City of Brockton, Massachusetts
Bill Carpenter, Mayor
Together We’re Putting an End to the Opioid Epidemic

Opioid Toolkit Pilot Overview
January 2019

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association.
The State of the Opioid Epidemic

What do we know about the Opioid Crisis?

Roughly 21-29% of patients prescribed opioids for chronic pain misuse them.2

Between 8-12% develop an opioid use disorder.3, 4, 5

An estimated 4-6% who misuses prescription opioids transition to heroin.3, 4, 5

About 80% of people who use heroin first misused prescription opioids.3

Opioid overdoses increased 30% from July 2016 through September 2017 in 52 areas in 45 states.6

The Midwestern region saw opioid overdoses increase 70% from July 2016 through September 2017.6

Opioid overdoses in large cities increased by 54% in 16 states.6

1. cdc.gov/drugoverdose/epidemic/index.html
2. National Drug Early Warning System (NDEWS) - New Hampshire HotSpot Study Finds Extensive Poly Drug Use in Fentanyl-related Deaths
3. NIDA-Funded Opioid Research
4. FDA grants marketing authorization of the first device for use in helping to reduce the symptoms of opioid withdrawal (FDA, November 2017)
5. FDA grants marketing authorization of the first device for use in helping to reduce the symptoms of opioid withdrawal (FDA, November 2017)
6. Underlying Factors in Drug Overdose Deaths (JAMA, October 2017)
Impact on Massachusetts

The Opioid Epidemic: Rated the most serious problem facing Massachusetts today

71% The Opioid Epidemic
58% The Cost of Healthcare
38% High Taxes
31% Traffic & Congestion
29% The Quality of Public Education
28% Crime & Violence
25% Jobs & The Economy

Source: Anderson Robbins Research, Opioid Epidemic Public Opinion Poll, March 2018 and September 2018

1 in 4 Massachusetts residents know someone who has died from an opioid overdose.
A Public Health Approach to the Crisis: 4 Stages to Recovery

Prevention
- Alternatives to opioid medications for pain management
- Alternative pain management methods
- Proper disposal of unused medication
- Educating youth on the dangers of opioid misuse with Drug Story Theater

Intervention
- Know when and where to seek help
- Be prepared in the event of an opioid overdose
- Lower/Eliminate copays for Narcan
- Blue Cross Blue Shield of MA Narcan tool kit

Treatment
- Determine which treatment option is best for each individual
- Continue to lead other states in using medication assisted treatment (MAT)

Recovery
- Work with a Recovery Coach
- Focus on rebuilding the foundation of a healthy life
- Our case managers can guide members to recovery, step by step
Background

- The opioid epidemic is the greatest drug crisis in American history and is killing more people than the AIDS crisis at its peak.

- Employers are looking for ways to address the opioid epidemic as it relates to their employees and families.

- BCBS of MA developed a robust “Opioid Resource Toolkit” (ORT) that gives them the tools they need to address the crisis within their workplaces.
What does the kit include?

1. Opioid toolkit including Narcan
2. Onsite training for employees
3. Access to BCBS of MA Opioid Resource Center @ https://home.bluecrossma.com/opioid
4. Support with marketing communications
Introducing the Opioid Resource Center

Get involved today. Visit our Opioid Resource Center to learn more.

bluecrossma.com/opioid
Intervention: Taking Action to Save Lives

Be prepared in case of an opioid overdose with the Blue Cross Blue Shield Opioid Overdose Narcan Toolkit
Next Steps

- Next week the City will be training City employees in overdose prevention and a kit will be put in all sites with trained employees.

- A policy was developed and will be reviewed with all employees on protocol for Narcan procedure and citywide locations of toolkits and the Good Samaritan 911 Law.
Why Brockton?

According to BCBS of MA, Brockton was chosen as one of 2 cities in MA along with a few other employers because of the current leadership and dedication of the crisis and the work that has already been done to combat the epidemic, including:

- Champion Plan (Police Assisted Recovery)
- Plymouth County Outreach (County Wide Post Overdose Follow ups)
- Mobile Drug Take Backs
- Progressive Employee Drug Policy
- MAT covered by Group Health Insurance
- Neighborhood Outreach & Suppression