

# Aligning Pain Management Community Public Health Presentation

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La Crosse County Health Department  
2016

## Project Goal: (Community Public Health Session)

Aligning Pain Care in Our Communities is designed to:

### Engage community resources in the treatment of patients with chronic pain

Realize a reduction in misuse of opioids in managing chronic pain

Achieve consistency across physicians in safe opioid prescribing

Improve identification of depression in patients with chronic pain

## Three Pillars of *CDC's Prescription Drug Overdose Prevention* Work



- *Improve data* quality and track trends
- Supply *healthcare providers* with resources to improve patient safety
- *Strengthen state efforts* by scaling up effective public health interventions



## Secretary Burwell's/HHS *Opioid Priority Areas*

- Opioid *prescribing practices* to prevent opioid use disorders and overdose
- The expanded use of *naloxone*, used to treat opioid overdoses
- Expanded use of *medication assisted treatment (MAT)* for opioid use disorders



## Today's Learning Objectives

1. Describe the local problem in the community
2. Understand current public health and community efforts
3. How public health and medical can collaborate
4. Review next steps

## Background and Statistics (The Public Health Crisis)

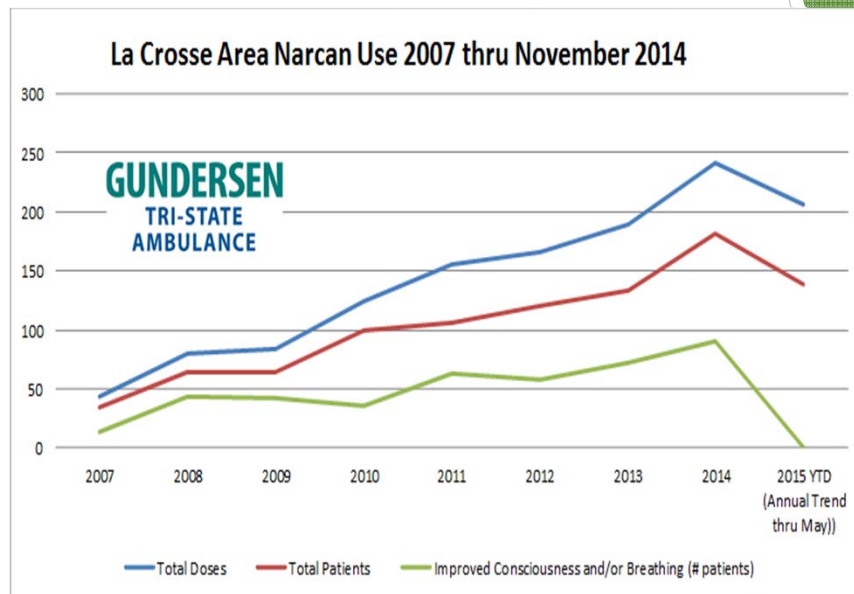
- ▶ Opioid overdose deaths, hospitalizations, Neonatal Abstinence Syndrome (NAS)
- ▶ Rx and other drug arrests / diversion (opioids and heroin)
- ▶ Narcan administration
- ▶ Needle Exchange Programs
- ▶ What's on the streets? Cost, frequency and impact
- ▶ Persons seeking treatment (Medicated Assisted Treatment)
- ▶ Local data, local gov't, local information

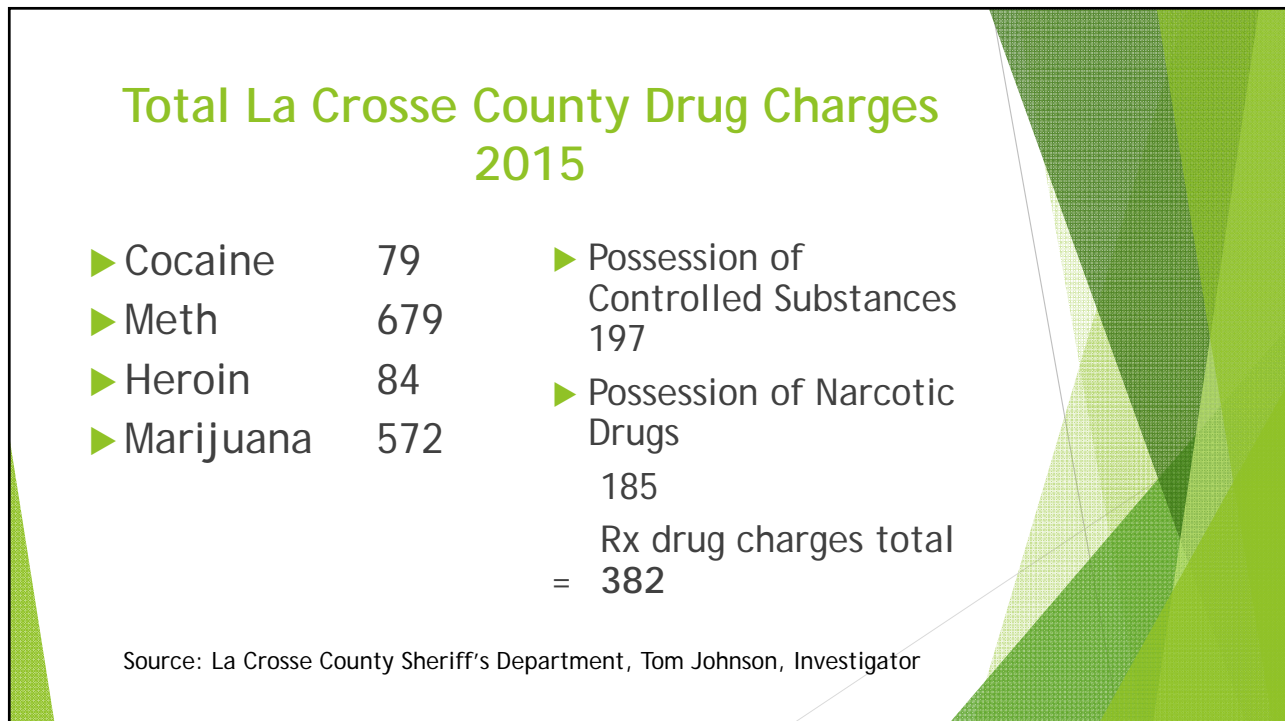
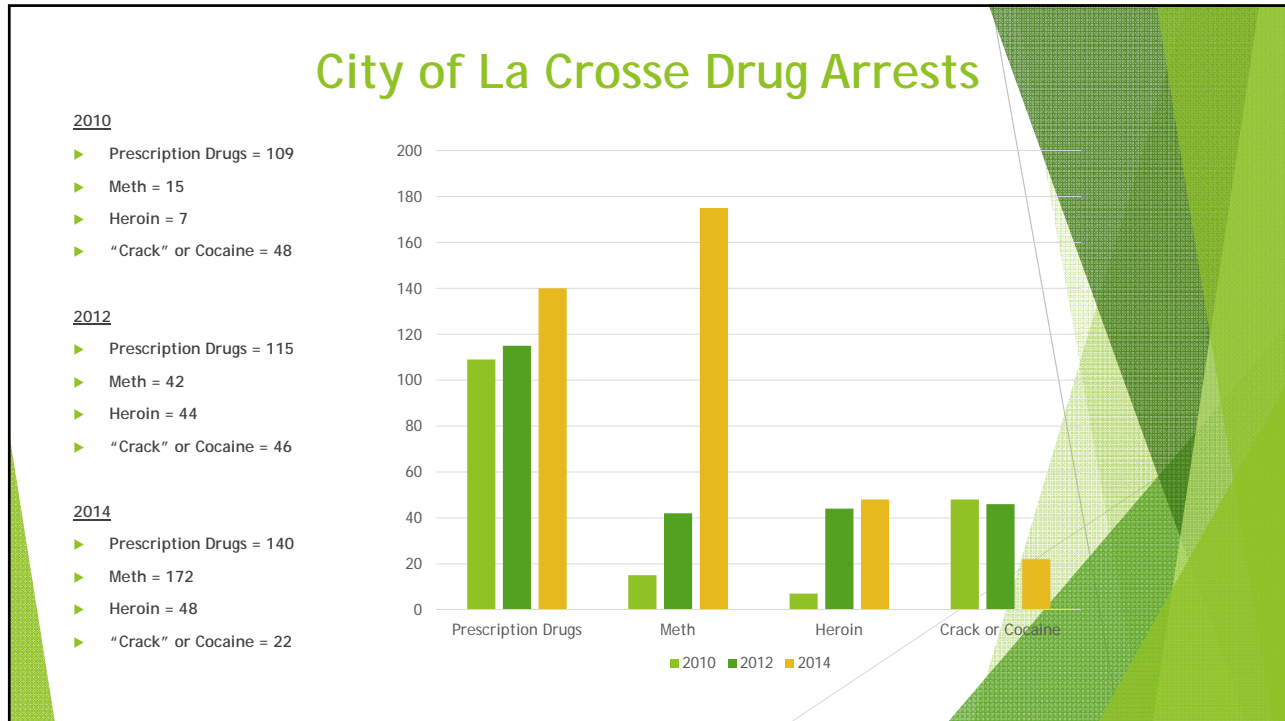
## Drug Overdose Deaths in La Crosse County

YEAR	Heroin Deaths	Other Drug Deaths
2010	2	NA
2011	8	NA
2012	10	10
2013	3	8
2014	0	5
2015	1	5 or <
2016 (As of March)	3-4?	6-8?

Source: La Crosse County Medical Examiner

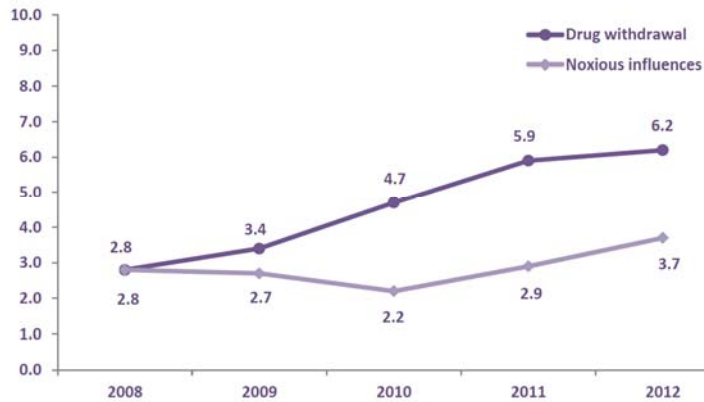
## Narcan Distribution





## Drug Abuse Effecting Fetus or Newborn in La Crosse County

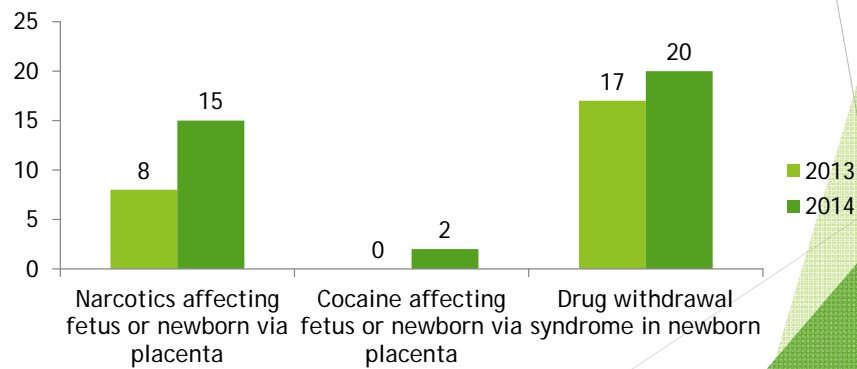
Figure 15. Neonatal Abstinence Syndrome (NAS) cases, rates per 1,000 hospital births, Wisconsin, 2008-2012



Source: Wisconsin inpatient discharge database, Division of Public Health, Wisconsin Department of Health Services.

## Drug Abuse Effecting Fetus or Newborn in La Crosse County

### Drug Abuse Effecting Fetus or Newborn in La Crosse County, 2013 & 2014



Source: Dr. Brenda Rooney, Gundersen Health System, Community and Preventive Care Services, 6/5/2015.

## Public Health AND Clinic Based Crisis

PUBLIC HEALTH	CLINIC BASED
"Doctor Shopping"	PDMP and CDC Rx Guidelines
Easy Rx Drug Diversion	Patient Education (Deterra) and Drop Boxes
Law Enforcement Burdened with Abuse	Collaboration / Communication (PDMP)
Overdoses: Deaths and Hospitalizations	Narcan Availability
Rx Narcotics to Heroin Use / Non Medical Use of Rx	PDMP and CDC Rx Guidelines
Limited Resources for Treatment	Resources to Treatment, Support, and Recovery (MAT)
Coalitions / Task Forces	Wisconsin Medical Society / Task Forces?
Mental Health	Mental Health

## Misconceptions

- ▶ % Addiction in general population
- ▶ Users that switch from prescribed medications to heroin

## Most Heroin Users Report Previous Non-Medical Use of Prescription Opioids, BUT: *Only a Small Proportion of Non-Medical Users Progress to Heroin*

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### National General Population:

- Within 5 years, 3.6% of non-medical users of opioids progressed to heroin within 5 years (i.e. less than 1% per year) (*Muhuri, Gfroerer, Davies. 2013*)

### Local Longitudinal Study of Non-medical users:

- Within 3 years, 7.5% progressed to heroin (i.e. 2.8% per year). (*Carlson, Nahhas, martins, Daniulaityte. 2015*)

## Current Community Efforts

- ▶ Local public health efforts (La Crosse Heroin & Other Illicit Drug Task Force)
- ▶ Using the Public Health Model (Prevention, Treatment, Harm Reduction and Public Safety)
- ▶ Rx drop boxes
- ▶ Town hall meetings
- ▶ Education and prevention efforts (schools, jail, recovery community)
- ▶ Addressing the stigma of addiction
- ▶ Advocacy (e.g. support Rep. Nygren's HOPE legislation on heroin and opioids, CDC Guidelines)



## Public Health Message When Prescribing Opioids

- ▶ Don't Share
- ▶ Lock'em Up
- ▶ Dispose of Properly



**DOSE OF REALITY**  
PREVENT PRESCRIPTION PAINKILLER ABUSE IN WISCONSIN.

Wisconsin Department of Justice - Dose of Reality Campaign

<http://doseofrealitywi.gov/>

- ✓ Tools, education resources for patients, parents and medical staff
- ✓ List of where medication drop boxes are located

## Don't Share

- ▶ Some reasons why...

**Diversion** - \$1 per mg for Prescription Drugs on the streets  
30mg Oxycodone = \$30

Latest Street Prices for Prescription Drugs? Link to Street Rx:  
<http://streetrx.com/>

Patient's perspective that Rx was provided by doctor/prescriber, it must be safe for me too!

streetRx latest street prices for prescription drugs

Choose country: USA

Latest Prices PAST 2 WEEKS

See what others paid

La Crosse, Wisconsin

Search

Did you get a good deal? Submissions are anonymous

\* Name of drug

Please choose a drug from the list.

\* Formulation

Please choose a drug to see formulation options

Continue

\* Price per unit

\$

Prices for Any — La Crosse

Include products with the same active ingredient

\$2	generic Xanax, 1mg pill	Rate:
May 10 2016	Madison, Wisconsin	\$ \$ \$ \$ \$
\$5	hydrocodone/acetaminophen tablet (generic Vicodin), 5mg/325mg pill	Rate:
May 10 2016	Madison, Wisconsin	\$ \$ \$ \$ \$
\$2	cyclobenzaprine, 7.5mg pill	Rate:
May 9 2016	Wisconsin	\$ \$ \$ \$ \$
\$10	oxycodone IR pill, 30mg pill	Cheap
May 9 2016	Wisconsin	\$ \$ \$ \$ \$
\$10	Valium, 10mg pill	Rate:
May 9 2016	Wausau, Wisconsin	\$ \$ \$ \$ \$
\$9	Adderall, 30mg pill	Pricey
May 9 2016	Monona, Wisconsin	\$ \$ \$ \$ \$
\$10	Adderall XR, 30mg pill	Rate:
May 9 2016	Wisconsin	\$ \$ \$ \$ \$
\$1	methadone tablet by Mallinckrodt, 10mg pill	Rate:
May 9 2016	Thomson, Illinois	\$ \$ \$ \$ \$
\$10	Adderall, 10mg pill	Overpriced

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## Methods of Diversion

- ▶ Patients/Drug Seekers
- ▶ Drug rings
- ▶ Doctor shopping
- ▶ Forged, fraudulent, and altered prescriptions
- ▶ The medicine cabinet
- ▶ The Internet

## Lock'em Up

- ▶ How can you easily recommend that you do that?
- ✓ Encourage patient to use a lockbox, safe, or locked medicine cabinet
- ✓ Many companies offer lockable medication storage options e.g. [www.Lockmed.com](http://www.Lockmed.com)



## Dispose of Properly

- ▶ Drop boxes
  - ▶ Local medication drop boxes - La Crosse County has seven sites at law enforcement agencies in La Crosse (City and County), Onalaska, West Salem, Bangor, Holmen and Town of Campbell
  - ▶ WI Department of Justice (DOJ) <http://doseofrealitywi.gov/drug-takeback/>  
(Link has an interactive tool to locate drop boxes in your region)
- ▶ Deterra

## Case Examples

- ▶ It is Friday afternoon at 3:00 PM and a current clinic patient calls and ask where they could get Narcan?
- ▶ Can you list other examples?

## Narcan

- ▶ Can it be prescribed?
- ▶ How to use it
- ▶ Where can you get it?



## Community Coalitions

- ▶ La Crosse County Heroin & other Illicit Drug Task Force

Meets the 4<sup>th</sup> Thursday of each month from 1-2:30pm

Contact: Al Bliss, Health Educator

La Crosse County Health Dept.

[abliss@lacrossecounty.org](mailto:abliss@lacrossecounty.org)

608 789-4820

- ▶ La Crosse County Prevention Network

Meets the Third Thursday of each month from 8:30-10am

Contact: Tracy Herlitzke

## Addiction and Recovery Programs

- ▶ Asset List of Available Treatment, Recovery, Support, Prevention and Other Related Services

## Resources

- ▶ Educational materials (Patients, prescribers and other staff, community)
- ▶ Medication drop boxes / Detera (Mayo)
- ▶ “Asset List” of community resources
- ▶ Other agency services
- ▶ Local prevention efforts/coalition (Working and partnering with)
- ▶ Additional training and opportunities
- ▶ Coalitions / Task Forces

## Next Steps

- ▶ What do we need to accomplish?
- ▶ What will our efforts and successes look like?
- ▶ Ideas and brainstorming for collaboration
  - ▶ Top three things we could do together