Welcome Everyone

Presenter audio is muted until the presentation begins.

If you are using your computer speakers and have trouble hearing the volume during the presentation, we recommend participating with a telephone line.

Attendee microphones are muted upon entry.

Teleconference call information is available in the Event info section.
Stakeholder Engagement: Primary Prevention Services
Tuesday, August 7, 2018: 12 – 1 PM

Presenter Today: Phyllis Bengtson, Primary Prevention Policy Lead
Primary Prevention, Behavioral Health Division

Teleconference call information is available in the Event info section of the WebEx.
WebEx Technical Difficulties

- **For technical difficulties** please send your comments to “Jacob Owens” by selecting his name from the drop down menu in the Q&A section.
Today’s Agenda

• Stakeholder Engagement Overview
• Primary Prevention Planning & Implementation (P&I) Strategies & Outcomes
• Policy recommendations
• Questions/survey?
• Wrap-Up
2018 Stakeholder Engagement Overview

• Engage stakeholders for input on policy recommendations from Minnesota’s Plan for the Prevention, Treatment and Recovery of Addiction.

• The report was developed with stakeholder engagement input from a core and fiscal stakeholder workgroup that was convened in 2016. The core workgroup incorporated and built on the recommendations of the 2013 Legislative Report: Minnesota's Model of Care for Substance use Disorder and the input collected in the fall 2015 ADAD listening sessions.

• Several of the policy recommendations were included in legislation that passed as part of SUD reform legislation in 2017 (i.e. care coordination, peer recovery support, comprehensive assessments, direct reimbursement and withdrawal management).
We will host WebEx sessions to review the policies that were not passed into law in the 2017 legislative session.

• Sub-workgroups will review policies, provide updates and gather feedback.

• The purpose of the primary prevention workgroup is to:
  • Provide information on strategies currently being implemented in MN
  • Solicit information on a proposed legislative ‘ask’ for additional primary prevention funding.
“Primary Prevention” WebEx schedule

Four Primary Prevention WebEx sessions will be held

• Tuesday, Aug. 7th 12-1 PM – P&I Strategies & Outcomes
• Thursday, Aug. 9th 10-11 AM – SPF-PFS Strategies & Outcomes
• Tuesday, Aug. 14th 10:30-11:30 AM – RPCs, MPRC, SEOW
• Thursday, Aug. 16th 12-1 PM – SPF Rx Strategies
Primary Prevention Participant Engagement Process

• Information will be collected from WebEx participants via:
  
  • YourOpinionMatters.DHS@state.mn.us with “Primary Prevention” in the subject line.
  
  • Input emailed directly to sub-workgroup lead:
    Phyllis.Bengtson@state.mn.us
  
  • Input during the WebEx via polling and/or a survey: Polling questions will appear on the right hand of the screen, located in the “Polling” tab

  • Audio will be muted while polling is commencing
Expand the Primary Prevention Planning and Implementation Program, which focuses on environmental strategies and has demonstrated positive outcomes and improved health.
Primary Prevention

- Our Primary Prevention funding comes from the Substance Abuse & Mental Health Services Administration (SAMHSA) Block Grant

- 20% Primary Prevention Set Aside

- Federal Definition of Primary Prevention: Services for those who have never been in CD Treatment nor have ever been assessed as needing CD Treatment
Cohort 1 and 2 P&I Communities
Cohort 1, 2 and 3 P&I Communities
Why Focus on Alcohol?
Why not Heroin?
Alcohol-related deaths compared with drug overdose deaths

<table>
<thead>
<tr>
<th>Year</th>
<th>Alcohol-related deaths</th>
<th>Drug overdose deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>23.5</td>
<td>7.2</td>
</tr>
<tr>
<td>2016</td>
<td>29.3</td>
<td>12.3</td>
</tr>
</tbody>
</table>

Minnesota Death Certificate data; Alcohol rates calculated using CDC’s Alcohol-Related Disease Impact (ARDI) application; www.cdc.gov/ardi
In 2016, alcohol use alone was responsible for...

- **1745** Deaths
- **10,303** Inpatient Hospitalizations
- **12,010** Emergency Room Visits
- **14,616** EMS Responses

For every 1 death there were...

- Inpatient Hospitalizations: **6**
- Emergency Room visits: **7**
- EMS responses: **8**
P&I Project Funding Process

• Competitive selection process based on:
  • underage drinking levels
  • Community Readiness
• Fund full-time grant coordinator
P&I Project Components

- Coalition Leadership
- P&I Coordinator housed in the High School
- Extensive training
- Conduct a Community Needs Assessment & Develop a Strategic Plan
P&I Project Components

• Evidenced-Based School Curriculum
• Responsible Beverage Server Training
• Alcohol Compliance Checks
• Youth Involvement
  • Youth Groups - Youth Leadership Academy (YLA) – Photo Voice
Youth Leadership Academy

- Youth Leadership Academy (YLA)
Welcome to our Gallery of...

Hope and Concern

Our Youth’s Perspective:

Hope: What are the factors that prevent youth from using alcohol in the school community of Nay Ah Shing?

Concern: What factors lead to alcohol use among youth in Nay Ah Shing?

Hopeful for our future

“This sign represents hope. There aren’t many reservations around, when we see it, it gives us hope for future generations of Native American people.”

- Nay Ah Shing youth

Youth Photo Voice Project

The Gallery of Hope and Concern is an enviromental strategy implemented by the Nay Ah Shing youth group. The youth group is funded by grant from MN-DHS, ADAD for drug and alcohol prevention within the upper Mille Lacs County area.
Planning & Implementation (P&I) Grants

• Social Host Ordinance/focus on environmental strategies

• Media Campaign using the Positive Community Norms framework

• Integrating Science of the Positive & Positive Community Norms frameworks into all other strategies/activities
Spirit
What is the Why behind our work?

Science
Data-Driven Decisions, best practices, continued learning

Action
Proactive not Reactive; promote health

Return
Reflect, evaluate, learn
Social Norms Theory says...
we tend to do (or believe)
what we think
MOST people do (or believe).
(the perceived norm)

and often what we think
most other people do is wrong!
Misperceptions of positive healthy norms that exist in a community are a ‘risk factor’

MOST (88%), Minnesota High School students in the 10 Cohort-2 schools, reported using alcohol less than monthly.

However, 53% of these same students perceived that MOST students drink monthly or more often.

This Misperception of the positive healthy norm that exists in these communities is a “Risk Factor” for alcohol use.

These students were 6.9 times more likely to drink monthly than students who did NOT misperceive the norm.

8/8/2018
Source: ten schools, MN P&I 2017 PCN Student Survey, grades 7-12, n=6789
Misperceptions of positive healthy norms that exist in a community are a ‘risk factor’

MOST (92%), Minnesota High School students in 10 schools, reported using marijuana less than monthly.

However, 47% of these same students perceived that MOST students use marijuana monthly or more often.

This Misperception of the positive healthy norm that exists in these communities is a “Risk Factor” for alcohol use.

These students were 7.5 times more likely to use marijuana monthly than students who did NOT misperceive the norm.

Source: ten schools, MN P&I 2017 PCN Student Survey, grades 7-12, n=6789
Correct Perceptions are NOT ‘just neutral’ – They are a “PROTECTIVE FACTOR”

MOST (88%), Minnesota High School students in the 10 Cohort-2 schools, reported using alcohol less than monthly.

47% of these same students correctly perceived that MOST students drink less than monthly.

This correct perception of the positive healthy norm that exists in these communities is a “Protective Factor” for alcohol use.

These students were 6.9 times less likely to drink monthly than students who misperceived the true norm.

Source: ten schools, MN P&I 2017 PCN Student Survey, grades 7-12, n=6789

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Overall...

• Most youth are making good decisions and have healthy, protective beliefs about alcohol, tobacco, and other drugs.

• Many youth drastically over-estimate the prevalence of alcohol, tobacco, and other drug use among their peers, which puts them at greater risk for using these substances themselves.

• Any youth using substances which are both illegal and dangerous is too many.
PCN Messaging
94% of DRHS students say their parents DON'T allow underage drinking at home.

Data from 2015 PCN Survey of 320 Deer River 6-12 grade students. Funded by MN DHS-ADAD.
PARENTS...Did You Know?

HIGH SCHOOL STUDENTS who agree that their parents would feel it was wrong for them to drink any amount of alcohol are 5 TIMES LESS LIKELY TO DRINK alcohol monthly.

Funded by the Minnesota Department of Human Services-Alcohol and Drug Abuse Division. Data taken from MN P & I 2013 Student Survey of 9-12th graders.
But “Does this work?”
Assessment of Change Over Time

• Annual Student Surveys
  • All students grades 7-12
  • High participation rates

• Limitations
  • Self-report
  • Did not capture data on each strategy, only on the total mix of strategies
Methodology

• Online survey administered in either February or March.

• Depending on the school district, students surveyed were either in 6th-12th grade or 7th-12th grade.

• Response rate goal of 85%. An overall response rate of 80% reached.
“Everyone Lies On Those Surveys!”
“How often do you think most students in your school use alcohol?”

Grades 7-12, n=6446) MN – DHS-PCN Student Data from P&I Project 2017 – Q16e

10 school districts in Cohort 3 MN DHS ADAD Positive
Community Norms Student Survey May 2017
How often do you use alcohol?
(Grades 7-12, n=6446) MN – DHS- PCN Student Data from P&I Project 2017 –Q15e

10 school districts in Cohort 3 MN DHS ADAD Positive Community Norms Student Survey May 2017
Between 2004 to 2013 in the first cohort of P&I schools

- 9th grade alcohol use in the previous 30 days went from:
  - 28.6% above the state average to
  - 4.8% below average
Cohort 2 P&Is: Students who have ever used alcohol

- High schools alcohol use went down 23 percent
- Jr. high school alcohol use went down 50 percent
Data from cohort 2
PCN survey 2012-2016

• 66 percent reduction in monthly use of Meth

• 60 percent reduction in monthly use of other illegal drugs (includes heroin)

• 55 percent reduction in monthly use of over the counter drugs for the purpose of getting high

• 50 percent reduction in the use of prescription drugs without a doctor’s prescription
“Our community has totally changed how we look at kids”
“This has given us ‘hope’ up in the Iron Range.”
“I am excited that people are beginning to have the tough conversations about alcohol within their families.”
Lesson’s Learned

• Positive approach is beneficial

• Key to give ownership to the community – the Solutions are in the Community

• Misperception of healthy community norms are ‘Risk Factors’

• Correct perception of healthy community norms is a ‘Protective Factor’.

• It’s not the big media; it’s the conversations

• Youth are powerful agents for change

• Comprehensive community approach is KEY!
Ways to Stay Informed

• Visit our website to:
  • Subscribe for email updates (e-Memo) to receive updates from the Behavioral Health Division on SUD
  • Learn more about substance use disorder policies and procedures, initiatives, workgroups, training and conferences, grant announcements, access forms and more

Look for our “Friday’s Digest” E-memo!

• We want to hear from you about YOUR substance use disorder system. Send input to: YourOpinionMatters.DHS@state.mn.us
Next Primary Prevention WebEx: Aug. 9th 10-11 AM SPF-PFS
Thank you for joining us
Behavioral Health Division