

City of Brockton, Massachusetts
Bill Carpenter, Mayor



Together We're Putting an End to the Opioid Epidemic



MASSACHUSETTS



Office of Mayor Bill Carpenter

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

115
Americans
die every day from
opioid overdose.¹

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

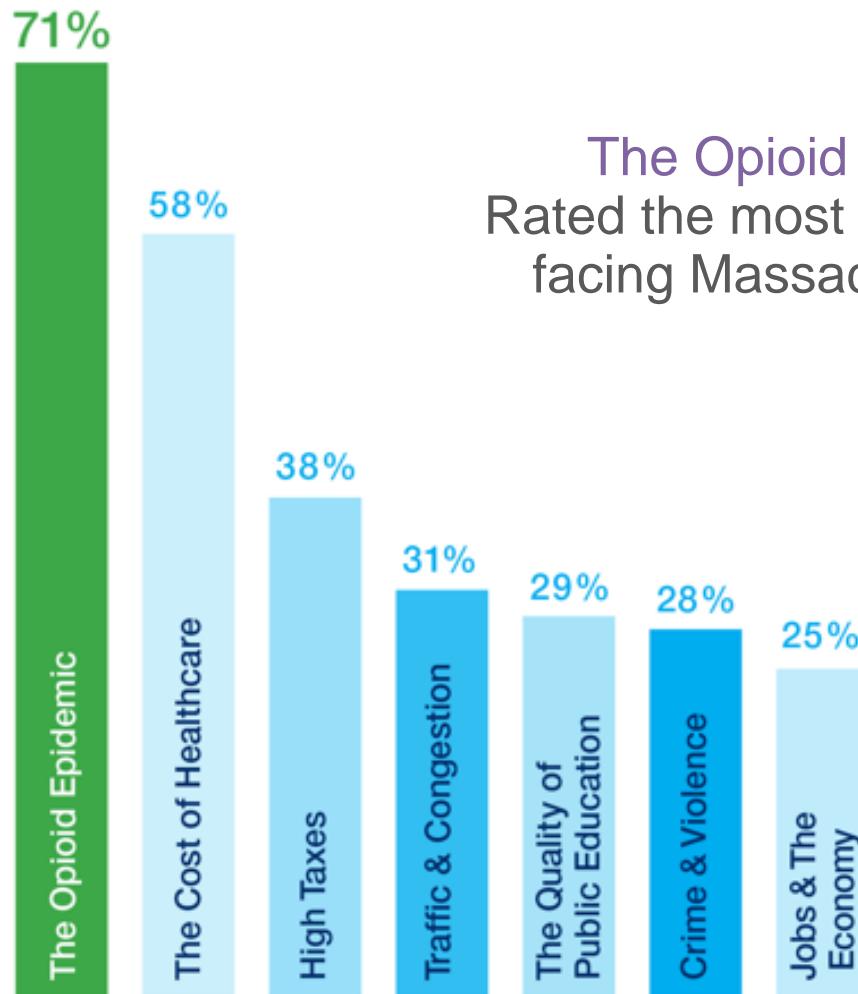
3. NIDA-Funded Opioid Research

4. FDA grants marketing authorization of the first device for use in helping to reduce the symptoms of opioid withdrawal (FDA, November 2017)

5. Illicit Drug Use, Illicit Drug Use Disorders, and Drug Overdose Deaths in Metropolitan and Nonmetropolitan Areas — United States (MMWR) (CDC, October 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

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



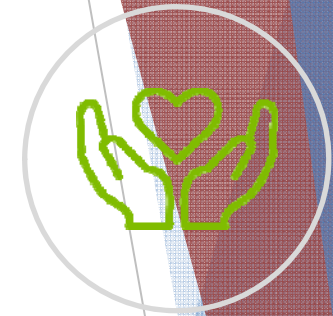
Intervention

- 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)

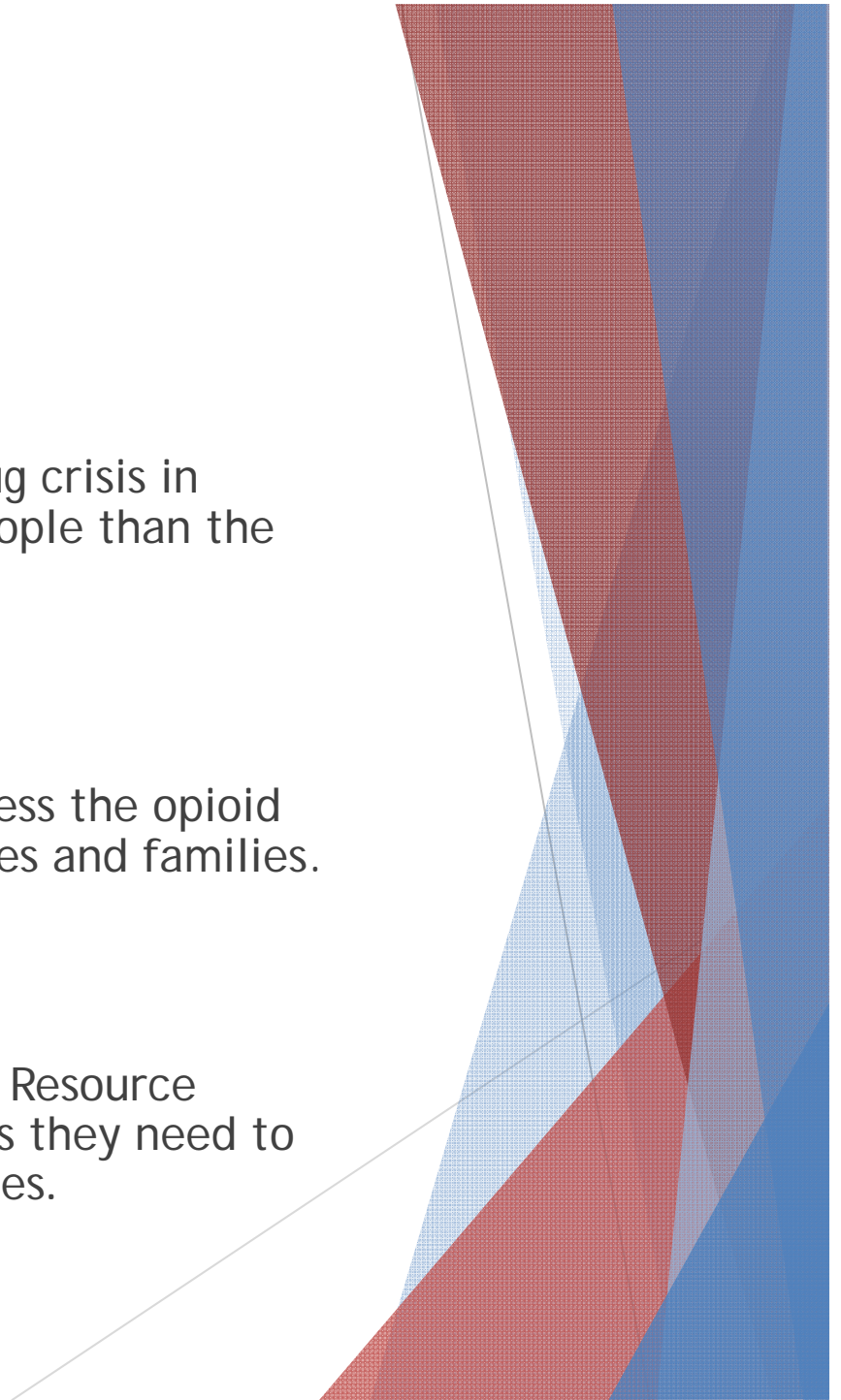
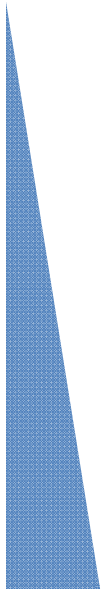


Recovery

- 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

The screenshot shows the Blue Cross Blue Shield of Massachusetts website. At the top, there is a navigation bar with the state logo and the word "MASSACHUSETTS". To the right of the logo are links for "Member", "Medicare", "Employer", "Broker", "Provider", and "About Us". Below the navigation bar is a "Welcome to Blue Cross Blue Shield of Massachusetts" header. A secondary navigation bar includes "Plans & Products", "Find a Doctor", "Careers", and "Support". The main content area is titled "Opioid Resource Center" and features a left-hand menu with options: "Overview", "Quick Facts on Opioids", "Prevention", "Intervention", "Treatment", "Recovery", "Care Management Services", "Important Support Contact Info", and "Family Support Resources". The main content area has a blue header with the text "Opioid Resource Center" and "Guidance for treatment, intervention and recovery" next to an icon of two hands holding a heart. Below this header are three service links: "Important Support Contacts", "Family Support Resources", and "Care Management Services". The main text area contains a paragraph about the opioid epidemic in Massachusetts, a quote from a 2018 poll, and information about recovery being a team effort. It also includes a statistic: "115 Americans die every day from opioid overdose" with a link to "Learn more about the current state of the epidemic". At the bottom, there is a video player with the text "NEARLY 80% OF AMERICANS DIE FROM OPIOID OVERDOSE" and a link to "Hear Stories of Recovery from Individuals, Families, and Doctors".

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