



GOVERNOR'S OFFICE OF
**Policy Innovation
and the Future**

Gordon Smith,
Director of Opioid Response



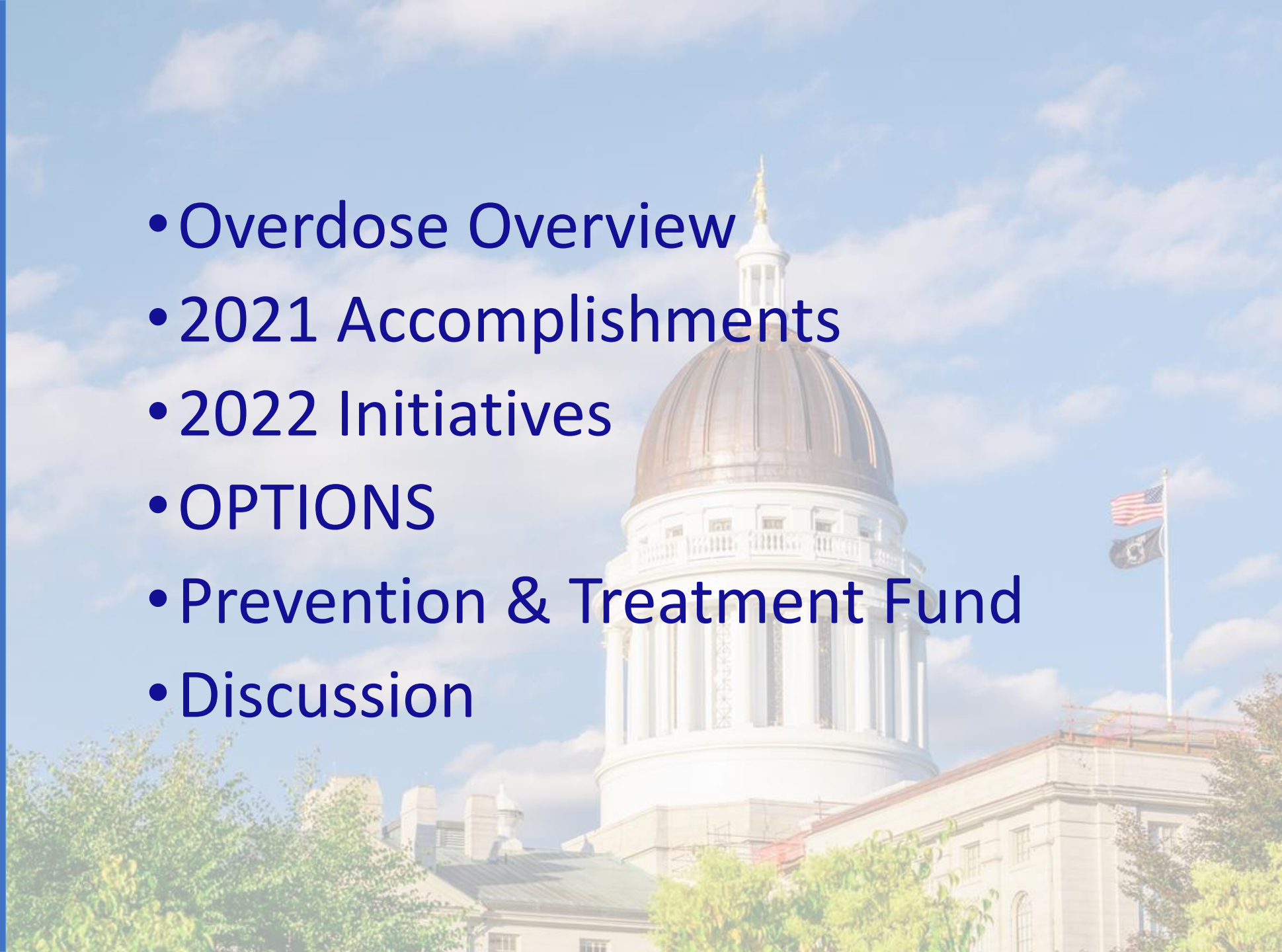
**DEPARTMENT OF
HEALTH AND
HUMAN SERVICES**

Jessica Monahan Pollard, PhD
Director of the Office of Behavioral Health



Agenda

- Overdose Overview
- 2021 Accomplishments
- 2022 Initiatives
- OPTIONS
- Prevention & Treatment Fund
- Discussion



Fatal Overdoses

- Deaths Increasing Despite Public Health & Public Safety Efforts
 - 2020: 515 ...36% increase
 - 2021 (estimated): 636 ...23% increase
- Increasing proportion due to fentanyl
 - 2020: 67%
 - 2021 (estimated): 77%
- Fentanyl is extremely lethal
- Multiple substances typically involved
- Maine numbers mirror national trends

Interventions
to Prevent
Fatal
Overdoses

- Increasing supply of naloxone in community
 - In 2021 Maine Naloxone Distribution Initiative distributed 77,480 doses Jan-Nov
- OPTIONS Program
- Public Information & Targeted Campaigns, e.g.
 - Spike alerts
 - Maine Drug Data hub
 - OPTIONS campaign
 - Launch of [GetMaineNaloxone.org](https://www.getmainenaloxone.org)
- Deaths represent 7% of reported overdoses in 2021 January through November
- We are saving 93% of overdose victims
- Keeping people alive to enter treatment

2021 Milestones

- 132,422 doses of naloxone distributed
- 237 recovery coaches trained and certified
- 1001 DOC residents treated with MOUD
- 350+ county jail residents treated with MOUD
- Substantial MaineCare rate increases for residential SUD treatment, 1115 IMD waiver approval
- 89,421 in MaineCare expansion (over 120,000 covered since January 2019)

2021 Milestones

- 2 new Opioid Treatment Programs (methadone clinics), first in well over a decade
- Increased MAT access; 4% increase from 2020 and 44% increase from 2017 (from PMP; excludes methadone)
- 11 new certified recovery residences; 56% of all RRs now welcoming MOUD, an increase from 43% a year ago
- 6 new Syringe Service Provider sites (18 sites now certified); 2.7 million syringes dispensed, an increase of over 1 million from previous year
- 1 new Recovery Community Center (now 18)

2021 Successes

- 9,400 registered users of social and emotional learning (SEL4ME) curriculum
- Enacted EMS naloxone leave behinds and naloxone in schools legislation; supported by \$6 million grant
- Began distribution of fentanyl test strips following effective date of law allowing their use in Maine
- Recovery focused movies events & production of two more Maine Recovery short films
- MaineDrugData served 18,942 past year & GetMaineNaloxone 1,156 past 4 months
- Launch of Overdose Fatality Review Panel

2022 Initiatives

- Continue StrengthenME
- Bolster workforce, e.g., \$126M Worker Bonus initiative & credential flexibilities
- Implement substantial SUD IOP rate increase, COLAs, and supplemental payments
- CMS Mobile Crisis Planning Grant: program & rate reform includes SUD crisis
- Launch 9-8-8
- Complete behavioral health rate studies
- Increase SUD residential beds

2022 Initiatives

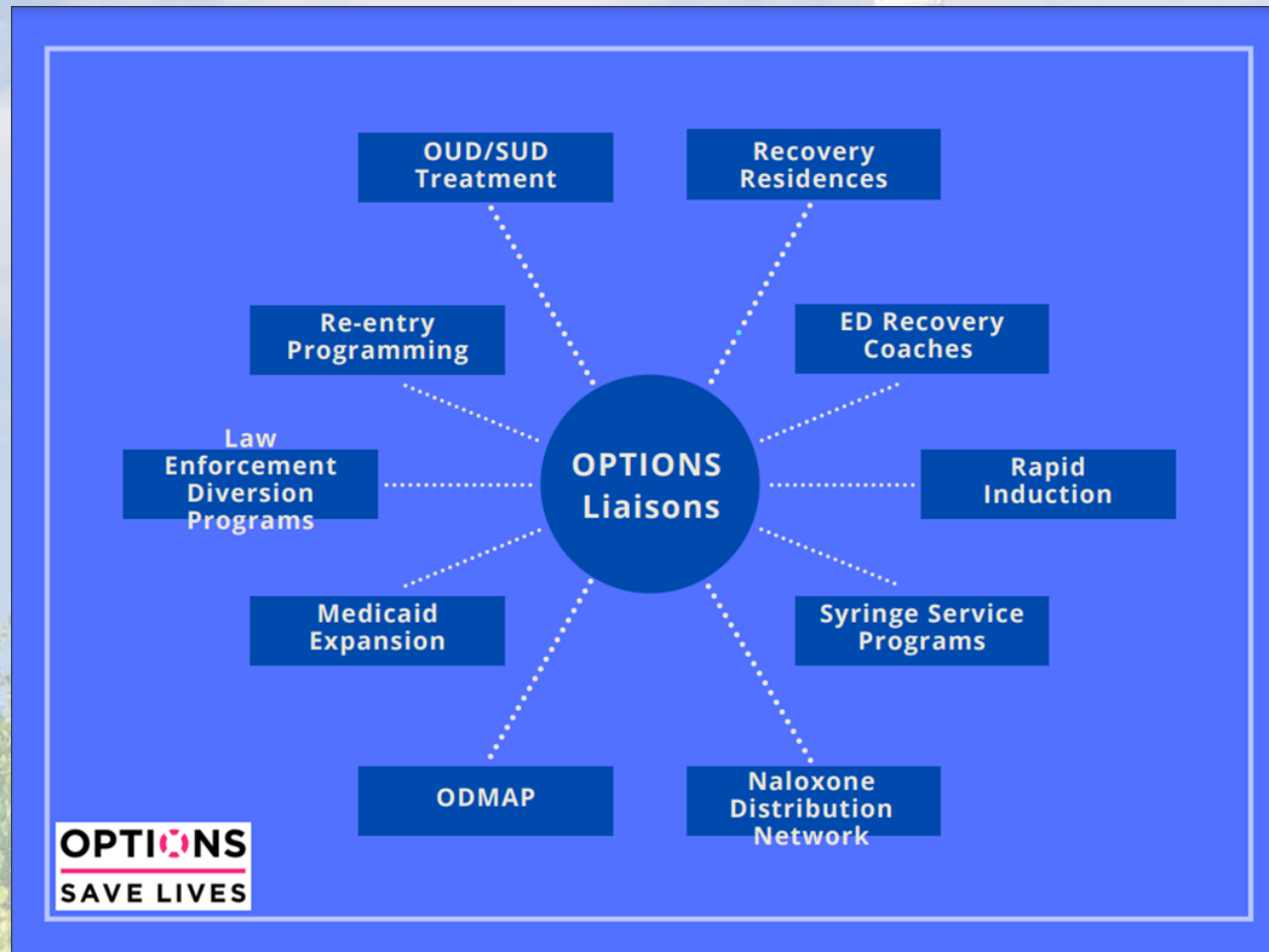
- Open Cumberland County Crisis Center
 - Launch and advertise real time service locator tool
 - Continued improvements to Prescription Monitoring Program & related interventions
 - Certified Community Behavioral Clinic model
 - Overdose Fatality Review Panel
 - Implement two new treatment and recovery courts
 - Low barrier MOUD
 - MaineCare parenting coverage & programs
- 
- The background of the slide features a photograph of the Maine State Capitol building, characterized by its prominent white dome and classical architectural style. The building is set against a bright blue sky with scattered white clouds. In the foreground, there are green trees and a flagpole with the American flag and the Maine state flag. The overall scene is bright and clear, suggesting a sunny day.

2022 Initiatives

- Further increase MOUD access to incarcerated individuals
- More harm-reduction through improved messaging around dangers of fentanyl, fake pills and new meth; distribution of naloxone and fentanyl test strips; support for Syringe Service Providers
- Increase Recovery Supports by adding more Recovery Community Centers, Recovery Residences, Recovery Coaches, Recovery Friendly Worksites, Recovery Ready Communities
- Anti-stigma education for the public, for health care providers, for law enforcement

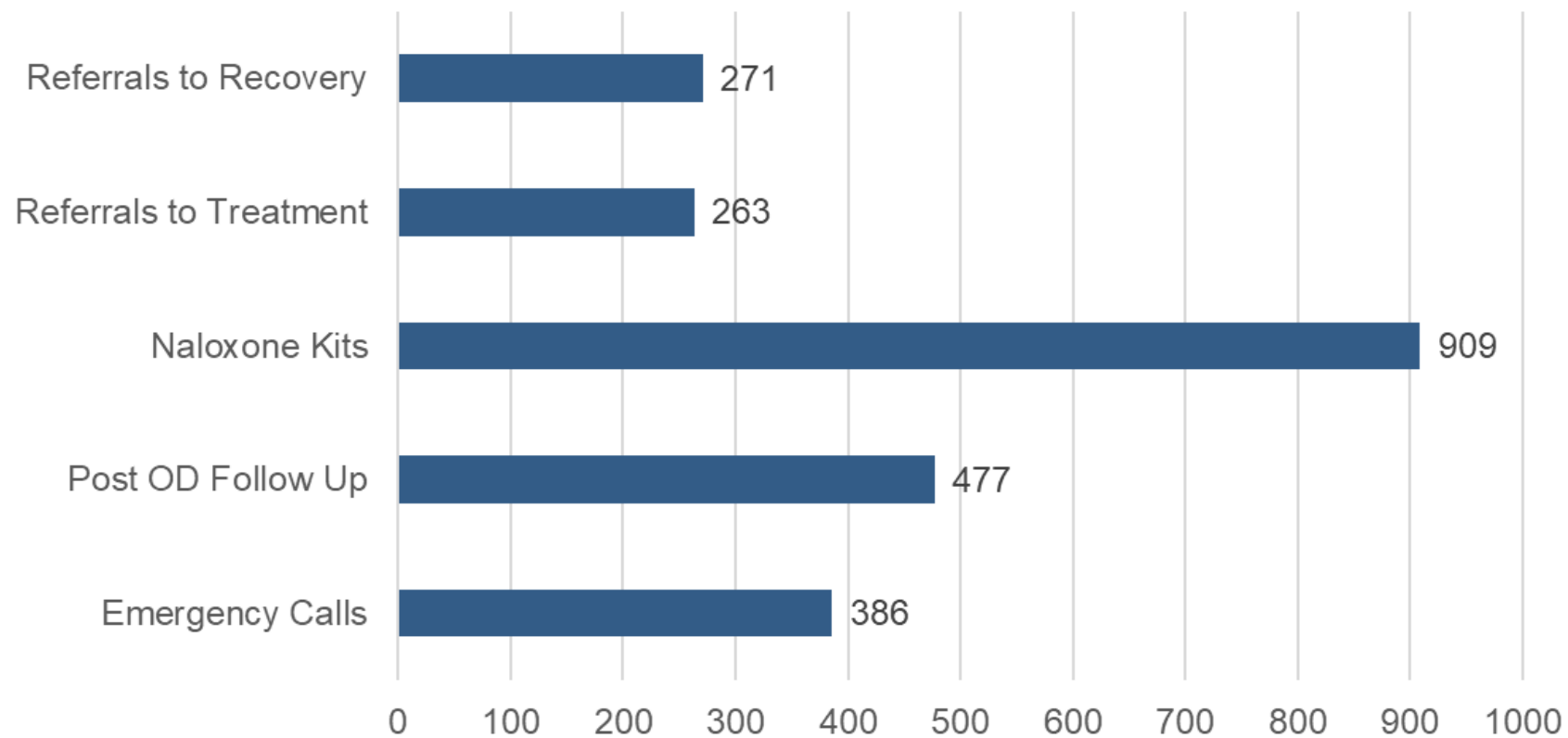
- Overdose Prevention Through Intensive Outreach, Naloxone, and Safety
- Program and Campaign

OPTIONS

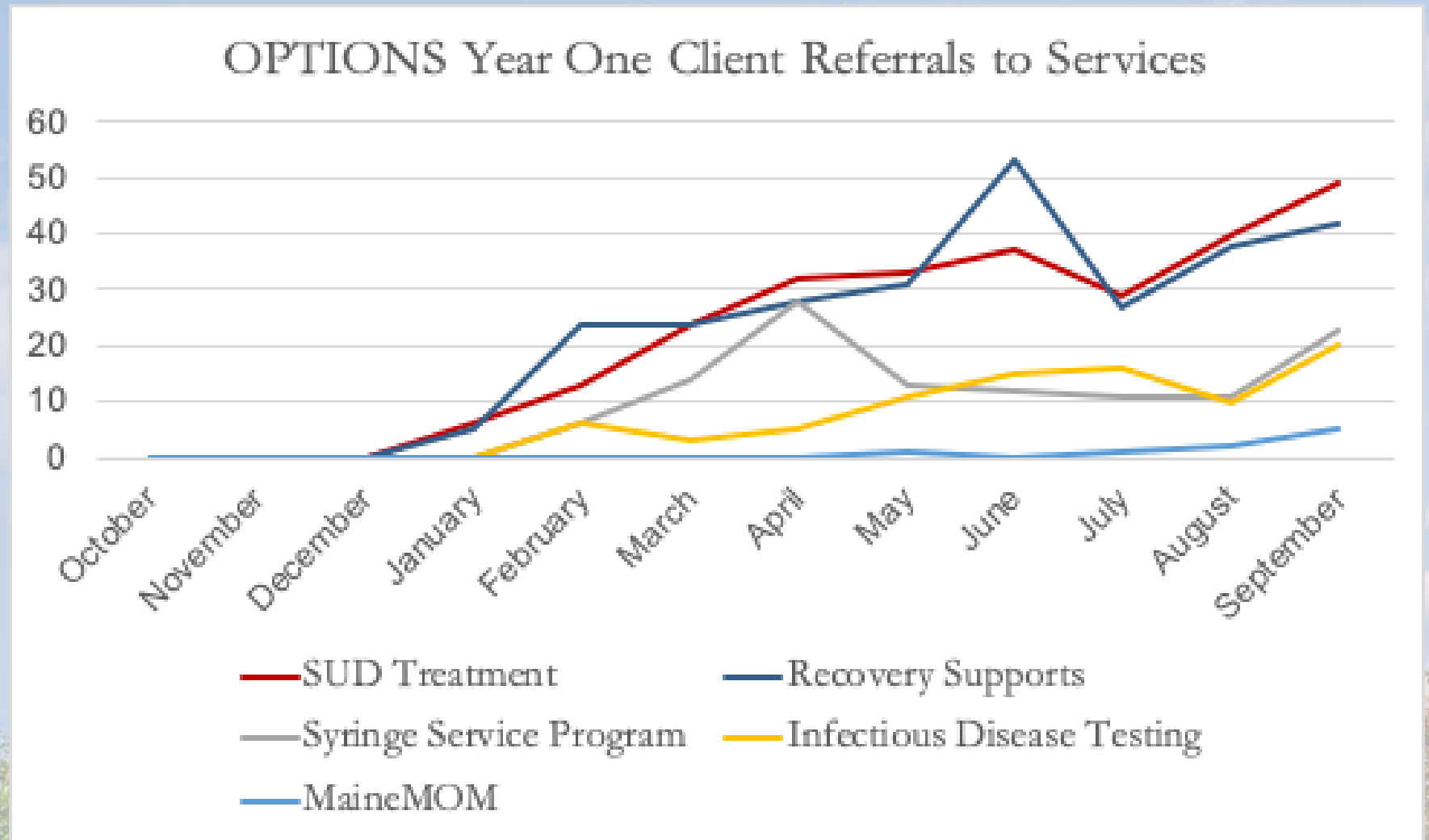


OPTIONS

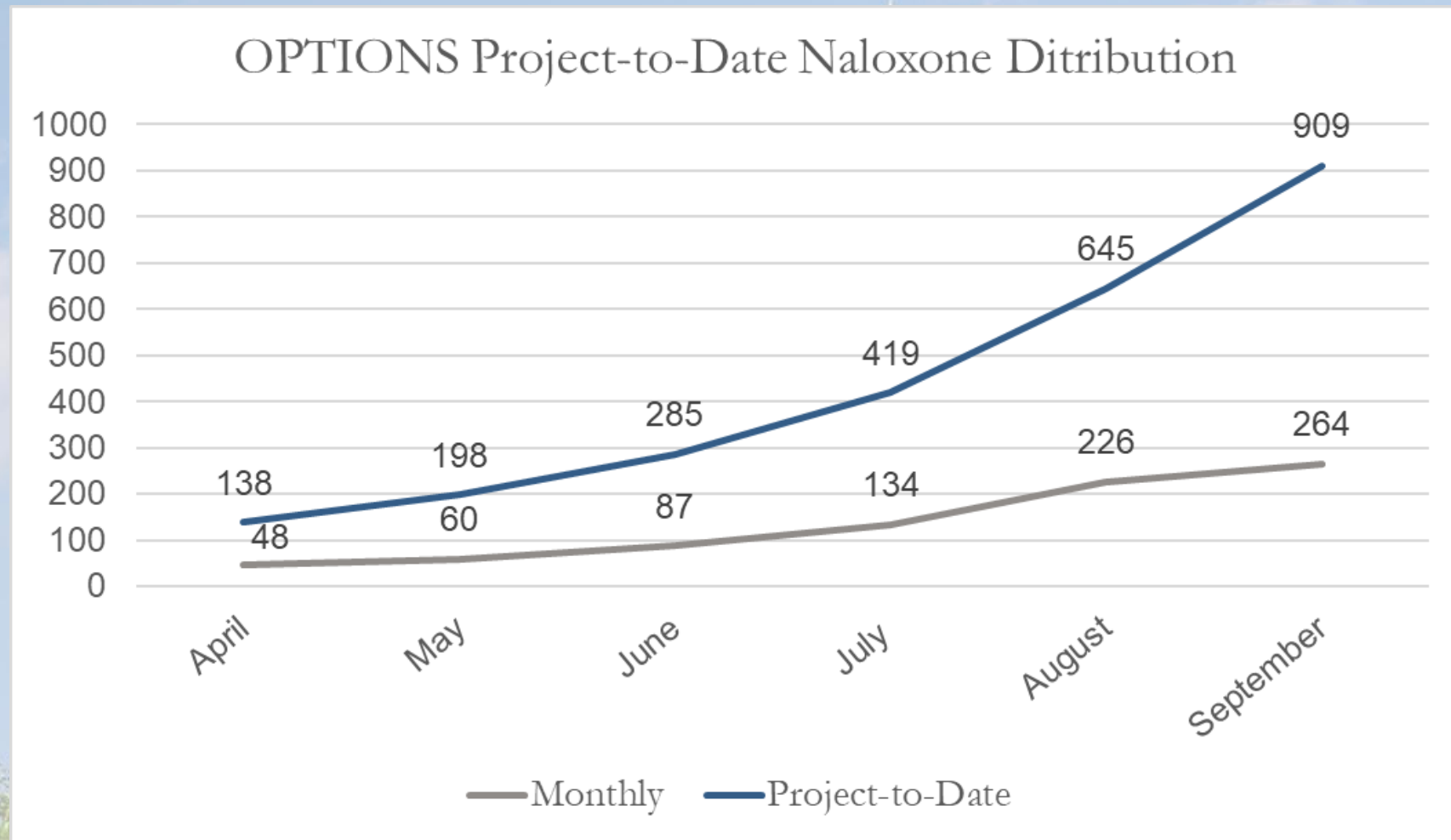
OPTIONS Project-to-Date Snapshot



OPTIONS

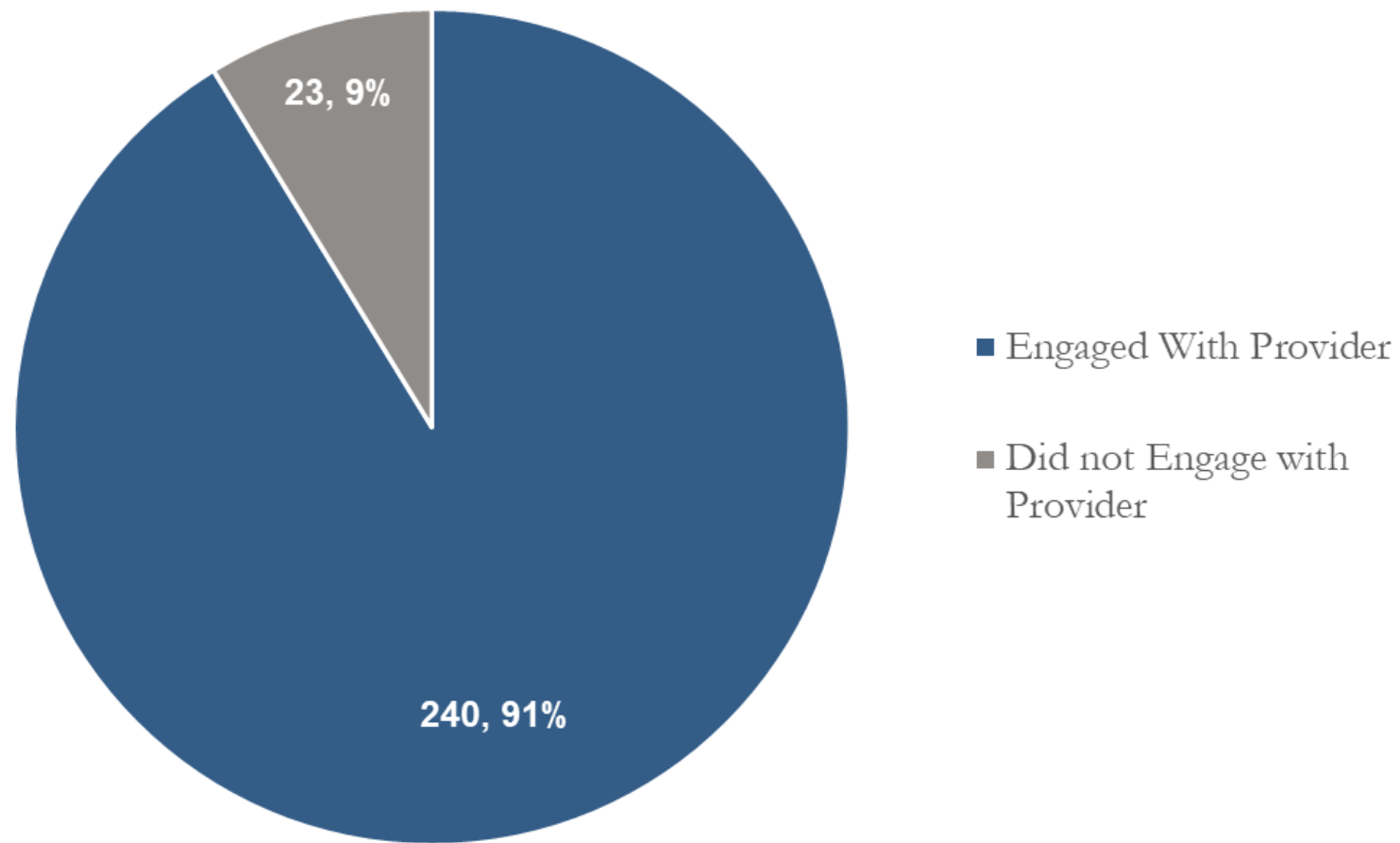


OPTIONS



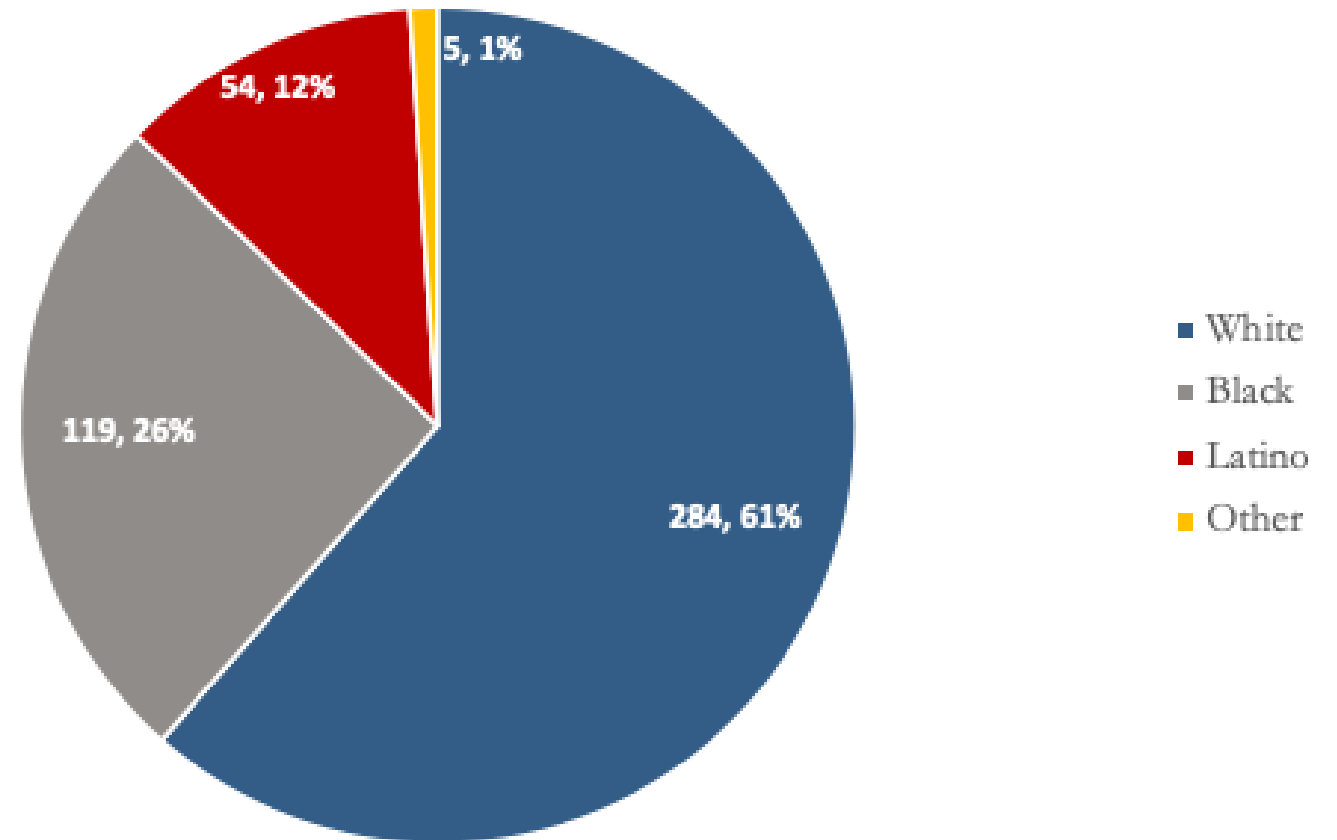
OPTIONS

OPTIONS Project-to-Date Referrals to Treatment



OPTIONS

OPTIONS Year One Race and Ethnicity Demographics



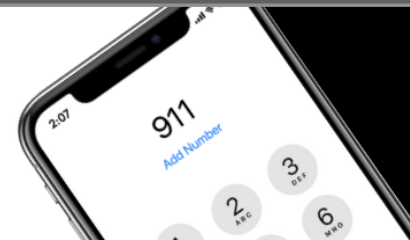
OPTIONS

- Messaging & Calls to Action:
 - Risks of using alone; safer alternatives
 - Good Samaritan Law; call 911
 - Dangers of fentanyl; harm reduction strategies
 - Recovery is possible, treatment works
 - Importance of having naloxone on hand; where to get it, how & when to use it

A MESSAGE FROM THE MAINE OFFICE OF BEHAVIORAL HEALTH

GOOD CALL, GOOD SAMARITAN.

Maine's Good Samaritan Law protects people experiencing a drug overdose, and anyone who calls 9-1-1 for help, from arrest.



KNOW YOUR RIGHTS

 **KNOWYOUROPTIONS.ME**

OPTIONS

- Print ads, TV, radio, social media, promotional items; transit, gas stations, bar placements

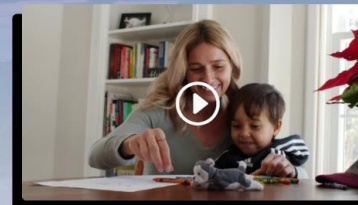
KnowYourOptions.ME

- Featuring real Mainers' stories
- Messaging to general public & targeted to people using substances

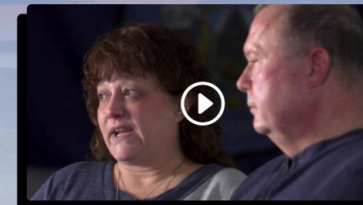
You're Not Alone.



Meet Dustin



Meet Chantel



Meet David and Shelly

OPTIONS

- As of December 31, 2021:
 - more than 52 million impressions
 - more than 92,400 web visits

Estimated Reach by Channel – Campaign-to-date

Medium	Targeted Imps*
TV & OTT	11,343,705
Radio & Pandora	5,430,755
Digital & Paid Social	28,967,486
Out of Home	6,517,960
Print	169,000
TOTAL	52,428,906

OPTIONS

- Fentanyl awareness ads on Facebook using a series of graphics, each with a different message, and all linking back to knowyouroptions.me/fentanyl.
- Since October 2021 ads have been seen 156,663 times by 43,093 people; each person reached has seen ads 3.64 times on average

BEST PERFORMING SOCIAL MEDIA ADS (IN ORDER OF MOST SHARED)

Ad Description	Post Comments	Post Shares	Link Clicks	Page Likes
1. Surprise! It's an opioid	25	207	638	36
2. Hidden fentanyl puts all at risk	45	202	682	52
3. A few grains of salt	18	165	272	25
4. 82% of cocaine deaths	22	161	159	70
5. All street drugs being cut	8	82	89	38
6. A few days to lose tolerance	5	63	46	53
7. High only lasts a minute	6	23	11	24
Total	129	903	1897	298

Know Your Options
Sponsored (demo)

It's present in almost every fatal overdose in Maine, and it's in more places than you might think.

1

**SURPRISE!
IT'S AN OPIOID**

ALL STREET DRUGS IN 2021,
INCLUDING UPPERS, ARE BEING
CUT WITH THE DEADLY OPIOID
FENTANYL

**BE PREPARED.
KNOW YOUR OPTIONS.**  **KNOWYOUROPTIONS.ME**

KNOWYOUROPTIONS.ME
Learn about Fentanyl
Over the past five years, the risks associated with using drugs have changed...

Learn More

Know Your Options
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It's present in almost every fatal overdose in Maine, and it's in more places than you might think.

2

**HIDDEN FENTANYL
PUTS PEOPLE WHO USE
ANY STREET DRUG AT
RISK OF A FATAL OPIOID
OVERDOSE.**

**KNOW THE RISKS.
KNOW YOUR OPTIONS.**

 **KNOWYOUROPTIONS.ME**

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3

**A PERSON CAN
FATALLY OVERDOSE
ON TWO SALT-SIZE
GRAINS OF
FENTANYL**

**GET THE FACTS.
LEARN YOUR OPTIONS.**  **KNOWYOUROPTIONS.ME**

KNOWYOUROPTIONS.ME
Learn about Fentanyl
Over the past five years, the risks associated with using drugs have changed...

Learn More

Know Your Options
Sponsored (demo)

You read that right... 82% of Maine cocaine deaths in 2020 were in fact opioid overdoses caused by hidden fentanyl. Fentanyl is showing up in places that people don't expect it to be, with consequences they haven't planned for. Know your risks, learn about your options, and stay safe out there, Maine.

4

**IN 2020, IN MAINE:
82%
OF COCAINE DEATHS
INVOLVED FENTANYL.**

**FENTANYL IS HERE, AND IT'S IN
EVERYTHING. BE CAREFUL.**

**KNOW YOUR RISKS.
KNOW YOUR OPTIONS.**

 **KNOWYOUROPTIONS.ME**

KNOWYOUROPTIONS.ME
Learn about Fentanyl
Over the past five years, the risks associated with using drugs have changed...

Learn More

OPTIONS

Know Your Options
Sponsored (demo)


It's present in almost every fatal overdose in Maine, and it's in more places than you might think.

5

**ALL STREET DRUGS
TODAY ARE BEING CUT
WITH FENTANYL**

**PUTTING ACCIDENTAL
OVERDOSES AT AN
ALL-TIME HIGH.**

**KNOW YOUR RISKS.
KNOW YOUR OPTIONS.**

 **KNOWYOUROPTIONS.ME**

KNOWYOUROPTIONS.ME
Learn about Fentanyl
Over the past five years, the risks associated with using drugs have changed...

Learn More


Know Your Options
Sponsored (demo)

Click Like to help us spread the word and stop the fentanyl tragedies in Maine.

6

**THE HIGH FROM
FENTANYL ONLY LASTS
A MINUTE AND MIGHT
KILL YOU.**

**KNOW THE RISKS.
KNOW YOUR OPTIONS.**

 **KNOWYOUROPTIONS.ME**

Know Your Options
From the grassroots to the Governor's office, Maine is taking a stand against th...

Liked


Know Your Options
Sponsored (demo)

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7

**IT ONLY TAKES A FEW
DAYS TO LOSE YOUR
TOLERANCE TO
FENTANYL AND
FATALLY OVERDOSE.**

**KNOW THE RISKS.
KNOW YOUR OPTIONS.**

 **KNOWYOUROPTIONS.ME**

Know Your Options
From the grassroots to the Governor's office, Maine is taking a stand against th...

Liked

Prevention & Treatment Fund

- \$2,272,975 received in 2021
- \$1,779,664 so far in 2022
- Initiatives funded in 2021:
 - Substance Exposed Infant Prevention Coordinator
 - Syringe Services Programs
 - Recovery Community Centers
 - Recovery movie production and screening events
 - Somali CommUNITY Recovery
 - Maine RecoveryCorps
 - Technical Assistance for Low Barrier Access to MOUD
 - Partial Staffing of Overdose Fatality Review Panel



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