



**Allegany County Heroin and Opioid Abuse
Ad-Hoc Committee
Strategic Sharpening Plan
2018-2021**

Prepared by:



February 1, 2018

Contents

MISSION	3
VISION	3
EXECUTIVE SUMMARY	3
I. STRATEGIC SHARPENING PLANNING SUMMARY	5
A. April 2017 – December 2017 Summary	5
Strategy 1. Reduce Access to Opioids.....	5
Strategy 2. Improve Treatment of Addicted People and Enable Recovery	6
Strategy 3. Minimize Desire to Misuse Opioids	7
Strategy 4. Engage Healthcare Professionals to Address the Opioid Crisis.....	8
Strategy 5. Expand Harm Reduction Practices with Opioid Misuse	8
Strategy 6. Minimize People Starting to Misuse Opioid Drugs.....	9
B. Regional Session October 2017	9
C. Allegany County Heroin and Opioid Ad-Hoc Committee Meeting	10
November 9, 2017.....	10
D. Allegany County Joint Sub-Committee Meeting.....	11
January 26, 2018	11
II. STRATEGIC SHARPENING PLAN	12
Strategic Priority 1. To continuously reassess administrative structures to keep pace with changes in the environment while providing a sound infrastructure that supports the operation of the initiatives and to ensure sustainability of local efforts to address the heroin and opioid crisis.....	12
Strategic Priority 2. To build a strong, dedicated workforce of professionals and community individuals/stakeholders representing all sectors that can directly impact the heroin and opioid crisis in Allegany County through increased professional development and educational training, skill building, and best-practice strategies.	13
Strategic Priority 3. To increase awareness of, and access to, primary and secondary prevention efforts leading to a decrease in use, misuse and abuse of heroin and opioids, enable people who start misusing opioids to quickly quit, and expand harm reduction practices with opioid misuse.	15
Strategic Priority 4. To support long-term recovery for individuals struggling with heroin and opioid addiction and provide resources for those impacted by a loved-one’s addiction.	17
Acronym List	20

MISSION

The Allegany County Heroin and Opioid Abuse Advisory Board is an appointed ad-hoc legislative body that strives to influence, support and secure resources for communities, organizations, and individuals impacted by addiction. Our purpose is to ensure that appropriate prevention, treatment, and recovery assets are available to all Allegany County residents, while advancing policy and enforcement efforts at the local, state and federal level.

VISION

Collaboratively working together to create a safe and healthy Allegany County through alcohol and substance abuse/addiction-free living.

EXECUTIVE SUMMARY

Addiction to heroin or other opioids continues to be a critical public health concern for New York State residents and providers. Plaguing urban, suburban and rural communities; opioid addiction affects those who have overdosed, professional and informal caregivers, and those who have had serious health problems as a result of their addiction. Allegany County, New York is no exception.

As reported in the NYS Heroin and Opioid Task Force Report (June 2016), heroin overdose is now the leading cause of accidental death in the state. Between 2005 and 2014, upstate New York has seen an astonishing 222 percent increase in admissions to Office of Alcoholism and Substance Abuse Services (OASAS) certified treatment programs among those 18 to 24 years of age for heroin and other opioids. In all, approximately 1.4 million New Yorkers suffer from a substance use disorder.

In response to this epidemic, Allegany County, New York, underwent a thorough Community Needs Assessment to address the local opioid and heroin addiction crisis. This process was sponsored by the Allegany County Board of Legislators' Heroin and Opioid Ad-Hoc Committee and resulted in the 2016 Allegany County Heroin and Opioid Report (available at www.ardentnetwork.org).

With the approval of the 2016 Allegany County Heroin and Opioid Ad-Hoc Committee Report, workgroups were formed to synthesize the report findings and prioritize activities. As such, Ad-Hoc Committee members were joined by dedicated partners in the areas of Prevention, Treatment, Recovery, and Enforcement.

Over the course of 2017, members of the workgroup(s) and the Ad-Hoc Committee members have explored regional, state, and national efforts/models with the purpose of potential replication, began community discussions regarding the impact of heroin and opioid abuse, provided individuals living with heroin and/or opioid abuse a voice to share their story, and started to lay the foundation for a strategic plan moving toward greater implementation efforts.

This Strategic Plan was developed to reflect the myriad of issues and to be a guiding framework for action to address those issues. The Ad-Hoc Committee, working with individuals and organizations across our community, is committed to offering quality interventions. This document includes the following overriding strategic sharpening areas:

I: Strategic Sharpening Planning Summary

Report of the activities and consensus agreements from the Strategic Sharpening Planning process leading up to, including and following the facilitated strategic sharpening session on November 9, 2017.

II: Strategic Sharpening Plan

The overriding Plan aligning our Mission to strategic priorities, performance targets and strategies.

I. STRATEGIC SHARPENING PLANNING SUMMARY

A. April 2017 – December 2017 Summary

Utilizing the national Strategy to Address Opioid and Heroin Abuse, four workgroups were established to research, plan and implement tactics and strategies: Prevention, Intervention, Recovery, and Enforcement. The workgroups were made up of individuals from a cross-section of the community and organizations who brought their knowledge, expertise and ideas to the table around to address six (6) overriding strategies:

1. Reduce Access to Opioids
2. Improve Treatment of Addicted People and Enable Recovery
3. Minimize Desire to Misuse Opioids
4. Engage Healthcare Professionals to Address the Opioid Crisis
5. Expand Harm Reduction Practices with Opioid Misuse
6. Minimize People Starting to Misuse Opioid Drugs

Strategy 1. Reduce Access to Opioids

Activity 1. Assist in the Expansion of the Prescription Drug Take-Back & Disposal Program

- a. Partnering with Partner's for Prevention in Allegany County (PPAC) and Allegany County Sheriff's Office, increased Prescription Disposal Sites from seven to eight with purchase of a Drop Box for the Jones Memorial Hospital Medical Practice (Bolivar Site) location
- b. Increased Awareness with Allegany County Rx Drop Box Locations via Magnets with over 3,000 being distributed including outreach at the Allegany County Office for the Aging Senior Picnic, and through local pharmacies and agencies.
- c. Implement the Homebound Rx Pick-Up Program through a collaboration with the Allegany County Sheriff's Office and the Allegany County Office for the Aging. A presentation was also given at the Allegany County TRIAD Senior Resource Alliance on Aging.

Activity 2: Educate the Community on Opioid Risks and Alternatives

- a. Collaborating with staff and students of the Allegany-Cattaraugus County BOCES, workgroup members created the documentary Voices of Allegany County, illustrating the local, rural nature of the heroin and opioid crisis.
- b. Securing private donations and local Service Club funding, a contract was established with Kingdom County Productions for three (3) viewings of The Hungry Heart documentary. Two Community Education Forums were held at the Wellsville David A. Howe Library (October 26, 2018) and Cuba-Rushford Central School (December 12, 2018). One additional event will be planned in the next three months (February-April 2018).
- c. Various media outlets were utilized to support activities and initiatives of the Heroin and Opioid Ad-Hoc Committee and Workgroups; including, but not limited to press releases, social media, radio, public service announcements, and press coverage at all Ad-Hoc Committee meetings.

Activity 3: Expand and Enhance Chronic Pain Prevention and Management

- a. Chronic Pain Self-Management Workshops were held from June 22 – July 27, 2017; and October 3 – November 14, 2017.

Strategy 2. Improve Treatment of Addicted People and Enable Recovery

Activity 1: Improve Social Integration of Recovering Addicts

- a. Every September, SAMHSA sponsors Recovery Month to increase awareness and understanding of mental and substance use disorders and celebrate the people who recover. Many activities took place in September 2017 including: celebrating National Recovery Month Press Release, National Recovery Month Legislative Proclamation, Board of Legislators' Privilege of the Floor on September 25, 2017, Allegany Council on Alcoholism & Substance Abuse, Inc. Radio Spots, and Social Media Marketing
- b. Celebrate Recovery is one of the seven largest addiction recovery support group programs. Over the course of this year, the Yorks Corners Mennonite Church continues to be a great resource with two new expansion sites at the Knights Creek Evangelical Church in Scio, New York and the Allegany County Sheriff's Office. Future expansion plans include the Cuba Cultural Center in Cuba, New York and the Houghton Wesleyan Church, Houghton, NY.

Activity 2: Reduce Stigma of Seeking Help with Substance Misuse

- a. A collaboration with the Allegany County Suicide Prevention Coalition led to an expansion and incorporation of JustTellOne.org as a Local Anti-Stigma Campaign including: county-wide billboards; school and university outreach; posters, table tents, folders, agenda inserts; JustTellOne.org Servers of Hope Campaign in eight (8) local bars and taverns; table tents, posters, coasters; social media marketing; Andover Central School Open House tabling; SADD Conference tabling; and community and worksite health and wellness fairs.
- b. Allegany County was recognized for efforts at the WNED Press Conference hosted by Erie County Mental Health Association for its implementation and commitment to the JustTellOne.org Anti-Stigma Campaign. From April – December 2017, a total of 40 individuals visited the JustTellOne.org website from Allegany County. JustTellOne.org awareness and marketing is a collaborative effort between the Prevention Workgroup and the Allegany County Suicide Prevention Coalition. A Servers of Hope with bar, restaurants and taverns; and school outreach are spreading information about this important resource.

Activity 3: Enable People Who Start Misusing Opioids to Quickly Quit

- a. On May 25, 2017, CARES provided an overview of the Recovery Coach model for the Recovery workgroup. Recovery Coaches is one strategy that has shown to be effective in engaging individuals into treatment and maintaining sobriety. Funding solicitations have been submitted to various local, state and federal entities without success.

Strategy 3. Minimize Desire to Misuse Opioids

Activity 1: Reduce Childhood Trauma and Become a Trauma-Informed Community

- a. Ms. Vicki Grant, Commissioner of Social Services and Ms. Suzanne Krull, Cuba Cultural Center, participated in the 7-month Western New York Trauma Informed Care Champions Program; graduating in January 2018. Ms. Grant and Ms. Krull provided an Introduction of Trauma Informed Care in Addiction Services for the Treatment workgroup.

Strategy 4. Engage Healthcare Professionals to Address the Opioid Crisis

Activity 1: Increase Local Professional Development Training Offering Continuing Medical Education Credits Focused on Opioid Topics

- a. On August 3, 2017, through a mini-grant from the Allegany County Area Foundation, the Prevention workgroup hosted Dr. Robert Wahler, representing the University at Buffalo School of Pharmacy and Pharmaceutical Sciences, to present Pharmacists' Response to Opioid Epidemic: Opioid Specific Counseling.
- b. On August 2, 2017, the Allegany County Council on Alcoholism and Substance Abuse, Inc., presented Screening, Brief Intervention and Referral to Treatment (SBIRT) Training Support at Jones Memorial Hospital, Wellsville, New York.
- c. On November 13, 2017, the NYSDOH Clinical Education Initiative from Mount Sinai Hospital presented Treatment for Hepatitis C: New Tests, New Drugs, and New Recommendations Training in Wellsville, New York.
- d. On November 13, 2017, the NYSDOH Clinical Education Initiative from Mount Sinai Hospital presented Naloxone: Preventing Opioid Overdose in the Community.

Strategy 5. Expand Harm Reduction Practices with Opioid Misuse

Activity 1: Expand Programs to Reduce Needle-Transmitted Diseases Among Opioid Users

- a. On August 24, 2017, Evergreen Health Services, a regional NYSDOH Syringe Exchange Program, provided an in-service and discussion at the Treatment Workgroup meeting to explore the potential expansion of their services to Allegany County. Due to costs and travel, Evergreen Health Services were unable to commit to this project at this time.
- b. On November 22, 2017, the Prevention workgroup hosted Southern Tier Health Care System's Opioid Overdose Program to conduct a Naloxone community-based education session.

Strategy 6. Minimize People Starting to Misuse Opioid Drugs

Activity 1: Reduce Use of Gateway Drugs

- a. The Prevention workgroup, collaborating with the Allegany Council on Alcoholism and Substance Abuse, Inc., introduced Tobacco 21 to the Allegany County Board of Legislators' Human Services Committee.
- b. The Allegany Council on Alcoholism and Substance Abuse, Inc., partnering with the Allegany County Million Hearts Initiative, offered Tobacco Cessation programs during the months of February, March, and August 2017.

B. Regional Session October 2017

On October 26, 2017, the Allegany County Heroin and Opioid Ad-Hoc Committee invited regional leaders from Erie County to address local stakeholders as part of a Strategic Sharpening Session. Dr. Gale Burstein and County Executive Mark C. Poloncarz provided an update on the heroin and opioid crisis on a regional, state and federal level. As follow-up, Helen Evans, Ardent Solutions' Associate Director, provided a six-month review of workgroup activities and accomplishments.

A total of thirty-five attendees participated in the event. Key findings included:

- Heroin and opioid addiction continues to be a major priority and is acknowledged as a public health crisis across the nation
- Accurate data collection continues to be a challenge and must be addressed
- Local county government officials are encouraged to enact policy that protects the health and wellbeing of their constituents
- Local workgroup objectives and activities align with regional, state and federal approaches affirming local efforts

C. Allegany County Heroin and Opioid Ad-Hoc Committee Meeting

November 9, 2017

On November 9, 2017, the Allegany County Heroin and Opioid Ad-Hoc Committee joined together to review the current Strategies and Activities and plan for future endeavors.

Attendees:

Judith Hopkins
Tim O’Grady
Melissa Biddle
Jonathon Chaffee
William Penman
Brenda Rigby-Riehle
Leslie Haggstrom
Lori Ballengee
Kevin Monroe
Ravo Root

Absent/Excused:

Ashley Buchholz
Mona Carbone
Marc Chamberlain
Vicki Grant
Chris Ivers
Kevin LaForge
Greg Muscato
Christa Zenoski

Report

After the Planning Session(s), Helen Evans, Ardent Solutions, Inc. synthesized the notes taken by Megan Washer, Allegany County Clerk of the Board, to create a six-month work plan, which included the following strategic priorities:

1. Increase Advocacy Efforts to Enhance Rural Resources for Heroin and Opioid Initiatives
2. Reduce Access to Opioids
3. Engage Healthcare Professionals to Address the Opioid Crisis
4. Expand Harm Reduction Practices with Opioid Misuse
5. Enable People Who Start Misusing Opioids to Quickly Quit
6. To Improve Treatment of Addicted People and Enable Recovery
7. Minimize Desire to Misuse Opioids
8. To ensure sustainability of local efforts to address the heroin and opioid crisis.

**D. Allegany County Joint Sub-Committee Meeting
January 26, 2018**

Attendees:

Judith Hopkins
Sheriff Rick Whitney
Melissa Biddle
Jonathon Chaffee
William Penman
Carrie Whitwood
Leslie Haggstrom
JoAnne LaForge
Cheryl Ralyea
Theresa Moore
Terrance Rodgers

Robert Starks
Casey Jones
Helen Evans
Ann Weaver
Jeff Ciminesi
Jeff Luckey
Tracy Broshar
Gina Kocsis
Nancy Brinkwart
Kristine Fuller
Anita Baird
Probation Intern

On January 26, 2018, members of the Allegany County Heroin and Opioid Ad-Hoc Committee's Prevention, Treatment, Recovery and Enforcement workgroups held a joint-meeting to review the draft Strategic Sharpening Plan. The purpose was to provide input into the strategies, discuss potential projects/activities, and identify committed partners for the implementation phase. Members made recommended edits and additions to the draft Strategic Sharpening Plan that will be presented and formally approved at the next Ad-Hoc Committee.

II. STRATEGIC SHARPENING PLAN

Strategic Priority 1. To continuously reassess administrative structures to keep pace with changes in the environment while providing a sound infrastructure that supports the operation of the initiatives and to ensure sustainability of local efforts to address the heroin and opioid crisis.

Performance Target 1.1 Transition from the current Ad-Hoc Committee (temporary and short-term) to a long-term sustainable model.

Strategy 1.1.1 Identify potential models for the Allegany County Board of Legislators to adopt.

Strategy 1.1.2 Create a Transition Plan and timeline.

Strategy 1.1.3 Assist in the transition process.

Performance Target 1.2 Increase Advocacy efforts to enhance rural resources for heroin and opioid initiatives

Strategy 1.2.1 Develop a 2-page Policy Brief to demonstrate a concise overview of Allegany County's heroin and opioid issue and recommendations for regional, state, and federal support.

Strategy 1.2.2 Share the policy brief and voice concerns/needs with regional, state, and federal officials through advocacy visits. Enhance resources and commitment on a local level.

Strategy 1.2.3 Ensure the inclusion of the voice of someone who is in recovery.

Strategy 1.2.4 Develop Resolutions with Legislative approval to go to the State advocating for local resources, programs, etc., when appropriate.

Performance Target 1.3 Maintain and increase resources to support local efforts to address the heroin and opioid crisis.

Strategy 1.3.1 Continue to research funding opportunities to further efforts around identified strategies.

Strategy 1.3.2 Continue to outreach to community members and organizations to contribute time, energy and resources toward the effort.

Strategy 1.3.3 Continue to explore model programs and alternative strategies to meet the growing needs of those impacted by the heroin/opioid crisis.

Performance Target 1.4 Support advocacy issues related to other substance use disorders.

Performance Target 1.5 Define a solid data management strategy that will capture accurate and reliable data to help monitor and evaluate local efforts.

Strategy 1.5.1 Continue to explore technology for Narcan distribution and usage to identify local community hotspots (ie: OD Map app).

Strategy 1.5.2 Continue to monitor NYSDOH opioid and heroin data sets; recognizing potential inaccuracies (ie: timing of reporting).

Strategy 1.5.3 Continue to work with local law enforcement and EMS to identify and implement efficient and effective data collection.

Performance Target 1.6 Continue to evaluate and monitor the heroin and opioid crisis to determine intervention(s) success and update strategies.

Strategy 1.6.1 Continue to research regional, state, and national efforts that may be replicated in Allegany County.

Strategy 1.6.2 Update the Allegany County Heroin and Opioid Report on an annual basis.

Strategy 1.6.3 Provide quarterly reports to the Allegany County Board of Legislators and appropriate committees.

Strategic Priority 2. To build a strong, dedicated workforce of professionals and community individuals/stakeholders representing all sectors that can directly impact the heroin and opioid crisis in Allegany County through increased professional development and educational training, skill building, and best-practice strategies.

Performance Target 2.1 Engage physicians and health care practitioners through professional development training on safe pain management and prescribing practices to decrease the number of avoidable opioid prescriptions written in Allegany County.

Strategy 2.1.1 Identify expert(s) or professional development opportunities in the field.

Strategy 2.1.2 Secure Continuing Medical Education Credits (CME) via University of Buffalo.

Strategy 2.1.3 Coordinate logistics of training event and complete evaluation.

Performance Target 2.2	Support local law enforcement in drug interdiction efforts.
Strategy 2.2.1	Explore opportunities to financially support Advanced Roadside Impaired Driving Enforcement (ARIDE) training opportunities.
Strategy 2.2.2	Secure financial support for Drug Recognition Expert training opportunities.
Strategy 2.2.3	Secure financial support for overtime expenses accrued by law enforcement due to criminal investigations related to drugs.
Performance Target 2.3	Secure a healthcare practitioner and/or practice to employ local Opioid Medication Assisted Therapy (MAT) and/or improve access to regional Medication Assisted Therapy resources.
Strategy 2.3.1	Identify a physician, nurse practitioner and/or physician assistant to apply to become a DATA-Waiver practitioner.
Strategy 2.3.2	Identify barriers for individuals to access MAT and assist in overcoming barriers.
Performance Target 2.4	Assist the local OASAS licensed agency to establish a Certified Peer Advocacy Program within Allegany County.
Strategy 2.4.1	Identify funding to help support a Certified Peer Advocacy Program.
Strategy 2.4.2	Assist with any/all efforts necessary for program success.
Performance Target 2.5	Assist in recruitment and retention efforts, and public policy strategies, to help increase and/or retain the number of qualified ATOD clinicians in the workforce.
Strategy 2.5.1	Learn about workforce needs from licensed agencies and service providers.
Strategy 2.5.2	Assist in recruitment strategies (i.e.: grow your own, housing assistance, etc.).
Strategy 2.5.3	Provide vicarious trauma training and trauma-informed care programs for those working in the field.

Performance Target 2.6 Shift Allegany County to a Trauma Informed Community through systemic change and education.

Strategy 2.6.1 Educate the general public and all its sectors including but not limited to individuals and families, government, human services, healthcare, education, law enforcement, business and faith communities about impacts of Adverse Childhood Experiences (ACEs) and other traumas.

Strategy 2.6.2 Promote a change in the paradigm of addressing trauma-related issues from the context of “what’s wrong with you?” to “What’s happened to you?”.

Strategy 2.6.3 Engage with the WNY Trauma Coalition and the Institute for Trauma Informed Care to expand TIC training for Allegany County providers.

Strategy 2.6.4 Encourage a minimum of two (2) Allegany County Professionals to apply to become a member of the WNY Trauma Informed Care Champion Program beginning March 1, 2018.

Strategy 2.6.5 Encourage agencies/organizations to complete a TIC assessment.

Strategy 2.6.6 Encourage agencies/organizations to incorporate TIC culture through employee training, policy development, hiring practices, environment and consumer interactions.

Strategy 2.6.7 Encourage agencies/organizations to examine the evidence linking trauma and adverse childhood experiences to opioid additions. As a result said agencies may consider universal ACEs screening.

Strategic Priority 3. To increase awareness of, and access to, primary and secondary prevention efforts leading to a decrease in use, misuse and abuse of heroin and opioids, enable people who start misusing opioids to quickly quit, and expand harm reduction practices with opioid misuse.

Performance Target 3.1 Support Drug Take Back Program efforts to provide a safe, convenient, and responsible means of disposing of prescription drugs by partnering with PPAC, Allegany County Sheriff’s Office and ACASA.

Strategy 3.1.1 Continue to support community awareness events/efforts and sub-promote associated activities in the same news releases, fliers, advertising where/when appropriate.

Strategy 3.1.2	Increase # of locations where deemed appropriate.
Strategy 3.1.3	Investigate opportunity to expand NYS Safe Sharp Collection Program in secure locations throughout Allegany County.
Strategy 3.1.4	Assist in promotion of Homebound Rx Pick-up Program.
Performance Target 3.2	Continue to educate community on opioid risks and alternative pain management options.
Strategy 3.2.1	Deliver a minimum of one (1) Community Education Forum utilizing the Voices of Allegany County/Hungry Heart format.
Strategy 3.2.2	Establish and promote the Voices of Allegany County Speaker's Bureau.
Performance Target 3.3	Expand and enhance chronic pain prevention and self-management services.
Strategy 3.3.1	Support evidenced-based Chronic Pain Self-Management workshops.
Strategy 3.3.2	Build an asset map of alternative pain management programs to be distributed to local physicians and community members.
Performance Target 3.4	Educate healthcare consumers on what to ask their doctor, dentist, etc.
Performance Target 3.5	Expand programs to reduce needle-transmitted diseases.
Strategy 3.5.1	Identify NYSDOH AIDS Institute Syringe Exchange Program(s).
Strategy 3.5.2	Determine potential for expansion into Allegany County and investigate requirements.
Performance Target 3.6	Reduce opioid overdose deaths through increased Naloxone availability.
Strategy 3.6.1	Support Registered Opioid Overdose Programs by hosting local training sessions.

Strategy 3.6.2	Expand awareness of the Good Samaritan Law to encourage people to seek out medical attention for an overdose or for follow-up care after naloxone has been administered.
Performance Target 3.7	Raise community awareness about the dangers of opioid addiction, sign and symptoms of misuse/abuse, and treatment resources.
Strategy 3.7.1	Draft, finalize and distribute educational materials that can be distributed in community settings and direct marketing sites.
Strategy 3.7.2	Utilize appropriate social media venues to share information.
Strategic Priority 4. To support long-term recovery for individuals struggling with heroin and opioid addiction and provide resources for those impacted by a loved-one's addiction.	
Performance Target 4.1	Enact a community-based Recovery Coach Program to provide peer support to individuals seeking recovery from alcohol and other drugs to develop a recovery plan and initiate/sustain the person in their recovery journey.
Strategy 4.1.1	Identify funding to support a Recovery Coach Program.
Strategy 4.1.2	Establish Recover Coach Program guidelines, policies and procedures. Seek a community-based organization to adopt the program and lead efforts.
Performance Target 4.2	Improve social integration and community connections for those living in recovery resulting in robust recovery-oriented services, opportunities for personal growth, and opportunities to positively contribute to the community.
Strategy 4.2.1	Create an asset map of current social support system(s) and sober community activities. Conduct a gaps analysis.
Strategy 4.2.2	Increase availability and frequency of social supports and activities utilizing current community infrastructure.
Strategy 4.2.3	Identify and address barriers that may prevent individuals from seeking social support from achieving success.
Strategy 4.2.4	Investigate model programs that have proven effective in rural communities.

Performance Target 4.3	Reduce stigma associated with opioid addiction through a multicomponent stigma prevention campaign.
Strategy 4.3.1	Expand JustTellOne.org as an educational and awareness campaign that address addiction-related stigma including the four-point approach recommended via ‘Changing the Conversation’ (Center for Substance Abuse Treatment 2000).
Strategy 4.3.2	Continue to collaborate with other coalitions to expand the JustTellOne.org campaigns (ie: Servers of Hope, Schools and Universities Campaigns, etc.).
Strategy 4.3.3	Support Celebrate Recovery as it is a stigma breaker and is open to anyone.
Performance Target 4.4	Build greater public acceptance and understanding that recovery is real and celebrate those who support individuals in recovery.
Strategy 4.4.1	Develop a holistic, integrated approach that maximizes already existing resources and promotes the addition of more groups to serve smaller population areas (ie: Celebrate Recovery, AA, NA, etc.).
Strategy 4.4.2	Plan and implement a Recovery Month Campaign.
Strategy 4.4.3	Cross-collaborate with other coalitions (Suicide Prevention Coalition, Partners for Prevention in Allegany County).
Performance Target 4.5	Increase caregiver resources and services for those impacted by a loved-one’s addiction.
Strategy 4.5.1	Support a caregiver educational program for those wishing to learn about opioid misuse/abuse.
Strategy 4.5.2	Support a caregiver support group for individuals impacted by a loved-one’s opioid misuse/abuse.
Strategy 4.5.3	Advocate for greater support for kinship caregivers due to opioid misuse/abuse.

Performance Target 4.6 Increase resource for families of people who are incarcerated and addicted.

Strategy 4.6.1 Develop a cooperative protocol to promote inmates attending and then transferring from Celebrate Recovery Inside to the regular Celebrate Recovery on the outside

Strategy 4.6.2 Build the skills of family members who can be a primary support for inmates on how to assist without enabling.

Strategy 4.6.3 Increase awareness and access to support resources for the family.

Performance Target 4.7 Identify opportunities to provide support and accountability for those in recovery by offering coordinated comprehensive services and efficient access to resources, including both mandated and non-mandated programs.

Acronym List

AA	Alcohol Anonymous
ACASA	Allegany Council on Alcohol and Substance Abuse
ACE	Adverse Childhood Experience
ARIDE	Advanced Roadside Impaired Driving Enforcement
ATOD	Alcohol, Tobacco and Other Drugs
CME	Continuing Medical Education credits
MAT	Medication Assisted Therapy
NA	Narcotics Anonymous
NYSDOH	New York State Department of Health
OD	Overdose
OASAS	Office of Alcoholism and Substance Abuses Services
PPAC	Partners for Prevention in Allegany County
SADD	Students against Destructive Decisions
SBIRT	Screening, Brief Intervention and Referral to Treatment
TIC	Trauma Informed Care
TRIAD	Older adult safety coalition consisting of older adults representing each community in the County, the Office for the Aging, and law enforcement.