Statement of Need:

The Heroin Response Initiative project was created in December 2012 to address the rapidly growing and increasingly devastating consequences of illicit opiate abuse in Brown County, Wisconsin. The ultimate goal of the Heroin Response Initiative (HRI) is to create a comprehensive community-based response across multiple disciplines, targeted toward reducing the prevalence, use and harm related to opiates/heroin.

Per local law enforcement, our area has experienced a remarkable spike in Uniform Crime Reporting (UCR) Part I crimes within the first half of 2012 compared to the first half of 2011:

- 105% increase in robbery
- 88.83% increase in burglary
- 39.57% increase in aggravated assault
- 19.07% increase in theft
Brown County, Wisconsin
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The Green Bay Police Department determined that acquisition pressure related to opiate addiction was largely responsible for the spike in UCR Part I crimes.

The Brown County Drug Task Force (Law Enforcement) stated in their 2013 Threat Assessment Report that heroin and illicit use of prescription opioids presents the greatest and fastest growing threat to our area and has therefore focused its work on the sale and distribution of heroin and opiates over other illicit drugs.

Our intent is to deliver a community action plan that will:

• Prevent potential new users from using heroin and other opiates.

• Provide treatment for current heroin and opiate users with an end goal of abstinence.

• Utilize law enforcement and the courts effectively to reduce availability and use of heroin.

• Reduce the harm to individuals and community caused by heroin and opiate abuse.

Accordingly, the steering committee of the Initiative Task Force decided to replicate a “Four Pillars” approach to this problem that was created and operationalized in Europe and that has found success in Canada, Switzerland, Germany, and Australia.

The four pillars, Prevention, Treatment, Law Enforcement, and Harm Reduction are being addressed by separate committees made up of stakeholders from schools, businesses, government agencies, healthcare professionals, treatment providers, corrections, politicians, and emergency services providers.
Prevention Pillar

Goal: deter onset of first-time use of illicit opiates. Avert, inhibit, preclude, counteract, and delay the first-time use.

Objectives:
- Craft a strong, consistent message.
- Identify most effective strategies to disseminate information to at-risk populations.
- Reach out to community systems with that message.

Prevention Action Items

Increase community awareness and substance abuse prevention messaging in order to reduce substance abuse and the stigma of substance use disorders.

Promote, “The Fly Effect” in Brown County Schools and with larger community.

Develop and refine K-12 AODA curriculum with stronger emphasis on gateways to opiates.

Media productions

YRBS adaptation and utilization.

Prevention Pillar

Goal: deter onset of first-time use of illicit opiates. Avert, inhibit, preclude, counteract, and delay the first-time use.

Prevention Action Items

Increase community awareness and substance abuse prevention messaging in order to reduce substance abuse and the stigma of substance use disorders.

Speaker’s Bureau

Civic, Non-profits, Church, Youth Groups

Community Forums

“It Doesn’t Start With Heroin” September 2014

Workplace Awareness
Prevention Pillar

Goal: deter onset of first-time use of illicit opiates. Avert, inhibit, preclude, counteract, and delay the first-time use.

Prevention Action Items

Community Toolkit development
Web site
Social Media
Establish directory of community resources

Increase awareness and local support of substance abuse prevention coalitions and their activities to reduce substance abuse in the community participate in substance abuse prevention and intervention activities.
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Treatment Pillar

Goal: Provide services that will lead to ending illicit use. Remedy, care for, heal, restore current users to health.

Objectives:
• Assess available community options and identify gaps.
• Coordinate resources to fill gaps.
• Identify funding sources and facilitate appropriate allocation of resources.
Treatment Pillar
Goal: provide services that will lead to ending illicit use. Remedy, care for, heal, and restore current users to health.

Treatment Action Items
Identify and categorize and promote available treatment providers
Type (MAT and non-MAT)
Cost
Potential funding source
Address the lack of adolescent treatment options throughout the region and state
Create and manage a central data repository for treatment issues and resources

American College of Emergency Physicians (ACEP)
Scientific Assembly
"Dying to be Pain Free: The US Opioid Drug Death Epidemic“

Nathan Schlicher, MD, JD

https://www.youtube.com/watch?v=owX2IMK8NK8
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Law Enforcement Pillar

**Goal:** reduce availability of illicit product. Interdict, restrict, confiscate, sequestrate the availability, quantity and use of illicit opiates.

**Objectives:**
- Establish and nurture multi-jurisdictional cooperation for enforcement and prosecution.
- Non-adversarial identification of users with accompanying means to funnel them into treatment.
- Development and adoption of data-gathering system or procedures in collaboration with enforcement, corrections, courts.

相关阅读

“While smart law enforcement efforts will always play a vital role in protecting communities from drug-related crime and violence, we cannot arrest our way out of the drug problem. When an individual becomes involved with the criminal justice system, it may be their first opportunity to obtain substance abuse treatment.”
Law Enforcement Pillar
Goal: reduce availability of illicit product. Interdict, restrict, confiscate, and isolate the availability, quantity and use of illicit opiates.

Enforcement Action Items
Implement CAGE-AID assessment in Brown County Jail intake process
Data gathering and sharing between GBPD and BCSD
Best practices education for prescription opiate prescribers and providers
In-custody referral to treatment and OD prevention training for self-identified opiate abusers.

Law Enforcement Pillar
Goal: reduce availability of illicit product. Interdict, restrict, confiscate, and isolate the availability, quantity and use of illicit opiates.

Enforcement Action Items
TAD (Treatment Alternatives and Diversion) Implementation
Reduce barriers to prevent overdose by exploring the potential of providing Narcan/Naloxone and training to law enforcement officers
Enhance drug “take-back” systems to allow the surrender of heroin and drug paraphernalia to law enforcement without risk of legal ramifications
Reinvigorate Drug Endangered Children(DEC) programs and partnerships in Brown County
**Harm Reduction Pillar**

**Goal:** alleviating adverse consequences of illicit opiate use. Diminish, ease, moderate damage to individuals and community caused by heroin.

**Objectives:**
- Collaborate in a multi-disciplinary approach to identify strategies to reduce overdose events and deaths by illicit use of opiates.
- Develop, coordinate, and implement strategies to decrease the felt need of users to commit violent and property crimes as a way to support their addiction.
- Engage multiple community partners in dialogue addressing the reduction of the negative impact of heroin on the individual, family, workplace, and community.

**Harm Reduction Action Items**

Accept, for better or worse, that licit and illicit drug use is part of our world therefore steps must be taken to minimize its harmful effects rather than simply ignore or condemn them.
**Harm Reduction Pillar**

**Goal:** alleviating adverse consequences of illicit opiate use. Diminish, ease, moderate damage to individuals and community caused by heroin.

**Harm Reduction Action Items**

- Overdose prevention education
- Clean needle exchange
- Expansion of Narcan (Naloxone) availability and distribution
- Outreach and service referral to families of overdose survivors

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**Harm Reduction Pillar**

**Goal:** alleviating adverse consequences of illicit opiate use. Diminish, ease, moderate damage to individuals and community caused by heroin.

**Harm Reduction Action Items**

- Prescription drug drop-off site(s)
- Legislative advocacy for, “Ban the Box”
- Enhance awareness of opiate use by parents and caregivers, its impact on children and the need for child-focused assistance and support

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**Thinning the Herd?**

*Missouri Alone in Resisting Prescription Drug Database*

New York Times: July 20th, 2014

“If they overdose and kill themselves, it just removes them from the gene pool”

-Rob Schaab, MD, State Senator
| Establish easily-accessible detox centers | 1 |
| Address Insurance Commissioner requirements for mandated coverage of treatment, mental health parity | 2 |
| Strengthen elements of PDMP (prescription drug monitoring program) to require its use by prescribers and dispensers | 3 |
| Ease licensing requirements for detox and treatment services; sanction and utilize community and faith based organizations to address treatment and recovery; apply Good Samaritan philosophy to detox and treatment providers. | 4 |
| Initiate a study to identify evidence-based best practices in prevention; promulgate administrative rules for delivering evidence based best practices in prevention as a priority for K-12 schools. | 5 |

| Authorize dispensers to provide Naloxone(Narcan) with any opiate prescription | 6 |
| State sponsored method for disposal of prescription meds turned in to drop-off programs | 7 |
| Initiate a state task force to identify and disseminate information on “one-stop-shop” clearinghouses for regional prevention and treatment initiatives. | 8 |
| Establish requirement for prescribers and dispensers to follow best practices aligned to SAMHSA best practice toolkit. | 9 |

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