

Substance Abuse Prevention Five Year Strategic Plan for Greater Franklin County 2007-2012

Developed by the Substance Abuse Strategic Planning Workgroup, Convened by the Healthy Community Coalition

Goal: Reduce High Risk and Under Age Drinking in Greater Franklin County				
Intervening Variables and Strategies	Timeline	Responsible Parties	Activities/Measures	
<u>Retail Access</u>				
<p>-Policy Use Geographic Information Systems (GIS) mapping software to map all Greater Franklin County retail establishments that sell alcohol to better understand ease of access.</p> <p>-Policy Engage retailers and policy makers in regulating access to alcohol by exploring policies that limit access to alcohol.</p> <p>-Education Increase effectiveness of retailers' policies and practices that restrict access to alcohol by underage youth. (See HMP 3.3)</p>	<p>Beginning October, 2007</p> <p>Beginning November, 2007</p> <p>Beginning November, 2007</p>	<p>Lisa Laflin, Healthy Community Coalition and Nate Morse, Healthy Community Coalition</p> <p>Lisa Laflin, Healthy Community Coalition and Nicole Ditata, Healthy Community Coalition</p> <p>Lisa Laflin, Healthy Community Coalition and Nicole Ditata, Healthy Community Coalition</p>	<p>A GIS map is created of all 75+ Greater Franklin County retail establishments that sell alcohol.</p> <p>3 Big Apple Stores in the service area that have 100% carding policies for alcohol sales share their model with 75 retailers for replication.</p> <ul style="list-style-type: none"> • 75 retail establishments that sell alcohol will be provided materials to encourage them to restrict access to alcohol by underage youth by the end of year 1. • 3 community members per year for 5 years are trained in the OSA/HEAPP CardMe program; 5 retail establishments will be educated in the first year, increasing to 18 per year in the next 4 years. (Initially focus on 5 stores surrounding University of Maine at Farmington consisting of Cumberland Farms, Ron's Market, Big Apple, Jack's Trading Post and Maxwell's.) All stores 	

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			will be recognized for participation.
<u>Promotions and Pricing</u>			
<p>-Collaboration Decrease promotions and pricing that encourage high risk drinking among young adults (18-25 year olds). (See HMP 3.11)</p>	Beginning January, 2008	Lorna Nichols, Franklin County Chamber of Commerce; Bud Martin, University of Maine, Farmington; Lisa Laflin, Healthy Community Coalition and Nicole Ditata, Healthy Community Coalition	<ul style="list-style-type: none"> Collaborate with owners and managers of local establishments to set common standards for limiting advertising; regulation of pricing specials and promotion. (Focus on 5 stores surrounding University of Maine at Farmington consisting of Cumberland Farms, Ron's Market, Big Apple, Jack's Trading Post and Maxwell's.) Develop a system to recognize stores that create positive changes. By the end of year 3, encourage 75 retail establishments that sell alcohol to limit advertising and promotions - based on recommendations of initial stores' collaboration.
<u>Parental Monitoring</u>			
<p>-Education Increase use of recommended parental monitoring practices for underage drinking. (See HMP 3.2)</p>	Beginning September, 2007	Sandy Richard, RN, Healthy Community Coalition, Jennifer McCormack, RN, Healthy Community Coalition	Meet with responsible parties and develop a consistent message to present at worksites. Use <i>Find Out More, Do More</i> materials; and Drug-Free Action Alliance's <i>Parents who Host Lose the Most</i> public awareness campaign. (Focus on 2 worksites with at least 25 employees each per year, beginning with Sugarloaf and Saddleback.)
<u>Law Enforcement</u>			
<p>-Enforcement Increase effectiveness of local underage drinking law enforcement policies and practices (based on Maine Chiefs of Police/OSA model policy).</p>	Beginning September, 2007	Detective Marc Bowering, Farmington Police Department and Bridgette Gilbert, MSAD 9 School Resource Officer/Farmington Police	<ul style="list-style-type: none"> Contact area law enforcement agencies, including Farmington Police Department, Franklin County Sheriff's Department, and UMF Campus security to review current law enforcement policies, identify current policy use, and identify

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<p><i>(See HMP 3.1)</i></p> <p>-Enforcement For monitoring and assessment purposes, implement the use of Unified Crime Reporting data and encourage the use of the system among all law enforcement agencies serving Greater Franklin County. <i>(This strategy applies to all three Goals.)</i></p>	<p>Beginning March, 2008</p>	<p>Officer</p> <p>Detective Marc Bowering, Farmington Police Department and Bridgette Gilbert, MSAD 9 School Resource Officer/Farmington Police Officer</p>	<p>any barriers and issues</p> <ul style="list-style-type: none"> • Incorporate Chiefs of Police/OSA model policy training into Criminal Justice Academy mandated training. Incorporate mandated training through monthly district training to ensure all officers receive training, not just new officers. <p>5 Chief's of Police, State Police, Sheriff's Dept, UMF police dept. adopt Unified Crime Reporting system.</p>	
<p><u>Knowledge of Health Risks</u></p>				
<p>-Education Reduce appeal of underage drinking by increasing knowledge of the health risks. <i>(See HMP 3.6)</i></p> <p>-Education Provide Franklin County health teachers evidence-based substance abuse information. <i>(This strategy applies to all three Goals.)</i></p>	<p>Beginning February, 2008</p> <p>Beginning January, 2008</p>	<p>Nicole Ditata, Healthy Community Coalition; Melissa Yeaton, community member/health educator</p> <p>Lisa Laflin, Healthy Community Coalition and Nicole Ditata, Healthy Community Coalition</p>	<ul style="list-style-type: none"> • Educate youth and adults on the health risks of underage drinking by focusing on the effects of alcohol on brain development. Target 2 area Cub Scouts and 2 4-H Clubs per year as well as Mt. Blue High School's YETI Club. Resources will be provided and material will be incorporated into the groups' programming (such as a display at the well-attended 4-H booth at the Farmington Fair, as part of a traveling exhibit that appears on HCC's mobile health unit, or a locally produced video). • Identify and engage 2 other groups per year to reach vulnerable youth. <p>Identify 10 key educational materials from OSA and other sources, and provide all five area school districts educational resources during Red Ribbon Week.</p>	

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<p>-Education Develop and implement a training program for elementary and middle school students based on the Social Problem Solving curricula developed as part of the SAMHSA model program <i>Across Ages</i>. Integrate with other groups' programs as well, such as Franklin County Children's Task Force "Adversaries to Allies" program. <i>(This strategy applies to all three Goals.)</i></p>	<p>Beginning January, 2009</p>	<p>Lisa Laflin, Healthy Community Coalition and Nicole Ditata, Healthy Community Coalition, Renee Blanchet, Franklin County Children's Task Force, Karen Haley, Jay School Dept.</p>	<ul style="list-style-type: none"> • Implement program in Jay School Department in the first year (beginning January, 2009), and offer the program in 4 elementary schools and 4 middle schools in five years. Increase attendance in program by 20% each year. • Meet with 3 other organizations offering programs that could incorporate elements of the SPS curriculum, train 5 key members to implement the program.
<p>-Education Encourage businesses to develop Drug Free Workplace policies using materials developed by the Maine Office of Substance Abuse. <i>(This strategy applies to all three Goals.) (See HMP 3.10)</i></p>	<p>Beginning January, 2008</p>	<p>Noreen Comeau, FNP; Sandy Richard, RN, Healthy Community Coalition, Lisa Laflin, Healthy Community Coalition, Nicole Ditata, Healthy Community Coalition</p>	<ul style="list-style-type: none"> • Encourage 5 area Chambers of Commerce to educate their members about developing a Drug Free Workplace policy; 5 businesses adopt drug-free workplace policy in 5 years. • Work with workplaces to distribute educational materials to employees to increase their knowledge of health risks and/or to pass policies to institutionalize Drug Free Workplace Policies. Focus on 2 worksites per year, beginning with Sugarloaf and Saddleback.
<p>-Education Explore evidenced-based court diversion programs, develop program to serve Greater Franklin County, while linking with existing programs such as Smokeless School Days and Juvenile Automated Substance Abuse Evaluation (JASAE). <i>(This strategy applies to all three Goals.)</i></p>	<p>Beginning October, 2007</p>	<p>Joan Dawson, Department of Corrections; Nicole Ditata, Healthy Community Coalition</p>	<p>Evaluate need, identify (look at Healthy Androscoggin model) and evaluate 3 programs as determined by need, test/pilot one program</p>

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<p>-Other Identify treatment resources in Greater Franklin County, inform community, providers and organizations of options. <i>(This strategy applies to all three Goals.)</i></p> <p>-Other Determine steps to leverage more resources for additional treatment opportunities. <i>(This strategy applies to all three Goals.)</i></p>	<p>Beginning November, 2007</p> <p>Beginning September, 2007</p>	<p>Alecia Pineo, Public Health Nursing; April Guagenti, Evergreen Behavioral Services</p> <p>April Guagenti, Evergreen Behavioral Services; Kim Lane, Tri-County Mental Health</p>	<p>Develop resource list in print and online on The Community Connector. Integrate with outreach efforts of The Franklin Resource Network and the Community Health Visioning Access to Health Care Task Force. (www.TheCommunityConnector.org.)</p> <p>Convene a subcommittee of the Workgroup to lead the discussion. Group identifies at least 2 additional counselors trained in substance abuse counseling.</p>
<p><u>Advertising</u></p>			
<p>-Education Develop or adapt an existing curriculum for a for-credit course that illustrates the influence media has on substance use. Adapt to college level as well as high school and middle school levels. Teach youth to be able to deconstruct advertisements so as to understand the forces promoting a "pill to solve all problems," for example. <i>(This strategy applies to all three Goals.)</i></p>	<p>Beginning April, 2008</p>	<p>Bud Martin, University of Maine, Farmington; Lisa Laflin, Healthy Community Coalition; Beth Jennings, University of Maine, Farmington; Lois Hall, community member; Alyce Cavanaugh, School Health Coordinator for MSAD 9</p>	<ul style="list-style-type: none"> • Course developed and integrated into health curriculum in 3 MSAD 9 schools by the end of 5 years. • Course offered at UMF at least once a year by the end of year 3.
<p><u>Screening/Early Intervention</u></p>			
<p>-Education Prenatal providers conduct appropriate screenings for all pregnant women during first or</p>	<p>Beginning September, 2008</p>	<p>Renee Blanchet, Franklin County Children's Task Force Growing Healthy Families</p>	<p>100% of women that are part of the Growing Healthy Families Program are screened each year.</p>

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<p>attend. This strategy capitalizes on pre-existing resources and opportunities available locally throughout the region that are no or low-cost, and tobacco and alcohol free. <i>(This strategy applies to all three Goals.)</i></p>		<p>Franklin Journal; Healthy Community Coalition volunteers; UMF Practicum student</p>	<ul style="list-style-type: none"> • Extend communication system to each additional school district (4) in each of the next 4 years.
<p><u>School Policies</u></p>			
<p>-Policy Review UMF's and local schools' alcohol policies to educate Workgroup on current practices and to advise changes as appropriate.</p> <p>-Education Research UMF orientation process to be sure that alcohol policies are discussed in admissions tours, "Accepted Student Days," and Freshman orientation, and to make recommendations as appropriate.</p>	<p>Beginning September, 2007</p> <p>Beginning September, 2007</p>	<p>Beth Jennings, University of Maine at Farmington; Irv Faunce, Western Maine Community Action</p> <p>Beth Jennings, University of Maine at Farmington, Irv Faunce, Western Maine Community Action</p>	<p>UMF's and all five school district's alcohol policies are reviewed. Recommendations are made to the Strategic Planning Workgroup for further consideration and action as warranted.</p> <p>Alcohol policies are discussed annually at all 3 initial points of contact with incoming students.</p>

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Goal: Reduce Prescription Drug Abuse and Misuse in Greater Franklin County				
Intervening Variables and Strategies	Timeline	Responsible Parties	Activities/Measures	
<u>Social Access/Availability</u>				
<p>-Enforcement Design a “safe” method for teens to report substance abuse in school and educate teens on the importance of using this vehicle for communications. <i>(This strategy applies to all three Goals.)</i></p> <p>-Communication Work with state-level agencies to effectively change rulings and wordings of existing laws so that communication about potential prescription drug misuse between law enforcement and medical community is improved.</p> <p>-Communication Focus on northern tier to develop a part-time volunteer school resource officer position to improve communication in schools. <i>(This strategy applies to all three Goals.)</i></p>	<p>Beginning January, 2008</p> <p>Beginning September, 2007</p> <p>Beginning September, 2009</p>	<p>Karen Haley, Jay School Department, Paula Roy, MSAD 58, Bridgette Gilbert, MSAD 9</p> <p>Noreen Comeau, FNP</p> <p>Bridgette Gilbert, MSAD 9 School Resource Officer/Farmington Police Officer; Quenten Clark, MSAD 58 Superintendent</p>	<p>Integrate with existing school systems’ policies a safe and effective way of reporting substance use; such as establishing confidential lock boxes, so teens who wish to report substance abuse issues can feel comfortable doing so. The systems in all 5 area school systems are reviewed in the beginning of year 2; system is established by the end of year 2.</p> <p>Develop language in collaboration with the Maine DEA; E-Prescribing Quality Review Committee of the Franklin Community Health Network; Commissioner of Public Safety; and other state officials to create a system. Meet with all local law enforcement agencies in Greater Franklin County for feedback and buy-in.</p> <p>School resource officer position established and collaboration established with Rangeley and Mt. Abram.</p>	

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<u>Retail Access/Availability</u>				
<p>-Communication Reduce availability of prescription drugs for purposes other than prescribed, by increasing prescribers' and dispensers' awareness of and use of the Prescription Monitoring Program based on assessment-based local substance abuse prevention priorities. This, in turn, creates a quality review process. <i>(See HMP 3.15)</i></p>	Beginning October, 2007	Noreen Comeau, FNP; Ralph Johnson, Chief Information Officer, Franklin Community Health Network	Prescription Monitoring Workgroup will meet 4 times per year to discuss the development of a local physician-based quality review process for assessing provider-prescribing patterns in private practices, FMH's ED Department, and Pine Tree Medical Associate's practices. This will involve using OSA's Prescription Monitoring Program and other prescription databases as may be made available to the group. The group will be comprised of the existing members of a consortium which has spent the past 18 months implementing electronic prescribing technology among the 59 medical prescribing providers in Greater Franklin County.	
<p>-Collaboration Work with the prescribing providers in Franklin County (physicians, nurse practitioners, physician assistants) to encourage the use of contracts with patients who are prescribed narcotics for more than a pre-defined period (e.g., one week).</p>	Beginning January, 2009	Noreen Comeau, FNP	<ul style="list-style-type: none"> • Meet with Franklin Community Health Network Medical Staff twice to discuss the issue • Meet with HealthReach Community Health Centers' staff twice • Identify and meet with all others in area, including dentists, mental health practices and private offices. • Contracts used in at least 15 practices by the end of 5 years. 	
<p>-Collaboration Create and/or identify a system for the proper disposal of unused prescription medications which is convenient, free, and safe.</p>	Beginning September, 2008	Noreen Comeau, FNP	Participation in the State's "Mail Back" program. Educational materials are identified and distributed to the 7 Greater Franklin County pharmacies, all area nursing homes, and other residential facilities, SeniorsPlus, and 10 associations in Greater Franklin County, including the Tyngtown Club, Rotary Clubs and Red Hat Societies.	
<p>-Education Post information at local</p>	Beginning	Lisa Laflin, Healthy		

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<u>Knowledge of Health Risks</u>				
<p>-Policy Encourage elderly and other patients to use only one pharmacy in order to better track prescriptions that may cause reactions with each other.</p>	<p>Beginning September, 2007</p>	<p>Charlie Woodcock, Franklin Health Access</p>	<ul style="list-style-type: none"> • Franklin Health Access staff members counsel each FHA client during initial visit. • Prescription Assistance Program Coordinator at Franklin Health Access counsels all clients at each visit. 	
<p>-Communication Encourage the community to ask questions of their pharmacist about their prescriptions</p>	<p>Beginning June, 2008</p>	<p>John Murray, R Ph</p>	<p>Engage all local pharmacists to develop the message that invites patients to ask questions. Address barriers to pharmacist educating patients, including privacy and time.</p>	
<p>-Communication Distribute a brochure to care givers describing the potential for misuse issues with the elderly they care for. Should address what to look for; who to call; where to turn.</p>	<p>Beginning March, 2008</p>	<p>Laurie Winsor, Androscoggin Home Care and Hospice; Susan Giguere, Care and Comfort</p>	<ul style="list-style-type: none"> • Distribute information obtained from OSA and other sources to 4 home health agencies serving the region, 2 local caregiving support groups, and SeniorsPlus. • Present materials at Health Leaders Forum and The Franklin Resource Network. • Post online on www.TheCommunityConnector.org. 	

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<u>Screening/Early Intervention</u>			
<p>-Education Provide appropriate information to educate area medical providers about substance abuse issues in Greater Franklin County, and provide tools so they know what to do when substance abuse is identified. <i>(This strategy applies to all three Goals.)</i></p>	<p>Beginning September, 2007</p>	<p>Franklin Community Health Network Medical Staff providers; Karen Rogers, RN, MSN, Director of Education, Franklin Community Health Network; Lisa Laflin, Healthy Community Coalition; Nicole Ditata, Healthy Community Coalition</p>	<ul style="list-style-type: none"> • Partner with Ben Franklin Center at Franklin Memorial Hospital to offer 2 programs for medical staff per year for 5 years on substance abuse issues. • Present at staff meetings of 4 HealthReach Community Health Centers. • By year, 3 encourage 7 Franklin Community Health Network practices to conduct parent education regarding substance use at five and ten year Well Child Check visits. Conduct child education at ten year visit, and with adolescents during routine visits.

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Goal: Prevent Crystal Methamphetamine Use in Greater Franklin County				
Intervening Variables and Strategies	Timeline	Responsible Parties	Activities/Measures	
<u>Law Enforcement</u>				
<p><i>-Enforcement</i> Develop and implement a First Responder training to ensure, firefighters, NorthStar personnel, and others are appropriately trained to respond to, and report the inappropriate use of prescription drugs, Crystal Methamphetamine, and alcohol. <i>(This strategy applies to all three Goals.)</i></p>	Beginning January, 2008	Karen Rogers, RN, MSN, Director of Education, Franklin Community Health Network	Identify key organizations and host 6 first responder trainings in 5 years.	

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<u>Social Access</u>				
<p>-Policy Convene a sub committee of the Strategic Planning Workgroup with existing and new stakeholders to more fully develop and implement an action plan to address the epidemic of Crystal Methamphetamine - before it starts.</p>	<p>Beginning November, 2007</p>	<p>Renee Blanchet, Franklin County Children's Task Force; Bud Martin, University of Maine, Farmington</p>	<p>Subcommittee is convened. Plan is drafted and presented to entire Workgroup by April, 2008.</p>	
<u>Knowledge of Health Risks</u>				
<p>-Education Educate "in-home" organizations such as visiting nurses, Bee Line Cable, mail carriers, CMP, CNAs, DHHS, to identify Methamphetamine labs and then how to respond appropriately.</p>	<p>Beginning November, 2007</p>	<p>Karen Rogers, RN, MSN, Director of Education, Franklin Community Health Network</p>	<p>Educate the staff of two organizations per year for five years.</p>	
<p>-Education Educate parents and educators about Crystal Methamphetamine use: what to look for, and how to respond appropriately, and how to prevent use in the first place.</p>	<p>Beginning, October, 2008</p>	<p>State level expert to be determined</p>	<p>Identify 10 key educational materials from OSA and other sources, and provide all 5 area school districts educational resources during Red Ribbon Week.</p>	
<p>-Education Educate landlords and landowners (community members) about Crystal Methamphetamine use: what to look for, and how to respond appropriately.</p>	<p>Beginning, January, 2008</p>	<p>Bill Marceau, Foothills Management</p>	<ul style="list-style-type: none"> • Distribute information to area landlords annually through the area landlord's association. • Distribute information at 25 town offices in Greater Franklin County. 	

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OSA – Office of Substance Abuse (Maine)

SAMHSA – Substance Abuse and Mental Health Services Administration (Federal)

HEAPP – Higher Education Alcohol Prevention Partnership (Maine)

UMF – University of Maine, Farmington