

Addressing Opioid and Stimulant Misuse and Disorders: The Impact of State Targeted Response and State Opioid Response Grants

Background on State Targeted Response and State Opioid Response Grants

The Substance Abuse and Mental Health Services Administration (SAMHSA) administers the State Targeted Response to the Opioid Crisis (STR) and State Opioid Response (SOR) grant programs. The STR program was designed to address the opioid crisis by increasing access to treatment, reducing unmet treatment need, and reducing opioid overdose-related deaths through the provision of prevention, treatment, and recovery support activities for opioid use disorder (OUD). Following STR, the SOR program similarly aims to address the opioid crisis by increasing access to medication-assisted treatment (MAT) using the three Food and Drug Administration (FDA)-approved medications for treatment of OUD and through the provision of prevention, treatment, and recovery activities for OUD. In addition, the SOR program supports evidence-based prevention, treatment, and recovery support services to address stimulant misuse and use disorders, including for cocaine and methamphetamine.

In FY 2017 and FY 2018, grantees received a total of \$1 billion through STR. From FY 2018 through FY 2020, states, territories, and jurisdictions received a total of \$4 billion in SOR grants.

Single State Agency (SSA): South Carolina Department of Alcohol and Other Drug Abuse Services (DAODAS)

In FY 2017 and FY 2018, the South Carolina Department of Alcohol and Other Drug Abuse Services (DAODAS) received a total of \$13 million in STR funding. From FY 2018 through FY 2020, South Carolina received a total of \$52.9 million in SOR funding.

Overview of South Carolina's efforts to address opioid and stimulant misuse and disorders

The South Carolina DAODAS is dedicated to enhancing and expanding OUD and stimulant use disorder prevention, treatment, and recovery support services for underserved South Carolinians. Through the SOR project, DAODAS is implementing lifesaving strategies to expand capacity and access to the three FDA-approved medications available for OUD; improving the skills of the workforce for the delivery of evidence-based practices; increasing access to naloxone for the reversal of overdose through community distribution; seeking to increase knowledge of OUD and stimulant use disorder and to reduce stigma through a coordinated public education campaign designed to inform South Carolinians on the dangers of misusing prescription opioids; and raising awareness of the resources available around the state for those affected by OUD.

Innovative service delivery models

- MAT expansion
- Project ECHO (Extensions for Community Healthcare Outcomes) for OUD and stimulant use disorder
- Project ECHO for peer support specialists

Building workforce capacity

Workforce Training and Support

Under the STR/SOR grant, in order to increase capacity for treating those with an OUD, there have been 10 Drug Addiction Treatment Act (DATA) 2000 waiver trainings.

SOR will continue training health care professionals across the state using the Project ECHO model to enhance the delivery of evidence-based care for OUD and stimulant use disorder. Project ECHO is a successful model for linking primary care clinicians with addictions counselors to jointly manage complex illness using real-time learning made possible by teleconferencing technology. In FY 2021, Project ECHO extended this program to include specialized case presentations and didactics for peer support specialists.

Collaborating with public and private entities

Collaborations are statewide, throughout all counties and multiple agencies. Programs implemented include community coalitions in counties to provide prevention education and messaging; support to county alcohol and drug abuse authorities to provide psychosocial services and the three FDA-approved medications for the treatment of OUD; community distribution of naloxone; and the development of medical homes. Peer support specialists provide support in emergency departments and in rural communities. DAODAS is involved in reentry programs in collaboration with the South Carolina Department of Corrections (SCDC) and is working with Recovery Community Organizations (RCOs) to support a full continuum of services and support for those who are underserved and have unmet needs.

Preventing opioid and stimulant misuse before it starts

South Carolina Governor's Opioid Summit and Alcohol and Drug Academy

The Governor's Opioid Summit was held in 2017 and 2018, drawing more than 600 participants each year. For 2019, targeted funding was used to help sponsor national subject matter experts to provide cutting-edge information related to OUD and to enhance the inclusion of attendees who are in recovery. Due to Hurricane Dorian, the Governor's Opioid Summit was postponed until March 2020. When the COVID-19 pandemic hit South Carolina in 2020, the Governor's Opioid Summit was cancelled. I

n spring 2021, as the state was beginning to emerge from the pandemic, the first South Carolina Alcohol and Drug Academy was held May 16-19. The Alcohol and Drug Academy was a 4-day event designed to kick off a yearlong project that will provide specialized learning opportunities. South Carolina is committed to delivering the most up-to-date information on medical and substance use disorder issues, as well as to provide opportunities to learn about evidence-based strategies that will facilitate positive change and growth in individuals, families, and communities.

Work With Local Coalitions

SOR subgrants were awarded to expand community coalitions in South Carolina, building on the Partnership for Success (PFS) grant. The state selected eight counties based on data related to opiate severity metrics. In January and February 2019, the funded counties received training from Community Anti-Drug Coalitions of America (CADCA) on conducting local needs assessments, developing logic models, selecting strategies, and developing strategic action plans. At the end of March 2019, plans had been approved and the counties had moved into the implementation phase. With the support of supplemental funding through the SOR grant, the PFS program was expanded to all 46 counties to enhance environmental strategies that address the prevention of opioid misuse.

Additionally, subgrants were awarded and implemented in FY 2021 to prevent opioid and stimulant misuse and reduce the consequences of such misuse in South Carolina by supporting the implementation of evidence-based environmental and educational primary prevention strategies. A total of 22 prevention subgrants were awarded effective December 1, 2020. As of March 31, 2021, implementation activities and the number of people reached had been reported by 17 subgrantees, with 846,630 people reached at the midyear point.

Education and public awareness

Just Plain Killers Education Campaign

The first phase of the Just Plain Killers (JPK) campaign launched on January 10, 2018. The campaign is designed to educate South Carolinians on the dangers of misusing prescription opioids and the resources available throughout the state for those affected by OUD. JPK began with a heavy public relations push, including a press conference featuring Governor Henry McMaster; social media content on Facebook, Twitter, and Instagram; and a traditional paid media effort.

The paid outreach efforts began in January 2018 with paid social and display ads promoting a pledge to avoid opioid misuse. In February 2018, broader efforts began with the launch of broadcast and cable television, along with donated over-the-top television time. Broadcast and cable television airings began in February 2018 and ran for a total of 6 weeks throughout the state in the four major South Carolina Designated Market Areas.

In addition, DAODAS, along with county alcohol and drug abuse authorities, provided information to the public on the JPK campaign through presentations, handouts (brochures, fact sheets, palm cards, etc.), and billboards/radio public service announcements.

Since the launch of the JPK educational campaign in January 2018, a total of 1,847 messages have been sent from the campaign's social channels, resulting in a total of 24,070,890 impressions; 95,653 engagements; 51,775 link clicks; and 5,509 fans. The campaign had 19.85 million digital video impressions across all channels.

The campaign website (www.justplainkillers.com/) has been visited by 124,210 users. The Opioid Data page was the second most visited page of the website, with 34,805 page views. In a statewide survey conducted in March 2021, 46% of South Carolina residents recalled one or more statements from the JPK campaign.

Embrace Recovery SC Awareness Campaign

Launched on May 13, 2021, the Embrace Recovery SC public education campaign seeks to (1) eliminate bias against people in recovery from alcohol or drug addiction and (2) provide the right recovery

resources for people and families who have been impacted by addiction. These goals are being supported through an active social media effort on Facebook, Twitter, and Instagram and television messages that will be broadcast statewide. The foundation of the campaign is a new website—EmbraceRecoverySC.com—that provides information on the definition of “recovery,” the right words to use when discussing recovery, and the recovery service options that are available throughout South Carolina.

Overdose reversal efforts: saving lives

The STR grant funded the purchase of 89 naloxone kits for patients/caregivers seen by Opioid Treatment Programs (OTPs). On May 3, 2018, the South Carolina Overdose Prevention Act (44-130-10) was amended by the South Carolina General Assembly to include provisions for community distribution of naloxone. To date, DAODAS has approved 30 county alcohol and drug abuse authorities to be Community Distributors of naloxone and used SOR funds to provide those sites with 5,297 units of naloxone. As of the beginning of FY 2021, South Carolina had 55 Community Distributors that had used the SOR funds to purchase 6,132 units of naloxone and distributed over 7,000 units to the community.

Increasing access to treatment

With STR/SOR funds, the state funded county alcohol and drug abuse authorities to deliver evidence-based treatment for OUD. With capacity support, 31 of the 32 county authorities now offer MAT with psychobehavioral therapy. SOR funds will continue to expand fee-for-service reimbursement for treatment costs for MAT, psychosocial therapy, and case management services to include treatment for psychostimulants for uninsured or underinsured patients at county provider sites and 24 OTPs.

Supporting Long-Term Recovery

Recovery Coaching and Peer Support

Thousands of recovery coaching sessions are be delivered through the state’s growing regional RCOs each month. As of March 2021, South Carolina had eight active RCOs. Additionally, peer support service encounters were provided by county alcohol and drug use authorities, contributing to a growing workforce of South Carolina-trained Certified Peer Support Specialists (CPSSs), representing a sea change in the efficacy of our recovery-oriented systems of care and recovery to practice. CPSSs have made significant impacts in emergency department pilot programs, and their success is now being implemented on a broader scale. Through SOR funds, DAODAS is supporting a statewide “Peer Support for Peer Support” sharing and learning collaborative, where subject matter experts and trainers provide continuing education training, and registrants receive certificates for continuing education and ongoing support every Friday evening.

Recovery Housing

STR and now SOR funding has allowed DAODAS to leverage the recovery communities’ use of the Oxford House model in both urban and rural areas across South Carolina. A targeted response to recovery housing needs for reentry and recovery enhancement has generated a dramatic 71% increase in availability and occupancy under STR/SOR. South Carolina will continue this expansion and include the development of a recovery housing association, working with the National Alliance for Recovery Residences (NARR) to provide certification of the state’s recovery houses.

Serving special populations

South Carolina Department of Corrections

DAODAS has assigned two CPSSs to the SCDC Offender Re-Entry Project, which offers naltrexone, combined with talk therapy, to inmate volunteers within 90 days of their release. SOR funds added a third CPSS to the project to expand access to more inmates ready for release. Each CPSS guides the inmates and serves as a support system during the transition from SCDC institutions to a warm handoff to local service providers, recovery housing, and job opportunities. In addition, DAODAS and SCDC have trained and certified 89 inmates who are in personal recovery from substance use disorders and have equipped them to provide support services to other inmates striving to remain opioid and other drug free.

Demonstrating outcomes for a healthier future

- 308 medical providers participated in the 10 DATA 2000 waiver trainings.
- Since 2017, South Carolina has supported MAT services in 31 of 32 county alcohol and drug use authorities and expanded access in 24 OTPs to serve those that otherwise could not afford MAT services.
- 716 incarcerated individuals participated in the SCDC Offender Re-Entry Project.
- 1,426 pregnant women have been served.
- Since May 2017, 5,517 military clients (active and veteran) have been served.
- A total of 7,909 clients were served through the STR/SOR/SOR 2.0 program, with 5,951 receiving methadone, 3,181 receiving buprenorphine, and 7,272 receiving naloxone.
- 13,278 individuals have received recovery support services.
- As of May 2021, there were 95 Oxford House residences, with a total of 681 beds throughout the state, and 951 persons have been housed.
- Three collegiate recovery programs have been established—at a 2-year college, a 4-year university, and a Historically Black College or University (HBCU).
- Over 400 individuals in recovery were trained and certified as peer support specialists/recovery coaches serving in county alcohol and drug abuse authorities, hospital emergency departments, county jails, and SCDC, serving more than 4,000 people.

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