

Changes and updates that have been implemented and/or will be implemented by June 30, 2017 are listed throughout this document in **RED font**.

Project Executive Summary:

Morrow County Health Department will be the lead/coordinating agency for the proposed community-based program whereby individuals who meet the criteria, or their friends and family, can obtain training and an overdose reversal kit that contains naloxone. Morrow County Health District, Maryhaven, and other participating health districts, having existing TDDDLs, will act as implementing agencies to distribute naloxone on-site.

Thomas Freundlich, MD, Medical Director for the Morrow County Board of Health, will serve as Medical Director for *Project DAWN*. Local pharmacist, Mr. Jeff Polzin, is a member of the Morrow County Board of Health and will serve as Advisor to the program. Ms. Kay Benick, Director of Nursing for the Morrow County Health Department, will serve as Project Manager/Coordinator under the direct supervision of Morrow County Health Commissioner Pamela Butler, and Medical Director Dr. Freundlich. Morrow County Health Department and Maryhaven will serve as Prevention Educators for participating counties.

Morrow County Health Department operates a health/immunization clinic and has an established TDDDL. In the last year, MCHD has formed a partnership with the Morrow County Sheriff and local law enforcement to provide training, distribute overdose reversal kits to law enforcement and first responders, and report local program accomplishments at the end of SFY 16. MCHD, seeking to expand access to overdose reversal kits by becoming a *Project DAWN* site, is partnering with Maryhaven to provide training. While MCHD does not currently provide these services, Maryhaven does. **MCHD has been designated as a Project DAWN site as of April 2016.**

Following are three community references who can speak to the need for this program in Morrow County: Executive Director Steve Hedge, Delaware-Morrow Mental Health and Recovery Services Board; Mr. Charles Howland, Morrow County Prosecutor; and Common Pleas Court Judges Howard E. Hall and Robert C. Hickson, Jr.

Morrow County Health District's Marketing Plan for *Project DAWN*:

Morrow County Health District's *Project DAWN* program is best described as the project manager through the provision of leadership, collaboration/partnership, training, informational/educational material, and/or policy guidelines to several counties / agencies.

- Each of the counties under the leadership of local public health that are currently participating in this project with MCHD as the project manager, include: 1) Delaware County; 2) Know County; 3) Holmes County; and 4) Union County

The program may be offered in the seminar format (audience as observers) for community members and training program (train-the-trainer) format (audience as future participants) in Morrow County and other counties.

- ✓ Morrow County Health District's *Project DAWN* mission is to provide local public health departments or other agencies with adaptable training materials, brochures, policy guidelines, etc. to implement a *Project DAWN* within their own community.
 - All participating counties have been provided materials, brochures, policy guidelines, materials. These materials are also located on MCHD's website for easy accessibility for anyone to use.
 - Each county is providing training for anyone within their county that they would like to participate in the *Project DAWN* trainings.
- ✓ Marketing strategy will include community public seminars to create awareness, establish credibility, and secure advocates for *Project DAWN*.
 - The number of community seminars that have been provided in Morrow County are two – one for overdose prevention educators from participating counties (nine participants); and, one for overdose responders (eleven participants).
 - The total number of Naloxone kits that have been provided to participating counties equals 195. The total distributed to community responders equals 12.
- ✓ Community level programs aimed at reducing opioid drug overdose deaths, such as *Project DAWN*, target a wide-range of high-risk individuals. These individuals vary from chronic pain patients who may misuse or abuse medications to non-medical users of prescription opioids and heroin users. Additional indications include: those who are opioid naive or have abstained from using opioids (recently released from jail or treatment facility), individuals with certain health conditions (renal dysfunction, COPD, HIV/AIDS) and those who are concurrently using other central nervous system depressants (benzodiazepine, alcohol, anti-depressants).

Morrow County Health District (MCHD) has had processes and procedures for communications in place for many years thanks to the Public Health Emergency Preparedness grant. Processes and procedures address both accessing information from external sources as well as communicating to people externally. MCHD has a trained Public Information Officer / Public Relations person who provides effective public health communications using a variety of methods and formats. MCHD provides information to the public about the mission, processes, programs, and interventions of

the health district so that the public understands the role and value of public health in its community and the resources available.

Within MCHD are “how-to” plans to communicate with the public in times of a crisis, disaster, outbreak, threats to the public’s health and/or for health education/promotion activities. These communication plans have been tested for many years through exercises and drills and have been shown to reliably work. All other local health districts have been required to have these plans in place as well.

- ✓ A key activity in promoting population health is providing public health information that encourages the adoption of healthy behaviors and activities. To be effective, information should be appropriate for the target population. It must be accurate, timely, and provided in a manner that can be understood and used effectively.
- ✓ All information provided will be the current available.
- ✓ All information for *Project DAWN* will be available on MCHD’s website to include 1) informational and educational material such a brochures, 2) data/statistics, 3) dates/ times / locations of all trainings, 4) participant information; 5) other materials such as standard operating guidelines / procedures for easy access as agencies complete the train-the-trainer seminar and are now ready to conduct their own trainings.
- ✓ Information will be provided in the best manner to reach the greatest audiences via 1) website for easy accessibility, 2) use of social media such as text messaging to clients, **Facebook, Twitter**, 3) visible **billboards**, 4) brochures / flyers, 5) phone calls and 6) referrals from other agencies within the community, will be age-appropriate, race/ethnic-based, gender-based, and at a sixth (6th) grade reading level.
 - **MCHD will post information on Facebook at least once per week until June 30, 2017 in order to reach and provide information on Project DAWN.**
 - **MCHD will tweet using Twitter at least once per week until June 30, 2017 in order to reach and provide information on Project DAWN.**
 - **MCHD will develop two to four billboards within the time frame from now until June 30, 2017 to provide messaging to county residents. These will be scattered throughout the county.**
- ✓ Depending on message media type and the message itself, it will be reviewed, updated / revised. Billboards may only be updated at least every month or more, whereas social media will be changed at least one time per week.
- ✓ Brochures will be printed and provided to agencies, schools, the hospital, physician offices, FQHC, libraries, law enforcement, faith-based groups, local county government offices, mental health agencies, etc.
- ✓ Information / advertisements / news articles, etc. will be put into the Shoppers’ Compass, a local Morrow County newspaper, delivered to all homes.
 - **MCHD had a quarter page advertisement of Project DAWN in the Shoppers’ Compass.**

- MCHD will purchase space / advertise in the Shoppers' Compass for Project DAWN in the fall of 2016 and again in the spring of 2017.
- ✓ Develop media strategies including the following:
 - a. Cultivate media contacts and build relationships;
 - b. Use multiple available local media outlets to disseminate written and verbal materials;
 - c. Identify credible local spokespeople in order to develop speaker's bureau - create interest at local clubs, organizations by presenting information about the project itself (i.e., Rotary, Lions Club, Elected Officials meeting, etc.);
 - MCHD will do at least two (2) presentations to organizations such as the Rotary Club, Lions Club, etc. before June 30, 2017.
 - MCHD provided information to county officials at the monthly Elected Officials meeting. The county commissioners have endorsed this project. This led to the court probation officers being trained.
 - MCHD will be providing information out to the Community Services Committee. This multi-agency committee meets once a month to update agencies/organizations of plans, information, and upcoming events.
 - MCHD has provided information and will continue to provide for the other counties to participate in the ODH conference calls as well as receive any mailings and pertinent information.
 - MCHD will be providing brochures to the Chamber of Commerce so that they are able to providing information to businesses and offer MCHD services throughout the county.
 - MCHD will provide brochures and other information about Project DAWN to United Way. United Way is bringing back the "Welcome Home" baskets for new homeowners.
 - Morrow County begins the Community Health Improvement Planning process. In the Community Health Assessment document, drug use was identified in both age groups - youth (ages 12 – 18 years) and adults (18 + years).
 - MCHD belongs to the DAAP group (Drugs & Alcohol Abuse Prevention). This group provides information particularly to school aged children. They will be provided Project DAWN materials.
 - d. Identify stories from local participants;
 - e. Disseminate media toolkits containing data, sample article templates, call to action, prevention information, contact information, resource list, etc.;
 - MCHD will continue to update the website with current information, contacts, resources, etc.
 - f. Develop news briefs, newsletters, articles to raise awareness;
 - g. Conduct press conference to raise awareness.

As part of the marketing plan to reach a minimum of 300 individuals by June 30, 2017, MCHD will recruit for *Project DAWN* the following:

- 1) MCHD nursing division staff and community health and education division staff;
 - ✓ Outreach and referrals will be done by all MCHD nursing personnel as they complete their daily normal duties such as HMG, BMCH, immunizations, car seats, new born visits, to name a few.
 - All MCHD nursing staff (6) participated in the training for Project DAWN. They all received a kit to keep with them as they provide services within the county.
- 2) Morrow County school nurses;
 - ✓ The school nurses formed a coalition to provide health education and promotion to Morrow County students. Two of the four nurses are agency employees, but all school nurses will be provided the *Project DAWN* training.
 - MCHD will develop a minimum of one (1) news brief in the fall 2016 and at least one (1) in the spring 2017.
 - ✓ The school nurses will then provide information to students and / or family members by 1) communication to students about needs, 2) communication to students about services that they or their families might need, 3) communication to students and/or family members regarding substance use / abuse issues, and 4) communication about risky behaviors.
 - The four (4) School Nurses were all provided training and were each provided a Naloxone kit.
 - The School Nurses are initiating the "Start Talking" within the schools.
 - ✓ Brochures / flyers will be made available to them and other referrals as well.
- 3) Community individuals, who have family members and/or friends at risk;
- 4) Community members who are high risk for substance abuse or have substance abuse in their past;
- 5) County agency staff who interact with clients (i.e. home visiting staff, Job and Family Services staff who go out into the community or home visits, etc.)
 - MCHD will continue to provide information to staff from all county agencies especially anyone who goes out into the community and/or provides home visiting type of services.
 - MCHD leadership is a part of the Morrow County Family Children's First Council (FCFC). The Morrow County FCFC as part of their strategic plan have identified that drug use and misuse are part of their strategic plan. FCFC will be provided materials / brochures / information to pass along to anyone who comes into contact with a FCFC member.
- 6) Participating local pharmacy;
 - MCHD will reach out to local pharmacies to request that they put out information on Project DAWN. This might not be a reachable goal in some cases – some pharmacies provide Naloxone kits too.

- 7) Agencies who have a Terminal Distributor of Dangerous Drugs License (TDDDL) from the Ohio Board of Pharmacy currently in place (i.e., other county health districts located close to MCHD, local ADAMHS board agencies);
- ✓ MCHD is working with the Delaware-Morrow Mental Health & Recovery Services Board have available someone local that will assist in providing good strategies to adolescents, seniors and everyone else.
 - ✓ MCHD is working with Maryhaven, an agency located in several counties that provides addiction and mental health services.
 - ✓ The chart below shows the counties that MCHD as the Contractor will work with to develop partnerships to increase the numbers of participants to meet the minimum requirement of 300 individuals.
 - ✓ The health districts in the counties listed in the chart below in “blue” participate in *Project DAWN* under the project management of MCHD. The other counties listed in the second table are potential counties and being enlisted so that they might initiate the Project DAWN program. ”

Age-Adjusted Rate 2008-2013:

CURRENT PARTICIPATING COUNT(IES)	2008 – 2013 Ave. Crude Rate per 100,000	Ave. Age-Adjusted Rate per 100,000	2008 – 2013 Total	Ratio: County to State Rate
Morrow County	14.9	14.5	31	1.0
Delaware	7.0	7.1	74	0.5
Knox	14.1	15.5	51	1.0
*Holmes	*	*	3	*
Union	9.5	8.9	29	0.6

POTENTIAL PARTICIPATING COUNT(IES)	2008 – 2013 Ave. Crude Rate per 100,000	Ave. Age-Adjusted Rate per 100,000	2008 – 2013 Total	Ratio: County to State Rate
Richland	12.4	12.9	92	0.9
Wayne	7.0	7.7	48	0.5
Ashland	*	*	9	*
Marion	19.2	19.1	76	1.3
Crawford	13.5	15.1	35	1.0

This table includes Ohio residents who died due to unintentional drug poisoning (primary underlying cause of death X40-X44). **Sources:** Ohio Dept. of Health, Office of Vital Statistics, Analysis by Injury Prevention Program; US Census Bureau (population estimates) *Rate suppressed if < 10 total deaths for 2008-2013; may be unreliable.