

NORTHEASTERN NORTH CAROLINA PARTNERSHIP FOR PUBLIC HEALTH
Targeting Prescription Drug Poisoning & Overdose

The Northeastern North Carolina Partnership for Public Health (NENCPPH) was formed in 1999 to maximize the available resources and service potential of the nine local health departments serving: Beaufort, Bertie, Camden, Chowan, Currituck Dare, Edgecombe, Gates, Halifax, Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Tyrrell, and



Washington counties. Through their strategic planning process in 2013, prescription drug poisoning and overdose was identified as a regional priority. The Partnership formed a multi-disciplinary, multi-county task force that applied for and was selected to participate in the Injury-Free NC Academy. Building from the Task Force's work through the Academy, the NENCPPH identified evidence based strategies (EBS) targeting both their short-term and long-term objectives to address prescription drug misuse and overdose.

- Awareness-Raising: engaged with local health directors at the partnership level to raise awareness on the magnitude of the issue and related EBS interventions (short-term strategy);
- Use of NC Controlled Substances Reporting System (CSRS): supported training of local providers and dispensers to increase the numbers registered and using the reporting system (short-term strategy); and
- Implementation of Project Lazarus: on-going work with local health departments to support the development of community coalitions around Project Lazarus initiatives.

Key Community Partners

NENCPPH's 9 local health departments
Community Care Plan of Eastern Carolina (CCNC)
Beaufort County Sheriff's Office
East Carolina Behavioral Health

HNC 2020

Focus Area: Injury & Violence

Objective #1: Reduce the unintentional poisoning mortality rate (per 100,000 population)

Why Did You Select These EBS?

1. Community Need. Addressed a need that was identified in multiple partnership counties.
2. Timeframe. Included approaches targeting both short and long term strategies
3. Resource Availability. Support and resources available through the Injury-Free NC Academy, CCNC and Governor's Institute on Substance Abuse's prescriber and pharmacist training (including CSRS training and enrollment), and Project Lazarus (community coalition work)

Results

- ❖ 27 prescribers, dispensers and others received training on safer opioid prescribing, effective pain management, and the CSRS
- ❖ Provisional results show an increase in the number of CSRS registered prescribers and dispensers (*see graph*)
- ❖ 3 community coalitions formed (to-date) to address Rx abuse at the local level and 9 other communities in varying stages of interest and engagement in establishing local coalitions
- ❖ Increased awareness around prescription drug poisoning and overdose

TIMELINE /KEY MILESTONES

March 2013

NENCPPH strategic planning process identified Rx abuse as a regional priority

June 2013

Formed multi-disciplinary/multi-county Task Force
Applied for Injury Free NC Academy

September 2013-April 2014

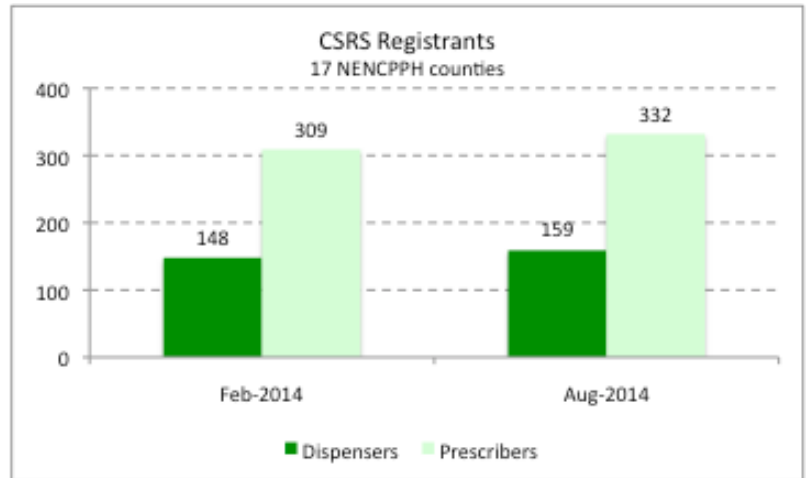
Participated in Academy
Developed & implemented goals and strategies

March 2014

Prescriber & Dispenser CSRS Training

Summer 2014

Focused emphasis on Community Coalition development



LESSONS LEARNED

- ❖ **Its okay to start small** – be realistic and do not feel you have to be overly ambitious at the beginning
- ❖ **Don't underestimate the need for awareness-raising** – you cannot assume everyone has the issue on their radar or that everyone has the same understanding of a problem and its magnitude. **Awareness of the problem leads to community action.**
- ❖ Regional versus local – a regional approach may not be the best approach for every issue; be willing to **find the best level** at which to target your efforts whether its grassroots or regional
- ❖ Look for different ways to **quantify the problem** – obtaining data for rural/low population counties can be challenging; you may need to look beyond the usual data sources

FOR MORE INFORMATION

Julie Tunney, Coordinator
Northeast NC Partnership for Public Health
jtunney@arhs-nc.org / 252-339-6727

Anne Thomas, Consultant
Project Lazarus
annethomas@embarqmail.com / 252-216-7039
<http://projectlazarus.org>

Injury-Free NC Academy <http://injuryfreenc.org>

The Center for Healthy North Carolina
Laura Edwards, RN, MPA, Director – laura.edwards@centerforhealthync.org