

November 2, 2023



D.C. Update: Spotlight on Outcomes: Kansas, NASADAD Attends 25th Anniversary of DFC Program, SAMHSA Celebrates 10-Year Anniversary of “Talk. They Hear You.”® Prevention Campaign, and More.

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Meet The Member

Paula Brown, National Prevention Network Coordinator for Kentucky

Paula Brown is a certified prevention specialist who serves as the Prevention and Promotion Branch Manager in the Kentucky Department for Behavioral Health, Developmental and Intellectual Disabilities, Division of Substance Use Disorder. Ms. Brown also currently serves as the National Prevention Network (NPN) Coordinator for Kentucky. She oversees the prevention component of the Substance Use Prevention, Treatment, and Recovery Services (SUPTRS) Block Grant along with discretionary prevention grants. In addition, her team collaborates with Kentucky’s 14 Regional Prevention Centers to support the delivery of prevention services statewide.



Paula has 19 years of experience in prevention. She began her career as a prevention specialist at a regional prevention center in western Kentucky where she served as a Strategic Prevention Framework State Incentive Grant coordinator before becoming Director of the regional prevention center. In 2019, she joined the Division of Substance Use Disorder as the State liaison to regional prevention centers, before shifting to the branch manager in 2022. Paula has served on the Kentucky Prevention Network Board and the Kentucky Certification Board for Prevention Professionals (KCBPP). She was the KCBPP Certified Prevention Specialist of the Year in 2022 and was named International Certification and Reciprocity Consortium 2023 Prevention Professional of the Year.

Spotlight on Outcomes: Kansas

NASADAD is periodically going to place a spotlight on positive outcomes reported by State alcohol and drug agencies across the country. Please contact Daniel Diana, ddiana@nasadad.org, if you have an outcomes story you would like to share.

Kansas is reporting reductions in youth substance use across alcohol, marijuana, and vaping following an uptick in prevention activities. The [Kansas Prevention Collaborative \(KPC\)](#) provides trainings to help Coalitions develop comprehensive strategic prevention plans that address individual and population level needs. Common strategies focus on changing policies, social hosting, media campaigns, and prevention education programs, such as [Strengthening Families](#), [Project Alert](#), and [Life skills](#). KPC, in partnership with funded Coalitions (Kansas Prevention Collaborative Community Initiative [KPCCI]) across the State, offered over 30 prevention training courses for grantees in 2021 and over 60 for rural Kansas residents. The Kansas Prevention program is fully funded by the Substance Abuse and Mental Health Services Administration's (SAMHSA) Substance Use Prevention, Treatment, and Recovery Services (SUPTRS) Block Grant funds. This work has contributed to a sustained three-year decline in youth substance use from 2018 to 2021, with a reported 6% decline in youth alcohol use, 2% for marijuana use, and 3% for vaping. Overall, Kansas reports that youth substance use is below 9% across all substances. Kansas is led by NASADAD member Drew Adkins, Commissioner, [Behavioral Health Services Commission, Kansas Department for Aging and Disability Services \(KDADS\)](#), and National Prevention Network (NPN) Coordinator Stephanie Rhinehart, Prevention Program Manager, Behavioral Health Services Commission, KDADS.

Using SUPTRS Block Grant funds, Kansas conducts two statewide surveys. One with youth in grades 6, 8, 10, and 12, and one with young adults aged 18-25. Kansas utilizes data from the annual [Kansas Communities That Care \(KCTC\) Survey](#), administered by [Greenbush](#) on behalf of KDAS. This survey is administered in schools, with written parental consent required for students under the age of 18. The average annual sample size across the past three years is 55,171 students. Similarly, Kansas uses data from the [Kansas Young Adult Survey \(KYAS\)](#), also administered by Greenbush every year, to young adults, both in college and not in college. These surveys provide outcome data for prevention planning, monitoring, and program evaluation.

NASADAD Attends 25th Anniversary of DFC Program

On October 30, NASADAD's Tracy Flinn, Associate Director for Planning and Program Management, and Robert Morrison, Executive Director, attended an event held at the White House Office of National Drug Control Policy (ONDCP) where attendees celebrated the 25th anniversary of the Drug Free Communities (DFC) program. The event featured remarks from Adam Cohen, Deputy Director, ONDCP; Helen Hernandez, Assistant Director, Office of Drug Free Communities, ONDCP; Senator Chuck Grassley (R-IA), author of the bill establishing the DFC program; Dr. Deb Houry, Centers for Disease Control and Prevention (CDC); and a panel of representatives from DFC grantees. The event also included the announcement of a number of awards given to local DFC grantees that were recognized at the event.

[Pictured left to right]: Rob Morrison, NASADAD; Helen Hernandez, ONDCP; Tracy Flinn, NASADAD



White House Letter Urging Naloxone in Schools

On Monday, October 30, the Biden-Harris Administration, through the Department of Education (ED) and the White House Office of National Drug Control Policy (ONDCP), sent a letter to State education agencies, education

associations, and intergovernmental groups promoting the distribution of naloxone in schools. The letter urges all schools to keep an opioid overdose reversal drug on hand and to train staff and students on how to use it to help prevent the increase in opioid overdose deaths, especially from illicit fentanyl, among children and teenagers in recent years. The letter also highlights federal programs and resources to support prevention efforts and access to naloxone in schools, including a spotlight on State alcohol and drug agencies and a link to NASADAD's webpage.



October 30, 2023

Dear Colleagues:

In his 2023 State of the Union address, President Biden launched a major surge against illicit fentanyl that included actions to stop the flow of illicit drugs into our communities, expand access to life-saving medication, and prevent drug use before it begins. This work is already saving lives across the country; though the number of people who have died from an overdose in the last year was still unacceptably high at 107,500, it has begun to drop for the first time in years.

Fentanyl is a synthetic opioid that is so potent even a tiny amount can be fatal. As you have seen in your schools and communities, the rise of illicit fentanyl and its trafficking via social media is having a disproportionate impact on our children. Overdose deaths among adolescents [doubled from 2012 to 2020](#) and continue to rise, even though youth rates of drug use have remained stagnant. That's because a teenager today can log onto social media with a smartphone and buy what they think is an opioid pain medicine or a prescription stimulant to help them study—and instead die from one pill that actually has fentanyl in it. Just one pill. And [data](#) show that two-thirds of adolescent drug poisoning deaths occurred with a potential bystander nearby, but naloxone was often not administered.

In the midst of this fentanyl overdose epidemic, it is important to form an inventory to prevent youth drug use and ensure that every school has naloxone and has prepared its students and faculty in case it is used. We want to share resources that could help your school and community prevent drug use before it begins and keep students alive long enough to get the help they need in the event of an overdose or poisoning.

One of the most important roles you play as educators and administrators is creating safe environments where students can learn and thrive. As you know, drug use can threaten student safety and impact the growing brain. Stopping drug use before it starts is critical and effective. The [Drug-Free Communities Strategic Program](#) can be a key partner to schools seeking to start up primary prevention initiatives. Research-based guides, such as [Preventing Drug Use Among Children and Adolescents](#), offer information and resources for parents, educators, and community leaders. Over the past year, the Department of Education's National Center on Safe and Supportive Learning Environments (NCSLE) has added webinars to its [Learning from the Field](#) series focusing on prevention, illicit fentanyl, and other resources to help schools develop safe, supportive, and drug-free learning environments. Additionally, in partnership with the Ad Council, the Office of National Drug Control Policy (ONDCP) launched the [First Call on Learning](#) campaign to educate young people on the dangers of fentanyl and the life-saving effects of naloxone.

The letter can be read [here](#).

Around the Agencies

SAMHSA Celebrates 10-Year Anniversary of “Talk. They Hear You.”® Prevention Campaign



This year marks the 10-year anniversary of the Substance Abuse and Mental Health Services Administration's (SAMHSA) Center for Substance Abuse Prevention's (CSAP) [“Talk. They Hear You.”®](#) national substance use prevention campaign. First launched in 2013 under the leadership of the Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD), the campaign is designed to “...help parents and caregivers, educators, and community members get informed, be prepared, and take action to prevent underage drinking and other substance use.” Today, the campaign offers a plethora of substance use prevention [resources](#) and is a key part of [SAMHSA's Prevention Month toolkit](#). Some of its notable achievements to date include:

- “Registered more than 1,500 licensed campaign partners across the country.
- Garnered more than 22.4 billion impressions of its PSAs on television, radio, and in print publications. The value of these PSAs, based on what they would have cost as paid ads, is estimated at \$267 million.
- Earned recognition from the National Parent Teacher Association's School of Excellence Program.
- Won 58 awards (Viddy Awards, Telly Awards, Berreth Award, dotCOMM Awards, Hermes Creative Awards, MarCom Awards, Thoth Award) since 2018.”

SAMHSA's press release celebrating the 10-year anniversary can be found [here](#).

Biden-Harris Administration Announces Nearly \$35 Million in Funding for Mental Health and SUD Care and HIV Prevention and Care for Historically Underserved Populations

The Department of Health and Human Services (HHS), through the Substance Abuse and Mental Health Services Administration (SAMHSA), awarded nearly \$35 million in grant funding to bring mental health and substance use disorder (SUD) services and HIV prevention and care to historically underserved populations. The nearly \$35 million in grant funding is split between the following three programs in support of achieving greater health equity in access to critical prevention, treatment, and recovery services for underserved communities:

- [“\\$21.9 million for the Minority AIDS Initiative: Substances Use Disorder Treatment for Racial/Ethnic Minority Populations at High Risk for HIV/AIDS.](#) This program increases engagement in care for racial and ethnic medically underserved individuals with substance use disorders (SUDs) and/or co-occurring SUDs and mental health conditions (COD) who are at risk for or living with HIV. Award recipients will take a syndemic approach to SUD, HIV and viral hepatitis.
- [\\$10.5 million for the Minority AIDS Initiative: Substance Use and Human Immunodeficiency Virus Prevention Navigator Program for Racial/Ethnic](#)

[Minorities](#). This program provides substance use and HIV prevention services to racial and ethnic minority populations at high risk for SUDs and HIV infection. The program places emphasis on those who identify as Lesbian, Gay, Bisexual, Transgender, Queer/Questioning and Intersex persons who are not in stable housing and/or reside in communities with high rates of HIV, viral hepatitis (including Hep A, B, and C), and/or sexually transmitted infections.

- [\\$1.9 million for the Minority HIV/AIDS Fund: Integrated Behavioral Health and HIV Care for Unsheltered Populations Pilot Project](#). This pilot program provides comprehensive healthcare for racial and ethnic medically underserved people experiencing unsheltered homelessness through the delivery of portable clinical care delivered outside that is focused on the integration of behavioral health and HIV treatment and prevention services.”

SAMHSA’s press release announcing the funding can be found [here](#).

New NIDA Resource: Naloxone Education for School Nurses Toolkit

The National Institute on Drug Abuse (NIDA), in collaboration with the National Association of School Nurses, released a [Naloxone Education for School Nurses Toolkit](#). This new resource is designed to “...assist school nurses and other school leaders in evaluating and responding to the drug overdose crisis.” The toolkit includes resources and information on the overdose crisis, the value of naloxone programs within schools, and training for school staff on the use of naloxone. The toolkit also offers tips and additional contacts for support in creating a naloxone program in schools.

New CoE-PHI Resource: Federal Privacy Protections for Patients Receiving SUD Treatment Services in Integrated Settings



The Substance Abuse and Mental Health Services Administration’s (SAMHSA) Center of Excellence for Protected Health Information (CoE-PHI) released a new resource on [Federal Privacy Protections for Patients Receiving SUD Treatment Services in Integrated Settings](#). The resource reviews key privacy considerations regarding patients’ substance use disorder (SUD) treatment records under a 42 CFR Part 2 program or provider within integrated healthcare facilities, such as community mental health centers (CMHCs) or certified community behavioral health centers (CCBHCs). Key points include:

- “Part 2 may apply to individual provider(s) or unit(s) within the CMHC or CCBHC, but not the entire entity.
- Part 2 only applies to information that identifies someone as seeking or receiving services from a Part 2 program within the CMHC or CCBHC.
- In order for the Part 2 program to share information with other providers in the CMHC or CCBHC, written patient consent is generally required.”

The resource can be downloaded [here](#).

Research Round-Up

HRSA Rural Centers of Excellence on Substance Use Disorders National Report on Rural Substance Use Disorder Stigma and Treatment Needs



The three [Health Resources and Services Administration \(HRSA\) Rural Centers of Excellence on Substance Use Disorders](#)- the University of Vermont Center on Rural Addiction (UVM CORA), the University of Rochester, and the Fletcher Group released a [National Report on Rural Substance Use Disorder Stigma and Treatment Needs](#). The report is based on a survey of practitioners affiliated with [HRSA Rural Communities Opioid Response Program \(RCORP\)](#) grant sites across the country that sought to assess substance use disorder (SUD) stigma and treatment needs in rural communities. Key themes from the report’s findings include:

- Rural practitioners reported stigma as the top barrier to providing OUD treatment

(48%) and to patients receiving OUD treatment (45%)

- Other frequently reported barriers include: time and staffing constraints, transportation, housing, and other supports
- Most rural practitioners (73%) agreed that medications for opioid use disorder (MOUD) are the most effective way to treat OUD
- Of practitioners in clinical roles, 75% were able to prescribe MOUD, with 83% of those currently reporting prescribing MOUD

Practitioners reported using and hearing both stigmatizing and not-stigmatizing SUD terms in clinical settings, which the authors claim raises a need for more education in clinical settings to reduce stigma associated with OUD and OUD treatment.

Webinars to Watch

ATTC Webinar Series: Substance Use Disorder & the LGBTQ+ Community: Assessing the Impact of Compounded Stigma and Treatment Considerations



The [Mid-America Addiction Technology Transfer Center \(ATTC\)](#) will host a webinar series on [Substance Use Disorder & the LGBTQ+ Community: Assessing the Impact of Compounded Stigma and Treatment Considerations](#). The next webinar in the series is on November 6, at 1:00 pm ET. The series examines the unique challenges faced by individuals of the LGBTQ+ community in accessing resources to overcome a substance use disorder (SUD). The webinar series' objectives are to:

- “Educate Substance Use Disorder (SUD) providers on the unique challenges faced by LGBTQ+ individuals with SUD
- Increase awareness of the compounded stigma and discrimination the LGBTQ+ community may experience
- Learn to provide effective and culturally competent treatment to the LGBTQ+ population”

Registration is required.

SAMHSA Listening Session: Behavioral Health and Substance Use Disorder Resources for Native Americans Grant Program

The Substance Abuse and Mental Health Services Administration (SAMHSA) are holding a virtual listening session on the [Behavioral Health and Substance Use Disorder Resources for Native Americans grant program](#). This no-cost listening session is on November 9, at 4:00 pm ET. The listening session will review the statutory requirements of the Behavioral Health and Substance Use Disorder Resources for Native Americans grant program, which was authorized under the Consolidated Appropriations Act, 2023, and engage Tribal leaders and Tribal mental health and substance use disorder (SUD) professionals on the development of the program. Registration is required.

We're Hiring!

NASADAD Hiring for Alcohol and Other Drug Research Analyst

The National Association of State Alcohol and Drug Abuse Directors (NASADAD) is hiring for an Alcohol and Other Drug (AOD) Research Analyst II- Women's and Youth Services. See the job listing and link to apply below:

Alcohol and Other Drug (AOD) Research Analyst II- Women's and Youth Services
NASADAD seeks an experienced, team-oriented person with a demonstrated understanding of substance use issues related to women and youth, excellent writing and research abilities, data analysis experience, and strong communication skills.

More information on the position, including qualifications, benefits, and how to apply

can be found [here](#).

If you have any questions, please contact Tracy Flinn, Ed.D., Associate Director of Planning and Program Management, at: tflinn@nasadad.org.

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