



**Arizona Substance Abuse Partnership**

**February 15, 2017**

**10:00 a.m.**

**Governor's 2<sup>nd</sup> Floor Conference Room**

**1700 West Washington Street, PHOENIX, ARIZONA 85007**

A general meeting of the Arizona Substance Abuse Partnership (ASAP) was convened on February 15, 2017 at the Governor's 2<sup>nd</sup> Floor Conference Room, 1700 West Washington Street, Phoenix, Arizona 85007, notice having been duly given.

Members Present (17)	
Bill Montgomery, Chairman, Maricopa County Attorney	
Debbie Moak, Vice Chair, Governor's Office of Youth, Faith and Family	
John Cocca, Dept. of Liquor Licensing and Control	
Proxy for Frank Milstead, Department of Public Safety	
Lawrence LaVeque, Business Community	
Charles Ryan, Department of Corrections	
Leah Landrum Taylor, Arizona Department of Economic Security	
Duce Minor, Parker Area Alliance for Community Empowerment	
Kathy Waters, Administrative Office of the Courts	
John Vivian, Ph.D., Substance Abuse Epidemiology Work Group	
Wanda Wright, Arizona Department of Veteran Services	
Andy LeFevre, Arizona Criminal Justice Commission	
Alberto Gutier, Governor's Office of Highway Safety	
Dawn Mertz, Arizona High Intensity Drug Trafficking Area	
Cara Christ, Department of Health Services	
Sara Salek, Arizona Health Cost Care Containment System	
Kelli York, Substance Abuse Treatment Provider	
Staff/Guests Present (7)	Members Absent (6)
Sam Burba, Governor's Office of Youth, Faith and Family	Tobi Zavala, AZ Board of Behavioral Health Examiners
Tonya Hamilton, Governor's Office of Youth, Faith and Family	Chief Thomas Kelly, Apache Junction Police Department
Deborrah Miller, Governor's Office of Youth, Faith and Family	Amilyn Pierce, Attorney General's Office
Sonja Pierce-Johnson, Governor's Office of Youth, Faith and Family	Kathy Grimes, South Eastern Behavioral Health Services
John Raeder, Governor's Office of Youth, Faith and Family	
Alexandra O'Hannon, Governor's Office of Youth, Faith and Family	
Wendy Wolfersteig, ASU Southwest Interdisciplinary Research Center (SIRC)	
Bill Lavidge, LAVIDGE Company	
Sean Connolly, Phoenix PD	

### Call to Order

- **Bill Montgomery, Chairman**, called the Arizona Substance Abuse Partnership (ASAP) meeting to order at 10:05 a.m. with members (17) and (13) staff and guests present.

### Introduction of Governor Doug Ducey

- **Vice Chair Debbie Moak** welcomed everyone and introduced Governor Doug Ducey. Governor Ducey expressed his thanks and gratitude to the members of ASAP for their work. Governor Ducey discussed some of the achievements that have been made in the past year which were presented in his State of the State addresses; Naloxone's availability for use by citizens, law enforcement and first responders, the requirement of Prescription Providers to sign up and use the CSPMP, and his Executive Order limiting the number of opioids to AHCCCS users and State employees. Governor Ducey recognized Hailey Coles with Sonoran Prevention and her efforts to provide 69 naloxone overdose reversals in the State since February 1, 2017. Governor Ducey discussed the formation of the Substance Abuse Task Force and recognized the members in attendance for their work and efforts in creating and providing to him 104 recommendations. Governor Ducey stated that since 2007, ASAP has worked to address substance issues and wishes the membership to continue working with the Task Force Recommendations to help lead in creating better public policy. Governor Ducey again thanked the ASAP members.

### Recognition of Arizona Substance Abuse Task Force

- **Vice Chair Debbie Moak** asked the members present from the Substance Abuse Task Force to please join Governor Ducey for a photograph. Vice Chair Debbie Moak asked the members present from the Arizona Substance Abuse Partnership to please join Governor Ducey for a photograph.

### Welcome/Introductions

- **Chairman Montgomery** welcomed everyone again, and asked all members to introduce themselves.

### Approval of Minutes

- **Chairman Montgomery** requested a review of the June 23, 2016 meeting minutes.
  - **Alberto Gutier** motioned to accept the June 23, 2016 minutes.
  - **Wanda Wright** seconded the motion.
    - The motion passed with no dissenting votes.

### Arizona Substance Abuse Task Force Recommendations

- **Vice Chair Debbie Moak**, in 2016, Governor Ducey convened the twenty-nine member Task Force tasked with developing specific recommendations for addressing substance use for the state. Four working groups were established; Prevention and Early Intervention, Access to Treatment, Neonatal Abstinence Syndrome, and Medication-Assisted Treatment (MAT). The largest group was the Prevention-Early Intervention group which identified areas that are working and use what funding and resources the state has in moving forward. Ms. Moak stated that emphasis should be placed on keeping youth from first time use by better education, focused prevention and utilizing innovation and best practices. Additionally, investment into evidenced based multi-media, youth and adult campaigns to create awareness and provide significant dividends in schools and communities. Ms. Moak stated that the Access to Treatment working group identified gaps which will be addressed through education and awareness of new Naloxone laws, the use of the Provider Locator, as well as the new Angel Initiative and treatment within the corrections departments statewide.
- **Sara Saleck**, Task Force Co-Chair, Arizona Health Care Cost Containment System, provided some recommendations overview for the Medication-Assisted Treatment workgroup. These included an increase use of EBT including MAT, increase the number of providers trained and licensed to provide MAT in Arizona, expand the availability of Naloxone, and conduct needs assessment and target gaps in the full continuum of care of Opioid Use Disorder. Ms. Saleck provided some recommendations overview for the Neonatal Abstinence Syndrome workgroup. These included prevent prenatal exposure to alcohol and other

drugs, increase the resources and access to treatment to pregnant women who are using drugs, and implement best practice protocols for newborn NAS treatment and maternal interventions. Ms. Saleck also stated that the recommendations also included reducing the stigma to mothers using substances, as they may now be avoiding care because of shame and fear. Ms. Saleck also stated that the recommendations included leveraging existing state resources, mandating reporting by health care professions to DCS and providing more in-home options including Substance-Exposed Newborn Safe Environment (S.E.N.S.E.)

### It Matters Marketing Campaign

- **Bill Lavidge, CEO Lavidge Company**, presented an overview of the It Matters media campaign targeted to young teens (12-18) and concerned parents. Mr. Lavidge stated that three specific campaigns were created to raise awareness, educate and influence behavior around; Underage Drinking, Marijuana Use, and Prescription Drug Misuse. The campaign developed a panel of teens to assist with the development of messaging for teens. Lavidge used the input to create Native Social Ads for various devices using numerous social media sites; Facebook, Digital Radio, You Tube to create issue friendly, non-judgement tone messaging. The parent's campaign, "Overcome Awkward" utilizes digital billboards, banner ads, and Facebook ads to provide strong messages and the impact of having ongoing conversations and open dialogue with teens. Mr. Lavidge showed the commercial created around the new campaign for RethinkRxAbuse.org, which is the new landing page for the Rx Core Group. Mr. Lavidge provided the social engagement results to date; Facebook/Instagram; Comments-258, Likes-10,719, Link Clicks-80,814, Reach-195,318. Mr. Lavidge stated that these are all above industry standards. Mr. Lavidge stated that campaign assets can be obtained by contacting Sam Burba, Communications Director for GOYFF.

### Healthy Families-Healthy Youth Primary Prevention Pilot Program Evaluation

- **Wendy Wolfersteig, ASU SIRC**, presented an overview of the findings and highlight of the evaluation results of the Healthy Families Healthy Youth Pilot Program held at 15 schools (1 school in each of the 15 Arizona Counties), in the fall of 2016. Ms. Wolfersteig stated that all 7<sup>th</sup> grade students at the pilot school, along with their parents/guardians were invited to attend the two-plus hour after-school program presented by trained facilitators and coordinators. The pilot program was designed to improve knowledge about the effects and risks associated with the use of different drugs, as well as improve communication skills between youth and their parents/caregivers and develop a family prevention plan. Ms. Wolfersteig stated that post surveys and three month follow-up surveys were collected from facilitators, coordinators, youth (452) and adults (496). Schools that had both post and follow-up data were used for the final data analysis: youth post (360) and youth follow-up (191), adult post (397) and adult follow-up (206). Ms. Wolfersteig stated that both adults and youth responded very positively to various aspects of the program and agreement ranging from 90% to 98% on all but one of the common questions. Ms. Wolfersteig stated that the positive results were some of the highest ever reported by ASU-SIRC. Ms. Wolfersteig stated that the final report will be available to GOYFF by the end of next week.

### Opioid Breakthrough Group

- **Cara Christ, Director, Arizona Department of Health Services**, presented an overview of the work of the Opioid Breakthrough Group, Goal Council 3. Dr. Christ stated that Governor Ducey has set a goal of reducing opioid deaths in Arizona by 25% in 2 years and 50% in 5 years. Dr. Christ stated that the group identified initial steps to meet the goals, review "Lifecycle of Addiction", compile an inventory of projects state is currently working on, provide data analysis, review Task Force recommendations, and submit Arizona's application for STR Opioid Grant. Dr. Christ provided a sample overview of work that has been achieved towards goals; Executive Order issued by Governor limiting quantity for first fill, launched prevention education campaigns, Rx Drug Toolkit updated, Middle School Pilot Prevention Program, Prescribing Guidelines developed, and Provider Education developed, additional programs have been developed regarding Hospital discharge, and Substance Abuse Treatment and Recovery. Dr. Christ stated that challenges still remain; insufficient MAT providers, inaccurate reporting of deaths and naloxone,

establishing a Drug Overdose Mortality Review Board and Medicaid reimbursement for Pharmacy Dispensing and Prescribing.

- **Kathy Waters** inquired if Probation Officers could be added to the Naloxone training.
- **Dr. Christ** stated that yes they can and will meet with Director Ryan of Corrections along with Kathy Waters to schedule.

### Angel Initiative

- **Sean Connolly, Commander, Phoenix Police Department**, presented information on the Arizona Angel initiative Pilot Program in Maryvale. The program was initiated by the Governor's Office of Youth, Faith and Family and allows the Police Department to bridge the gap between law enforcement and opioid drug users seeking recovery. Commander Connolly stated that the program allows citizens to request treatment for addiction without the fear of arrest and establishes a relationship with the Police Assisted Addiction and Recovery Initiative (P.A.A.R.I.). The program also embraces multiple recommendations from the President's Task Force on 21<sup>st</sup> Century Policing. Commander Connolly stated that the Initiative works by an individual presenting themselves at the Maryvale Precinct, with valid identification, Monday – Friday 7:00am to 4:00pm, they must be 18 years of age, or have a parent or legal guardian consent if they are a minor, they must have valid city, state, or federal picture identification, be checked for any outstanding warrants, probation and parole status and a history of crimes involving violence, drug sales, arson and sex offenses. Commander Connolly stated that if conditions are met, and "Angel" is contacted and will respond to the precinct station. Responding "Angels" do the following; they connect the individual to an appropriate recovery center, assist in creating solutions to recovery, follow-up and monitor individuals during care and aftercare, and assist in job placement, housing and childcare. Commander Connolly stated the program treats addiction as a disease and not a crime and promotes public/private collaboration. Commander Connolly stated the program will help to reduce drug related overdoses, drug motivated crimes and lessen overall demand for illegal drugs in the Maryvale community.

### Sub Committee Reports

- **Recidivism Reduction Work Group**, Kathy Waters, APSD/AOC, reported;
  - October meeting discussed a draft mission statement to be adopted at November meeting. The mission statement will address the narrow objective of serving as the steering committee for the Arizona Department of Corrections' Recidivism Reduction Grant from DOJ/BJA, and will also address the broader objective of developing a substance abuse reduction strategy that reflects Arizona's goal to be a treatment first state for substance abusers.
  - Confirmed that DOJ/BJA will provide a Recidivism Reduction Grant to ADOC in the amount of \$162,000 in federal FY17 (state will match of \$162,000) for a total of \$324,000.
- **Substance Abuse Epidemiology Work Group**, John Vivian, Chairman, reported;
  - Group will continue to revise and develop a systematic training and technical assistance plan for training communities to use the Community Data Project site and other data sources to help guide a data-driven decision-making process in Arizona.
  - Group will generate data driven reports to ASAP concerning national and state level trends on prescription drug misuse and abuse and projections concerning the effectiveness of the Rx Drug Misuse and Abuse Toolkit across the State.
  - Group will assist ASAP in responding to the recommendations made by the Arizona Substance Abuse Task Force (October 2016).
- **Partnership for Success Advisory Council**, Alexandra O'Hannon, ADHS/DBH, GOYFF reported;
  - GOYFF hosted the annual PFS conference, *Keeping Communities Whole through Collaborative Partnerships II*. The conference consisted of a one day event, with three tracks. Approximately 270 individuals participated in the conference, with the criminal justice community highlighted.
  - The Substance Abuse and Mental Health Administration (SAMHSA) had a call with GOYFF and AHCCCS to discuss the site visit from 2015. The majority of the corrections SAMHSA requested

have been made. Technical assistance was requested for prevention work force development and statewide prevention program database.

- **Prescription Drug Core Group**, Shelia Sjolander, ADHS reported;
  - A review of all materials in the Rx Toolkit was conducted and updates to data, links and contact information was provided for each Strategy. Maricopa County Public Health Department provided vital assistance to complete the updates.
  - To better serve communities in providing training and overview of the use of the Toolkit, five webinars were created based upon Strategy 4 through a partnership with Cox Communications and are now available for viewing on the new website for the Core Group: RethinkRxAbuse.org
  - Core Group completed a review of the original Implementation Plan and revised/updated the State and Community Action Steps in order to meet the goal of reducing opioid overdose deaths by 25% in 2018, as well as incorporating some of the Arizona Substance Abuse Task Force recommendations into the Implementation Plan.
  
- **Program Inventory Workgroup**, Alexandra O'Hannon, ADHS/DBH, GOYFF reported;
  - The Group is working towards increasing the number of providers who are in the Treatment Locator, as well as provide oversight on the accuracy of data.
  - Recommendations should be made for how to improve the substance abuse and behavioral health services in Arizona.
  - The Group is looking at ways to market the Treatment Locator.

#### Future Meeting Dates

- **Co-Chair Debbie Moak**, announced the following meeting dates;
  - Thursday, April 6, 2017 from 2:00-4:00pm
  - Thursday, June 8, 2017 from 2:00-4:00pm
  - Thursday, October 12, 2017 from 2:00-4:00pm

#### Future Agenda Items

- **Chairman Montgomery** asked Commission Members for any items to be placed on future agendas.
- Debbie Moak requested that an update on the Marketing Campaign be provided.
- Director Ryan requested that a presentation on the Recidivism Project be scheduled.
- Kathy Waters requested that a presentation on what is happening in probation be scheduled.

#### Call to the Public

- **No responses.**

#### Adjourn

- **Chairman Montgomery** called for adjournment at 11:55 p.m.

Dated the 22<sup>nd</sup> day of February 2017  
Arizona Substance Abuse Partnership  
Respectfully Submitted By:  
Samuel Burba  
Communication Director, GOYFF