

Waging the War Against the Devil in Scioto County: A Grassroots Response to Prescription Drug Abuse in a Rural Community



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How did Scioto County become the epicenter of the prescription drug epidemic in Ohio?



**PORSCMOUTH AREA
Chamber
of Commerce**

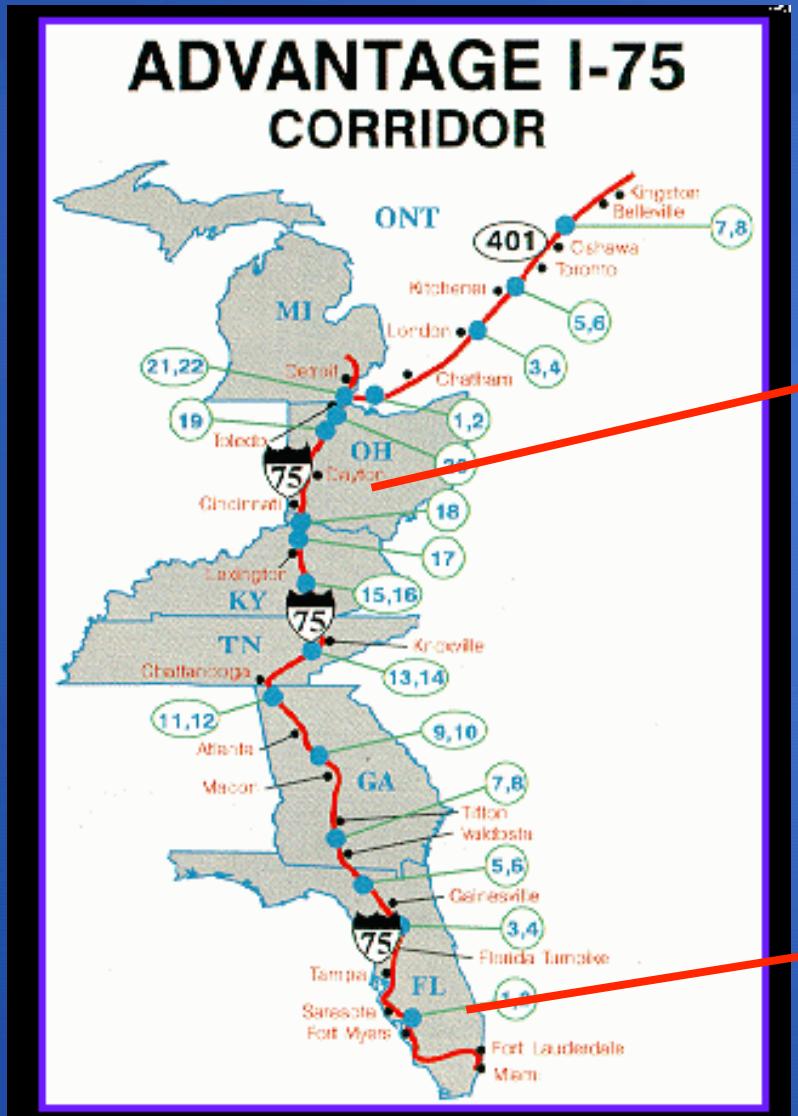
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Welcome to Portsmouth & Scioto County, Ohio

Enter

A collage of various photographs arranged in a grid. The images include a view of a building with a flag, a boat on water, a speaker at a podium, a bridge with the word "Ohio" on it, a person in a yellow vest, a fireworks display, a group of people at an event, a person in a green jacket, and a large industrial structure. The overall theme is the promotion of the Portsmouth area and its chamber of commerce.

Oxy Express



Scioto County 2010

- On DEA list of top 10 places for prescription pill trafficking
- 360% increase in fatal drug overdoses in past 8 yrs
- 10 % of infants are born addicted
- Hepatitis C & addiction rates 5 X the national average

- Florida docs write 85% of the oxy scripts in the US

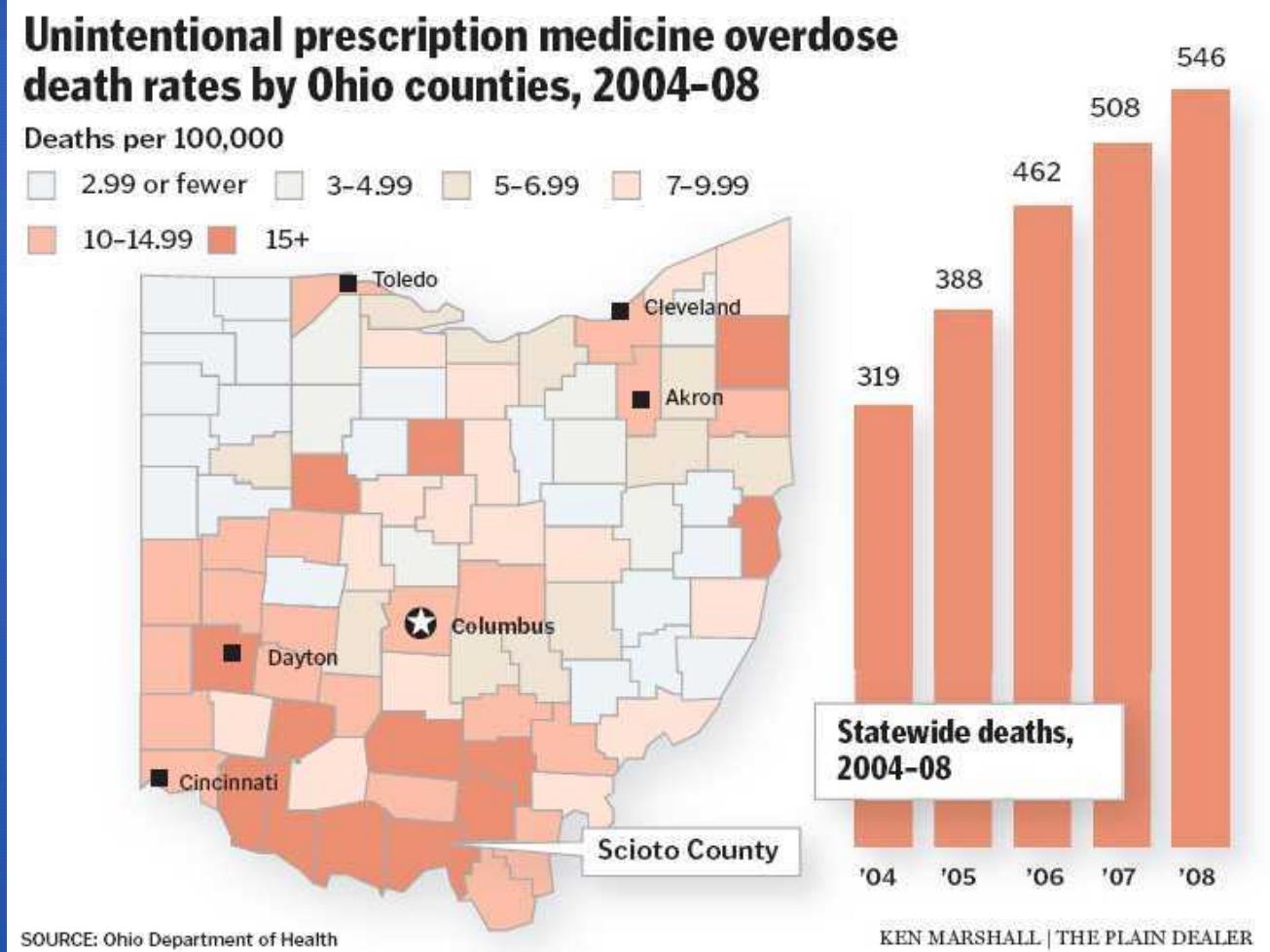
Two Decades of Pill Mills



50% of pain clinics are felon-owned

- 1992-2001 Dr. David Proctor becomes established “pill” doctor in South Shore, KY & opens 12 satellite clinics
- 2000 OxyContin appears in Portsmouth
- 2000 (March) Dr. John Lilly is arrested & sentenced to 5 years in prison
- 2003 Dr. Paul Volkman establishes a pain clinic in Portsmouth
- 2010 - 9 pain clinics are actively operating in Scioto county
- Portsmouth becomes known as “Broward County North”

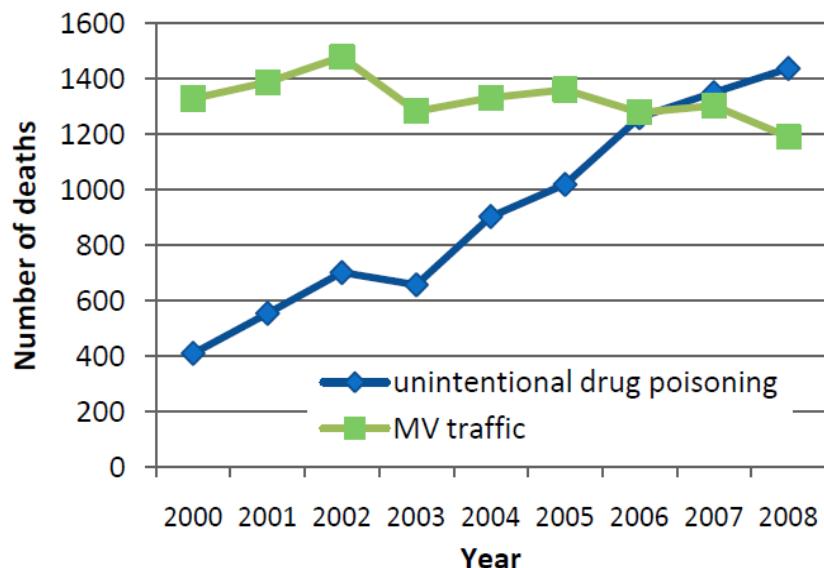
Using Data to Define the Problem



SOURCE: Ohio Dept. of Health, 2011

Injury Deaths in Ohio

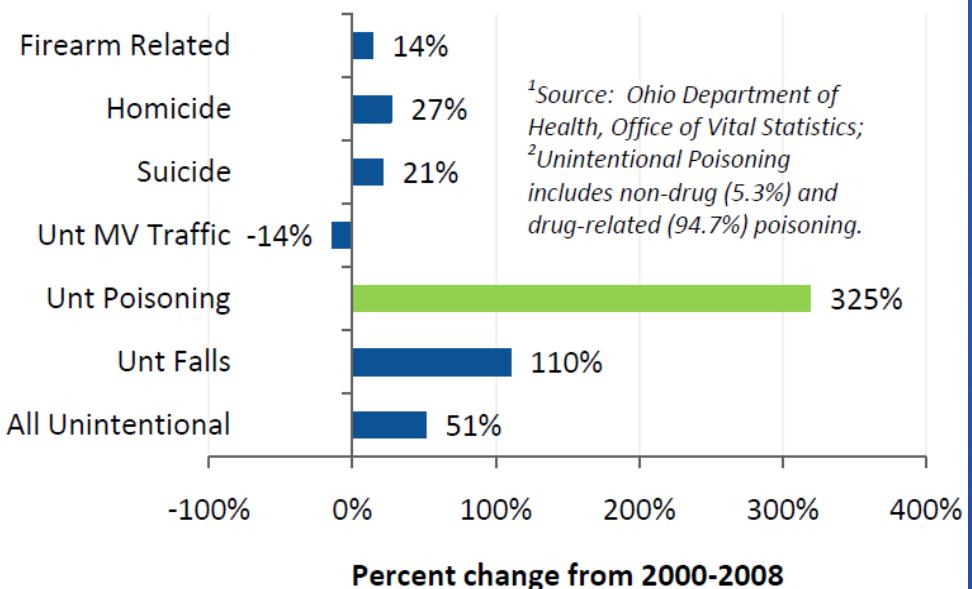
Figure 1. Number of deaths from MV traffic and unintentional drug poisonings by year, Ohio, 2000-2008^{1,2}



¹Source: Ohio Department of Health, Office of Vital Statistics

²Source: Ohio Department of Public Safety

Figure 2 . Percent change in death rate per 100,000 for leading causes of injury, Ohio 1999-2008^{1,2}



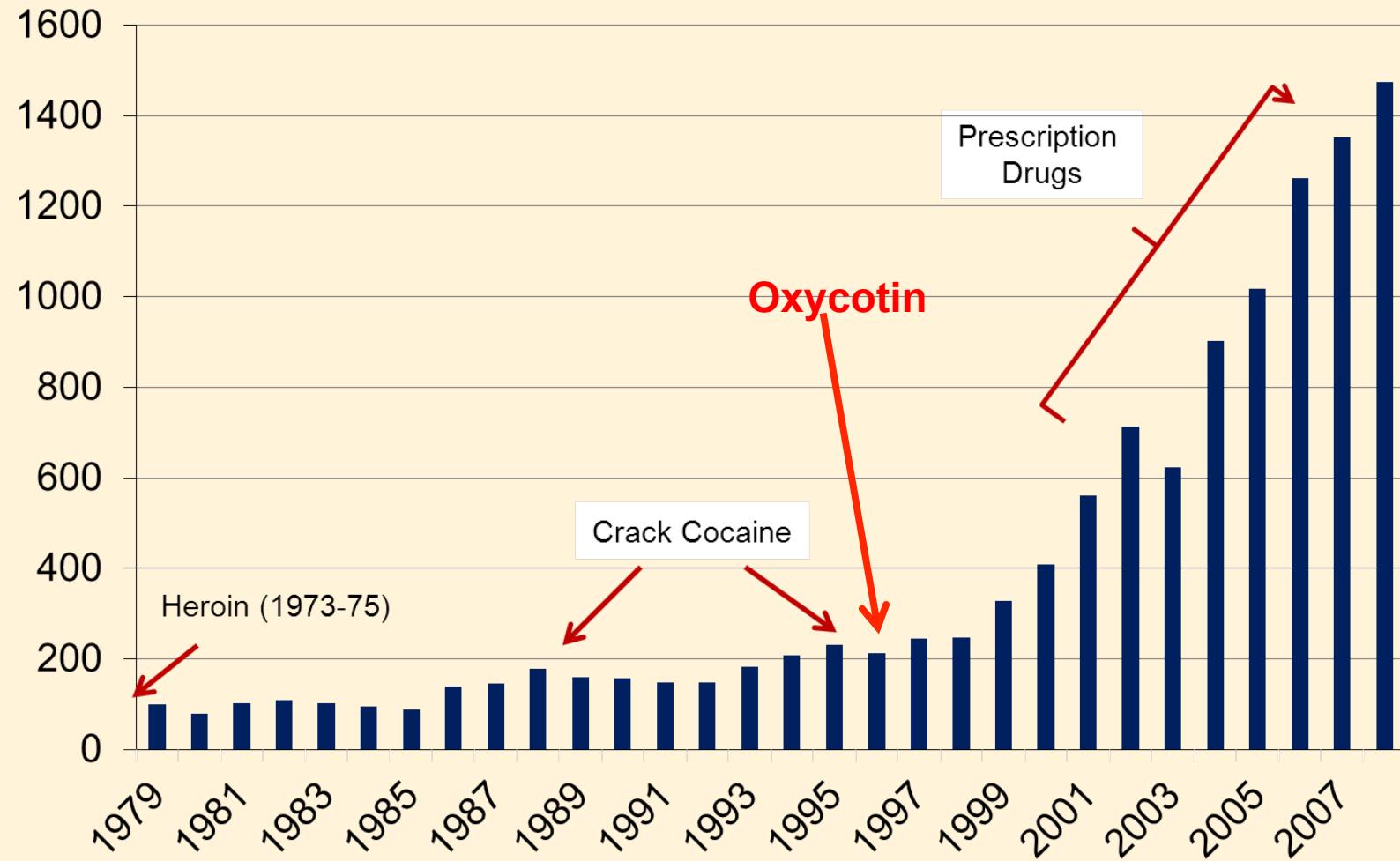
¹Source: Ohio Department of Health, Office of Vital Statistics;

²Unintentional Poisoning includes non-drug (5.3%) and drug-related (94.7%) poisoning.

SOURCE: Ohio Dept. of Health, 2011

Epidemics of unintentional drug overdoses in Ohio, 1979-2008^{1,2,3}

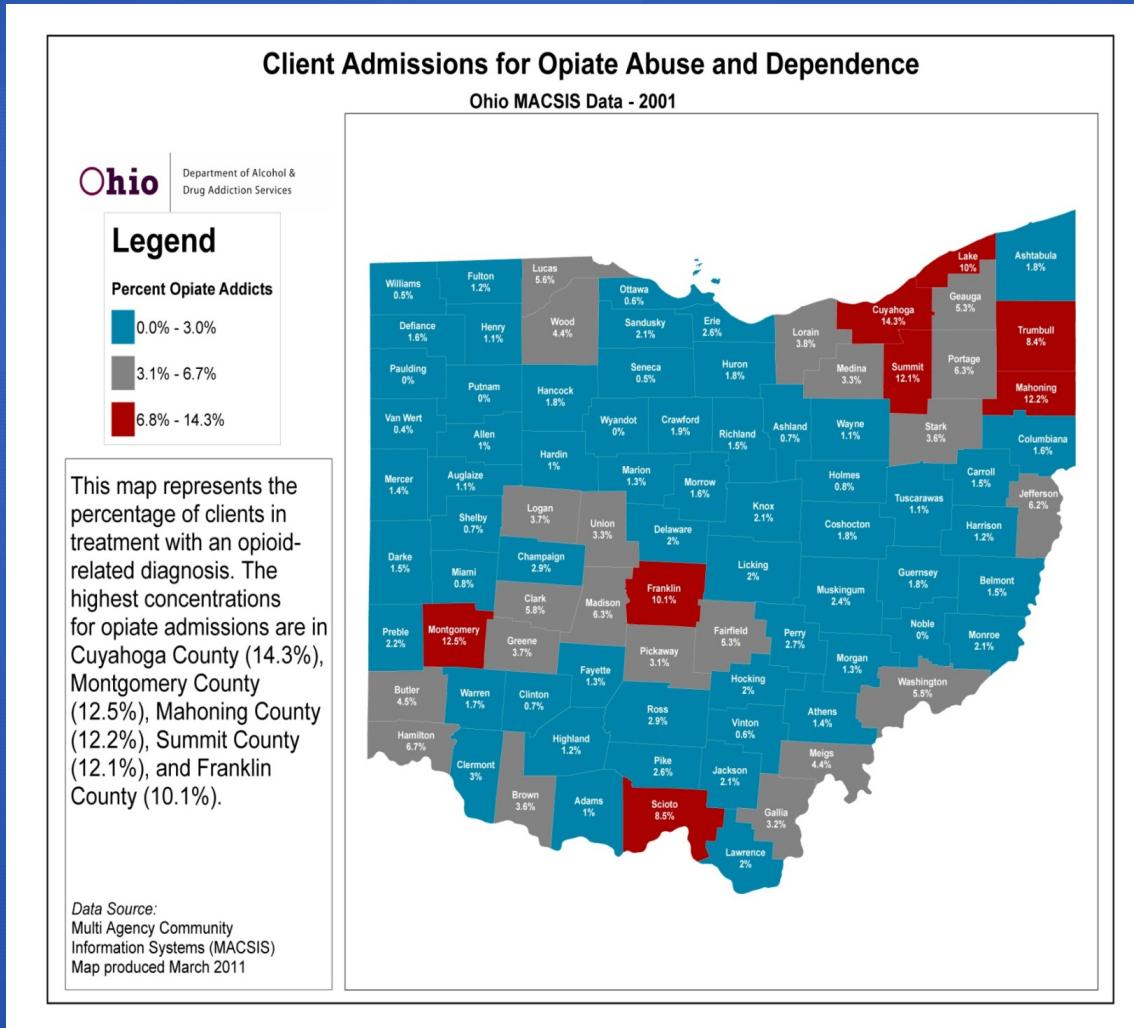
Slide prepared by Orman Hall, courtesy of ODADAS and Ohio Department of Health



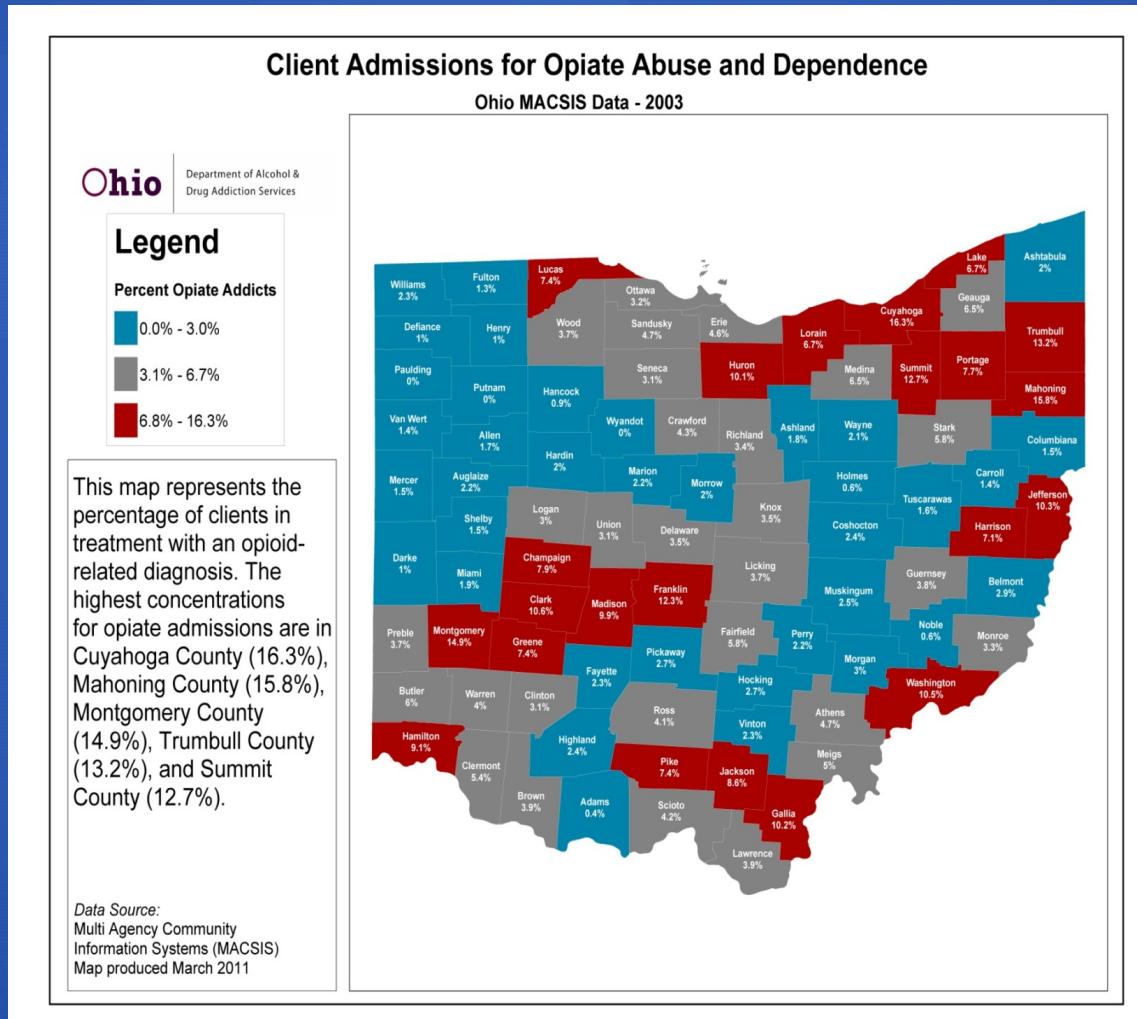
Source: ¹WONDER (NCHS Compressed Mortality File, 1979-1998 & 1999-2005) ²2006-2008 ODH Office of Vital Statistics,

³Change from ICD-9 to ICD-10 coding in 1999 (caution in comparing before and after 1998 and 1999)

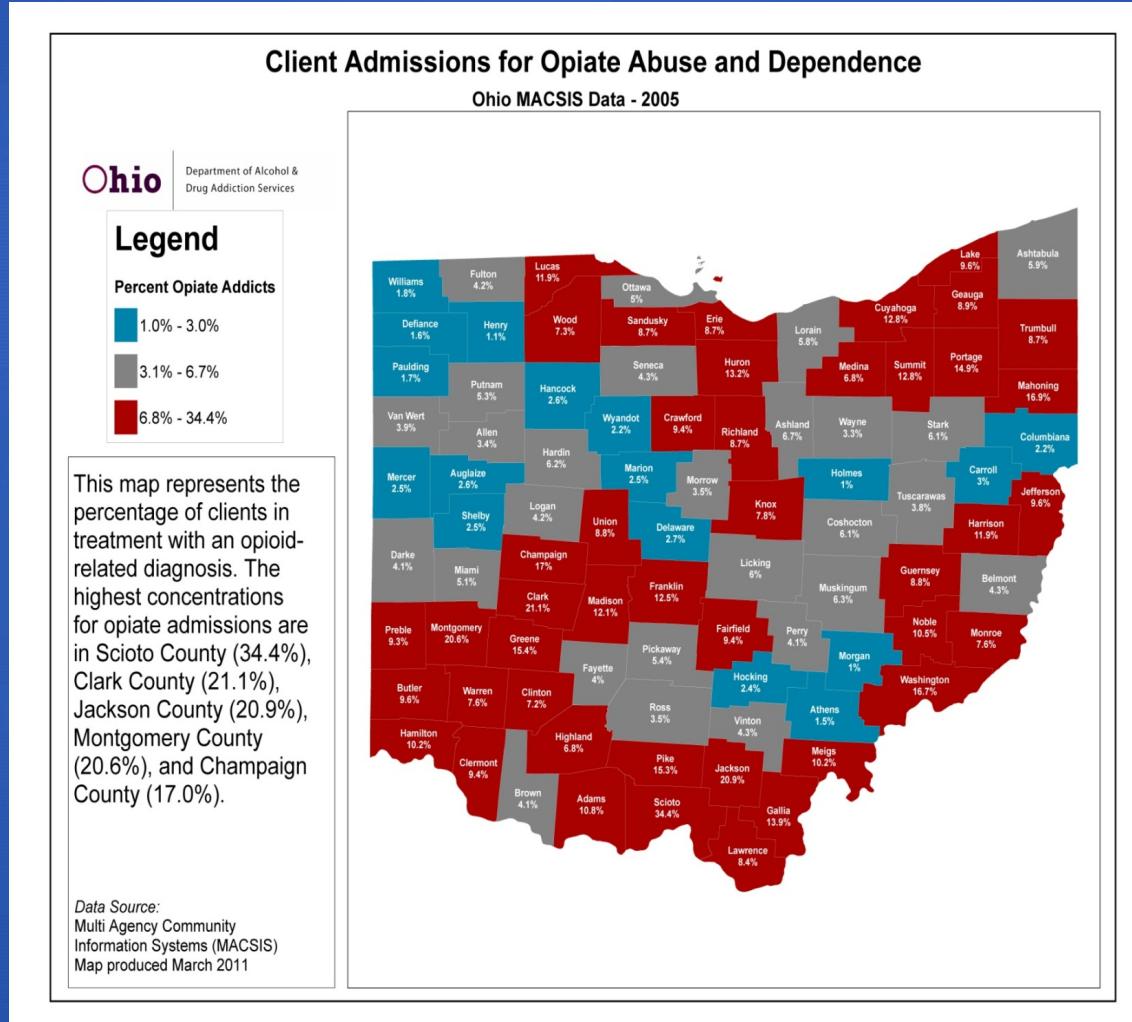
Ohio Data: Tx Admissions 2001



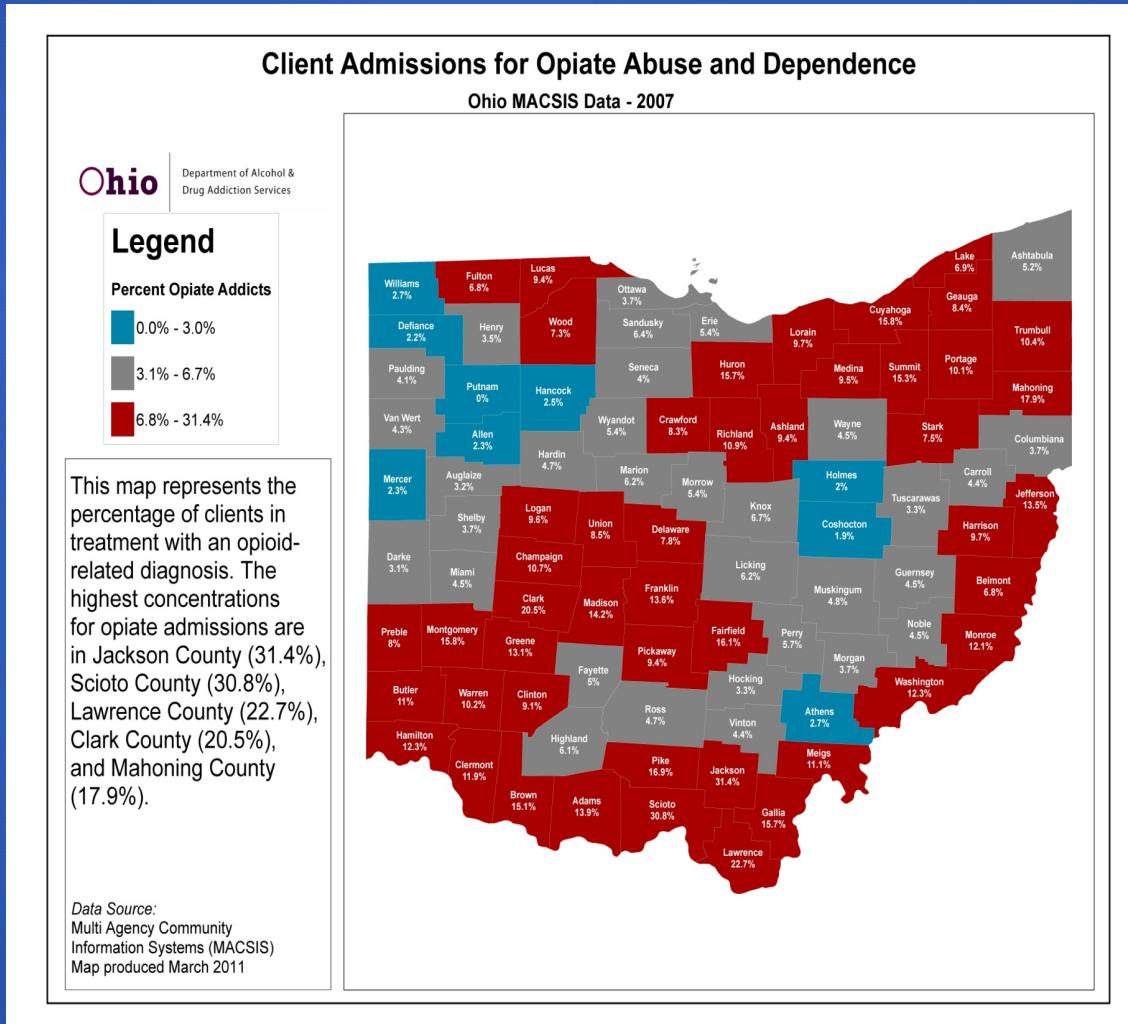
Ohio Data: Tx Admissions 2003



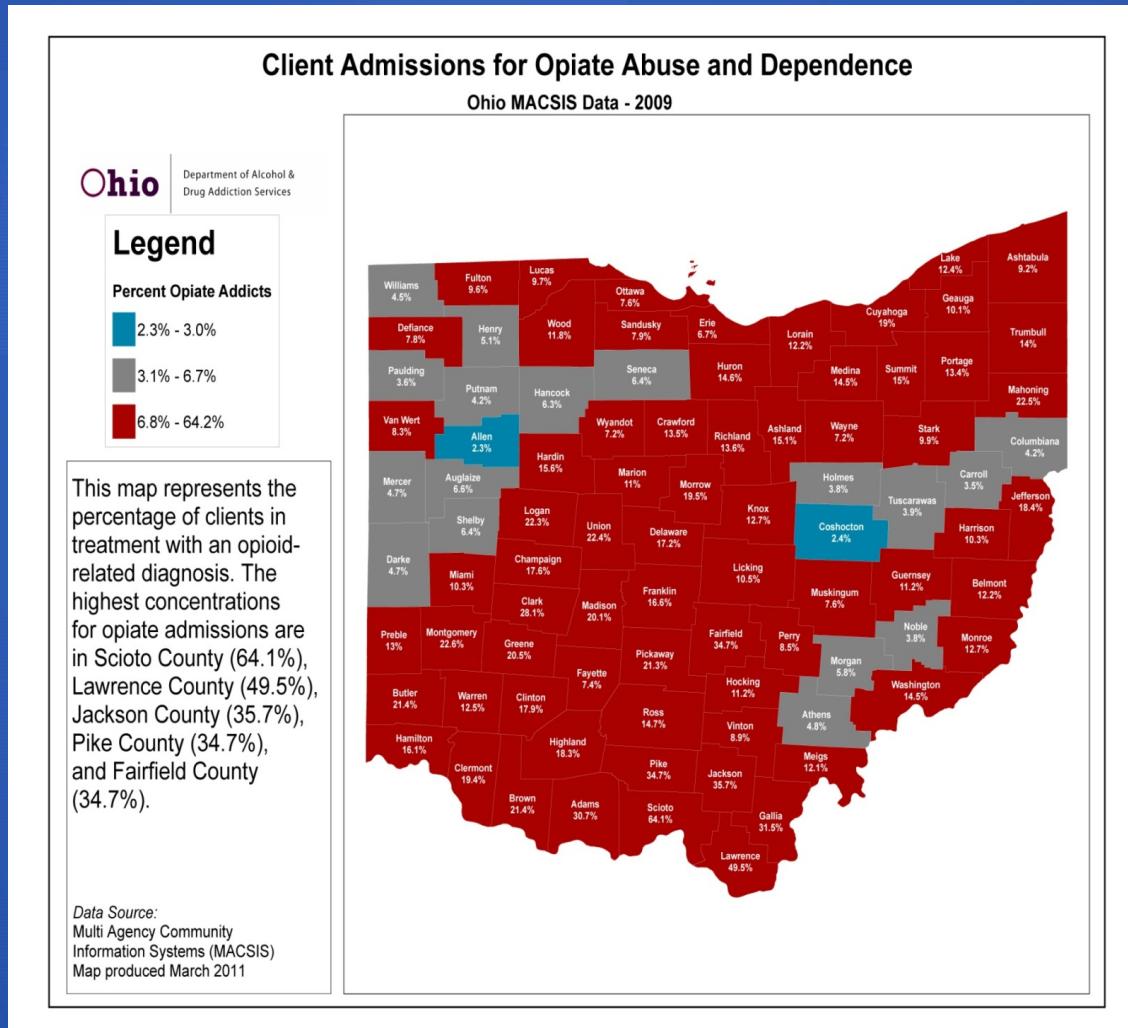
Ohio Data : Tx Admissions 2005



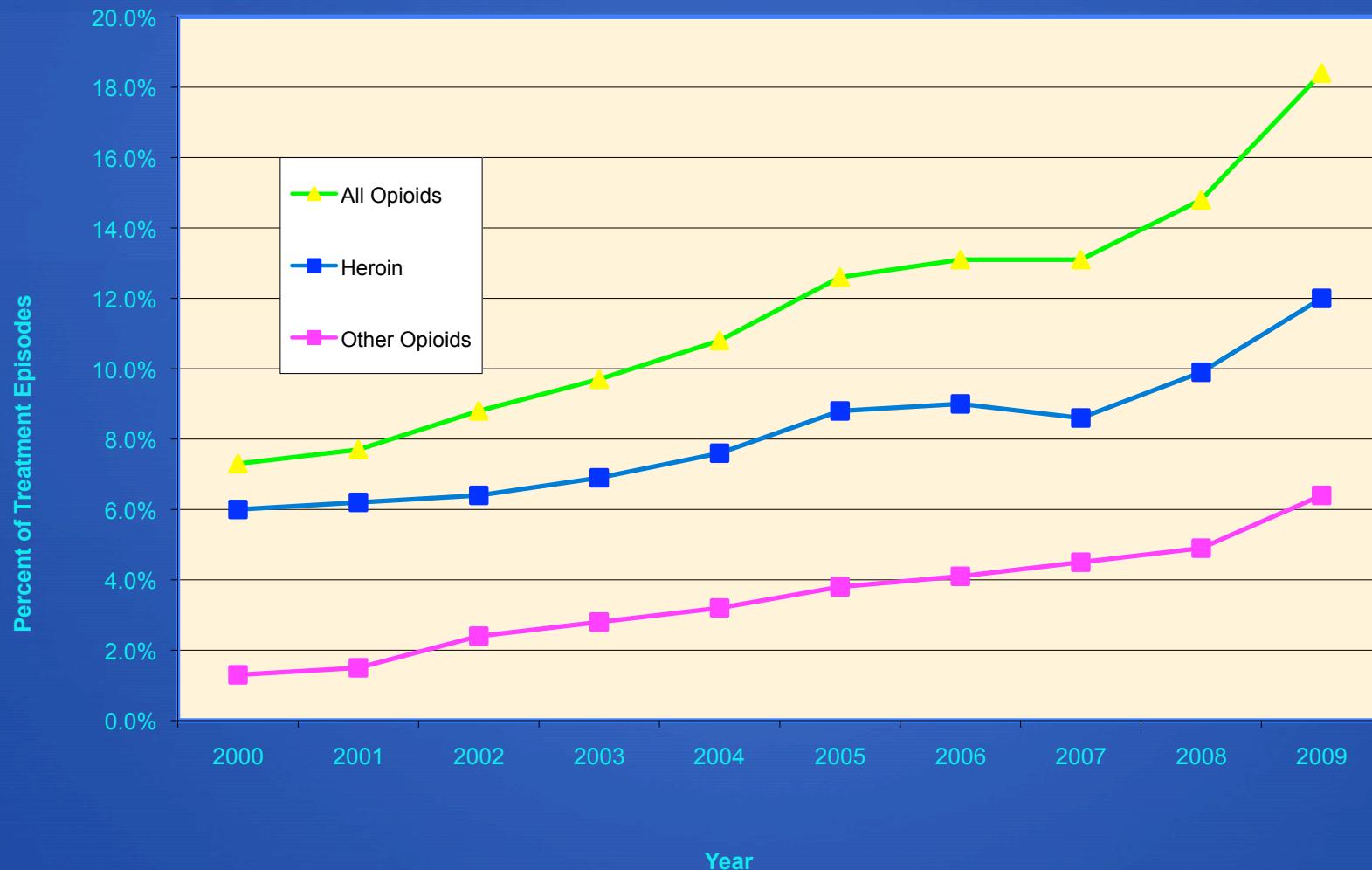
Ohio Data : Tx Admissions 2007



Ohio Data : Tx Admissions 2009



Opioid Treatment as Percent of All Treatment Episodes in Ohio, 2000-2009



Cost of Drug Overdoses

Estimated average annual costs of fatal and non-fatal,
hospital-admitted unintentional drug overdose in Ohio¹

Type of Costs	Fatal Costs ²	Non-fatal, hospital admitted costs ³
Medical	\$4.9 million	\$19.1 million
Work loss	\$1.2 billion	\$5.2 million
Quality-of-Life loss	\$2.2 billion	\$7.6 million
Total	\$3.5 Billion	\$31.9 Million

¹Source: Children's Safety Network Economics & Data Analysis Resource Center, at Pacific Institute for Research and Evaluation, 2005; ²Year 2004 Dollars, Based on 2004-2007 average Ohio incidence ³Year 2005 Dollars, Based on Year 2003 Ohio incidence

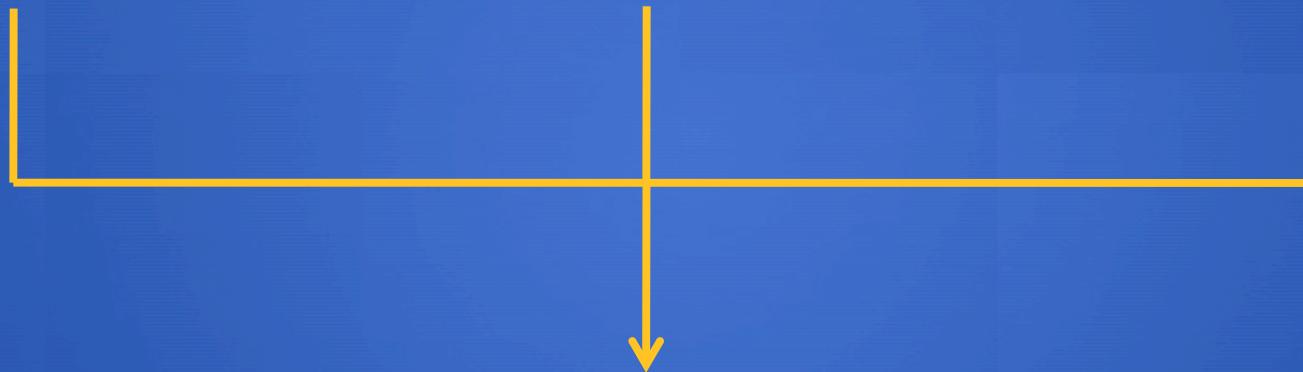
SOURCE: Ohio Dept. of Health, 2011

Partnerships

OH Dept. Health,
Injury & Violence
Prevention Program

OH Injury Prevention
Partnership

OH Dept. of Alc. &
Drug Addiction Services



Prescription Drug Abuse Action Group

SOURCE: Ohio Dept. of Health, 2011

Communities Getting Involved



- A “Call to Action” (Oct. 2009)
- Three Town Halls (early 2010)
- Petitions to Governor
- *Community “Take Back” Project (2010)*

Scioto County says “Enough is enough!”

Community organizations put a face on addiction & express the emotional devastation of addiction

Grassroot Organizations

1) Fix the Scioto County Problem of Drug Abuse, Misuse, and Overdose

- 3,874 Members on Facebook, public forum to discuss prescription drug abuse & what is being done in the community to respond to the problem
- Meet as a community group, some overlap with Task Force



2) Portsmouth Ohio Rx Drug Action team

- Meets monthly, representatives from various State & local agencies attend

3) SOLACE

- Support group for people who have lost someone due to drug addiction or drug-related crimes



Grassroots Community Activities

- Pill mill protests
- Anti-drug patches for little league baseball team
- Share information, photos, & videos
- T-shirts
- “Be The Wall”
- National Day of Prayer
- Seven Marches in Seven Days
- Local pain clinic ordinances
- Tax levy to fund prevention efforts



“Pill Mill Farewell Tour 2010”



Scioto County Rx Drug Action Team

“BETHE WALL” Campaign



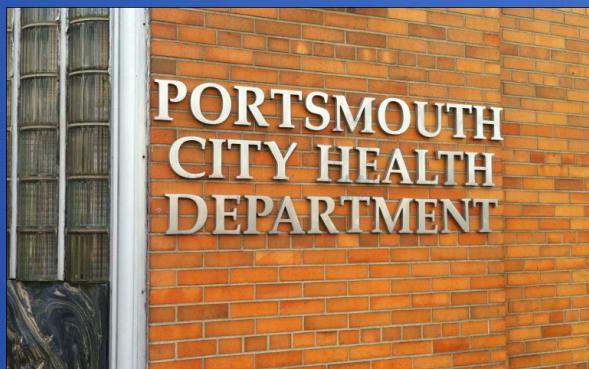
Addition as a Public Health Problem

Prescription drug abuse is declared a “Public Health Emergency”

“The reason why, we rank number two in the state of Ohio for unintentional prescription overdose deaths. We rank three fold the state average for Hepatitis C, ninety percent of what's going on in our courts with the prosecutors office, is prescription drug related.....we have no choice, we cannot turn our backs any longer. We have to develop a team, we have to develop a plan and step forward.”

--Aaron Adams, M.D.

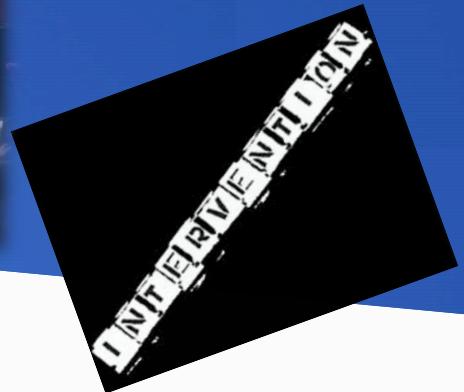
Jan. 2010



Gov. Kasich vows to drive the devil out of Scioto County



Hillbilly Heroin



Drug Czar Warns About
Prescription Painkillers

Americans take 80 percent of all
prescription painkillers taken in the
world

"A Town Addicted to Pain Killers"

Ohio County Losing Its Young to Painkillers' Grip (April 14, 2011)

Governor's Task Force

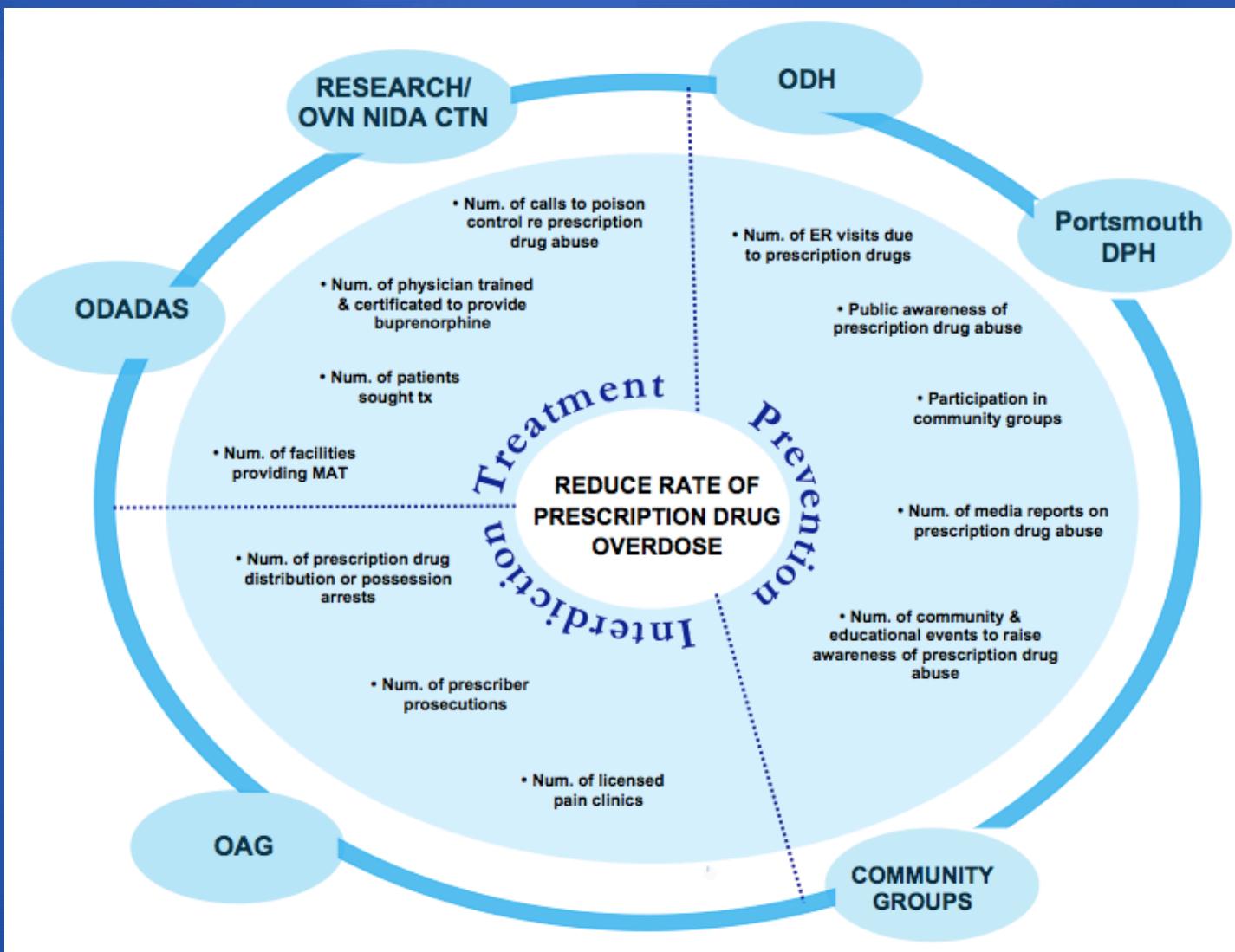
- Formed by Executive Order
- 33 members across various systems
- Recommends multi-prong strategy:
 - Law enforcement
 - Regulatory
 - Treatment
 - Public Health



Research & Dissemination

- **OVN activities to increase access to EBPs**
 - Buprenorphine physician training July 8th (Portsmouth) + presentation to the community
 - Buprenorpine physician & clinician training September 22nd (Cincinnati)
- **Research activities:**
 - Submitted grant to RWJ to study cross-system approach to reduce drug overdoses in OH
 - Submitted proposal to ODADAS to conduct pharmacotherapy clinical trial & program evaluation of a medical home for persons with substance use disorders

Working Across Systems



Research & Dissemination

- **Collaborating with various stakeholders:**

- Member of the Ohio Attorney General's Prescription Drug Abuse Advisory Council
- Member of the ODADAS Medication Assisted Treatment Research Workgroup
- Member of the ODADAS Criminal Justice Diversion and Behavioral Health Workgroup

..... *linking evidence with practice & policy*

???SENTENCING REFORM???

What else are we doing?

- Meeting with community groups, tx providers, ODASAS, ODH, etc.
- Networking with regional & national partners
- Presenting at symposium & community events (e.g., NDFW)
- Opioid overdose prevention?



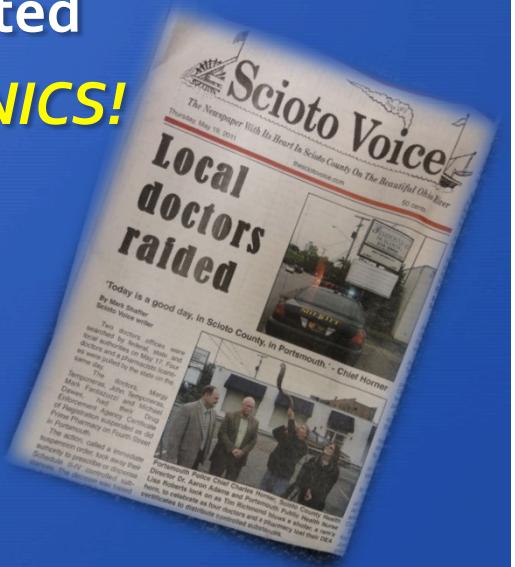
IMPROVING ACCESS TO EVIDENCE-BASED TREATMNT

Accomplishments – Aug. 2011



Accomplishments (Aug. 2011):

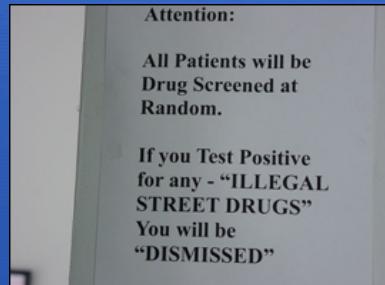
- **4 Physicians Licenses suspended by OSMB**
- **2 Pharmacies DEA suspended**
- **3 Clinic owners indicted**
- **1 Doctor convicted**
- **ZERO PAIN CLINICS!**



Law Enforcement

Attorney General's Office:

- Hired 2 new Asst. Attorney's that specialize in prescription drug cases
- Increasing training/education for police officers



House Bill 93

- “Pill Mill Bill” becomes law June 2011
- Medical Board education and Patient Safety Programs
- Requires Physician ownership, background checks on employees, allows immediate suspension of license for suspected misconduct
- Coroner’s report drug overdoses to Medical Board
- Eliminated “In-House” Pill Dispensaries
- Sets licensing standards for Pain Clinics
- Ohio Automated Rx Review System
- Drug take-back programs



Lessons Learned Collaborating Across Systems

- Some change is slow
 - Shutting down pill mills has happened, whereas expanding access to AOD tx has been very limited
 - Expanding access to MAT is problematic & communities need to buy-in
- Media attention helps drive stakeholder buy-in
- Support from the top-down is necessary, but you still need a local champion



Take Home Messages

- Prescription drug abuse has increased substantially locally & nationally
- Population-level health outcomes are the prerequisite for defining the problem
- The media can be used to achieve stakeholder buy-in & initiate system change
- Preventing prescription drug overdoses saves money
- National problems need national & local solutions, as well as local champions
- We need to expand our real & virtual social networks to make change effective

It takes a community, working together, to address prescription drug abuse

- ODADAS
- Ohio Department of Health
- Ohio Association of County Behavioral Health Authorities
- Ohio House of Representatives
- Ohio State Medical Association
- Ohio Pharmacy Board
- Ohio Poison Control Collaborative
- U.S. Attorney, Southern District of Ohio
- Ohio Attorney General's Office
- Ohio Bureau of Workers' Compensation
- Ohio Dental Board
- Ohio Department of Public Safety
- Ohio Public Health Association
- Ohio Pharmacist Association
- Ohio Medical Board
- The Ohio Council of Behavioral Health & Family Services Providers

