



Wisconsin Department of Health Services State Targeted Response to the Opioid Crisis (Opioid STR) Prevention Services 2018-2019 Coalition Menu Option Application

May 29, 2018

Dear Prospective Applicants:

Since the early 2000s, Wisconsin has experienced a surge in opioid abuse and its related harmful consequences. Since the start of this increase, the age-adjusted death rate from opioid overdose has increased over fivefold. Over the last decade alone, the number of opioid-related deaths in Wisconsin has nearly doubled. In order to make an impact on these trends, a comprehensive approach to prevention, treatment, and recovery support resources and services is needed.

In February 2017, the Wisconsin Department of Health Services (DHS), Division of Care and Treatment Services (DCTS) applied for a federal grant from the Substance Abuse and Mental Health Services Administration (SAMHSA) titled, *State Targeted Response to the Opioid Crisis* (Opioid STR). This federal grant was awarded to Wisconsin on May 1, 2017, with a renewal beginning on May 1, 2018. The prevention funding allocation of the Opioid STR grant focuses on reducing the nonmedical/unauthorized availability of and access to prescription opioids as well as preventing opioid-related overdose deaths.

DCTS is partnering with the Alliance for Wisconsin Youth (AWY) Regional Prevention Centers (RPCs) to make funding available to AWY member coalitions. The purpose of this funding is to provide local coalitions with resources to implement specific strategies aimed at reducing the availability of and access to opioids for nonmedical purposes and to prevent the consequences of opioid abuse.

Funds are intended to enhance local coalition-led efforts related to preventing opioid abuse and NOT supplant current or ongoing prevention efforts. For this reason, the 14 coalitions who receive direct Partnerships for Success (PFS15) funding from an AWY RPC are eligible to apply for only one Opioid STR funded strategy; coordination of naloxone training and distribution. Coalitions who receive funding through other AWY RPC menu option projects may not apply to implement the same strategy through this application.

In order to apply for funds, applicant coalitions must:

- Be an AWY member as of May 1, 2018.
- Identify the target area where strategies will be implemented.
- Agree to comply with all reporting requirements, including tracking educational material distribution.
- Complete the online Opioid STR Coalition Menu Option Application and related Material Distribution/Implementation Plan by **July 2, 2018**.



- Agree to complete strategy implementation by April 30, 2019.

Applicants may apply for **up to \$7,300** from the allowable menu of strategy options. Each strategy selected from the menu will require the applicant to complete a plan for either distribution or implementation. Plans are due at the time the application is submitted. Additional funding requests may be considered should additional funds become available. All application materials should be completed online using <http://www.surveygizmo.com/s3/4355541/STR-Funding-Application-May-2018>.

DCTS and the AWY RPCs will review all applications. Final funding decisions will be based on adequate completion of application materials and may be reduced if multiple coalitions apply to serve the same geographic area. Award announcements will be made by July 11, 2018. Funding will become available as soon as contracts are finalized between DCTS and AWY RPCs. Coalitions will work with their regional AWY RPC to determine invoicing and distribution of materials. Coalitions will be required to report on process and outcome indicators related to their plans no later than May 15, 2019.

Opioid abuse is a complex issue that is having negative impacts across the state and the nation. The prevention strategies selected for implementation with this funding are designed to enhance local efforts and fill gaps in the community. Coalitions should consider other available community resources and efforts related to opioid abuse prevention and choose strategies that best meet the identified needs of their targeted service areas.

Please contact your local AWY RPC if you have questions about the application, the requirements, or the funding expectations.

Sincerely,

Christine Niemuth
Opioid STR Prevention Funding Coordinator

2017-2018

Opioid STR Prevention Funding Application and Materials Request



To be considered for funding and materials, applications and dissemination/implementation plans must be received no later than **July 2, 2018**. Applications received after this date may still be considered, depending on available resources. Applications received by July 2, 2018, will be given first priority. Funding is available for the following materials and community education efforts:

-  Permanent Prescription Drug Drop Boxes
-  Drug Take-Back Events
-  Prescription Drug Lock Boxes and Bags
-  Prescription Drug Deactivation Units
-  Coordination of Naloxone Training and Distribution
-  Dose of Reality Education Materials
-  Town Hall Meetings or Community Education Events

Directions:

- Review the seven Opioid STR Menu Options and select the quantity of materials and/or the funded projects to be implemented in the community. Each non-PFS15 coalition may apply for up to **\$7,300** in products and/or funding. PFS15 coalitions may only apply for funding to support the coordination of training and distribution of naloxone for first responders (**\$500**).
- Coalitions should not apply for materials or projects that are already funded in the community through other funding streams (e.g., Partnerships for Success grant, Drug Free Communities grant, other AWY menu option reimbursements).
- Coalitions may apply for as many or as few strategies based on local need. Every strategy item selected will require the completion of a dissemination plan or an implementation plan.
- Applications must be completed **online** and are due by **July 2, 2018**.
- Projects and activities must be completed and invoiced by April 30, 2019.
- Coalitions will be required to complete a report documenting process and outcome indicators from all selected strategies by May 15, 2019, and may be asked to provide updates on implementation progress as deemed necessary by SAMHSA.



Permanent Drug Drop Box



Purpose: The purpose of permanent prescription drug drop boxes is to safely and responsibly dispose of unwanted and expired medicines to protect families, communities, and the environment. Coalitions, law enforcement, and pharmacies are encouraged to work together to place permanent drug drop boxes in as many eligible locations in the community as possible; making prescription drug disposal more accessible to all community members.

Coalitions who participate in this strategy will receive **\$1,000** to purchase permanent prescription drop box(es) for placement at eligible collection locations (law enforcement agencies and pharmacies). Coalitions will work with their AWY RPC to determine whether the box will be purchased by the AWY RPC on behalf of the coalition or whether the coalition will receive payment reimbursement for purchasing a drop box.



By selecting this strategy coalitions must:

- Develop an implementation plan documenting drop box placement, partnering organizations, and community education efforts related to increasing consumer awareness and advertising the prescription drug drop box location(s).
- Place the drop box(es) in the community.
- Register the drop box location with the Wisconsin Department of Justice (DOJ) by emailing Danielle Long, longdb@doj.state.wi.us.
- Track the number of pounds of drugs collected at the drop box location(s).
- Provide a report to the AWY RPC on process and outcome indicators related to the strategy by May 15, 2019.



Drug Take-Back Event



Purpose: The purpose of a prescription drug take-back event is to safely and responsibly dispose of unused and expired medications in order to reduce prescription drug diversion and protect the environment. Coalitions and law enforcement should work together to host a take-back event within the coalition's targeted service area. A take-back event could include a one-day take-back event at a specific location, a "traveling" event such as coordinating collection with Meals on Wheels deliveries, or a combination of both types of collection events.

Coalitions who participate in this strategy will receive **\$500** to offset the cost of printing, promotion, or other expenditures as deemed appropriate by the coalition for hosting the event. Funding will be provided to the coalition after submission of required documentation as determined by the AWY RPC. Coalitions will work directly with their AWY RPC to determine the documentation requirements for receiving funding for this strategy.

Coalitions are encouraged to work with law enforcement to register and host at least one take-back event which coincides with the Wisconsin DOJ's Drug Take-Back Days or other community prescription drug collection events (e.g., Clean Sweep).

By selecting this strategy coalitions must:

- Develop an implementation plan documenting: take-back event location(s), expected event dates and logistics, event promotion efforts, and drug disposal plan.
- Register the event with the Wisconsin DOJ by emailing Danielle Long, longdb@doj.state.wi.us.
- Conduct event(s) at locations which are easily accessible to the community or deemed as high need for coordinated prescription drug collection.
- Track the number of pounds of drugs collected at each event.
- Provide a report to the AWY RPC on process and outcome indicators related to the strategy by May 15, 2019.



Prescription Drug Lock Box



Purpose: The purpose of personal prescription drug lock boxes and bags is to secure medications in consumers' homes in order to prevent diversion of medications for nonmedical purposes. Coalitions should partner with first responders (law enforcement, EMS, fire), health care clinics, home health care providers, senior centers, and other community providers to distribute lock boxes throughout the community to individuals prescribed narcotics.

Lock Boxes: New for 2018-2019, lock boxes will be ordered by the coalition as opposed to the AWY RPC. This will allow coalitions to select the type of lock boxes they would like to order and have them directly shipped to the coalition. The coalition will work with their AWY RPC to invoice for their purchases. Lock boxes are budgeted at \$25 per box based on an average cost from several companies.



Lock Bags: Lock bags have a combination lock and are portable and easy to carry during travel. The combination lock has a back-up override mechanical key lock feature. They measure approximately 7" (L) x 9" (H). They are small enough to fit inside a purse and can hold up to approximately seven prescription bottles. New for 2018-2019, lock bags can only be ordered in cases of 75 bags.



9"

By selecting this strategy coalitions must:

- Develop a distribution plan documenting method of distribution and community education efforts related to increasing consumer awareness.
- Distribute lock boxes/bags to community members according to the distribution plan.
- Track the number of lock boxes/bags distributed.
- Provide a report to the AWY RPC on process and outcome indicators related to the strategy by May 15, 2019.



Prescription Drug Deactivation Units



Purpose: The purpose of prescription drug deactivation units is to conveniently, safely, and responsibly dispose of unused and expired medications in order to reduce the potential for diversion. Coalitions, first responders, clinics, pharmacies, and home health care providers are encouraged to work together to distribute prescription drug deactivation units to individuals or populations who are unlikely to take part in take-back events or come to permanent drug drop box locations. This strategy is ideal for rural areas with fewer eligible permanent drop box locations, populations who distrust law enforcement and are unlikely to bring unwanted medications to a drop box located inside a law enforcement agency, and home-bound populations.

Coalitions who participate in this strategy will receive prescription drug deactivation units to distribute throughout the coalition's targeted service area(s). Prescription drug deactivation units are made by Deterra® and have been found to be an environmentally safe way to dispose of unused medications from homes. The deactivation units provided through this strategy are medium size pouches, which can safely deactivate 45 pills, 6 oz. of liquid, or 6 transdermal patches per pouch. New for 2018-2019, deactivation units can only be order by the case (200 units per case).



By selecting this strategy coalitions must:

- Develop a distribution plan documenting method of distribution and community education efforts related to increasing consumer awareness.
- Distribute deactivation units to community members according to the distribution plan.
- Track the number of units distributed.
- Provide a report to the AWY RPC on process and outcome indicators related to the strategy by May 15, 2019.



Coordination of Naloxone Training and Distribution



Purpose: The purpose of coordinating naloxone training and distribution within the targeted service area is to reduce opioid-related overdose deaths. Naloxone is an opioid antagonist medication used to block the effects of opioids. Providing naloxone to an individual who is experiencing an opiate-related overdose can reverse overdose symptoms.

All levels of EMTs, first responders, police, and fire have had the ability to be trained to carry and administer naloxone since the enactment of 2013 Wisconsin Act 200 in 2014. Since the law went into effect, some law enforcement agencies have identified “lack of training resources” as a barrier to carrying and administering this life-saving medication. Some agencies have also found it difficult to get buy-in for first responders to carry naloxone. In addition, community members who have loved ones who use opioids would benefit from training on administering naloxone.



Coalitions who select this strategy should partner with emergency medical services, law enforcement, fire, and community groups to identify training and resource needs for equipping first responders and community members with naloxone as a life-saving measure. Coalitions who participate in this strategy should coordinate efforts across agencies and partner with the AIDS Resource Center of Wisconsin (ARCW) to provide training on naloxone administration. Training will include: recognizing the signs of an overdose, rescue breathing, administering naloxone, evaluation, and support. Once individuals are trained, ARCW can work with local first responders to purchase naloxone. Coalitions will receive a one-time \$500 stipend to work on this strategy.

By selecting this strategy coalitions must:

- Develop an implementation plan documenting number of planned events, expected number of individuals trained to administer naloxone, and a plan for providing training.
- Track the number of individuals trained to administer naloxone, including their role (i.e., law enforcement, community member, librarian, etc.).
- Track the number of new providers administering naloxone.
- Provide a report to the AWY RPC on process and outcome indicators related to the strategy by May 15, 2019.



Dose of Reality Education Materials



Purpose: The purpose of the *Dose of Reality* prescription painkiller prevention awareness campaign is to inform and educate community members about the improper use of prescription opioids, warn consumers about the dangers of inadequate storage and disposal of prescription opioids, and encourage positive action. Coalitions are encouraged to use this statewide campaign locally as a tool for providing education in support of other opioid prevention efforts in the community. Dose of Reality materials are available for free download at www.doseofrealitywi.gov by selecting “program materials” at the top right of the home screen and entering your email address and the password *Reality2015* to log in. You may also upload your logo in order to customize the materials for your community. Some materials are also available in Spanish.



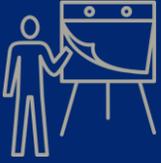
Some of the available *Dose of Reality* materials include:

- *Dose of Reality* logo
- Radio commercials
- TV commercials
- Print ads
- Billboards
- Digital online ads (e.g. Facebook, Pandora, websites)
- Medical, business, and take-back day fact sheets/posters/brochures
- Community outreach kits for educators, coaches, and parents
- Social media posts (images, language)

Coalitions who participate in this strategy will receive **\$500** to offset the cost of printing, promotion, media buys, or other expenditures as deemed appropriate by the coalition for educating the community. Funding will be provided to the coalition after submission of required documentation as determined by the AWY RPC. Coalitions will work directly with their AWY RPC to determine the documentation requirements for receiving funding for this strategy.

By selecting this strategy coalitions must:

- Develop a distribution plan documenting materials used (e.g. flyers, brochures, billboards, TV ads, magnets), method and location of material distribution, and community education efforts related to increasing consumer awareness.
- Track the number and reach of *Dose of Reality* materials distributed, including purchased media buys.
- Provide a report to the AWY RPC on process and outcome indicators related to the strategy by May 15, 2019.



Community Education Events



Purpose: The purpose of community education events is to inform and educate community members, elected officials, business owners, and healthcare providers about the risks of addiction associated with opioids, the risk of diversion associated with the improper storage and disposal of opioids, and the risk of overdose associated with using opioids in ways other than prescribed. Community education events could include speaking engagements at schools, community centers, senior centers, or businesses; information dissemination through health fairs or parent/teacher organizations; and cultural events such as sobriety powwows, Gathering of Native Americans (GONAs), or talking circles. Events should have a focus on opioid abuse prevention, provide clear messaging related to opioids, and offer solutions and resources to the audience.

Coalitions who participate in this strategy will receive **\$500** to offset the cost of printing, promotion, space/equipment rental, or other expenditures as deemed appropriate by the coalition for educating the community. Funding will be provided to the coalition after submission of required documentation as determined by the AWY RPC. Coalitions will work directly with their AWY RPC to determine the documentation requirements for receiving funding for this strategy.

By selecting this strategy coalitions must:

- Develop an implementation plan documenting: event location(s), expected event dates and logistics, intended audience for the event, event promotion efforts, source of presentation/educational material, and partnering organizations.
- Conduct events at strategic locations within the community.
- Track the number of people in attendance at each event and the intended target audience.
- Document any follow-up actions resulting from the event(s).
- Provide a report to the AWY RPC on process and outcome indicators related to the strategy by May 15, 2019.

STR Funding Application

Section I – Contact Information



Applications must be completed online by going to:
<http://www.surveygizmo.com/s3/4355541/STR-Funding-Application-May-2018>.

The information provided below mimics the online application and is intended to be used for planning purposes. Only applications submitted online will be accepted. If the online application process poses a hardship for your coalition, please contact Christy Niemuth at christine.niemuth@wisconsin.gov to make other accommodations and arrangements.

Applicants must complete all fields requested in this section.

1. Coalition name: _____
2. County or tribe in which the coalition operates: _____
3. Proposed geographic target service area for Opioid STR project (i.e., county, tribe, municipality, Zip code): _____
4. Lead agency or fiscal agent (Name and Address): _____
5. Lead Agency or fiscal agent FEIN: _____
6. Contact information (provide two coalition contacts):

Contact Name 1 _____	Contact Name 2 _____
Contact 1 Phone _____	Contact 2 Phone _____
Contact 1 Email _____	Contact 2 Email _____

7. Shipping address (DO NOT use a P.O. Box. requested materials will be shipped to this address):

Agency/Organization Name	_____
Attn: [Name of individual receiving materials at the listed agency]	_____
Street Address	_____
City, State, Zip	_____

In order to be considered for funding, this application must be completed and submitted online in full by **July 2, 2018**.

STR Funding Application

Section II – Order Form



Each Opioid STR Menu Strategy has been assigned a dollar value. Coalitions can apply for as many or as few strategies as deemed necessary to fill gaps and enhance prevention services in the community, up to **\$7,300**. Coalitions should consider the amount of funding they want to allocate to each strategy. For specific materials identify the number of each item the coalition would like to receive and the total cost. For example, if you want to request \$5,000 for *Dose of Reality* materials, select ten *Dose of Reality* units (\$500 x 10 = \$5,000). Some materials are only available by the case. If the coalition would like 400 deactivation units, mark 2 in the number column and \$1,550 in the total column (2 x \$775 = \$1,550).



Permanent Drug Drop Boxes (purchased by the coalition)

\$1,000 reimbursement/box: _____ Boxes @ \$1,000 each = _____



Drug Take-Back Events

\$500 reimbursement/event: _____ Events @ \$500 = _____



Prescription Drug Lock Box (purchased by the coalition)

\$25.00/ lock box: _____ Boxes @ \$25.00 each = _____

Prescription Drug Lock Bag (purchased by the AWY RPC for the coalition)

\$1,500/ case of 75 bags: _____ Cases @ \$1,500 each = _____



Prescription Drug Deactivation Units (purchased by the AWY RPC for the coalition)

\$775/ case of 200 deactivation units: _____ Cases @ \$775 each = _____



Coordination of Naloxone Training and Distribution

@ \$500 stipend = _____



Dose of Reality Media Materials

\$500 reimbursement: _____ Units @ \$500 = _____



Town Hall Meeting or Other Community Event

\$500 reimbursement: _____ Units @ \$500 = _____



NOTE: If additional quantities of materials or funding become available, list the **NUMBER (not dollar amount)** of additional or extra for each of the materials you would like to order beyond your funding allocation of **\$7,300**. For example, if you would like an additional case of 200 deactivation units, mark 1 in the deactivation unit row.

Permanent prescription drug drop-boxes:

Take-Back events:

Prescription drug lock boxes:

Prescription drug lock bags:

Drug deactivation units:

Naloxone training coordination:

Dose of Reality media materials:

Community events:

Continue to Section III – Distribution and Implementation Plan.

STR Funding Application

Section III – Distribution Plan



Prescription Drug Lock Box/Bag Distribution Plan

1. Where will lock boxes/bags be distributed? (i.e., throughout the county/tribe, within a specific municipality): _____
2. List targeted population(s) of focus for distribution (i.e. homebound individuals, people receiving opioid prescriptions, racial/ethnic populations): _____
3. How will the coalition and partnering organizations distribute lock-boxes/bags throughout the identified service area to the targeted population(s)? _____
4. How will the coalition and partnering organizations educate the community about their efforts? _____
5. From what company do you anticipate ordering lock boxes with STR funding? _____
6. How many boxes do you anticipate ordering from this company with STR funding? _____
7. How will the coalition track efforts related to this strategy? _____



Prescription Drug Lock Bag Distribution Plan

1. Where will lock bags be distributed? (i.e., throughout the county/tribe, within a specific municipality): _____
2. List targeted population(s) of focus for distribution (i.e. homebound individuals, people receiving opioid prescriptions, racial/ethnic populations): _____
3. How will the coalition and partnering organizations distribute lock bags throughout the identified service area to the targeted population(s)? _____
4. How will the coalition and partnering organizations educate the community about their efforts? _____
5. How will the coalition track efforts related to this strategy? _____



Prescription Drug Deactivation Unit Distribution Plan

1. Where will deactivation units be distributed? (i.e., throughout the county/tribe, within a specific municipality): _____
2. List targeted population(s) of focus for distribution (i.e., homebound individuals, people receiving opioid prescriptions, racial/ethnic populations): _____
3. How will the coalition and partnering organizations distribute deactivation units throughout the identified service area to the targeted population(s)? _____



4. How will the coalition and partnering organizations educate the community about their efforts? _____
5. How will the coalition track efforts related to this strategy? _____



Dose of Reality Education Material Distribution Plan

1. Who is the target audience the coalition aims to reach with their Dose of Reality campaign? _____
2. Which Dose of Reality materials does the coalition plan to use for education efforts? (i.e., posters, brochures, toolkits, etc.): _____
3. Where will materials be distributed? (i.e. throughout the county/tribe's media market, at specific agencies such as pharmacies and clinics, at health fairs): _____
4. What media methods will the coalition use to promote Dose of Reality messaging? (i.e., Facebook, radio, television, movie theaters, print, etc.): _____
5. How will the coalition track efforts related to this strategy? _____

STR Funding Application

Section III – Implementation Plan



Permanent Drug Drop Box Implementation Plan

1. List organizations the coalition will partner with to place the permanent drug box(es): _____
2. Where will the drug drop box(es) be placed? (i.e., Anytown Police Department, Rich's Pharmacy): _____
3. How will medications collected be disposed? _____
4. How will the coalition and partnering organizations advertise the drop-box(es) to the community? _____
5. How and how often will the coalition track the number of pounds of medications collected through the drop box? _____



Drug Take-Back Event Implementation Plan

1. List organizations the coalition will partner with to host take-back event(s): _____
2. Estimation of how many take-back event(s) will occur? Note: treat each location as a separate event. For example, if you are coordinating take-back events at three locations on Oct. 28, this would count as three events: _____
3. How will medications collected be disposed? (e.g., DOJ take-back initiative, stored in evidence until DOJ take-back day, police will pay for incineration.) _____
4. How will the coalition and partnering organizations advertise the event(s) to the community? _____
5. How will the coalition track the number of pounds of medications collected through the take-back event(s)? _____



Coordination of Naloxone Training and Distribution Implementation Plan

1. List organizations the coalition will partner with to coordinate naloxone training: _____
2. List groups that will be trained (i.e., Anytown police department, Joyville Fire Department): _____
3. How many trainings does the coalition anticipate holding? _____
4. How many individuals does the coalition anticipate getting trained in naloxone administration? _____
5. How will the coalition track efforts related to this strategy (i.e. number of people in attendance for each target population)? _____



Community Education Event Implementation Plan

1. How many events does the coalition anticipate hosting? _____
2. How many people do you aim to have in attendance at your events?
3. Where will event(s) take place (city)? _____
4. Who is the target audience(s) for planned events? _____
5. What is the message or focus for the coalition's planned events? (i.e., addiction education, naloxone education, safe drug storage and disposal): _____
6. What is the coalition's proposed takeaway action item(s) from the events(s)? _____
7. How will the coalition track their efforts related to this strategy (i.e., number of events, number in attendance, action items, and changes in norms or understanding)? _____