

Orange County Heroin Task Force

Education & Prevention Subcommittee Report



Education and Prevention Subcommittee

Subcommittee Co-Chairs:

- **Maribeth Ehasz, Ph.D., Vice President, UCF Student Development & Enrollment Services**
- **Barbara M. Jenkins, Ed.D., Superintendent, Orange County Public Schools**
- **Sanford Shugart, Ph.D., President, Valencia College-
Jeff Goltz, Ph.D., Executive Dean representing Dr. Shugart**



VALENCIA COLLEGE

Participating Agencies/Members:

A Stepping Stone to Success
Alkermes
Aspire Health Partners
Bridges of America
CAS Counseling Services
Family & Friends United
Families in Recovery
Florida Medical Society Alliance
IHeart Media
Informed Families
MADD
Orange County Corrections

Agencies:

Orange County Drug Free Office
Orange County Family Services
Orange County Neighborhood Preservation
Orange County Public Schools
Orange County Sheriff's Office
Orange County Youth & Family Services
Orlando Police Department
Quest Counseling
Rollins College
STEPS
University of Central Florida

Education and Prevention Subcommittee

Objectives:

- 1) Review secondary and higher education drug surveys on past 30-day and lifetime use of heroin, prescription drugs and other drug use for trends and information sharing with subcommittees
- 2) Work with the Treatment Subcommittee to look at the development of a community educational plan that highlights the dangers and warning signs of heroin use and overdose deaths, treatment options, support groups, and prevention resources
- 3) Examine current education curriculum and social marketing campaigns on the dangers regarding the misuse of prescription drugs and heroin use.
- 4) Review best practices regarding collegiate recovery programs and support services on campuses

Education and Prevention Subcommittee

Objectives:

- 5) Work jointly with Law Enforcement and Healthcare subcommittees on community engagement and awareness regarding the heroin problem and identifying how individuals and organizations can assist law enforcement
- 6) Look at expanding training for clinicians in the area of Motivational Interviewing and review training needs for education and prevention agencies regarding Screening, Brief Intervention and Referral to Treatment (SBIRT), treatment services and resources available in the community
- 7) Discuss the expansion of proper prescription drug disposal awareness efforts and increase promotion of community take back days and permanent disposal collection sites

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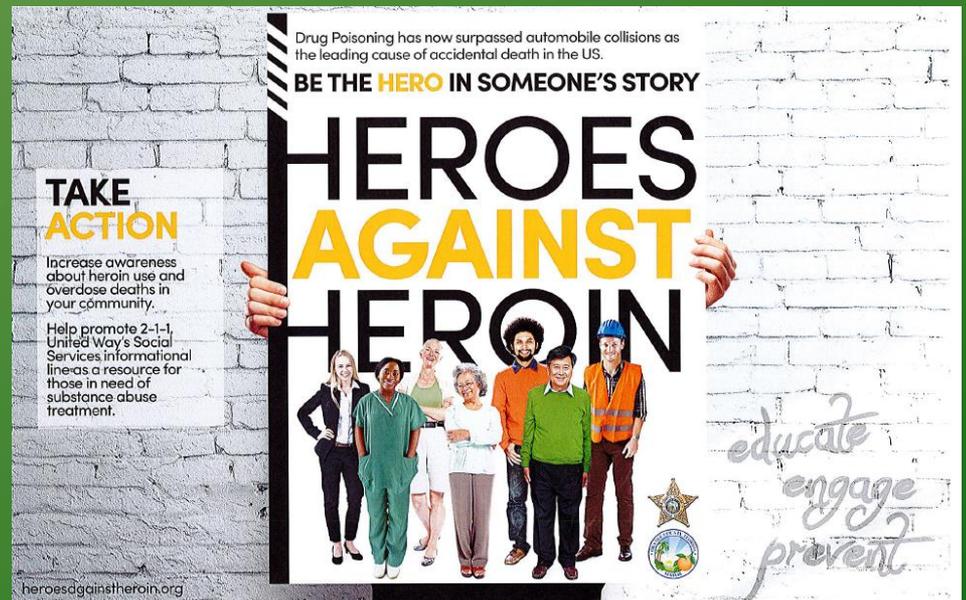
Structure:

- Education and Prevention Subcommittee met monthly for seven months and formed sub-workgroups to address objectives
 - **Social Media/Marketing** – Chaired by Maureen Hawkins, UCF Wellness & Health Promotions
 - **Education & Curriculum** – Chaired by Sharon Warner, Family & Friends United
 - **Adult Training** – Chaired by Dr. Jeff Goltz, Valencia College
 - **Community Education Plan** – Chaired by Carol Burkett, Orange County Drug Free Office
 - **Collegiate Recovery** – Chaired by Dr. Tom Hall, UCF Alcohol & Other Drug Prevention Office

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Proposed Recommendation #1:

- **Launch Social Marketing Campaign and Develop Website Heroes Against Heroin** “Be The Hero In Someone’s Story” to increase education and awareness
 - Heroin overdoses and related deaths
 - Prevent heroin use among youth & young adults
 - Provide information on Naloxone & overdose prevention
 - Treatment resources
 - Develop App to engage younger generation on common platform



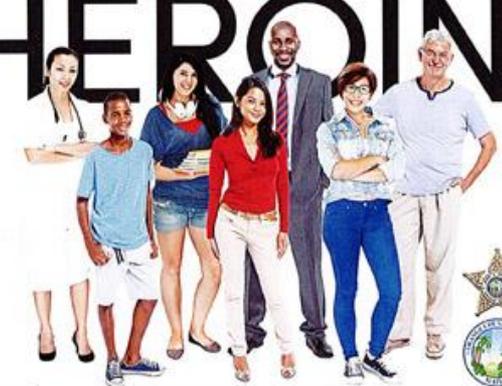
Drug Poisoning has now surpassed automobile collisions as the leading cause of accidental death in the US.

BE THE HERO IN SOMEONE'S STORY

HEROES AGAINST HEROIN

SHARE KNOWLEDGE

- Share information about treatment resources available in your community.
- Teach young people about the dangers of heroin use.
- Talk to parents or friends of at-risk people or current users about overdose prevention.




OVERDOSE PREVENTION

EDUCATION TOOLKIT

TREATMENT RESOURCES

*educate
engage
prevent*

heroesgainstheroin.org

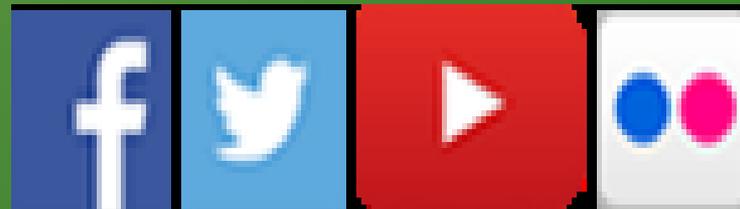
Follow Us:    

- | | | | |
|---|--|---|--|
| County Commission (BCC) | Economic Development | Jail & Inmate Services | Planning & Development |
| Open Government | Emergency & Safety | Medical Examiner | Traffic & Transportation |
| Animals & Pets | Employment & Volunteerism | Neighborhoods & Housing | Vendor Services |
| Convention Center | Environment | Permits & Licenses | Water, Garbage & Recycling |
| Culture & Parks | Families, Health & Social Svcs | | |

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Proposed Recommendation #2:

- **Collaborate with Media Outlets** on public service announcements
 - Overdose prevention
 - Treatment resources & recovery support services
- **Launch text messaging campaign** such as 211 Heart of Florida United Way and other social media platforms
 - Low-cost options to reach young adults and friends



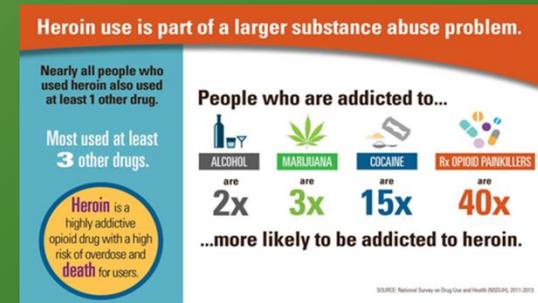
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Proposed Recommendation #3:

- **Implement Comprehensive Community Education Strategy** to inform and educate our stakeholders - signs and symptoms of heroin use, naloxone and overdose prevention, treatment resources and prevention strategies

- **Heroes Against Heroin Toolkit:**

- Presentations on current heroin problem warning signs & overdose prevention
- Facts sheets on naloxone
- Medication-assisted treatment & resources
- FBI and DEA documentary on *Chasing the Dragon: Life of An Opiate Addict*
- Third Party Drug Testing
- Infused drug education curriculum on opiates and other drugs for first year college courses



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Proposed Recommendation #4 & #6:

- **Trainings:**

- **Continue Professional and Community-Based Trainings** educators, colleges, law enforcement, treatment professionals, courts, faith-based organizations, prevention professionals, & families

- **Increase Training and Awareness for Medical Professionals and Clinicians** on heroin use and overdose prevention in collaboration with Healthcare Subcommittee

- Motivational Interviewing and Screening, Brief Intervention and Referral to Treatment (SBIRT)
- Safe prescribing, education on naloxone and medication-assisted treatment options



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Proposed Recommendation #5:

- **Expand Campus-Based Collegiate Recovery Communities** that provide additional resources for college students in recovery from substance use disorders
 - **Campus-based recovery communities support sobriety by offering following programs and services:**
 - Recovery coaching
 - Access to campus-based self-help meetings
 - Recovery-centered academic and career advising
 - Designated space for students in recovery to study socialize, and support one another



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Proposed Recommendation #7 & #8:

- **Continue to Collect Data on Heroin-Related Use (Qtr./Annual)**
 - Florida Youth Substance Abuse Survey
 - Youth Risk Behavioral Survey,
 - CORE Survey & College Health Assessment
 - UCF Student Health Services/Sociology Department Survey & Focus Group
 - Orange County Household Survey
- **Create Speaker's Bureau to train community partners on the heroin toolkit presentations**
 - Train our community partners & develop list of speakers from various disciplines to provide presentations
 - Speaker's Bureau information would be available on the *heroesagainsttheroin.org* website with downloadable form to request a speaker

