



policy · partnership · prevention

PROPOSED PRESENTATION TO SENATE HEALTH AND WELFARE COMMITTEE

The Idaho Office of Drug Policy (ODP) proposes a presentation to the Senate Health and Welfare Committee covering the following topics regarding substance misuse in Idaho and ODP's role in prevention and education.

STATISTICS

- 1 in 2 Idaho high school students has ever used an electronic vapor product (Idaho YRBS, 2019)
- At least 50% of drug overdose deaths in Idaho in 2018 involved opioids—125 out of 248. (IDHW, Vital Stats)
- Idaho ranks 40th for the number of individuals 12 and older reporting illicit drug use, including marijuana, in the past month. (NSDUH, 2018-2019)
 - The top 18 states all have either legal retail or medical marijuana

OVERVIEW OF SUBSTANCE USE PREVENTION GRANT PROGRAMS AND OUTCOMES

- **Partnerships for Success (PFS)** — \$2.3 million annually
 - The goal of the PFS is to prevent underage drinking, marijuana use, and methamphetamine use in communities using evidence-based prevention programs and practices. The PFS funds each Public Health District and up to 21 law enforcement (LE) agencies annually.
- **Substance Abuse Block Grant (SABG)** — \$1.8 million annually
 - The SABG program's objective is to help plan, implement and evaluate activities that prevent substance use disorders. The SABG funds 49 grantees across Idaho in FY2020.

BE THE PARENTS UNDERAGE DRINKING PREVENTION CAMPAIGN

- Be the Parents approaches parents from a strengths-based perspective and focuses on giving parents tools and strategies to help prevent their children from using alcohol. In FY19, through digital media Be the Parents reached approximately 66,000 individuals and through broadcast an estimated 417,000 individuals.

MILLENNIUM FUND PROJECTS

- **FY19** — Adapted a prescription opioid misuse prevention campaign from Utah and implemented it in five hospitals in Idaho. Made campaign materials available statewide and to date have distributed over 30,000 pieces of print collateral to 45 partners.
- **FY20** — Opened a youth e-cigarette and vaping education mini-grant and have awarded \$65,505.00 in mini-grants to 20 organizations. \$36,000 toward a vaping digital campaign launching February 1 – April 30, 2020.

NALOXONE DISTRIBUTION

- Through sub-grants from IDHW, from February 2019-September 2019, 84 agencies were awarded 4,184 doses of naloxone and reported 47 naloxone administrations resulting in 37 known overdose reversals.

OFFICE OF DRUG POLICY SUBSTANCE MISUSE INITIATIVES



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1 in 2 Idaho high school students have ever used an electronic vapor product. (2019, YRBS)



At least **50%** of drug overdose deaths in Idaho in 2018 involved opioids (125 out of 248, IDHW, Vital Stats)



Perception of great risk from smoking marijuana once a month significantly decreased **4%** among Idahoans 12 -17 (NSDUH 2016/2017 to 2017/2018)

Idaho ranks 40th for the number of individuals 12 and older reporting illicit drug use in the past month. (NSDUH, 2018-2019)



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ABOUT ODP

We envision a safe and healthy Idaho free from the devastating impact of substance use on youth, families, and communities.

Statute

Established in 2007 by the Idaho Legislature
[Idaho Code 67-821.](#)

Mission

The Idaho Office of Drug Policy **leads** Idaho's substance use and misuse policy and prevention efforts by developing and implementing **strategic action plans** and collaborative **partnerships to reduce drug use** and related consequences.

Purpose

To coordinate policy and programs related to drug and substance abuse in Idaho



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Awarded to:

- Each of the 7 public health districts to work with their Regional Behavioral Health Boards on the identified priority areas and populations specific to their district.
 - Priority areas
 - Underage drinking
 - Marijuana use
 - Methamphetamine use
 - Priority populations
 - American Indians
 - Hispanics/Latinos
 - Veterans and their families
 - Rural communities
- Local law enforcement agencies
 - 22 currently funded

Partnership for Success Grant (PFS Grant)

\$2.3 million annually



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Awarded to:

- Prevention providers who deliver substance abuse services directly to youth, families and other at-risk individuals of Idaho, and/or community coalitions seeking funding to employ environmental strategies
 - 54 providers in FY19
 - Prevention programs and activities must be evidence-based.
 - Served 20,071 individuals in FY19 through Direct service programs such as LifeSkills Training, Project Alert, Positive Action and Strengthening Families.

Substance Abuse Block Grant (SABG)

\$1.8 million annually

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BE THE PARENTS – UNDERAGE DRINKING PREVENTION CAMPAIGN

- Strengths-based prevention campaign aimed at parents of youth 8-20
 - Social Media, Website, Print
 - Broadcast and Digital Ads
 - Print Materials and Activities
- FY19 Reach
- Activities in FY20
 - Family Dinner Night
 - Partnership with Universities
 - “Talk About It. Be About It. Campaign”

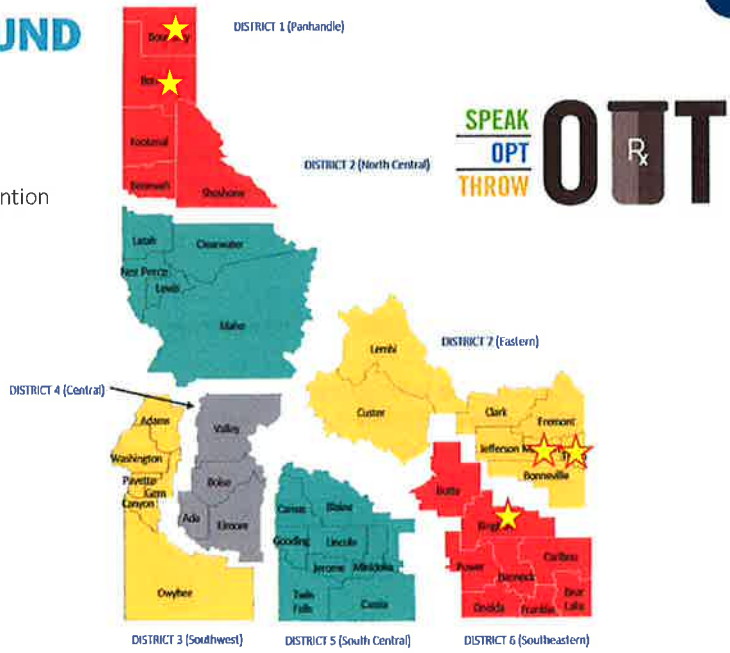


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FY19 MILLENNIUM FUND PROJECT

Hospital-based Prescription Opioid Misuse Prevention Campaign

- Adaptation of Utah campaign
- Implemented in 5 hospitals in Idaho
- PHD 1
 - Bonner's Ferry
 - Sandpoint
- PHD 6
 - Blackfoot
- PHD 7
 - Rexburg
 - Driggs



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FY20 MILLENNIUM FUND PROJECT

ODP received funding from the **Idaho Millennium Fund** to implement prevention strategies and education programming that will address the use of e-cigarettes amongst Idaho youth.

\$106,000 FOR FY20

- **\$69,905.30** was awarded to 21 providers throughout the state
- ODP is currently implementing a digital media campaign focused on **parent education**.
- **Panhandle Health District** was awarded the grant and brought in Dr. Victor DeNoble, Addiction Scientist who spoke to over 3300 students about tobacco addiction and vaping



“CLEAR THE AIR” ABOUT TEEN VAPING VIDEOS



:15 “What’s in a Vape?”



“CLEAR THE AIR” ABOUT TEEN VAPING VIDEOS



:15 “Is Vaping Addictive?”




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Awarded to:

- IDHW Grants:
 - First responders, SUD treatment and recovery support organizations, crisis centers, shelters, hospital emergency departments, corrections, and jails.
 - From February 2019 – September 2019 distributed 2,092 naloxone kits to 84 agencies across Idaho
- HIDTA Grant:
 - law enforcement in the three HIDTA counties in Idaho (Ada, Canyon, and Bannock)
 - From April 2019 – September 2019 distributed 292 kits to three PDs and one Sheriff’s Office.

Outcomes

- For quarterly reports February – September
 - 52 naloxone administrations
 - 42 reversed the overdose
 - 5 failed to reverse the overdose
 - 5 unknown outcomes



Naloxone Mini-Grant Program

Funded by multiple sub-grants through IDHW from SAMHSA and BJA, and HITDA

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