



ERIE COUNTY
Overdose
Prevention
Task Force



ERIE COUNTY **Overdose Prevention Task Force**

Established in 2016 under the name of the Erie County Opiate Epidemic Task Force, the group reorganized in early 2024 as the **Erie County Overdose Prevention Task Force (OPTF)**.

The Erie County OPTF provides a framework for organizations and individuals to collaborate, develop and implement best practices that build stronger clinical and community supports for people with substance use disorder, people who use drugs, and their families, and advocate for policies and systems changes that will save lives and prevent overdose deaths.

Quarterly meetings and regular workgroup sessions provide forums for data reporting and information sharing, planning and highlighting successful initiatives.

www.erie.gov/health



First Responders

Co-Chairs Valentine Zimmewicz & Kenneth Peterson

Law enforcement, volunteer and professional fire departments and ambulance services



Education, Advocacy & Support

Co-Chairs Barbara Burns & Kenneth Gaston

Community advocates, community groups, consumers and family members that are engaged in promoting initiatives and strategies to reduce overdose



Healthcare Providers

Co-Chairs Dr. Gale Burstein & Dr. Jeffrey Lach

Hospitalists, primary care providers, emergency medicine, OB/GYNs, community healthcare providers and others in the medical community



Harm Reduction

Co-Chairs Jennifer Garrigan & Rebekka Lipp

Professionals, peer navigators and community health workers who educate and advocate for access to harm reduction supplies, messaging and strategies



Treatment Providers

Co-Chairs Julianna Everdyke & Jen Seib

Representatives from treatment agencies who work directly with people with substance use disorder



[Harm Reduction Data](#)

[Harm Reduction Terms & Definitions](#)

[Harm Reduction Resources](#)

[Medication Disposal & Needle Access/Disposal](#)

[Cannabis Awareness and Education](#)

[Erie County Overdose Prevention Task Force](#)

Contact Us:
Erie County Department of Health
Office of Harm Reduction
95 Franklin Street
Buffalo, New York 14202
Phone (716) 858-7695
Fax (716) 858-7690

Email: Harm.reduction@erie.gov



**Erie County
Department of
Health**

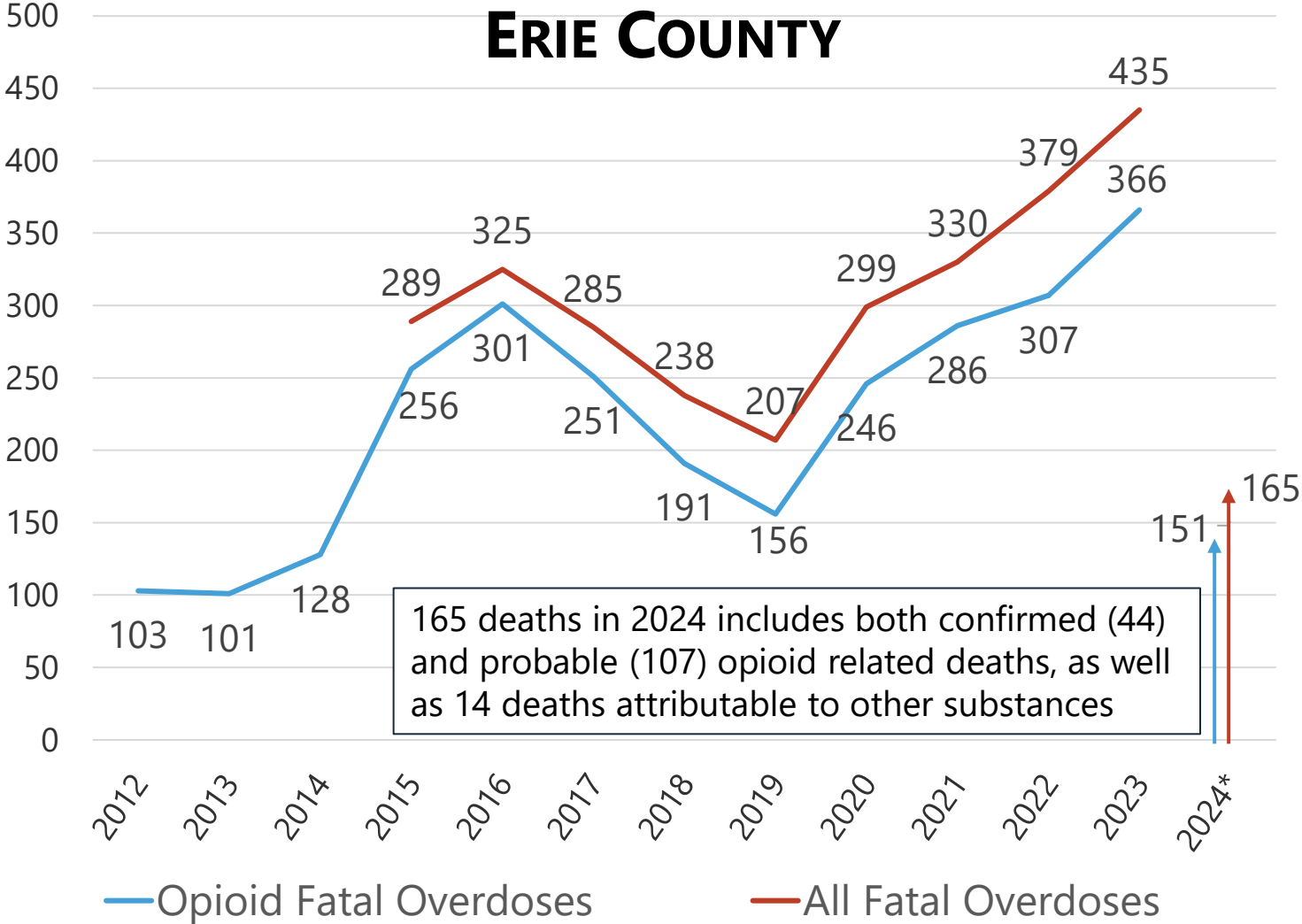


Public Health
Prevent. Promote. Protect.

OVERDOSE INCIDENT SUMMARY ERIE COUNTY

As of 4/30/2024

2012 – 2024* NUMBER OF OVERDOSE DEATHS ERIE COUNTY



Erie County Census Estimate

Erie County Opioid Overdoses

	Population % (N=954,236) 2020 Census	2018 Overdose % (N=191)	2019 Overdose % (N=156)	2020 Overdose % (N=246)	2021 Overdose % (N=286)	2022 Overdose % (N=307)	2023 Overdose % (N=366)	2024* Overdose % (N=144)
Race/Ethnicity								
White alone	79%	79%	78%	79%	73%	68%	65%	57%
Black or African American alone	14%	10%	10%	19%	22%	28%	32%	39%
Native Amer / Alaskan Native	.7%	N/A	N/A	2%	4%	2%	2%	4%
Hispanic	6%	7%	8%	10%	9%	12%	12%	10%
Gender								
Female	52%	30%	27%	30%	27%	31%	29%	31%
Male	48%	70%	73%	70%	73%	69%	71%	69%
Age								
20-29	14%	29%	22%	17%	19%	15%	8%	13%
30-39	13%	30%	29%	29%	30%	30%	29%	26%
40-49	11%	14%	19%	22%	23%	24%	21%	19%
50-59	14%	17%	21%	19%	18%	22%	23%	21%
60+	25%	8%	8%	12%	9%	10%	22%	20%

SOURCE: ERIE COUNTY MEDICAL EXAMINERS OFFICE, *CASES REPORTED THRU 4/30/2024

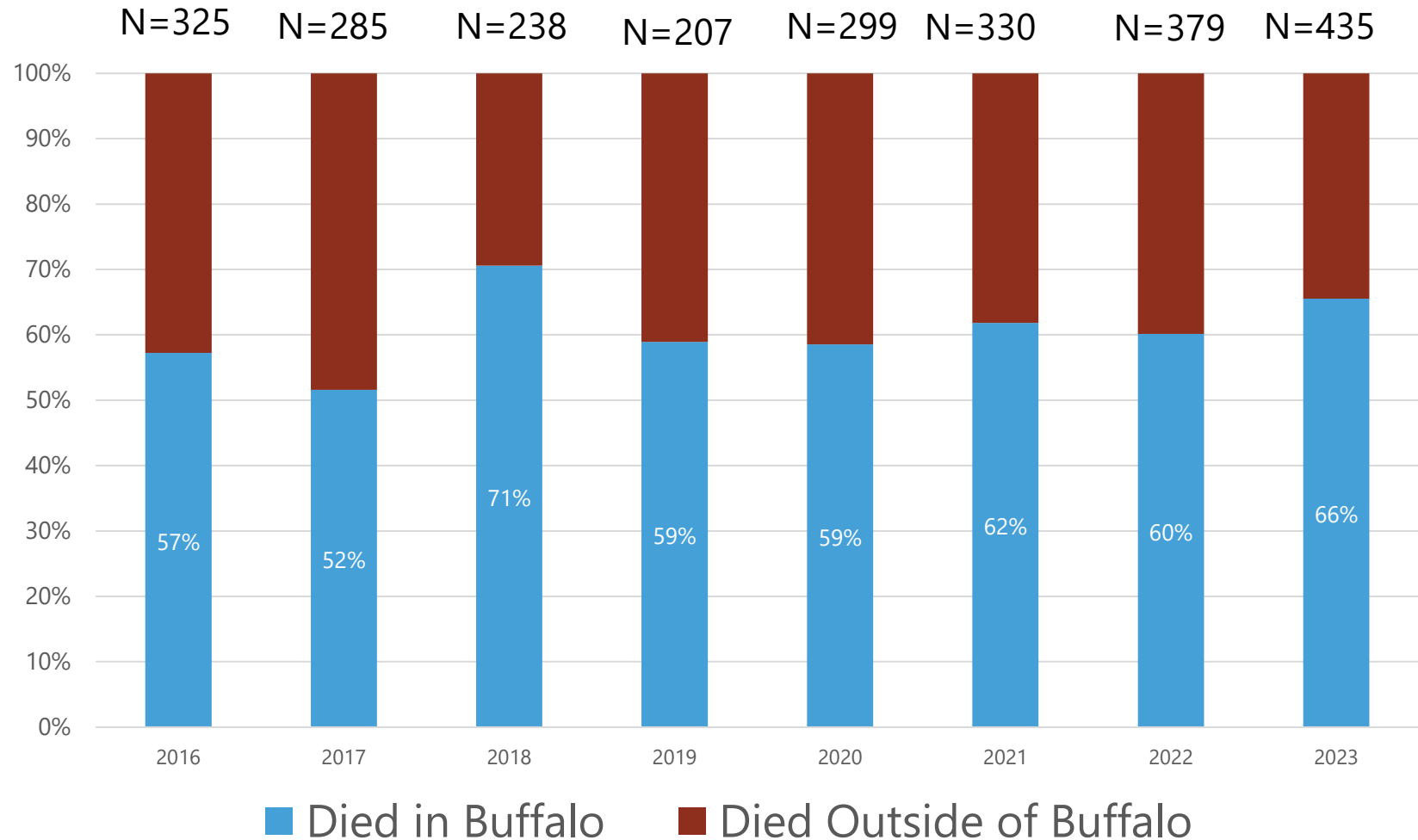
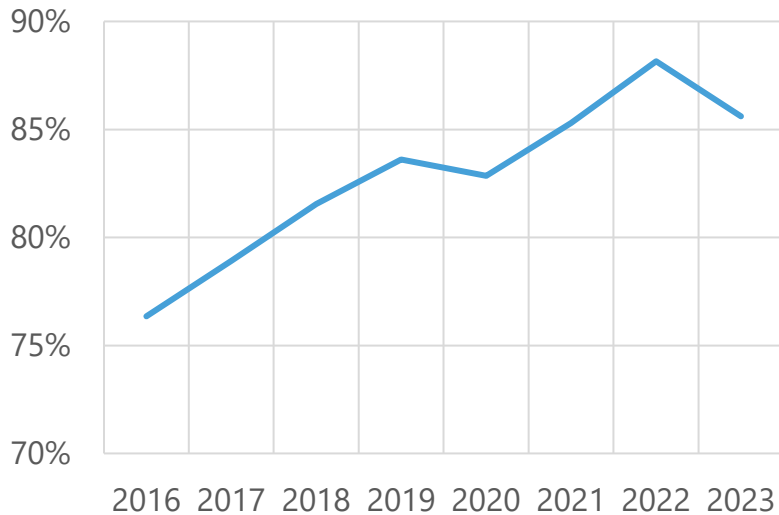
Demographic Distribution of All Overdose Deaths 2018-2024,* Erie County

	Population % (n=954,236) 2020 Census	2018 Overdose % (n=238)	2019 Overdose % (n=207)	2020 Overdose % (n=299)	2021 Overdose % (n=330)	2022 Overdose % (n=379)	2023 Overdose % (n=435)	2024* Overdose % (n=165)
White	79%	76%	73%	69%	70%	68%	65%	57%
Black	14%	13%	16%	21%	25%	28%	32%	39%
Native American	0.70%	N/A	N/A	N/A	3%	2%	2%	4%
Hispanic	6%	6%	7%	8%	10%	11%	11%	10%
20-29	14%	24%	20%	15%	17%	13%	8%	11%
30-39	13%	27%	25%	27%	28%	29%	24%	25%
40-49	11%	15%	20%	22%	22%	23%	20%	18%
50-59	14%	21%	24%	20%	19%	21%	24%	22%
>60	25%	11%	11%	13%	12%	13%	24%	21%

2016-2023 Overdose Deaths by Location of Overdose Buffalo vs Non-Buffalo

Buffalo
29% of persons who live in Erie County reside in the City of Buffalo

86% of overdose deaths that occurred in Buffalo in 2023 were residents of Buffalo, up from 76% in 2016



Proximity from Residence to Fatal Overdose Location

Majority of people tend to use substances in their own home

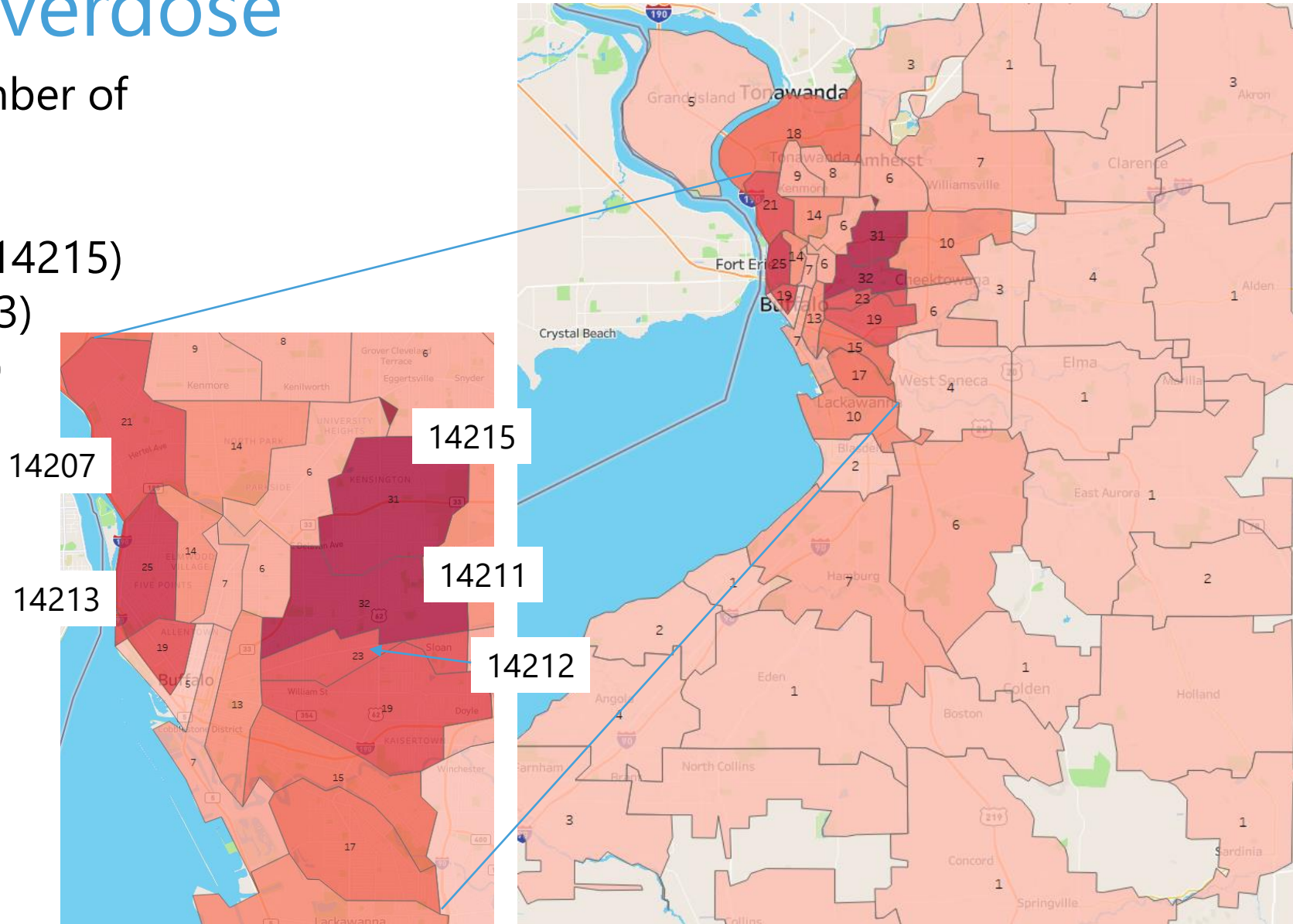
- 64% of fatal overdose victims in 2023 died at their home address
- An additional 10% were in the same zip code, but not at home address

Proportion of Buffalo overdose deaths consisting of Buffalo residents has increased over time

2023 All Fatal Overdoses by Location of Overdose

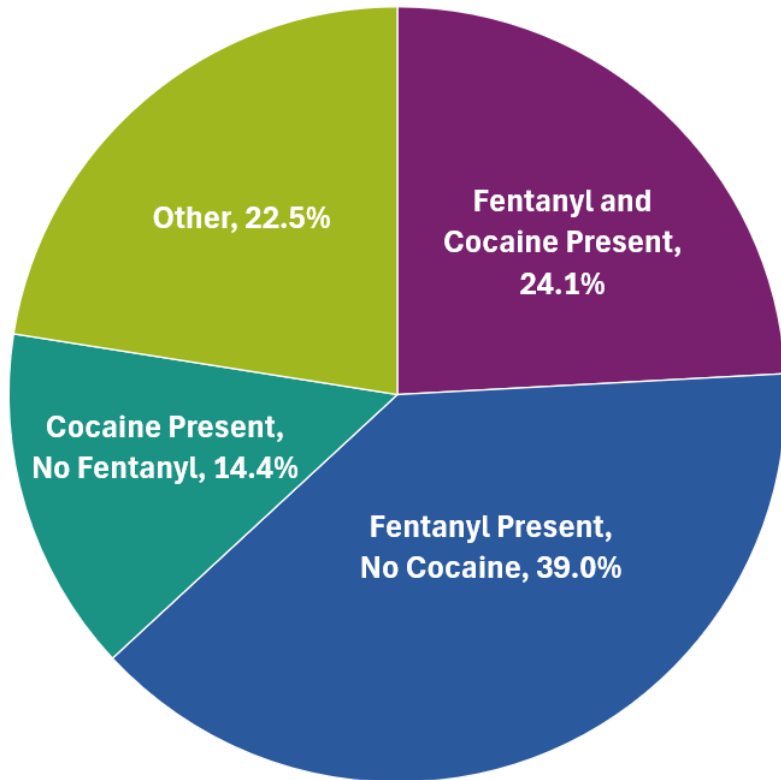
Locations with the Highest Number of Fatal Overdoses in 2023

- Buffalo-East Side (14211)
- Buffalo-Upper East Side (14215)
- Buffalo-Grant Ferry (14213)
- Buffalo-Broadway (14212)
- Black Rock (14207)

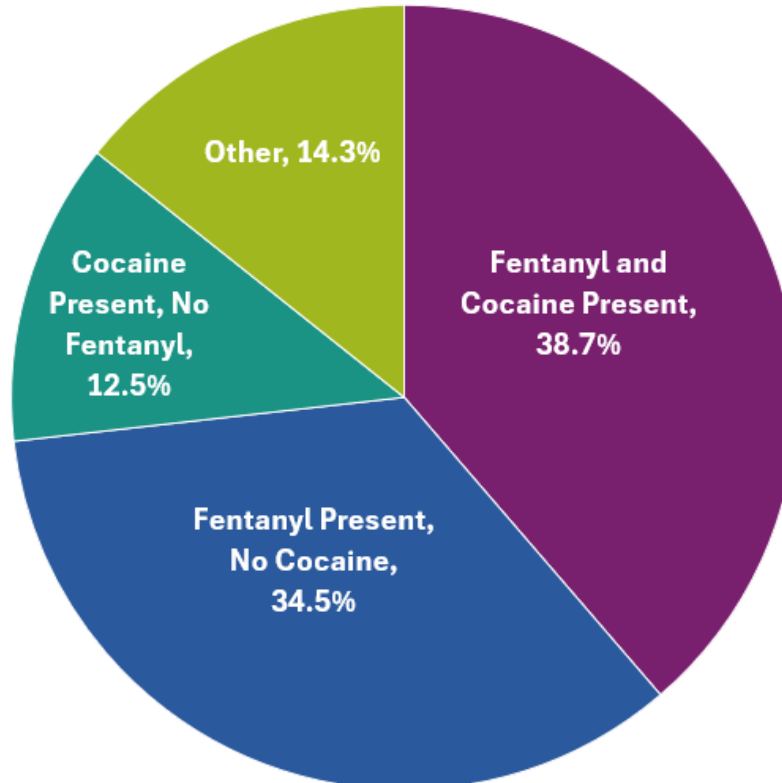


2017 – 2023 PERCENT OF OVERDOSE DEATHS BY SUBSTANCES DETECTED ERIE COUNTY

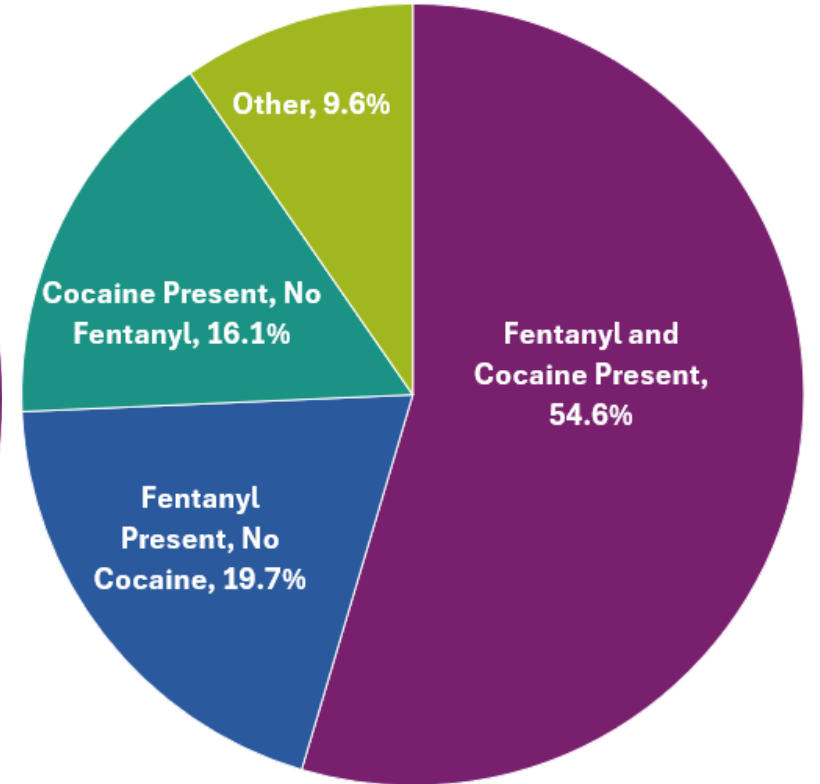
Drug Combinations in Fatal Overdoses, 2017-2019



Drug Combinations in Fatal Overdoses, 2020-2022



Drug Combinations in Fatal Overdoses, 2023



■ Fentanyl and Cocaine Present

■ Fentanyl Present, No Cocaine

■ Cocaine Present, No Fentanyl

■ Other*

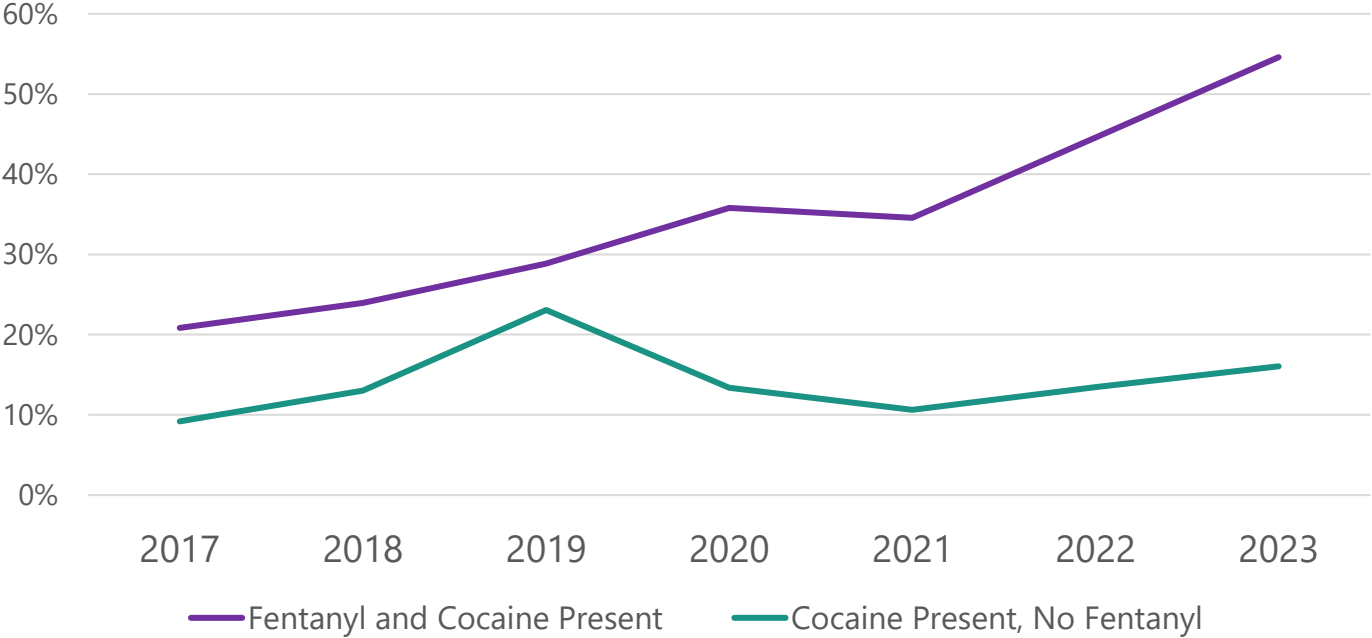
*Other includes xylazine, amphetamines, benzodiazepines, other opioids, among other substances

Fentanyl = 74.3%

Cocaine = 70.4%

2017-2023 Percent of Overdose Deaths Associated with Fentanyl and Cocaine

2017-2023 Percent of Overdose Deaths Associated with Fentanyl and Cocaine



2020: 48% of overdose deaths involved cocaine
2021: 45% of overdose deaths involved cocaine
2022: 58% of overdose deaths involved cocaine
2023: 71% of overdose deaths involved cocaine

Overdose Deaths Demographic Summary

Overdoses among Black persons doubled from 2018 (13% of total) to 2021 (25% of total) and continue to increase each year (32% in 2023)

Overdoses among persons over age 60 almost double from 2022 (13%) to 2023 (24%), remain high in 2024 data (21%)

Overdoses among persons age 20-29 remain low after years of decline

- **Fell from 24% in 2018 to 8% in 2023**

2023 Overdose Deaths Toxicology

Summary

Xylazine detected in 18 deaths in 2023

-  from 13 xylazine detections in 2022

Methamphetamine detected in 36 deaths in 2023

-  from 28 methamphetamine detections in 2022

Benzodiazepines detected in 18 deaths in 2023

-  from 55 detections in 2022, substantial decrease

Cocaine detected in 310 deaths in 2023, 71% of total

- Opioids detected in 255/310 (82%) of cocaine-related deaths



**Erie County
Department of
Health**



Public Health
Prevent. Promote. Protect.

NON-FATAL OVERDOSES AND NALOXONE USE*

NOVEMBER 2023-APRIL 2024

ERIE COUNTY

*Data compiled by High Intensity Drug Trafficking Area (HIDTA) Office from local law enforcement and tabulated by Office of Harm Reduction staff

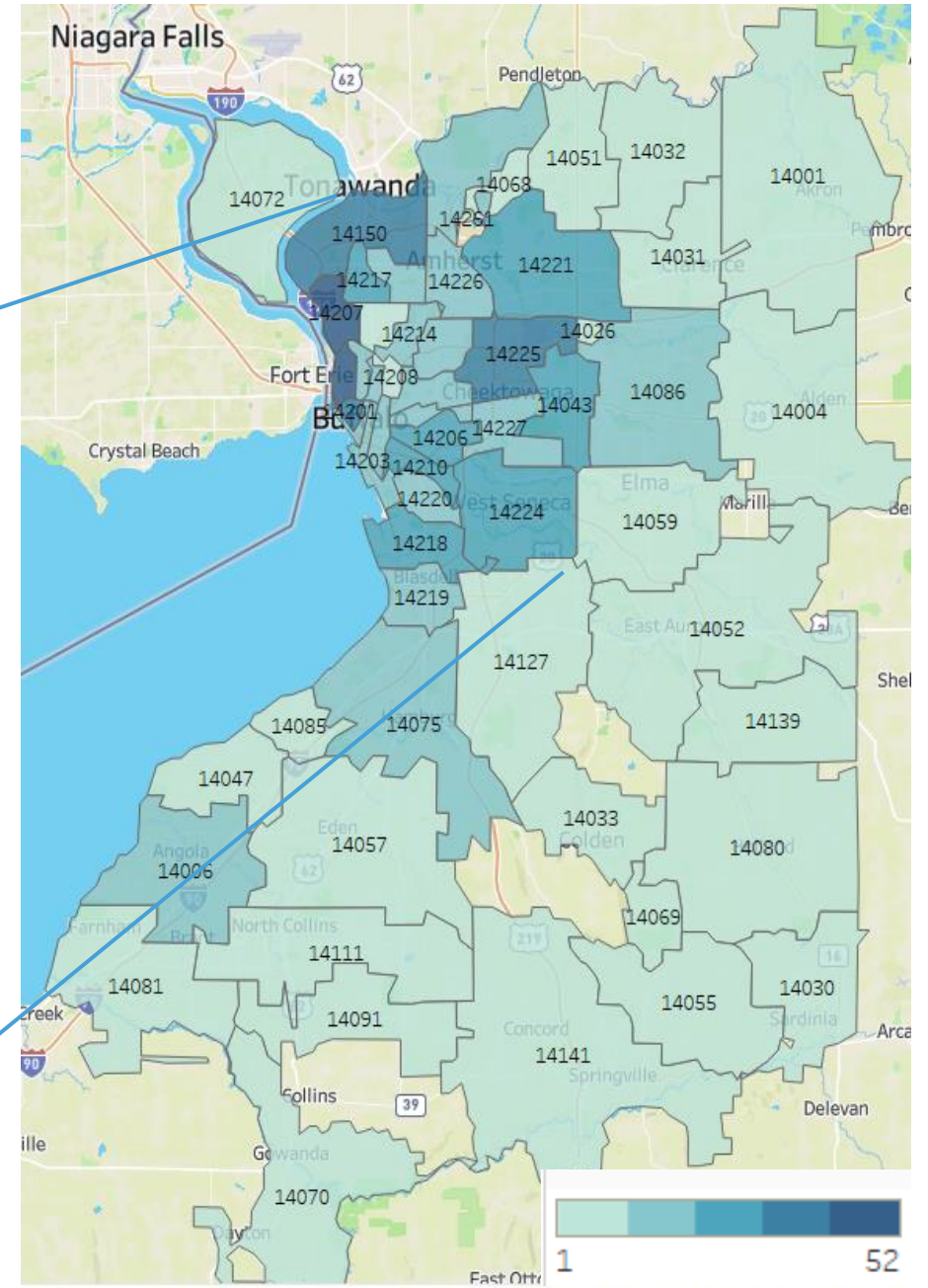
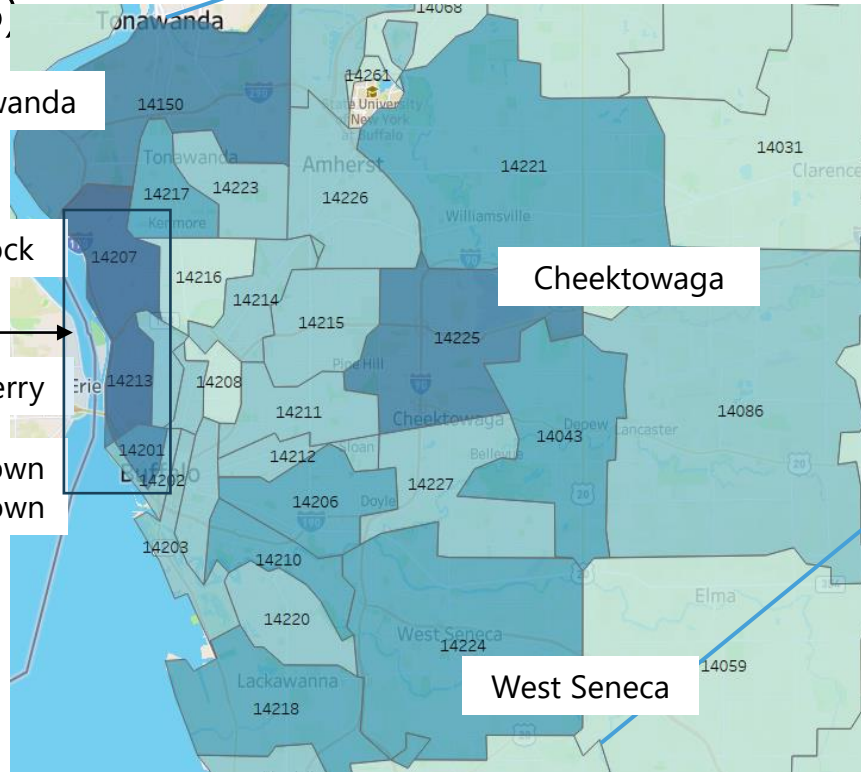
2023 All Non-Fatal Overdoses by Location of Overdose

Locations with the Highest Number of Non-Fatal Overdoses in 2023

- Black Rock (14207)
- Grant Ferry (14213)
- Downtown/Allentown (14201)
- Cheektowaga (14225)
- Tonawanda (14150)

Zip Codes
14201,
14207,
14213

Black Rock
Grant Ferry
Downtown
/Allentown



Non-Fatal Overdoses and Naloxone Use by Zip Code November 2023-April 2024

377 non-fatal overdose reports in past 6 months

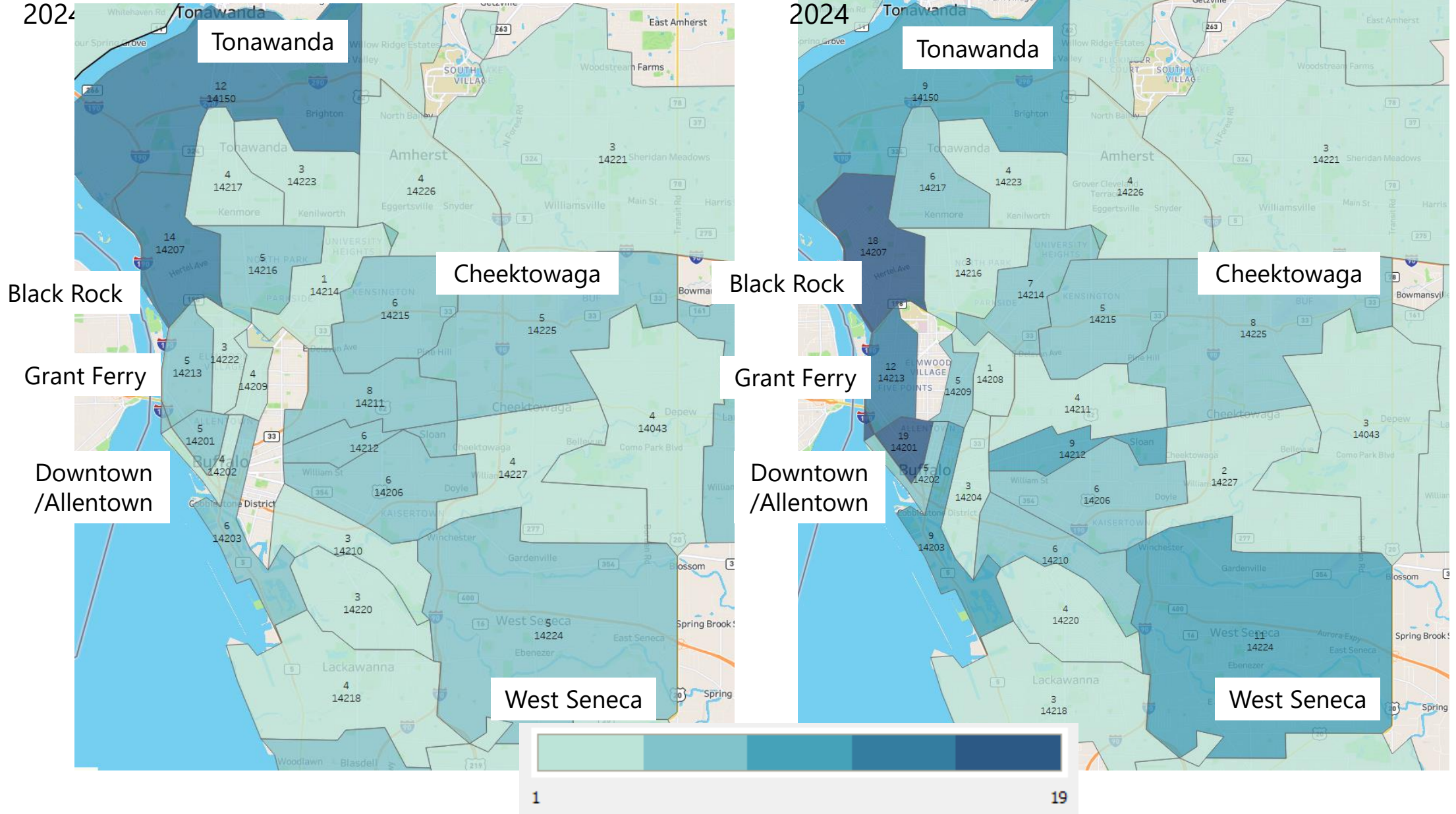
- 252 reports (67%) indicated naloxone use
- 55 reports (~15%) had unknown naloxone use, 70 reports (~18%) indicated no naloxone used

Overdose Location	Non-Fatal Overdoses, November-January	Non-Fatal Overdoses, February-April	Total Non-Fatal Overdoses, Past 6 Months	Non-Fatal Overdoses with Naloxone Use, Past 6 Months
Black Rock (14207)	14	18	32	26 (81%)
Downtown/Allentown (14201)	5	19	24	15 (63%)
Tonawanda (14150)	12	9	21	13 (62%)
Buffalo-Grant Ferry (14213)	5	12	17	15 (88%)
West Seneca (14224)	5	11	16	8 (50%)
Buffalo-Outer Harbor (14203)	6	9	15	10 (67%)
Buffalo-Broadway (14212)	6	9	15	12 (80%)
Cheektowaga (14225)	6	8	14	13 (93%)
Hamburg (14075)	6	6	12	10 (83%)
Buffalo-Kaisertown (14206)	6	6	12	8 (67%)
Buffalo-East Side (14211)	8	4	12	9 (75%)
Buffalo-Upper East Side (14215)	6	5	11	8 (73%)
Kenmore (14217)	4	6	10	6 (60%)

All Non-Fatal Overdoses by Location of Overdose, November 2023 – April 2024

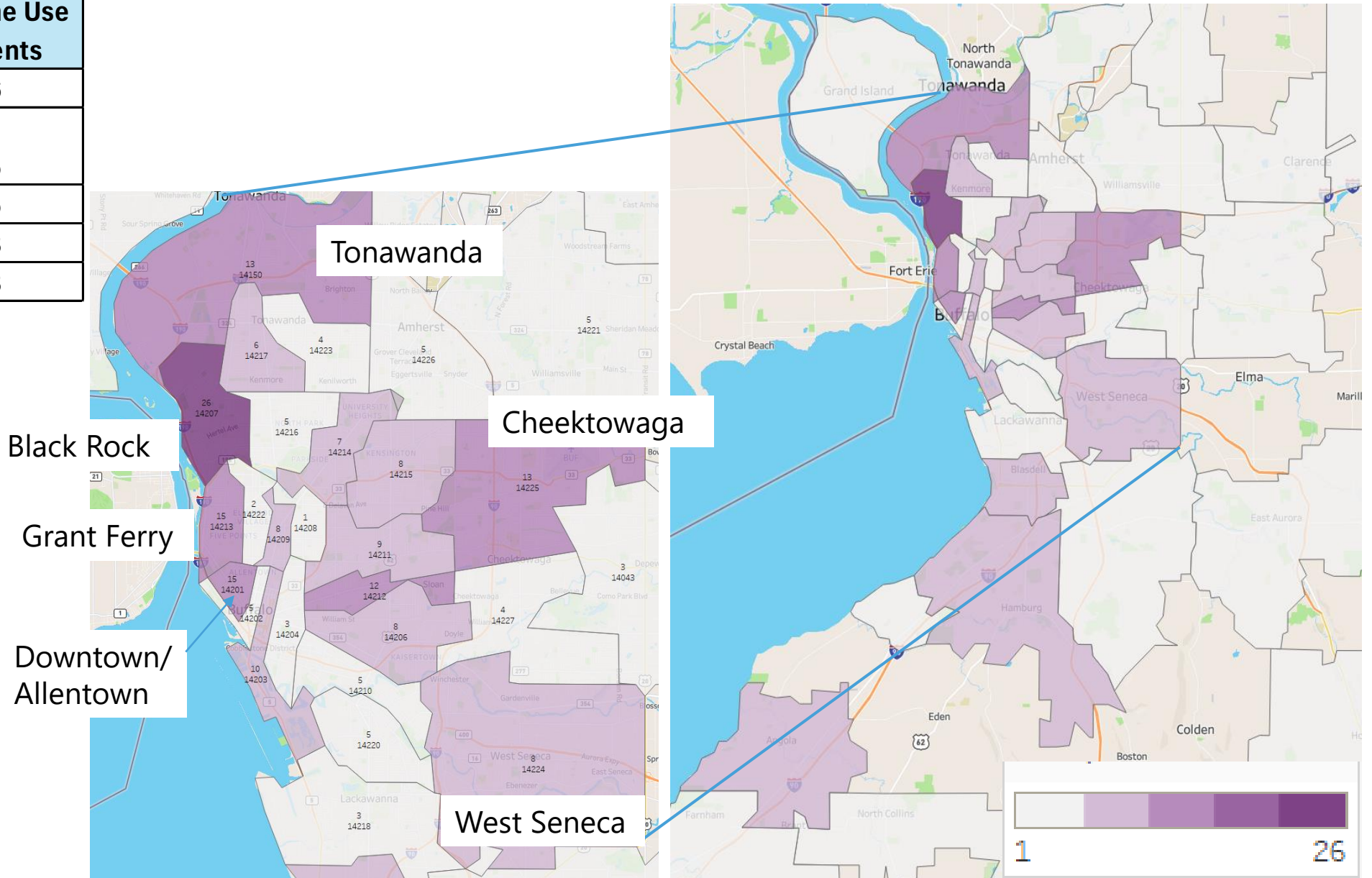
Non-Fatal Overdose Reports, November 2023 – January 2024

Non-Fatal Overdose Reports, February 2024 – April 2024



Naloxone Use Incidents by Location of Overdose, November 2023 – April 2024

Location	Naloxone Use Incidents
Black Rock (14207)	26
Downtown/Allentown (14201)	15
Grant Ferry (14213)	15
Tonawanda (14150)	13
Cheektowaga (14225)	13



Non-Fatal Overdose Summary

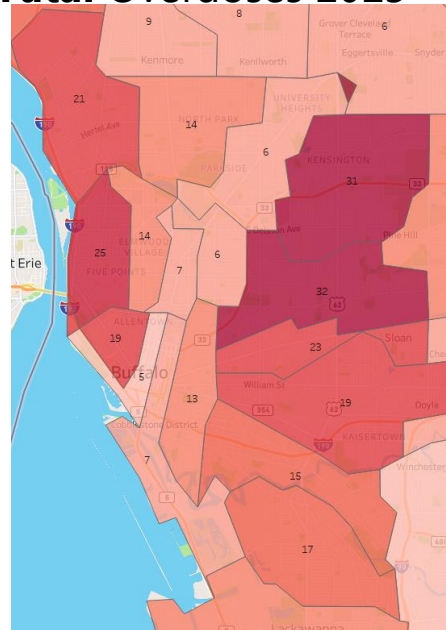
Highly concentrated in northern Black Rock (14207) and near Allentown (14201)

Activity intensifying in Grant Ferry (14213) after unusually quiet period

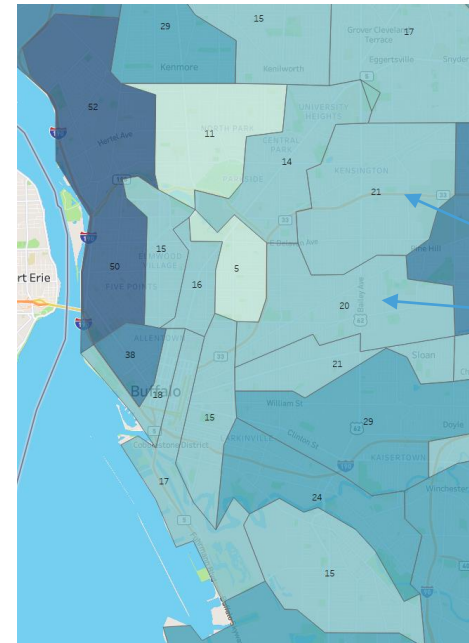
West Seneca (14224) is an emerging area of concern

High concentration of fatal reports on East side of Buffalo, relative to non-fatal reports in the same time period

Fatal Overdoses 2023



Non-Fatal Overdoses 2023



Comparatively few non-fatal reports on East side of Buffalo

Healthcare Provider Workgroup

Co-Chairs:

Dr. Jeffery Lach, Catholic Health Systems

**Dr. Gale Burstein, Erie County Department of
Health**

Goals

Develop healthcare systems changes to routinize

- 1) identification of patients with substance use disorder (SUD) and provide treatment
- 2) dispensing naloxone in community physician offices

Hospital based OUD identification and treatment

Lead: Dr. Jeffery Lach

Aim: identify SUD among patients admitted to hospital and continue or start opioid agonist therapy (OAT) for patients with OUD

Status: Preparation work of reviewing current policies and chart reviews

- Reviewing current hospital SUD screening practices and identifying potential improvements
- Examining hospitalized OUD patients' "against medical advice (AMA) discharge" data to explore potential relationship with lack of OAT during hospitalization

Community physician office-based OUD identification and treatment

Lead: Dr. Gale Burstein

Aims: to develop strategies to facilitate physician offices to

- Routinely screen patients for SUD
- Start and follow patients with OUD on OAT

Status:

- Interviewing key informant community physician offices, SUD treatment providers, and researchers to generate ideas

Community physician office-based naloxone dispensing

Lead: Dr. Iris Danzinger

Aim: routinize physician offices dispensing naloxone to patients

Status: planning stage



ERIE COUNTY
**Overdose
Prevention
Task Force**

**Quarterly Meeting
May 6, 2024**

Treatment Workgroup



Co-Chair:
Julianna Everdyke, LMSW
Director of Dual Recovery and
Community Integration
Erie County Dept of Mental Health

Co-Chair:
Jennifer Seib, LMHC, CASAC
Senior Vice President of Strategic Initiatives
BestSelf Behavioral Health, Inc.

Treatment Provider Workgroup

The workgroup continues to meet monthly with representation of treatment and prevention providers, peer and advocacy programs, family members, Erie County staff as well as representation from NYS OASAS.

Meetings are held the last Monday of the month from 1030am-12pm via WebEx.

Navigating trends

- Topics of Discussion and Exploration
 - Stimulant Use, Polysubstance Use, and Stimulant Use Disorder
 - How do we better reach and treat those who are using stimulants or have a stimulant use disorder, who are at an increased risk of overdose and overdose death
 - Will be working together to explore what may be available in terms of:
 - Program Models
 - Best Practices
 - Educational Resources
 - Training
 - Increase access to care for people with SUD, not just OUD. Identify best pathways to care

Harm Reduction Education and Support for Families/ Community

Facilitator: Julianna Everdyke,

Julianna.Everdyke@erie.gov

Collaborating with the Health Department, community groups, and Niagara County to support loved ones

- any family member/support person can receive sessions through a treatment provider
- family support navigators at Endeavor, Horizon, BestSelf, Evergreen

Community Forums: workgroup members had previously created a list with topics and presenters that was shared with WNYIL, who used that to guide some of the curriculum and agendas for the forums.

Discussions about a dual peer certification to focus on the overlap of substance use and mental health

Next meeting is scheduled for 5/15/24.

Meetings are the 3rd Wednesday from 3p-4p.

Community Engagement meetings and forums



Family Awareness and Finding Support

Join this informative session for family members and loved ones of people using substances

Ask Questions and Get Support This session will answer questions about substance use and help loved ones find support and resources.

ENDEAVOR HEALTH SERVICES
The Well, Our Mission

NEXT SESSION REGISTRATION
12/6/2023 5:30-6:30 p.m. Call ahead or walk in day of!

ADDRESS PHONE
1526 Walden Avenue 716-895-6700 ext. 4061 or 4605



ADDICT2ADDICT & FAMILY2FAMILY PRESENTS A FAMILY FORUM

LET'S GET FAMILIES BACK INTO RECOVERY

MOST OF THE TIME WE ARE TOO BUSY FOCUSING ON OUR LOVED ONE'S ADDICTION WE FORGET ABOUT OURSELVES AND WHAT A TOLL THIS TAKES ON OUR OWN WELL BEING. LET'S TRY AND BRIDGE THE GAP TO END THE DISCONNECT WITH FAMILIES AND THEIR LOVED ONES IN RECOVERY.

HAVING A SAFE SPACE FOR SUPPORTIVE AND INVOLVED FAMILY MEMBERS AND FRIENDS IS CRUCIAL FOR AN INDIVIDUAL IN RECOVERY - THEY NEED YOUR SUPPORT - BUT WHO IS YOUR SUPPORT? COME GET SOME QUESTIONS ANSWERED, SHARE SOME OF YOUR THOUGHTS, OR JUST COME AND GET EDUCATED ABOUT ADDICTION.

WE WOULD LOVE TO HEAR FROM YOU!
NOVEMBER 6TH 2023
1:00 PM
CLEARFIELD LIBRARY
370 HOPKINS ROAD, WILLIAMSVILLE, NY 14221

A2A **F2F**

PLEASE CONTACT JESSICA FOR ANY INQUIRIES
17161.996.4129



Drop in to talk with a confidential and understanding Medication for Addiction Treatment (MAT) provider today.

Evergreen Health Substance Use Clinic
206 S. Elmwood Ave, 4th floor
Monday - Thursday, 8 - 10:30am

Open to people 18 and up. Walk in or call **716.847.2441** to learn more.

>>>> Learn more about Evergreen's services for people who use drugs on the other side



Evergreen Health's services for people who use substances

SUPPORT GROUPS AND FAMILY SERVICES | Join a support group that's built to meet your unique needs and life circumstances. We offer a variety of support groups for individuals who use substances, in addition to groups for the loved ones of people who use substances.

COUNSELING FOR PEOPLE WHO USE SUBSTANCES | Explore the role substance use plays in your life in one-on-one or group counseling with our non-judgmental and understanding counselors.

PEER SERVICES | Connect with peers with shared experiences who want to share how they've been successful in meeting their recovery goals around substance use, including physical and mental health.

DROP-IN CENTER | If you are a person who uses substances and needs support with basic needs, you may be eligible to receive services at our drop-in center in downtown Buffalo for showers, laundry, snacks, peer and staff support, and connection to other health care services.

OTHER SERVICES | Primary care, mental health care, care coordination, syringe exchange, food pantry, and more.

OTHER RESOURCES

988: Suicide and Crisis Lifeline: for mental health emergencies

Local 24-hour crisis support lines:

- Chautauque County: 1.800.724.0461

- Erie County: 716.834.3131

- Niagara County: 716.285.3515

211: get connected to local services

877.696.1996: Never Use Alone: connect with a volunteer who stays on the phone with you while you use to prevent overdose.

765-Matters: NY Matters 1-800-662-HELP:

24-Hours National Addiction Helpline

Locations are being adjusted to foster more community support

Planning to hold quarterly panels as a large group to get feedback

BestSelf Low Threshold Buprenorphine Clinic

Located at 951 Niagara Street, Buffalo 14213
716-833-5311

Who is a Candidate for Low-Threshold Services:

- Individuals with Opioid Use Disorder and not currently on Medication for Opioid Use Disorder (MOUD) - OR- individuals currently linked with an outpatient program, but would benefit from low-threshold services instead
- Individuals who are not seeking or have challenges engaging in traditional outpatient services

What to expect:

- Individuals will meet with a nurse and medical provider for evaluation and, if appropriate, prescription for MOUD and follow-up appointment.
- Certified Peer Recovery Advocates, Counselors, and Case Managers are available to assist, as requested
- There is no requirement to participate in any other service other than meeting with the medical staff for ongoing prescription for MOUD

How to get started:

- Individuals can call ahead or simply walk into the location and inform the front office staff they want to be seen in the low-threshold program. Have photo ID and insurance information ready
- Hours are:
 - Monday – Thursday – 8am-7pm
 - Friday – 8am-4pm

*This Program is not for providing bridge scripts for those fully linked to MOUD care

716-463-6222

Available to anyone in WNY

Call to be linked to a MAT Provider for evaluation, prescription, and linkage to ongoing care at location of choice

Can be connected to peer support

WNY Opioid Addiction Treatment
24/7 Virtual Medication Assisted Treatment Center

716-831-7007

Provides information, referral, linkage to treatment and support.

Education on MOUDs & Motivational Interviewing is woven into phone counselor script to facilitate referrals for callers.

Integrate into Substance Use Disorder Treatment system

ERIE COUNTY ADDICTION HOTLINE
Operated by Crisis Services 24/7

Next meeting:

6/24/24 1030am-12p via WebEx

(May meeting is cancelled – falls on a holiday)

**Thank you for your
support & dedication**



HARM REDUCTION WORKGROUP

Co-Chairs Jennifer Garrigan, MPH
& Rebekka Lipp, LMHC



WHERE IT STARTED

Previously under the OETF, as an opportunity to report out from the county level:

- What goals were set
- What projects ongoing
- New initiatives
- Internal departmental data

WHERE WE ARE



We are a group including Harm Reduction Practitioners, Community Organizations, Peer Navigators, Public Health Educators and Treatment Providers collaborating to work on the following goals:

EDUCATION


Create clear and inclusive messaging around harm reduction practices

REDUCING STIGMA

Promote person first and engaging language reducing stigma within the community and in the treatment setting

COLLABORATION


Provide a space for individuals engaging in all aspects of care and community to discuss barriers, strategies





**CURRENT
PROJECTS:**

**WORKING
TOGETHER TO
PROMOTE HARM
REDUCTION**



OFFICE OF HARM REDUCTION

Grant Funded Activities: FRCARA

- Exploring collaborations to increase referrals to treatment, support, rapid access and harm reduction resources as a whole for our team of Peer Navigators in their client work

Buffalo Fire Trainings

- Comprehensive training offered to every member of Buffalo Fire providing 40 trainings over 8 days
- Provided over 600 Leave Behind Kits to implement distribution



OFFICE OF HARM REDUCTION

Peer Navigators

- Peer-led expansion of outreach via scouting session around hotspots identified by OD mapping data
 - Partnership established with St. Lukes
 - Potential partnership developing with Hearts for the Homeless in Riverside and Feed More WNY
- Working with Impact Media to create content that is based on lived experience using substances
- Peer-led initiative to get low-barrier access to Narcan established in the Allentown area through a collaboration with Buffalo Councilman Mitch Nowakowski



ENDEAVOR HEALTH

Meeting people where they are at - actively moving throughout the community where needed

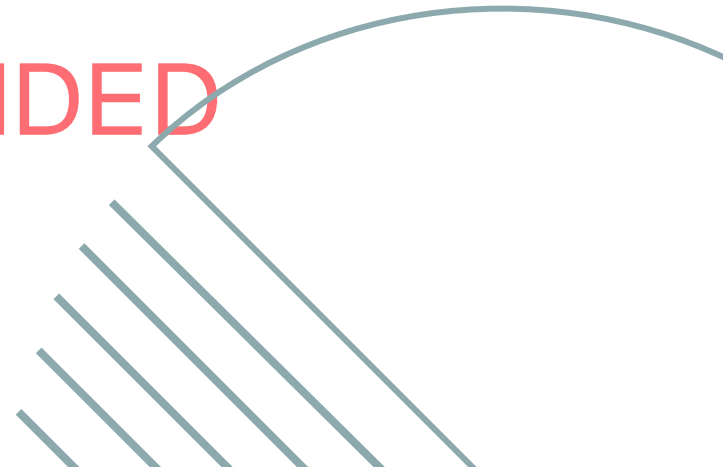
TREATMENT MODEL

Positive Correlation with model and retention in care

- Physician
- Peer Navigator
- Counselor

RAPID ACCESS HAS EXPANDED

- Endeavor
- BestSelf – MAT PDOA
- MATTERS



COLLABORATION WITH PRIMARY CARE PROVIDERS



PRIMARY CARE PHYSICIAN'S PRESCRIBING BUPRENORPHINE

DR. MARIA ORELLANA
Sisters Health Center
301 Connecticut St.
Buffalo NY 14213
CALL 716-862-2572

DR. DANIEL MOLLOY
St. Vincent Health
Center
1500 Broadway Ave
Buffalo NY 14212
CALL 716-893-8550

LAUREN CONDRASKY, PA
High Gate Medical
3950 E Robinson Road
Suite 207 & 106
Amherst NY 14228
CALL 716-546-1111

DR. RICHARD CARLSON
Sheridan Medical
Group
1491 Sheridan Dr.
Buffalo NY 14217
CALL 716-332-4476

DR. FREDERICK ELLIOT
UBMD Primary Care
1001 Main St. 4th floor
Buffalo NY 14203
CALL: 716-550-8361

DR. RENATA ANAND
UBMD Internal Med.
900 Hertel Ave
Buffalo NY 14216
CALL: 716-871- 1571

DR. KIM WILKINS
ECMC Family Med.
462 Grider Street
Buffalo NY 14215
CALL 716-550-8361

NICK GREEN PA-C
Community Health
Center Buffalo
34 Benwood Avenue
Buffalo NY 14214
CALL 716-986-9199

DR. TAKESHA LEONARD
Jericho Rd. Health
Center
21 Doat Street
Buffalo NY 14211
CALL 716-892-2775

DR. LAUREN STEINMETZ
Orchard Park
Family Practice
3675 Southwestern Blvd
Orchard Park NY 14127
CALL 716-972-0279

DR. JUSTIN GREEN
Highgate Medical
6255 Sheridan Dr.
Suite 200
Williamsville NY
CALL 716-636-7979

DR. NICHOLAS PATANO
Highgate Medical
6255 Sheridan Dr.
Suite 200
Williamsville NY
CALL 716-636-7979



ENDEAVOR HEALTH SERVICES



WNY MOBILE OPS

- Provided first youth Harm Reduction and Motivational Speaking training for 80 Middle and High School students attending The Big Picture in Kenmore Tonawanda School District.
- WNED, PBS Families of the response and harm reduction program engagement <https://youtu.be/9SONulwPwmQ?si=MtV9t4kpm8uziudt>
- <https://uscatholic.org/articles/202404/the-opioid-epidemic-calls-for-a-catholic-response/>



CREATIVE RESTORATIONS

- PBS Special Feature
 - <https://www.pbs.org/video/overdose-epidemic-boots-on-the-ground-bwbunn/>
- Corner Store Initiative - Helping to stock and promote naloxone in high-risk areas - constant boots on the ground
- Part of NYS DOCCS Parole Orientation
- Provide group offerings and volunteer opportunities



ACTION ITEM: HARM REDUCTION SURVEY

- Looking into barriers to service to address
- Create collaborative message about the meaning of harm reduction
- Collecting information to help inform priorities and actions of the workgroup

Harm Reduction Workgroup
Survey





THANK YOU

Jennifer Garrigan – jennifer.garrigan@erie.gov

Rebekka Lipp – rlipp@ehsny.org

Please reach out to join us!

Erie County
Overdose Prevention Task Force

**Education, Advocacy
and Support
Workgroup**

Goals

- Educate the community about the current status of the opioid epidemic in Western New York and addiction in general
- Provide awareness, guidance, and direction to those directly and indirectly impacted by the crisis
- AND promote, encourage and educate the community about prevention

What's Going On?

Who's doing what?

Promote

Currently...

Revamping our brochure

Round 2-Media visits

Messaging to Target Groups

Seniors-messaging through Meals on Wheels

PSA's

COMMUNITY OPIOID RESPONSE
ERIE COUNTY, NY

Opioid Settlement



Taylor Winter,
Community Opioid Response Director
May 2024

Background

OPIOID EPIDEMIC

- over **2,300** deaths 2012-2022
- 2016 was the height of opioid overdose deaths (OOD), at this time
- 2016 Executive Order 14
- 2017-2019 decline in fatalities
- despite the decline, Erie County was not immune to the “fourth wave” of the opioid crisis
- 2020-2023 overdoses increase
- over 350 OOD in 2023



Lawsuit

Erie County & NYS



ALLOWABLE USES*

*for restricted funds

TREATMENT

- Treat Opioid Use Disorder
- Support People in Treatment & Recovery
- Connect to Care
- Needs of Justice-Involved Persons
- Pregnant & Parenting Women & Families

PREVENTION

- Prevent Overprescribing
- Prevent Misuse
- Prevent Overdose Deaths & Other Harms

OTHER

- First Responders
- Leadership, Planning, Coordination
- Training
- Research
- Post-Mortem



Erie County Internal Efforts

County Positions

Health, Social Services, Probation

Media Campaign

Increase awareness and access, hear and share stories of personal experiences through a variety of medias

Harm Reduction Supplies

Narcan, testing strips, HIV & HCV screening supplies, safe consumption supplies



Community Projects

Re-Entry

Mobile Treatment Programs

OASAS Supplement

Housing for persons with SUD

SBIRT Training

Pharmacy Detailing

re-engaged

Immigrant & Refugee Engagement

re-engaged

Community Response RFP

in-progress



COMMUNITY RFP

public announcement of awards anticipated June 2024

several factors resulted in number of delays

- multiple large RFPs at the same time
- many submitted proposals were incomplete or did not have enough detail
- scoring team schedules
- establishment of the Community Response Director position
- staff transitions

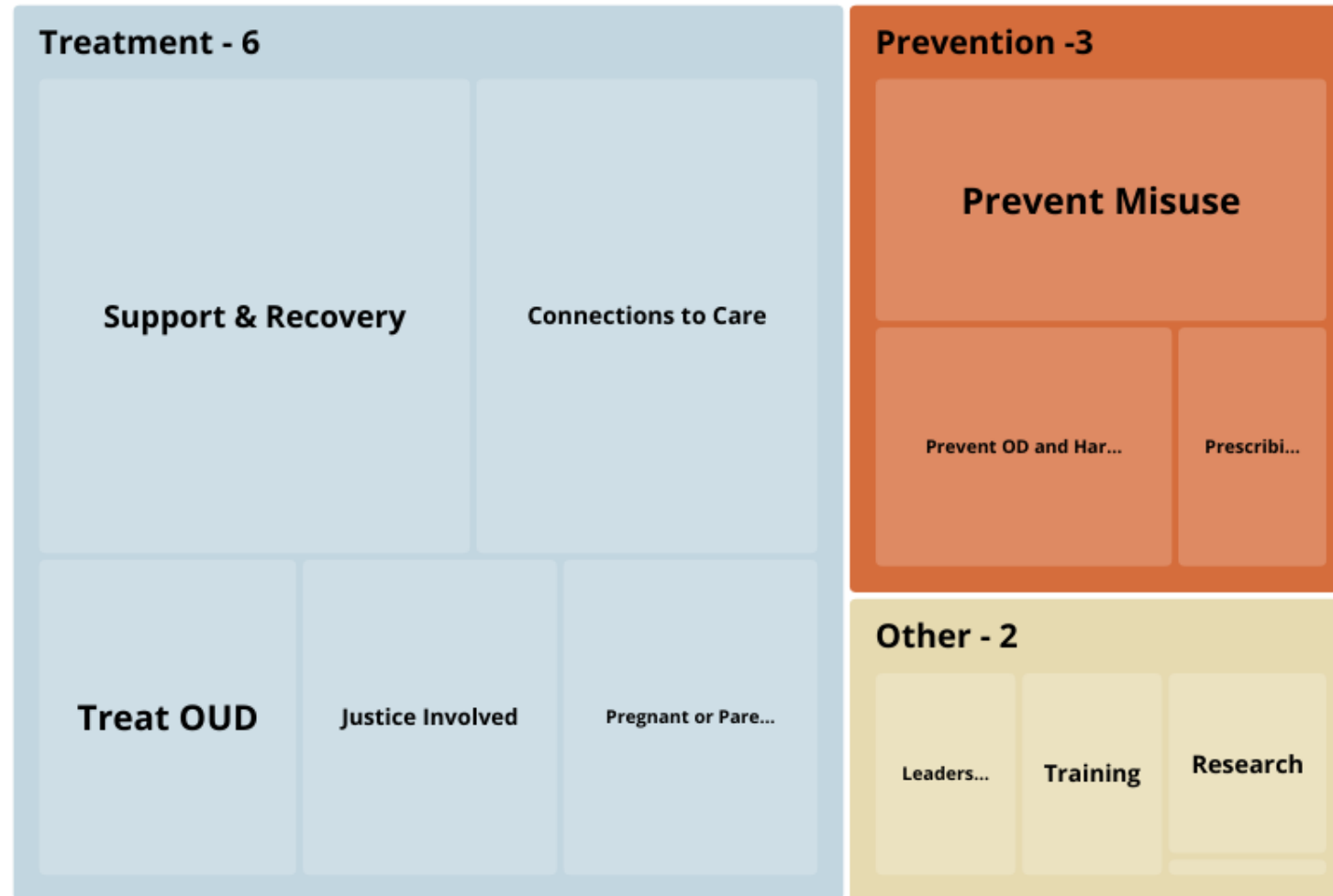
THANK YOU!

scoring and review team &
all organizations who submitted proposals



We are taking these challenges and your feedback into consideration as we improve our process for future funding opportunities and partnerships.

Community Projects, Group 1



11 funded projects, \$2.7m

WHAT'S TO COME

- wrap up existing commitments
- technical assistance pathways for funded projects
- community engagement
 - needs assessment
 - input on strategic plan
- annual reports





Questions, Comments

opioidsettlement@erie.gov

taylor.winter@erie.gov



Erie County Probation Department

Overdose prevention task Force
Meeting

May 6, 2024

Current Status of Opioid Unit



- 2 Vacant Peer Navigator Positions
 - 2 existing are managing the caseload

Current Status of Opioid Unit



- 31 Probationers on the Opioid Unit Caseload
- 89 Probationers paired with a Peer Navigator for support
- 2 Probationer rearrests
- 3 Probationers in Rehab
- 3 Probationers in Jail
- 4 Active Violation of Probation (VOP)

Opioid Grant General Informa



- 21 Boxes of Narcan distributed to probationers
- Opioid Overdoses July-December 2023
 - 2-Fatal
 - 6 -Non-fatal
- RUS Opioid OD's
 - 3 -Fatal
 - 11-Non-fatal

TCU Information



- Completed 726 TCU's from July–December 2023.
- 35% (258 people) Identified some issue with a substance.
- 15% (109 people) of those scored a 6 or higher.

Thank You

Erie County Probation Opioid Unit

Supervisor: Patricia Dunne

Probation Officer: Melissa Mayhew

Peer Navigator: Kathryn Appenheimer

Peer Navigator: Jeliazka Novkova



Questions, Comments, & Concerns please contact:

Patricia.Dunne@erie.gov or Sheila.Ruhland@erie.gov

Update on Erie County Harm Reduction Media Campaign

Impact Marketing + Communications



About Impact



Woman
Owned



Tailored-fit
Team



Award
Winning



25 Years of
Achievements



CREATIVE PARTNERSHIP:

We work to know your priorities, audiences, existing efforts, and long-term goals



BREADTH OF STAFF:

In-house expertise across the marketing and communication skill set and across sectors and issue areas.



RESEARCH-BASED APPROACH:

Using evidence-informed principles and data ensures that strategies are on target—helping advance efforts and return on investment (ROI).



SKILLED AND NIMBLE TEAM:

Experience working across sectors and issue areas

Work Thus Far

Formative research conducted with:

- + Providers**
- + Peer Navigators**
- + Community-based Orgs**

to guide media campaign concept development



Current Situation

- Largest increase in opioid-related overdose deaths is now happening in people ages 60+ followed by people 50-59 years old
- Don't see themselves as active users
- Recreational cocaine users see themselves as very different from opioid users
- Mindset that overdoses are 'not going to happen to me'
- Older people don't understand what fentanyl is or how different it is than cocaine
- Misperception that opioid overdoses, deaths, and fentanyl related information is isolated to opioids (i.e., don't realize fentanyl is pervasive across the drug supply)
- Most don't realize that a leading driver of overdose deaths involve fentanyl-laced cocaine
- Most are surprised to learn that fentanyl-related overdose deaths are on the rise among older community members
- Mental health conditions (depression and anxiety) are co-occurring with substance use
- People still struggling during aftermath of COVID-19 social isolation

Barriers

- **Stigma** – how people will be perceived by community and family
- **Mindset of harm reduction** – considered to be “enabling drug use”
- **Lack of awareness** – of what fentanyl is/how it’s different from cocaine and other stimulants; what harm reduction is; or what fentanyl test strips are
- **Triggers** – include images of pills/needles
- **Misperception** – that overdoses are happening among white youth (i.e., don’t realize it’s happening to older individuals and to communities of color)

Campaign Audiences

- People at risk for overdoses
- Family members, friends, and community leaders to support harm reduction messaging, education, and activities

Anticipated Media Placements/Outreach

- **Radio and video** (for streaming platforms)
- **Coasters** in bars and restaurants (often used for doing cocaine) and **posters** in bathrooms (which is where people are often using)
- Additional **OOH ads and brochures** at pharmacies, grocery/corner stores, gas stations, bus shelters and barbershops
- **Digital ads**
- **Working with leaders/influencers** in Erie County (e.g., at churches, barbershops, etc.)
- **Free community papers** like *The Challenger News* and *The Buffalo Criterion* for reaching Black communities (with online components)
- **Paid social media**

Next Steps

- Will present full Focus Group findings to Erie County DOH along with overall campaign concept
- Once the overall campaign concept and theme are approved, will move forward in creating a visual direction for the campaign this month
- Anticipate a photo and video shoot in Buffalo at the end of May/early June
- Tentative launch date: July 1 (with campaign lasting through Dec)

Simultaneous to Formative Research...

- :15 sec radio ad with CTA to order test strips by visiting erie.gov/detect
- Began airing during Total Traffic and Weather Network segments and on WUFO on April 15
- Radio will continue until September
- Will revise based on campaign direction
- Tested with focus groups who gave positive feedback on campaign slogan of *Detect to Protect* and overall messaging

Q&A



Thank you!

Tara Kovach

Vice President, Communications

Impact Marketing + Communications

202.258.5366

tkovach@impactmarketing.com

www.impactmarketing.com