



# Partnership to End Addiction

Maine Summit Series

10.1.21



# Who we are

## What is the Partnership to End Addiction?

- 501(c)3 not-for-profit based in New York City.
- Result of merger between Partnership for a Drug-Free America and National Center on Addiction and Substance Abuse (CASA).
- We help the helpers. We partner with families, professionals and other organizations to end addiction in this country. Ours is a public health approach, rooted in science and compassion.
- All services for families are free of charge.



## How we support families



## What does each program offer?

- **Helpline:** Provides nationwide support in **English** and **Spanish** that can be accessed when, where and how a family prefers. Trained and caring specialists are ready to listen to a parent's experiences and help them plan a course of action. Our Platform supports multiple modes of communication: text, e-mail, Facebook, scheduled phone call.
- **Parent Coaching:** Trained, volunteer peer parent coaches who have personal experience with a child's substance use disorder provide coaching to parents now in that situation. Coaching happens by phone – usually about five times over a period of 6 weeks.

## What does each program offer? (Continued)

- **Help & Hope:** Messaging program for families. The messages are: **HELPFUL**: advice for self-care, talking to child, links, articles, etc. and **HOPEFUL**: reinforce the client's resilience and sense of hope. A parent/caregiver can sign up for Help & Hope on our website or by texting JOIN to 55753.
- **Community Education:** The Partnership has developed a turn-key presentation on opioids and parental communication that can be delivered at the local level. Supported by a train-the-trainer program.

## What does each program offer? (Continued)

- **Online Support Community:** These online meetings are for parents/caregivers whose teens or adult children are experimenting with, or dependent on, substances. Meetings blend skill development with support on coping with a loved one's substance use.
- **e-Learning:** an interactive 10-lesson parenting skills course focused on improving parents' emotional regulation, communication and behavior management techniques.





# SPIKE Alert by Text Program in Maine

## Background

- Spike alert notices are distributed to the local media which may or may not cover them. In many instances, the reporting can be sensational and not particularly helpful to families who see the coverage.
- Our goal is to ensure that free, direct notification based on ODMAP data will be sent to families and community members — essentially anyone that can proactively use the alert to prevent overdose deaths related to a local spike.
- Supported by Combating Opioid Overdose through Community-Level Intervention grant.

## How Maine can help

- Maine was selected because of the pronounced need. Overdose is a particularly acute problem in Maine, with an overdose rate that's the 12<sup>th</sup> highest in nation.
- Maine can serve as a model for future expansion of the program on a county-by-county basis.
- Eventually, we would like to oversee the national expansion of this program.

## Overview

- Subscribers: 418
- Alerts: 15

## Marketing efforts outline

- Advertising
- Media Coverage
- Marketing Collateral
- New Technology



# Advertising

## Advertising for the SPIKE program on social media

- Social media ads have been tested and run on the following social channels: Facebook, Twitter, and LinkedIn.
- SPIKE ad campaigns have reached **51,899** people in Maine.
- We currently have **418** Maine enrollments in the SPIKE Alert pilot program.
  - **88** of those enrollments can be attributed to digital marketing efforts.

## Social media ad





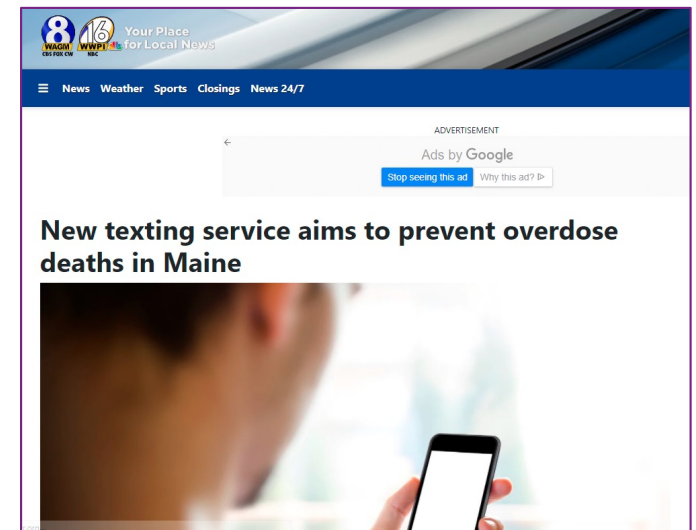
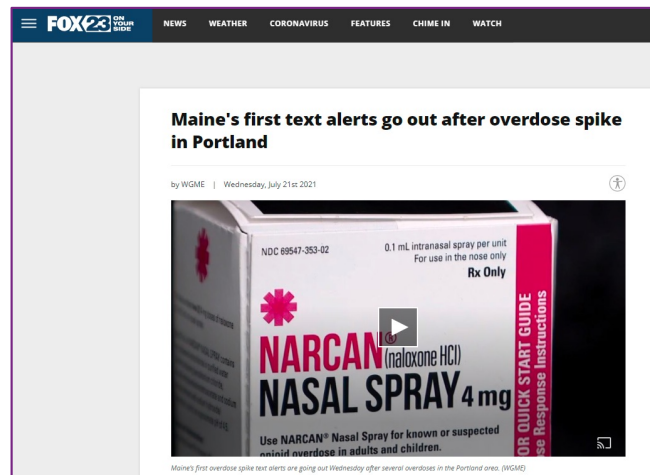
## Next steps

- Customized landing page for the state of Maine.
- Look into more Maine focused digital and non-digital marketing tactics.
  - Spotify
  - Podcasts
  - Local creator sponsorship
  - Reddit



# Media Coverage

# Media coverage for the SPIKE program



# Media coverage for the SPIKE program (continued)

- **Maine**

- Maine DHHS announces text alert program to prevent overdose deaths (Penobscot Bay Pilot)
- New texting service aims to prevent overdose deaths in Maine (WAGM News)
- Maine launches texting service to help prevent overdoses (WGME)
- Maine's first text alerts go out after overdose spike in Portland (WGME)
  - Also ran on FOX23 Maine
- Maine first state to roll out text alerts when drug overdoses spike (Portland Press Herald)



# Marketing Collateral

# Marketing collateral for the SPIKE program

Information that can save lives

## SPIKE Alerts by Text

Get alerts about overdoses in your community



**Why it matters:** Spike alerts can prompt families and community members to:

- 1 Have discussions about seeking treatment and/or using substances more safely
- 2 Protect people you care about by getting naloxone and learning how to use it
- 3 Talk to friends or loved ones who are not using substances about the risks of use
- 4 Advocate for and support efforts in your community to prevent overdoses

Text SPIKE to **855-9-OD-KNOW (855-963-5669)** and follow the steps to get messages on your phone when overdose spikes occur.

Learn more: [drugfree.org/spike](https://drugfree.org/spike) or scan QR code to sign up now

Partnership to End Addiction is a nonprofit working to transform how our nation addresses addiction. Learn more at [drugfree.org](https://drugfree.org).




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## SPIKE Alerts by Text

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We are working with organizations in your community to alert when spikes in drug overdoses occur locally.

 **Partnership to End Addiction**

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## SPIKE Alerts by Text

Information that can save lives

Get alerts about overdoses in your community



Partnership to End Addiction is working with organizations in your community to alert you when spikes in drug overdoses occur locally. This knowledge can help you take action to engage and protect your loved ones struggling with addiction.

**Why it matters:** Spike alerts can prompt families and community members to:

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**How it works:** Health and law enforcement officials can release a "spike alert" to the media in response to a pattern of drug overdoses within a community. Partnership to End Addiction's SPIKE Alerts by Text program informs you when these alerts are issued.

Learn more: [drugfree.org/spike](https://drugfree.org/spike) or scan QR code to sign up now



Partnership to End Addiction is a nonprofit working to transform how our nation addresses addiction. Learn more at [drugfree.org](https://drugfree.org).



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## Marketing collateral for the SPIKE program (continued)

- The following marketing collateral has been created:
  - A flyer with a QR code
  - A poster with a QR code
  - A business card with a QR code





# New Technology

## Making the SPIKE program accessible to employers

- We'd like to approach local employers and ask if they will forward notifications to their colleagues/staff/employees via their work's email system.
- This can expand our reach and act as additional promotion for encouraging sign-ups.
- The technology has been developed and it's ready for employers to sign up.
- The employer option is flexible and can be a good fit for all different types of organizations in Maine: colleges, ship iron yard, physical labor jobs, fishing industry, larger employers, employers with employees struggling with substance use.

# Here's how it will work

3→ Please select the statement that best describes you: \*

☐ A Parent/caregiver

☐ B Medical professional / First responder

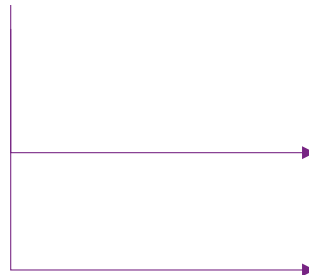
☐ C Community member

☐ D I am struggling with substance use

☒ E - Business owner, employer or manager



Notifications will be sent to the email you provide below. By checking this box, you agree to forward the content of Spike messages to your colleagues / staff / employees when you receive a notification.  
*Best practices: Forward the email as soon as possible after receiving the notification, with a high priority. If possible, send only to employees who live or work in the affected area,*



How many colleagues / staff / employees will you notify when alerted?

What is your work email address?

## Here's how it will work (continued)

Jurisdiction spike

E-mail to employer registrant

Dear [Employer]

*There has been an overdose spike in your community. Learn more at [helphope.net/xxxx](http://helphope.net/xxxx)*

*Please forward the message below to your staff / colleagues who live or work in [JURISDICTION]*

\*\*\*

*Dear Colleagues:*

*There has been an overdose spike in our community. Learn more at [helphope.net/xxx](http://helphope.net/xxx)*

*To receive notifications directly, text SPIKE to 855-963-5669 (855-9-OD-KNOW),*

*Learn more at [www.drugfree.org/spike](http://www.drugfree.org/spike)*

# State of Maine- Text Alert Project

“The Central Maine region is experiencing an increase in overdoses within the last 24 hours. If you, or someone you care about, is struggling with Substance Use Disorder and would like information on how to access Naloxone kits or to find a Behavioral Health Liaison to connect you with services in your county please visit.”

**OPTIONS**  
SAVE LIVES

ABOUT ▾ STORIES PREVENT OVERDOSE ▾ RESOURCES DATA GLOSSARY COVID-19

WITH SUBSTANCE USE DISORDER

## There are Multiple Pathways to Recovery

From the grassroots to the Governor's office, Maine is coming together for those affected by the opioid epidemic. We are on a mission to save lives and strengthen communities, and we're putting all the options on the table. Because

# State of Maine- Text Alert Project

## OPTIONS SAVE LIVES

ABOUT ▾ STORIES PREVENT OVERDOSE ▾ RESOURCES DATA

[Maine Office of Behavioral Health \(OBH\)](#) and other state agencies to improve the health of Mainers using substances through harm reduction strategies, helping them on the road to recovery, and dramatically reducing the number of fatal and non-fatal drug overdoses.

### OPTIONS Liaisons

The OPTIONS co-responder initiative embeds licensed behavioral health clinicians within local emergency medical services (EMS) and law enforcement agencies in every county across Maine. Liaisons work alongside their first responder counterparts to:

1. Provide short-term counseling interventions when appropriate.
2. Conduct proactive outreach with at-risk communities.
3. De-escalate behavioral health crises when possible.
4. Engage in post-overdose follow up and help with referrals.

Each OPTIONS liaison serves the entire county in which they are located. As part of the OPTIONS liaison initiative, OBH and the Maine CDC are working to better integrate the varying levels of support services in each county. These services may include Syringe Service Programs (SSPs), Tier 1 and Tier 2 naloxone distributors, Recovery Centers, MAT treatment providers, food and housing supports among others. For more information on the OPTIONS liaison program, contact [sybil.mazerolle@maine.gov](mailto:sybil.mazerolle@maine.gov).

### OPTIONS Liaisons, by County\*

## OPTIONS SAVE LIVES

ABOUT ▾ STORIES PREVENT OVERDOSE ▾ RESOURCES DATA GLOSSARY COVID-19

### Filter by County

#### ALL COUNTIES

- ANDROSCOGGIN ☐
- AROOSTOOK ☐
- CUMBERLAND ☐
- FRANKLIN ☐
- HANCOCK ☐
- KENNEBEC ☐

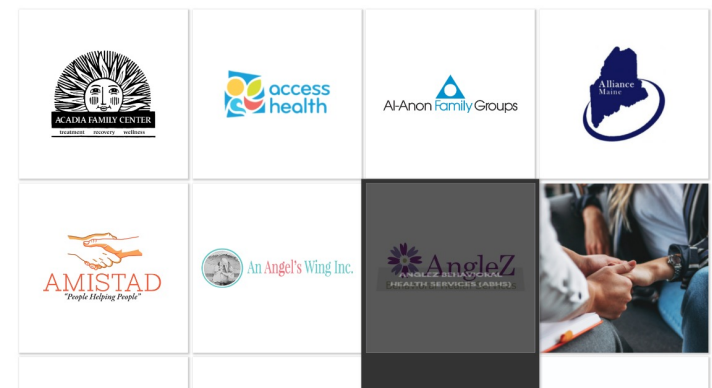
(Scroll for More)

### Filter by Service

#### ALL CATEGORIES

- NALOXONE DISTRIBUTION ☐
- SYRINGE SERVICE PROGRAMS ☐
- PREVENTION ☐
- RECOVERY ☐
- TREATMENT ☐

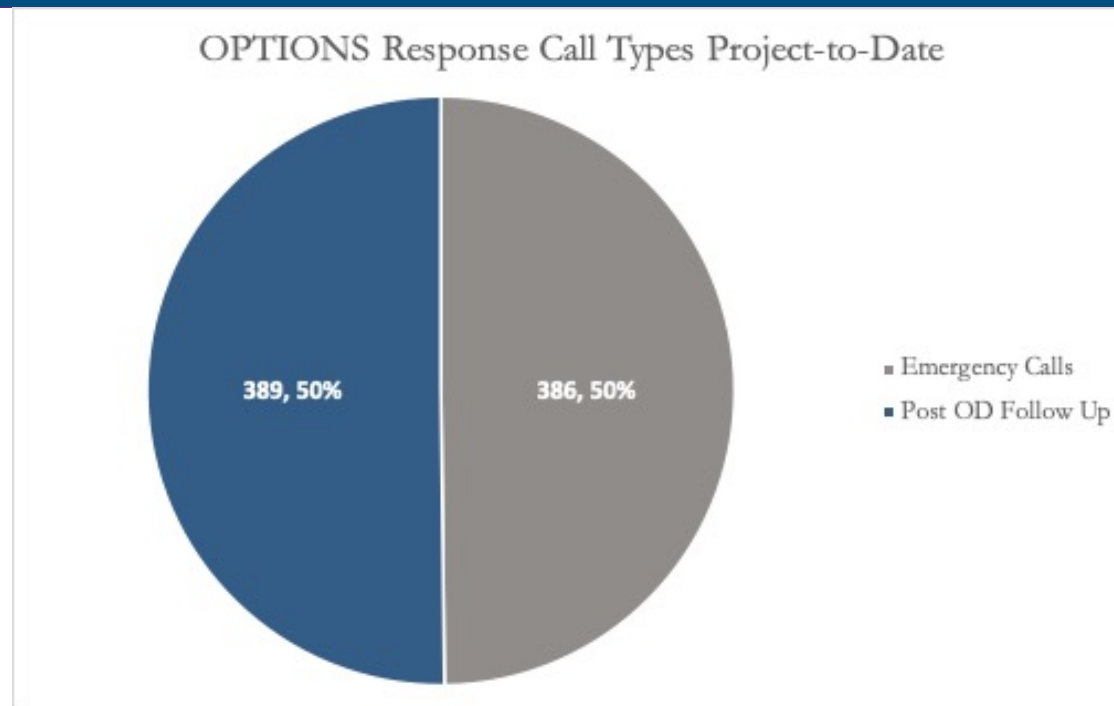
SEARCH...



# OPTIONS Liaisons: Contact Information

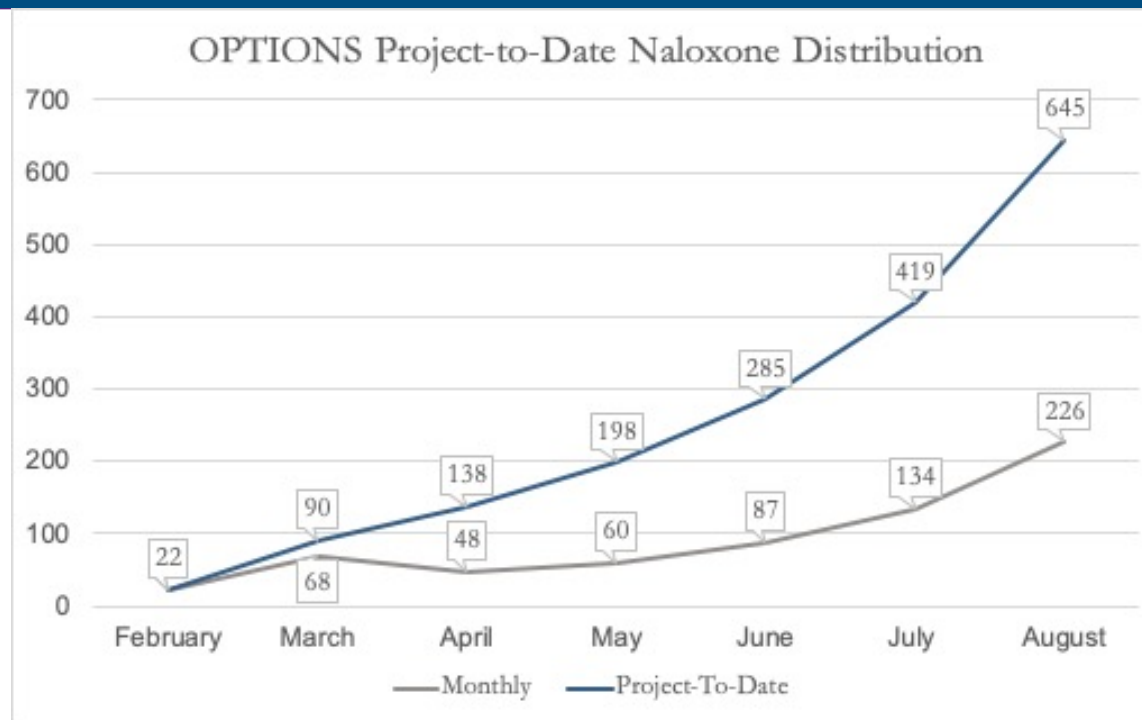
County	Crisis Org	Sub Org	Liaison	Email
Androscoggin	TCMH		Dave Bilodeau	<a href="mailto:dbilodea@tcmhs.org">dbilodea@tcmhs.org</a>
Aroostook	AMHC		Hayley Goudreau	<a href="mailto:hgoudreau@amhc.org">hgoudreau@amhc.org</a>
Cumberland	Sweetser		Tom MacElhaney	<a href="mailto:tjmacelhaney@sweetser.org">tjmacelhaney@sweetser.org</a>
Franklin	Sweetser	WMBH	Rehekah Mitchell	<a href="mailto:rebekahm@wmbh-me.com">rebekahm@wmbh-me.com</a>
Hancock	AMHC		Open	
Kennebec	Crisis & Counseling		Dawn Kearns	<a href="mailto:dkearns@crisisandcounseling.org">dkearns@crisisandcounseling.org</a>
Knox	Sweetser		Open	
Lincoln	Sweetser		Sherri Talbot	<a href="mailto:stalbot@sweetser.org">stalbot@sweetser.org</a>
Oxford	Sweetser	OCMHS	Glenn Gordon	<a href="mailto:glenn.gordon@ocmhs.org">glenn.gordon@ocmhs.org</a>
Penobscot	CHCS		Adam Perkins	<a href="mailto:aperkins@chcs-me.org">aperkins@chcs-me.org</a>
Piscataquis	CHCS		Ashley Roberts	<a href="mailto:aroberts@chcs-me.org">aroberts@chcs-me.org</a>
Sagadahoc	Sweetser		Maria Beauregard	<a href="mailto:mbeauregard@sweetser.org">mbeauregard@sweetser.org</a>
Somerset	Crisis & Counseling		Caron Chase	<a href="mailto:cchase@crisisandcounseling.org">cchase@crisisandcounseling.org</a>
Waldo	Sweetser		Kate Dowd	<a href="mailto:cdowd@sweetser.org">cdowd@sweetser.org</a>
Washington	AMHC		Robin Stanwood	<a href="mailto:rstanwood@amhc.org">rstanwood@amhc.org</a>
York	Sweetser		Carly Flagg	<a href="mailto:cflagg@sweetser.org">cflagg@sweetser.org</a>

# March- August: OPTIONS Emergency Co-Response Compared to Post Overdose Follow-up Response

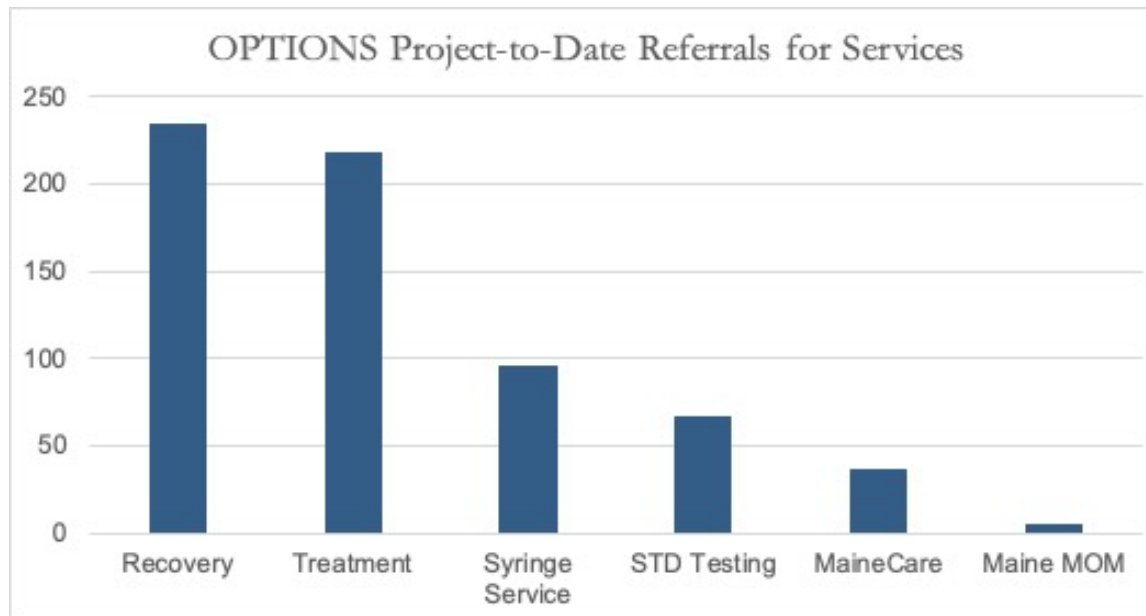




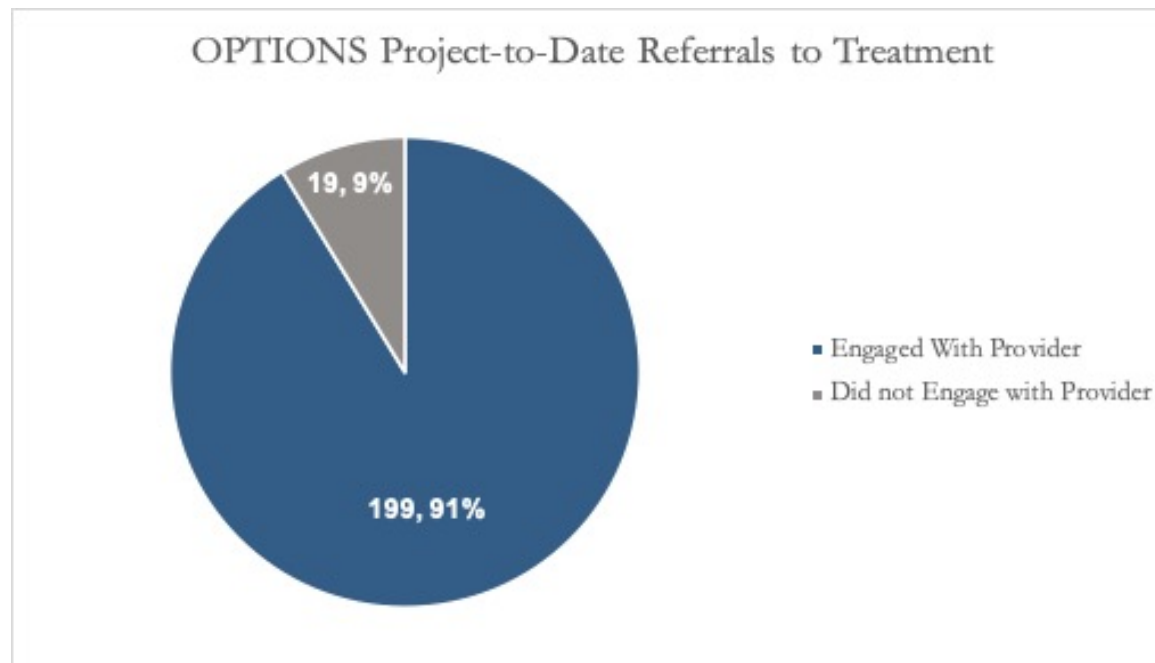
# March- August: Community Overdose Education and Naloxone Distribution



## March-August: Liaison Referrals by Service



# Treatment Engagement Post-Liaison Referral



## Month of August Standalone Stats

- 52 Co-responses
- 72 Post-overdose Follow-ups
- 226 Naloxone Kits Provided
- 38 Proactive Referrals Received
- 30 Self-referrals received
- 18 Training sessions were completed (134 individuals reached)
- 40 Referrals to Tx (20 engaged with Tx provider)
- 38 Connections to Recovery Supports
- 11 Connections to SSPs
- 10 Referrals for Infectious Disease Testing
- 3 Individuals in Need were assisted with completion of MaineCare applications

## Questions/Working session

- Ideas/ways we can encourage people or employers in your area to sign up.

# Thank you!

- Kevin Collins
  - [kcollins@toendaddiction.org](mailto:kcollins@toendaddiction.org)
- Elizabeth Mustacchio
  - [emustacchio@toendaddiction.org](mailto:emustacchio@toendaddiction.org)



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