



Hernando County Opioid Prevention Grant Program

Applicant: Hernando County Community Anti-Drug Coalition, DBA Hernando Community Coalition

Funding Request: \$100,00.00 for 12-month period

The Hernando Community Coalition (HCC) is a data-driven, 501(c)(3) nonprofit organization operating since 2004. HCC is a countywide behavioral health partnership with a **mission to prevent and reduce substance use and associated problems among youth, families, and the community as a whole in Hernando County, Florida.** Hernando County has not escaped the current opioid epidemic, with high rates of overdoses, criminal behaviors, and family destruction. The Florida Medical Examiners Commissioners Report showed that in 2021 Florida's Circuit 5 (Hernando, Lake, Citrus, Marion, and Sumter Counties) there were 541 opioids identified at the time of death (either present or cause) in toxicology reports, an increase from 449 in 2020.¹ In Hernando County, 63 persons died from an opioid overdose in 2021, more than double the 24 individuals in 2020.² In 2022 in Hernando County, there were 427 Emergency Medical Service (EMS) Responses to a suspected opioid-involved overdose,³ with naloxone administered 418 instances. In 2021 in Hernando, there were 188 non-fatal Emergency Department visits due to opioid-involved overdoses and 89 hospitalizations.⁴ Naloxone training and distribution efforts in Hernando County continue to be a needed service to reduce opioid overdose deaths. Research indicates that naloxone distribution can reduce community-level overdose mortality by as much as 37% to 90%.

The FDA recently stated, "Today's drug overdose crisis is multifaceted and has evolved beyond prescription opioids. Illicit opioids, largely driven by fentanyl and its analogues, have become key contributors, (August 2022, FDA). In 2021 Florida's Circuit 5, there 312 fentanyl-involved overdose deaths (up from 213 in 2020) and 37 from fentanyl analogs. Data available from 2019 and 2020 for Hernando County showed fentanyl being the most common opioid identified in toxicology reports.³ The FDA also stated, "Other controlled substances, including benzodiazepines and stimulants (particularly methamphetamine), also are being used in combination with opioids" (August 2022, FDA). Education and awareness surrounding the dangerous and deadly use of fentanyl is needed among Hernando residents as the use of the opioid alone and "mixed in" with other drugs continues to spread.

Opioid use is impacting Hernando County adolescents, including babies, children, and teens. In 2021, there were 871 investigations conducted by Child Welfare for substance misuse in Hernando County, of which 80 were for substance exposed newborns.⁵ An average of 58 children ages 0-5 per year (3-year average 2018-2020) in Hernando County were removed from

their home by Child welfare for a parent's drug abuse (excluding alcohol). Among all residents under 18, the average was 102 youth per year. In 2022 among Hernando high school aged students, 33.6% reported there is substance abuse in their household.⁶ Additionally, though the cause is not identified, 33.6% of high school aged students reported they have a household member who is incarcerated. In 2022 among Hernando County 11- to 17-year-old students, 3.4% report they have misused a prescription pain reliever in their lifetime. The risk of untreated trauma and mental illness leading to "self-medicating" is a real threat in the fight against the opioid epidemic. Gaps in our system of care and the related impact stretch across our most vulnerable populations and opioid dependency has disrupted public safety increasing the burden on law enforcement as well as the healthcare, child welfare, and juvenile and criminal justice system here in Hernando County.

To prevent opioid addiction among our younger population and reduce the numbers of babies born addicted in Hernando County, a multi-tiered approach is needed that includes educating youth and child-bearing age adults on the dangers of opioid use, the risks for overdose, what happens to babies born addicted, and working with professionals and families who care for children of substance using parents to help break the cycle of addiction.

Timeframe: The project would begin and end upon the start and end date determined by the BOCC for a 12-month period that includes annual project reach. The completion date, if allowable, would be the end of a 5-year period where the goal, objectives, strategies, activities, budget, proposed reach/targets would repeat annually.

Purpose: To Reduce and Prevent Opioid Use and Associated Problems among Hernando County residents. Preventing and reducing opioid use and opioid overdose in Hernando County requires a comprehensive mix of evidenced-based prevention approaches including family-based and community-based interventions that address the dangers of opioid use as well as associated problems. The proposed project will reduce and prevent opioid use disorder, opioid overdose, opioid addicted babies, and work to break the cycle of addiction among our most vulnerable populations through outreach, education, and support, and will increase healthy norms and behaviors among area youth, young adults, families, and professionals.

Goal 1: Increase awareness of the risks and dangers of opioid use and associated problems through countywide public education campaigns, messaging, and information dissemination.

- Objective 1: Increase awareness of the dangers associated with fentanyl among youth and adults, including the dangers of fentanyl mixed with other drug types that are leading to overdose and death.
- Objective 2: Increase awareness on the impact of opioid addiction on babies (neo-natal abstinence syndrome) including risks for pregnancy and substance exposed babies across the lifespan through countywide messaging and information dissemination.

- Objective 3: Increase awareness of how to safely dispose of unused or expired opioid medications such as medication disposal systems, drug drop off sites, drug take back days, and the importance of keeping medications secure in the home.
- Objective 4: Increase awareness of how to identify and help if someone is experiencing an opioid overdose and what to do (call 911 immediately, how to use naloxone) through countywide messaging and information dissemination.

Description of Strategies/Activities:

- Develop/share PSAs, Ads, signage, and messaging with awareness info via media outlets such as TV, radio, print, social media, and other on-line and community sources.
- Develop/share a series of infographics for coalition members and committees to share via online and print with local data on rates of use, consequences, and community factors to increase awareness of current issues.
- Provide presentations to community agencies, local groups, schools, churches, etc.
- Share information at community and school-based events.

Goal 2: Provide education on opioids and associated problems to reduce and prevent opioid misuse and enhance the skills of residents to address opioid misuse and overdose.

- Objective 1: Develop, coordinate, and implement a Hernando County Opioid Training Institute for community members to increase the knowledge on opioid dangers and opioid-related problems.
- Objective 2: Provide topic-specific education using best practices and evidenced-based approaches through the Hernando County Opioid Training Institute for different subsets of the workforce.
- Objective 3: Provide topic-specific education using best practices and evidenced-based approaches through the Hernando County Opioid Training Institute for different subsets of the population including youth and families.

Description of Strategies/Activities:

- Provide quarterly trainings for area professionals and community members on opioid-related topics. Examples include:
 - Presentations to local leaders on the estimated financial costs of NAS and substance exposed newborns in both NICU and on-going care
 - Workshops for childcare providers/centers serving children 5 and under on caring for babies and children that were substance exposed/suffering from Neo-natal Abstinence Syndrome.
 - Prescriber/Treatment provider training on Addiction Free Pain Management.
 - Best practices for opioid prescribing and PDMP use for area prescribers.
 - Awareness of naloxone/Narcan training
 - Classroom education for middle and high school aged students on opioid use dangers and the impact of opioids on babies including latest available research.
 - Education for criminally involved females on opioids impact on babies and families.

- Safe needle disposal and what to do if you see a discarded needle.
- Rx bootcamp for Seniors (risks, safe disposal, etc.)
- Host an annual opioid-related conference/summit provided through the Hernando Substance Exposed Newborn and/or HCC that is currently impacting Hernando.

Goal 3: Implement community-level environmental change strategies that will reduce access to opioids, decrease barriers to treatment, reduce risk factors and increase protective factors surrounding opioids.

- Objective 1: Implement safe disposal strategies that reduce access to opioids that are misused.
- Objective 2: Implement strategies that enhance access to opioid treatment and treatment of other behavioral health issues that can lead to “self-medicating”.
- Objective 3: Implement strategies that reduce death from opioids and reverse overdose.
- Objective 4: Implement strategies that decrease stigma surrounding opioid addiction.

Description of Strategies/Activities:

- Disseminate safe medication disposal systems (Dispose Rx, Safe Rx).
- Engage new healthcare offices to provide safe disposal systems/info to patients.
- Disseminate Narcan kits.
- Support law enforcement drug take back days.
- Provide local resource lists for behavioral health treatment
 - Substance Exposed Newborn resource guide (New Mom Toolkit)
 - Substance Exposed Newborn resource maps
 - Substance Exposed Newborn resource cards
 - Hernando Cares Behavioral Health resource guide
- Develop/implement social norming messaging/programming to change the negative perceptions of individuals and families who have been impacted by opioid addiction and encourage support.
- Conduct research with Hernando residents who have been addicted to or impacted by opioid misuse and addiction to determine gaps in system of care, possible enforcement needs, policy issues, etc.

Population Served: Activities will include initiatives that span across Hernando County reaching large portions of the population each year as well as targeted strategies for different subsets of the population and will include addressing risk factors that can lead to opioid addiction such as untreated mental illnesses, trauma, and multi-generational substance use, and include a focus on substance exposed newborns and high-risk populations. This includes:

- Wide range of Hernando residents with universal prevention efforts
- Youth ages 11-17
- Parents, caregivers, grandparents
- Healthcare providers, Childcare staff, and other professionals
- Persons ages 15 to 44 who are of child-bearing age of sexually active

- Economically disadvantaged youth and families
- Minority populations

Annual Project Targets – 12-month period from start date

1. 50,000 reached via public awareness info/media outreach
2. 2,000 persons reached in-person (events, presentations)
3. 300 persons attend trainings
4. 500 persons reached with resource information
5. 1,000 persons reached with safe disposal kits, Narcan kits

Organization Capacity: HCC has extensive experience providing prevention services to targeted populations and residents countywide. HCC has successfully managed numerous State, Federal, and local grants and contracts focused on substance use prevention and related problems, including serving as mentors across the State for other prevention collaborations addressing youth substance use. We are lucky to have a diverse Board and membership that allows us to represent the different demographics in the County. The HCC is inclusive of all residents, no matter the age, races and ethnicities, genders, sexual preference, and socio-economic status. In 2016 the HCC was awarded its second 5-year award from SAMHSA to address youth substance use and included prescription drugs in the award. Through various projects/programs addressing youth opioid use implemented with coalition partners, we have seen reductions in youth opiate use, but all ages of residents in Hernando County are impacted by the current opioid epidemic. Challenges such as socioeconomic factors, policies, family addiction, norms supportive of use, and the rise and availability of fentanyl remain, leaving much work still to do.

Project Monitoring/Evaluation Efforts: To ensure all programmatic efforts are monitored and tracked, HCC will ensure all project participants provide needed information by providing service activity logs that collect activities conducted, numbers reached, activity type, etc., and will be entered into the HCC's data management warehouse tool. Supporting information collected will include, for example, activity sign-in-sheets, numbers of materials disseminated, in person and on-line reach; pre/posttests; and training evaluation forms. This will allow for the HCC to provide reports and information as requested by the funder. In addition to the performance measures captured, the project goal and objectives will compare baseline data sets to project end data sets to determine rates of change. This includes the Florida Youth Substance Abuse Survey (FYSAS), administered every other year at the county-level (2018 baseline, 2020, 2022, 2024, 2026) among middle and high school students (ages 11 to 17), will be used to monitor and evaluate changes to opioid use and related measures such as perceived availability of drugs and ACEs. Goals related to behavioral health disparities and substance-related problems will be continually monitored and measured by a series of data sets including School district data on violations for substance use and other behavioral incidents, investigations conducted by Child Protective, and data regarding opioid overdose including EMS, ER, hospital stays and the Florida Medical Examiners data.

DATA SOURCES:

¹ Florida Medical Examiners Commission

² Florida Department of Law Enforcement via Florida Charts/Florida Department of Health

³ Florida EMSTARS via Florida Charts/Florida Department of Health

⁴ Florida Agency for Health Care Administration/ Florida Department of Health

⁵ Florida Department of Children and Families

⁶ Florida Youth Substance Abuse Survey

Budget Request: \$100,000 for 12-month period

Category Overview	Amount
Salaries/Fringe	\$57,520
Travel	\$1,167
Operating/Supplies	\$4,586
Subcontractors	\$21,900
Other	\$14,827
TOTAL:	\$100,000.00

Budget Detail:

Personnel - \$57,520.00

Executive Director/Program Director: \$14,892

- 5 hours per week - \$52 an hour= \$13,520
- Fringe – 10.15% = \$1,372

The HCC's Executive Director will oversee all projects including collaboration with partner agencies and local participants such as healthcare professionals, educators, and media outlets, reporting to funders, and agency day-to-day operations needed for award implementation. HCC fringe includes only SS, FICA, and Workmans Comp.

Project Coordinator: \$34,367

- 20 hours per week - \$35.00 an hour= \$39,888
- Fringe – 10.15% = \$3,488

A Project Coordinator, under the supervision of the Director, will coordinate the strategies and activities in the proposed plan including trainings, events, material development, material dissemination, and related duties. HCC fringe includes only SS, FICA, and Workmans Comp.

Evaluator/Epidemiologist - \$8,261

- \$7,500 per year
- Fringe – 10.15% = \$761

The HCC's Evaluator and Epidemiologist will assist with reporting on project outcomes including reports to funder, data collection and analysis, and infographic development.

Travel - \$1,167.00

Local mileage for Project Staff to complete the project plan.
\$0.50 per mile x 2,334 per year (approx. 194.5 miles per month)

Operating/Supplies - \$4,586.00

Office rent: 10% of total cost per month = \$83 x 12 months = \$996
Office Utilities/Maintenance/Communications = 10% of annual costs = \$1,190
General Office Supplies: \$200 per month x 12 months = \$2,400

- items such as postage, binders, copies, toner

Subcontractors- \$21,900.00

Bookkeeper – \$900

\$75 per month x 12 months

Expert Speakers/Trainers - \$10,000

Topic experts for the Hernando County Opioid Training Institute will be utilized at quarterly trainings and/or annual conference.

Material Development/Designer – \$5,000

Graphic design, training materials, and other needed development.

Social Media – \$6,000

\$500 per month for 12 months for Lyfe Marketing -Ads/PSAs targeting Hernando County residents with opioid awareness info.

Other – \$14,827.00 - *Project Specific Supplies, Materials, Fees*

Printed Public Awareness Materials - \$5,577

- Professional Printing- Informational handouts/Educational materials, Resource lists (Rack Cards, Palm Cards, brochures) \$1.00 per item x 2000 items = \$2,000
- Print Ads – 2 to 4 ads in local papers, magazines - \$500 to \$1000 per ad = \$2,000
- Indoor Floor Decals - 24"x24" full-color floor decals printed on a lightweight slip-resistant fabric with a textured matte vinyl coating = 25 for \$550
- Stall Sign Inserts - 8.5"x11" full-color on 100 lb. gloss cover = 300 for \$540
- Static Clings - 4"x4" full-color static clings with static on back = 500 for \$487

Audio/Visual PSAs/Ads- \$4,500

- Video PSA Development \$25 per video clip via bitable = \$500
- Radio PSA Airings - Hits 106 = \$4,000

Training Institute Materials/Event Space - \$3,250

- 5 days of room rental for trainings and conference 250x5 = \$1,250
- Materials needed such as poster boards, printing, markers, etc. as described by speakers- \$250 per training x 4 trainings = \$1,000
- Conference supplies/materials needed such as poster boards, printing, markers, etc. as described by speakers = \$1,000

Safe Disposal Supplies - \$1,500

- Deterra Drug Deactivation Systems- 90 pill disposal bags – sold in sets of 350 bags for \$500 – 3 sets x \$500 = \$1,500