



**Alameda County Health Care Services Agency**  
Administration & Indigent Health



# Report from the Safe Prescribing Coalition: Plans for 2016

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**Alameda County Board of  
Supervisors  
Health Committee**

# Goals for Today

- Review current activities of the Alameda County Working Groups on Opioid Prescribing
- Discuss plans for March 2016 Prescription Drug Awareness Month
- Enlist the Board's leadership in promoting these activities

# What is an opioid?

- Synthetic drugs related to opium and morphine
- Mostly used for pain
- Includes:  
Vicodin, Norco, OxyContin, Methadone,  
Fentanyl,  
and others.....

# What is an opioid?

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- Historically, opioids only used for short-term pain or cancer pain
- 1980's - new focus on treatment of pain → increasing use of long-term opioids for non-cancer pain
- Addiction risk was greatly underestimated

# Opioids are a National Problem

## **Now an epidemic: overdose, dependence and diversion**

- In 2015, overdoses surpassed auto accidents as the number one cause of accidental death in the U.S.<sup>1</sup>
- Enough prescription painkillers were prescribed in 2010 to medicate every American adult around-the-clock for a month.<sup>2</sup>
- ED visits due to problems with opioids up 220% in the past decade.<sup>3</sup>
- Almost 56% of people who abused prescription drugs last got them from a relative or friend, not a doctor, in 2013.<sup>3</sup>

1. 3.Centers for Disease Control and Prevention. Web-based Injury Statistics Query and Reporting System (WISQAR) 2014

2. National Center for Injury Prevention and Control, Division of Unintentional Injury Prevention

3. Substance Abuse and Mental Health Services Administration (SAMHSA), Drug Abuse Warning Network (DAWN), 2013

# Opioids are a Problem in Alameda County

Opioid misuse affects every city in Alameda County, across all communities, starting in youth

- 17% of Alameda County 9th and 11th graders reported ever misusing prescription drugs
- In *every school district* surveyed, adolescents misuse prescription painkillers

# Opioids are a Problem in Alameda County, Across all Races

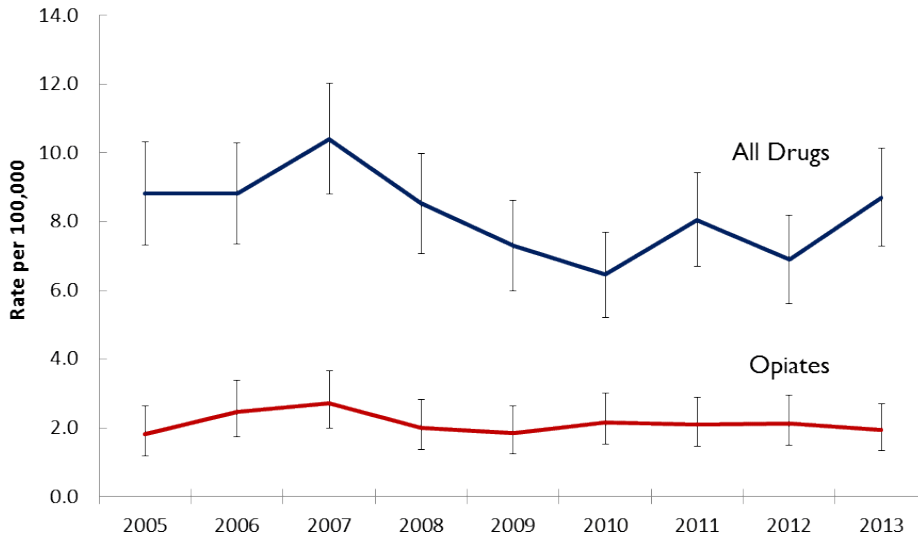
Alameda County 9<sup>th</sup> and 11<sup>th</sup> graders who misused prescription drugs at least once in their life, by race/ethnicity

<b>Race/Ethnicity</b>	<b>Percent</b>
African American/Black	21%
American Indian/Alaska Native	34%
Asian	9%
Hispanic/Latino	20%
Native Hawaiian/Pacific Islander	18%
White	17%
Multiracial	18%
Other	24%

# Opioid Use has Increased in Alameda County

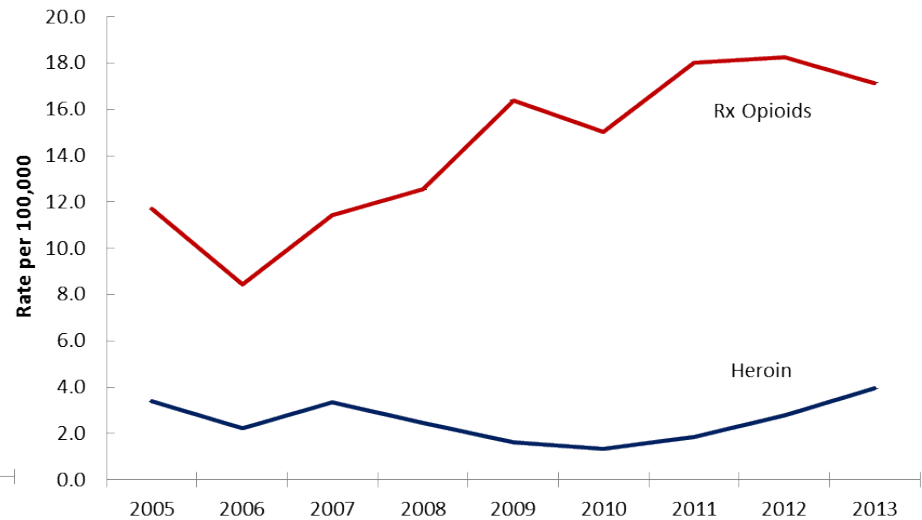
**No documented change in deaths BUT ED visits for prescription opioids are up 58%**

### Unintentional Drug Poisoning Deaths Alameda County



Source: CAPE with Alameda County Vital Statistics Data, 2005-2013

### Emergency Department Visits for Rx Opioids and Heroin, Alameda County



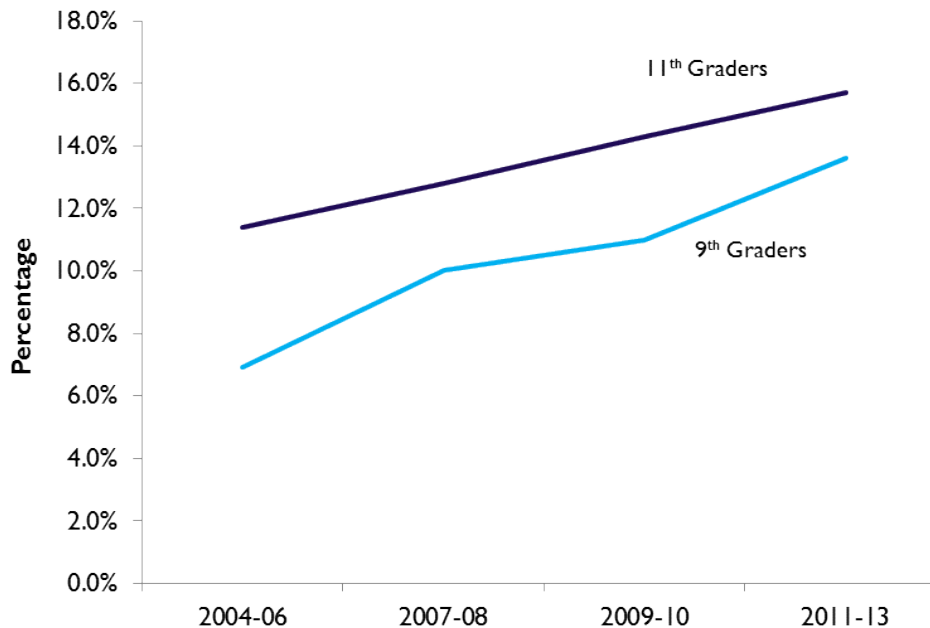
Source: CAPE with OSHPD Data, 2005-2013



# Opioid Use has Increased in Alameda County

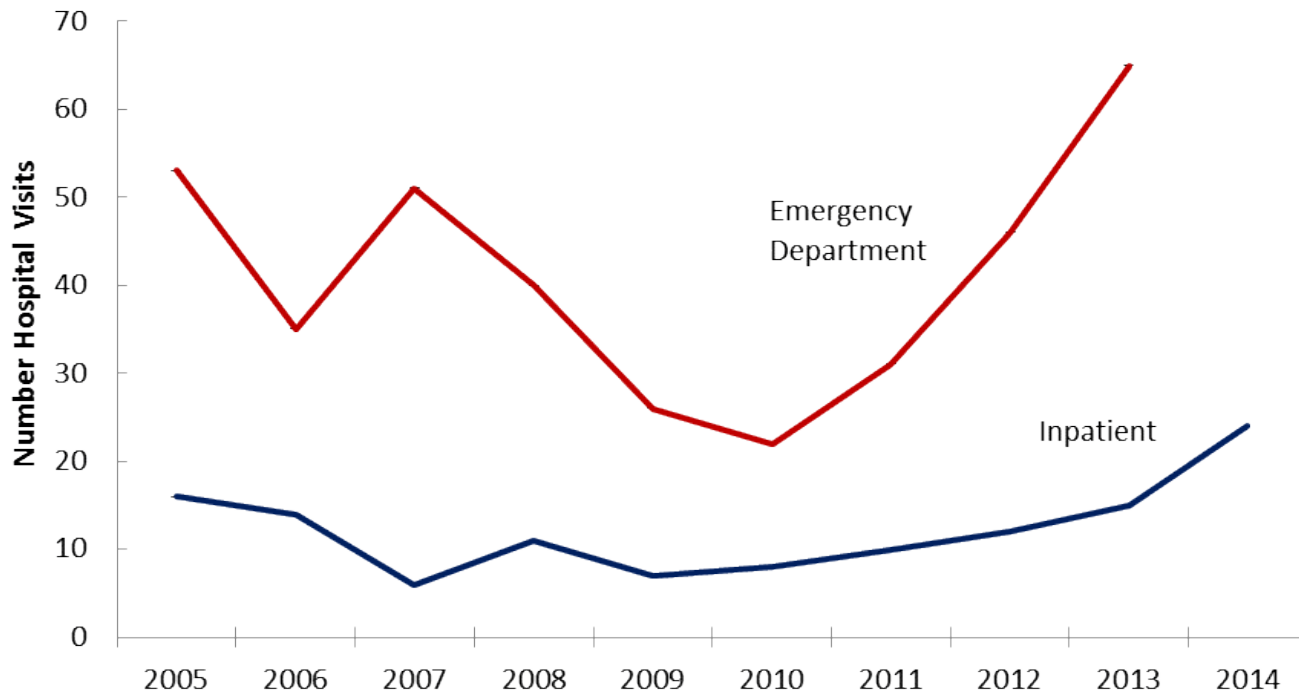
**Reported misuse of prescription painkillers by 9th & 11th graders is up 11% from 2004-2013**

**Self-Reported Lifetime Use of Prescription Painkillers  
Oakland Unified School District Adolescents**



Source: California healthy Kids Survey

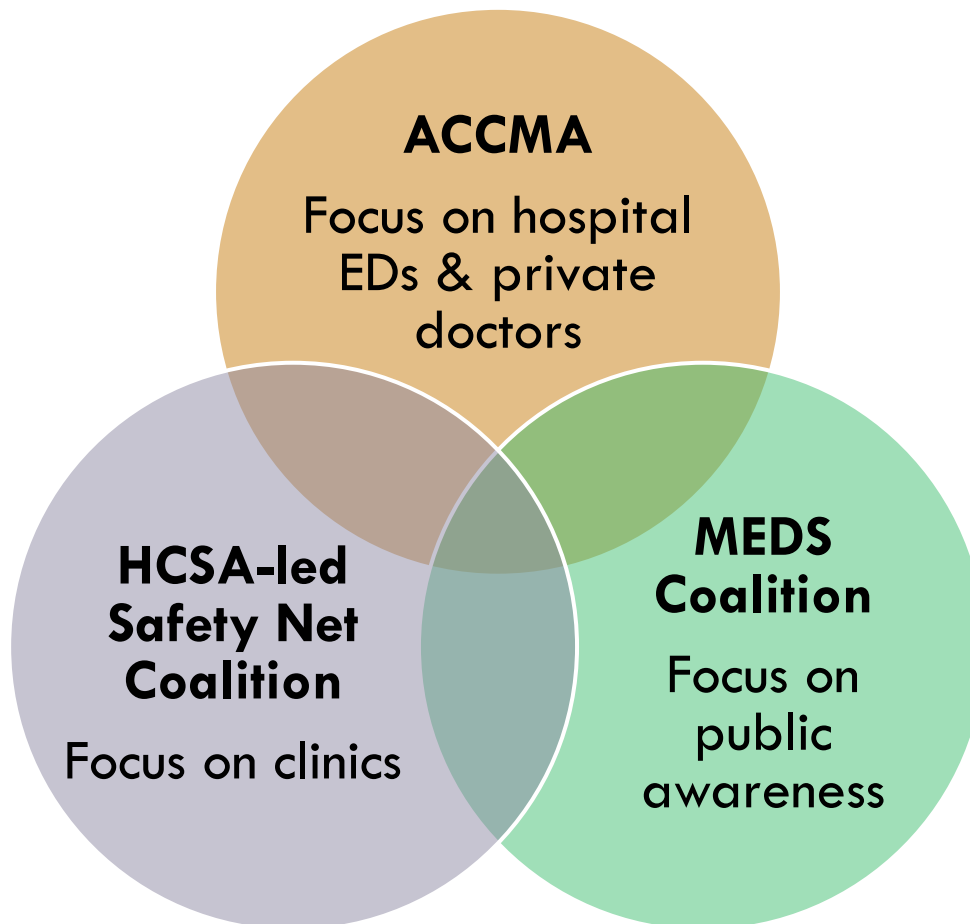
# And heroin use is rising.....



Increase in heroin use is thought to be related to trends in prescription drug use

# Who is Working on the Problem

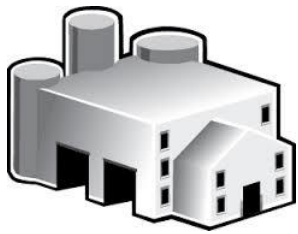
**CHCF grant connected three coalitions:**



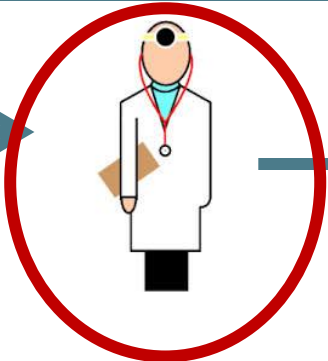
# Partners

- Alameda County Health Care Services Agency
  - Alameda County Public Health Department
- California HealthCare Foundation
- Community Health Center Network
- Alameda-Contra Costa Medical Association
- Contra Costa Health Plan
- Alameda County MEDS Coalition
- National Coalition Against Prescription Drug Abuse (NCAPDA)
- Drug Enforcement Administration, Oakland Resident Office

# Where to Intervene: Life of a Pill



Pharma Factory



Prescribers



Pharmacies



Patients & the Public



Safely Used



Unsafely Used



Stored and forgotten...



Diverted or sold



# Progress so Far

## **Strategy #1: Reduce the total number of pills prescribed**

- Guidelines for clinics were developed and endorsed by the partners
- Resource guide of alternatives to pills was developed

## **Strategy #2: One patient, one prescriber – reduce doctor shopping**

- All but 2 Alameda County EDs have signed onto agreement not to prescribe chronic opioids

## **Strategy #3: Reduce overdoses**

- BOS funded a Naloxone program targeting illicit opioid users.
  - Since 7/15, HEPPAC reports 127 Narcan kits distributed. 31 recipients used the kits in a real or suspected OD
  - Plan to expand to South County with Measure A funds

# Activities Planned for 2016

## **Working with Doctors and Clinics:**

- Implement voluntary Clinical Guidelines to improve:
  - Education for patients on pros & cons of opioids
  - Fewer pills prescribed at a time and work on lowering doses
  - More consistent screening to find patients selling their meds
  - Better use of acupuncture, PT, etc. to reduce need for pain pills

## **Working with Public and Patients:**

- Increase public awareness with proclamation from the Board of Supervisors
- Reduce the demand curve by changing public perception
- Support roll-out of expanded Safe Drug Disposal Sites

# March 2016 Prescription Drug Abuse Awareness Month

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## **Work with Public and Patients to:**

- Reduce the demand curve by changing public perception
- Encourage people to keep meds safe, locked up and disposed of safely

## **With the Board's support:**

- Increase public awareness with a proclamation
- Roll out expanded Safe Drug Disposal Sites





**For more information, please contact:**

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