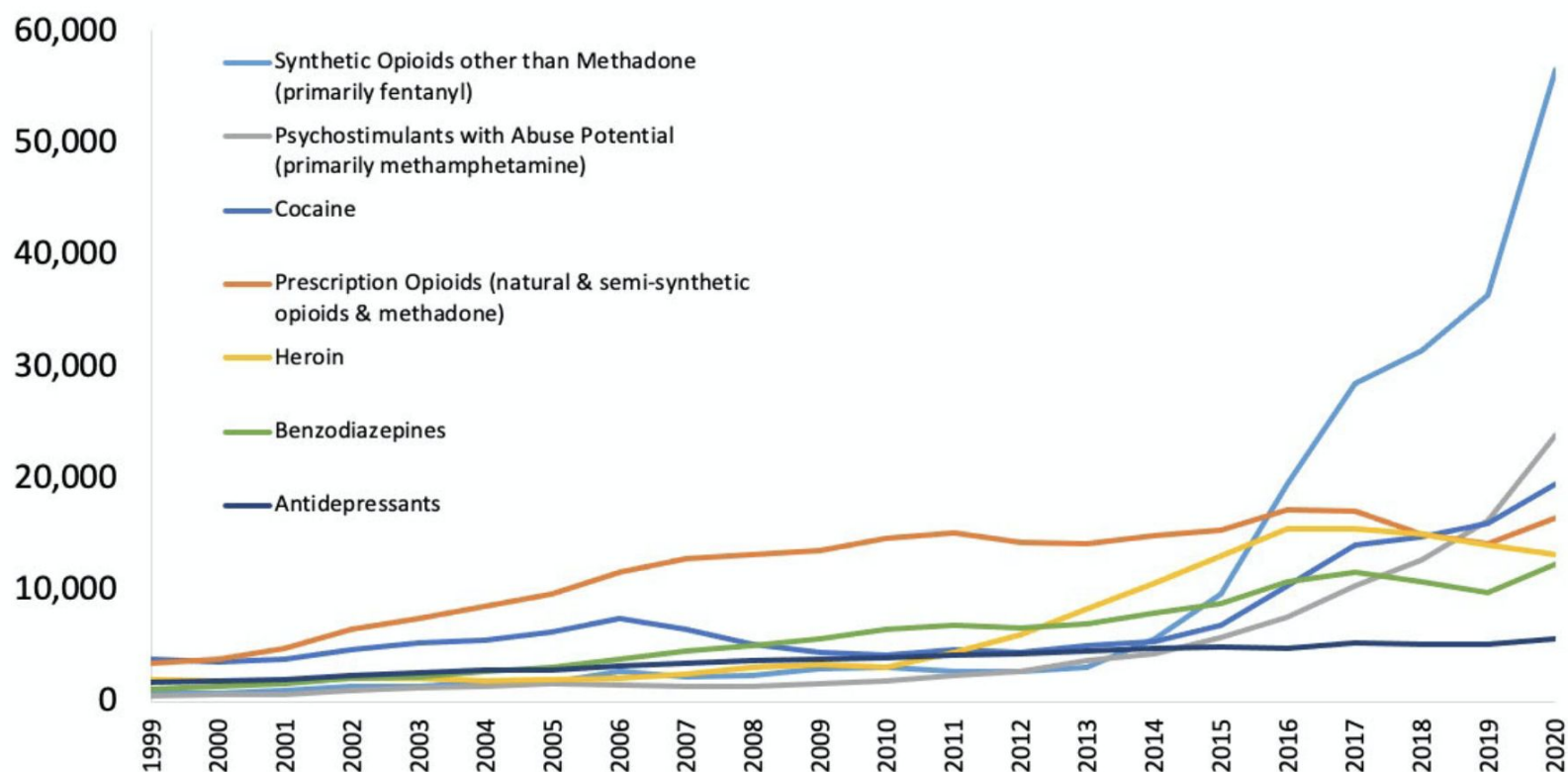


A Story of Effective Environmental Strategies



Prevention in the Age of Fentanyl

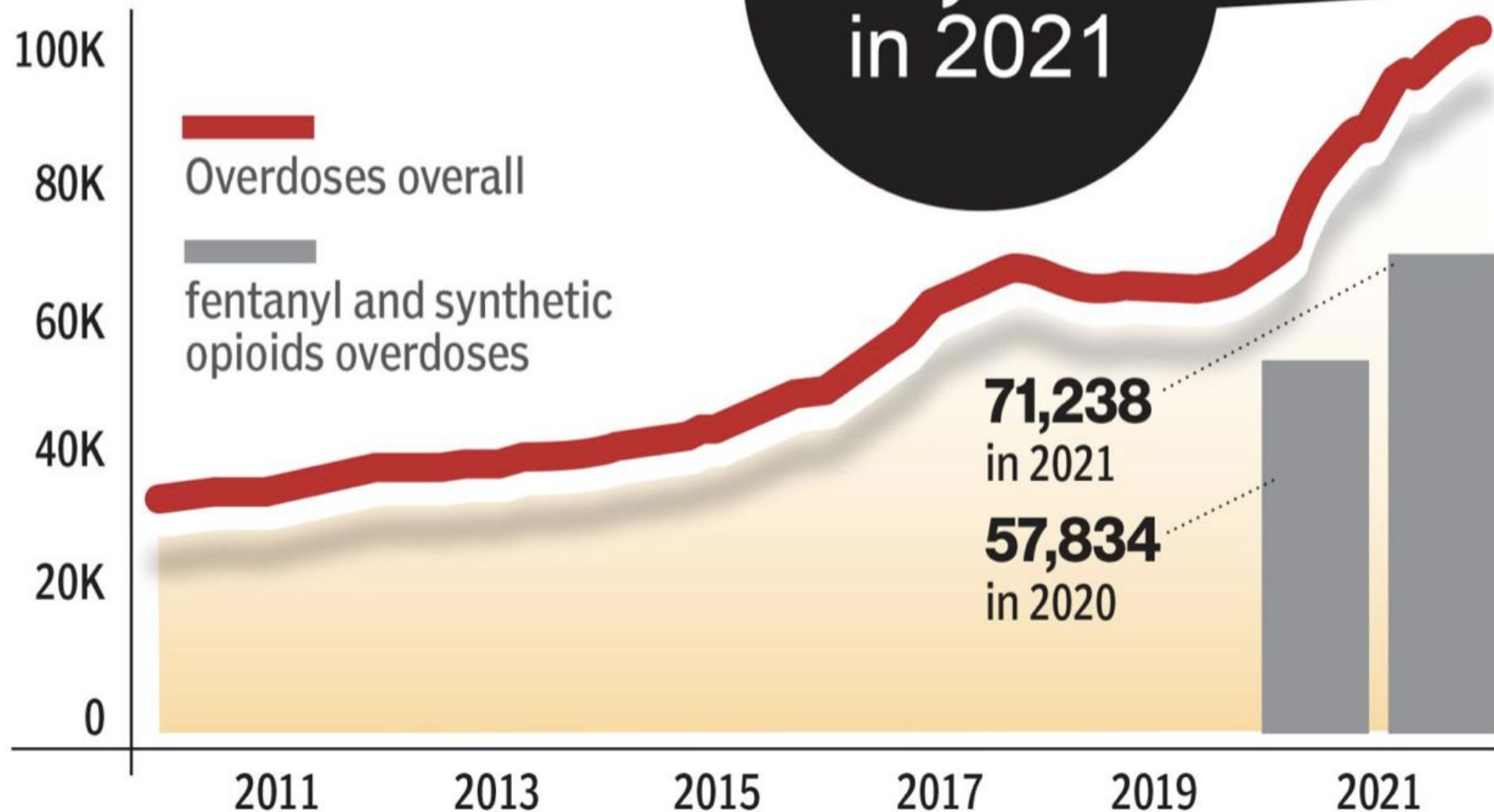
Figure 2. National Drug-Involved Overdose Deaths*, Number Among All Ages, 1999-2020



*Includes deaths with underlying causes of unintentional drug poisoning (X40–X44), suicide drug poisoning (X60–X64), homicide drug poisoning (X85), or drug poisoning of undetermined intent (Y10–Y14), as coded in the International Classification of Diseases, 10th Revision. Source: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2020 on CDC WONDER Online Database, released 12/2021.

Drug overdose deaths in the U.S.

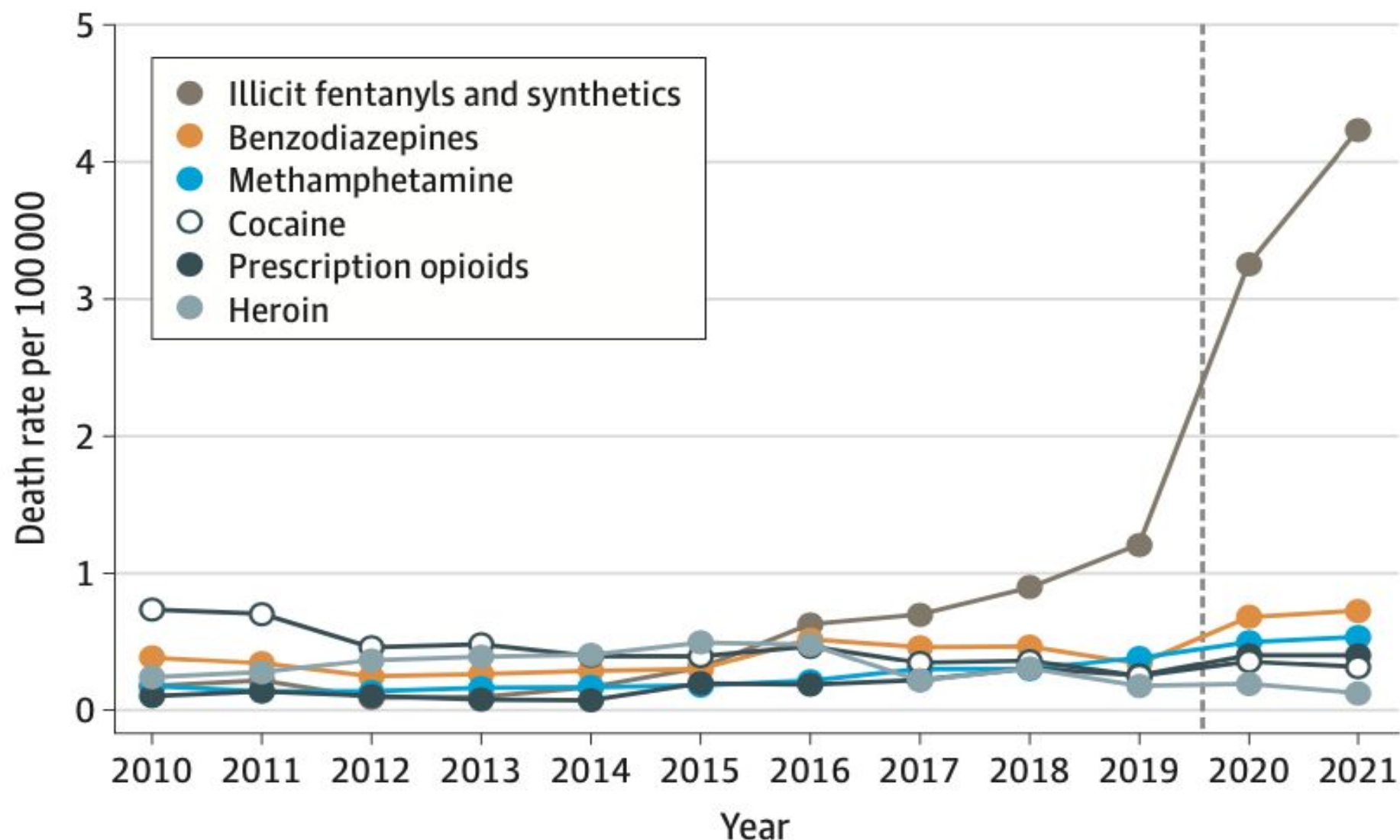
107,000
in 2021



Over 100,000 people died of overdoses last year.

Figure. Adolescent Overdose Deaths, 2010-2021

A Overdose mortality among adolescents by substance type



Fentanyl is killing young people

- ✧ Fentanyl caused more deaths in Americans ages 18-45 in 2021 than suicide, motor vehicle crashes or guns
- ✧ Highest overdose rates are among Native American/Alaska Native and Latino adolescents
- ✧ Adolescent drug use rates remained generally stable between 2010 and 2020, with 30.2% and 30.4%, respectively, of 10th-graders reporting illicit drug use; this declined to 18.7% in 2021



Fentanyl Deaths are Surging in Oklahoma

- ✧ There were 136 Fentanyl related deaths in 2020 in Oklahoma, a 152% increase (OK Bureau of Narcotics). In 2021, 216 people in Oklahoma died from Fentanyl
- ✧ 2020 was a record year for fatal drug overdoses in Oklahoma — 1,002 people died, exceeding the previous high of 883 deaths in 2019.
- ✧ According to the CDC, in 2021 there was about 1 drug overdose death every 5 minutes, a 15% increase from 2020; Oklahoma increased by 22%.

Oklahoma spike in fentanyl cases, possible solution to curb accidental overdose deaths

Fentanyl has caused accidental deaths across the state and the epidemic has been a problem for several years.

LOCAL

'I wasn't ready to stop fighting,' Oklahoma mom warns other families after son dies from fentanyl overdose

by: Ashley Moss/KFOR
Posted: May 10, 2022 / 06:33 PM CDT
Updated: May 11, 2022 / 06:08 AM CDT

What is Fentanyl?

- Fentanyl is a synthetic opioid that is
 - Tasteless
 - Odorless
 - Extremely potent
- Fentanyl can be used safely to control pain when prescribed by a medical provider and used as directed
- A small amount of fentanyl, two salt-sized grains, can be deadly



Every Pill Starts as a Powder

Fentanyl is very cheap to make and very strong.

Fentanyl is often added to increase a drug distributor's profit (cocaine, opioids, benzodiazepine, and more).

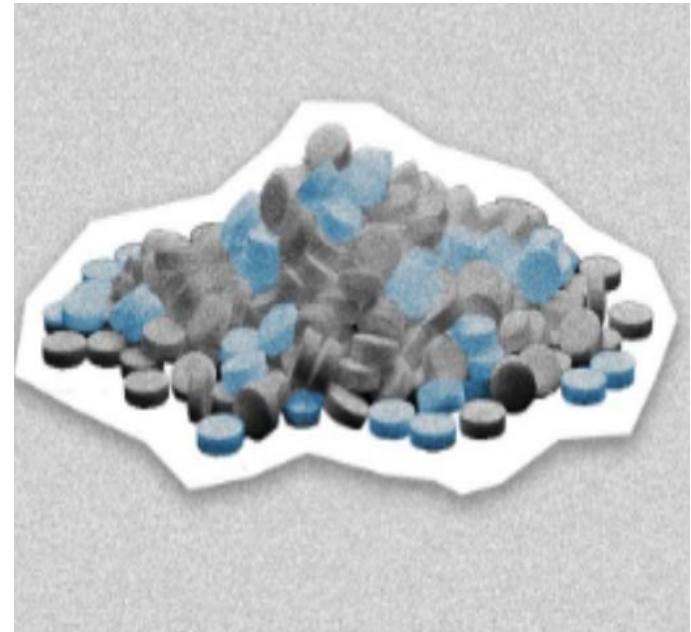


You Can't See Fentanyl

You can't tell if a substance contains fentanyl.

There is no way to be certain that it's evenly distributed into each dose.

That means any pill, line, bump, or hit could be the one that causes an overdose—even if another one didn't.



Pills Look Real

If a pill is not prescribed directly to you, it could be deadly.

A pill might have fentanyl if it is bought online, sold by a friend or a dealer, or given to you.



Saving Lives with Naloxone

Anyone can get Naloxone—no matter their age.
In Oklahoma, get Narcan through a [Mail Service](#)



More Harm Reduction Measures

More Harm Reduction strategies that can reduce risks

- ✧ Go low and slow
- ✧ Never use a substance alone
- ✧ Drug testing

Rapid drug testing can help people who use substances reduce the risk of deadly overdose. Fentanyl Test Strips (FTS) are still considered drug paraphernalia in Oklahoma.

- ✧ FTS are simple, inexpensive and easy-to-use
- ✧ FTS are small strips of paper that can detect the presence of fentanyl in pills, powder, or injectables
- ✧ If a test shows fentanyl, the person can choose to not take the drug, use less, or make sure someone who has Narcan is nearby



Talking About Fentanyl

Teens as well as adults need love, support and good information from trusted adults and informed peers

- ✧ Start a conversation
- ✧ Show that you care and want to help them be safe
- ✧ Listen first: Ask what they know about fentanyl
- ✧ Explain the reality (teens are dying of OD) and the risks
- ✧ Talk about where to get Naloxone
- ✧ Talk about other harm reduction strategies: testing, etc.
- ✧ Encourage them to look out for each other
- ✧ Let them know you are here to help them learn, survive and thrive – offer resources for help if needed



Oklahoma County's Prevention Strategies



IN 2017, ENOUGH OPIOIDS WERE DISPENSED IN OK COUNTY FOR EVERY ADULT TO HAVE THE EQUIVALENT OF 142 HYDROCODONE 10 MG TABLETS.



DON'T HAVE ONE WITHOUT THE OTHER.

If you have Opioid medications in the house you need Naloxone.

SAVE SOME NALOXONE.

FOR A FREE HUB NEAR YOU:
TEXT "NALOXONE" TO 55155

SAFE DISPOSAL & USE

Take unused prescriptions to local disposal boxes.

Only take prescription medication prescribed to you.



SAFE STORAGE

Keep medication in a secure location.

Monitor and never share prescription medication.



Promising Strategies to Prevent Fentanyl Overdoses

Individual Strategies—for all and those at highest risk

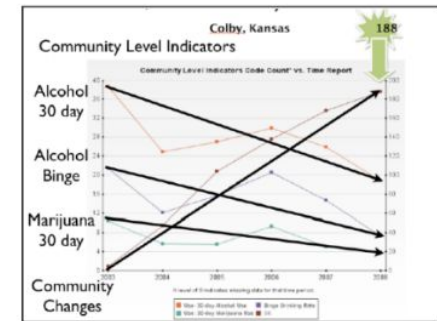
- ✧ Educating youth and adults about the risks
- ✧ Communication strategies to increase awareness
- ✧ Screening for substance use and tailored interventions
- ✧ Increase mental health supports, including MH First Aid
- ✧ Harm reduction education and outreach

Environmental Strategies

- ✧ Increase access to Naloxone, including schools and police
- ✧ Increase safe disposal of medication
- ✧ Increase enforcement re: selling/distributing fake pills
- ✧ Legalize and distribute drug testing equipment (FTS)



Working Together to Create Positive Change: Coalitions



Impact a Defined Community

Address Conditions & Settings in the Community

Achieve Positive Community Outcomes

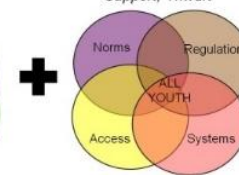


Engage Community Sectors

Strategies Targeting Individualized Environments
Socialize, Instruct, Guide, Counsel



Strategies Targeting the Shared "Community" Environment
Support, Thwart



Promote Comprehensive Strategies




Working Together in Coalition

- ❖ Youth
- ❖ Parents
- ❖ Business
- ❖ Media
- ❖ Schools
- ❖ Law enforcement
- ❖ Faith community
- ❖ Civic/volunteer groups
- ❖ Healthcare professionals
- ❖ State, local, tribal agencies
- ❖ Youth-serving organizations
- ❖ Organizations addressing substance use
- ❖ People with lived experience
- ❖ Policy makers

Does your coalition look like your community?



Guiding Principles: Prevention is Key

- ✦ Comprehensive, data-driven prevention efforts that include environmental and individual strategies are most effective
- ✦ Early identification, diagnosis and treatment of mental health disorders decrease substance use disorders (SUD) and opioid use disorders (OUD) (Source: SAMHSA).
- ✦ Prevention efforts benefit from collaboration. Community people solve community problems best.
-  Prevention works! It is an effective way to decrease substance use and substance use disorders



**Together
we can
make a
difference!**

**opioidresponsenetwork.org
(401) 270-5900**

Thank you!

Shelley Mann-Lev, MPH
shelleymannlev1@gmail.com



Opioid
Response
Network
STR-TA

