

Prevention: Sustaining Our Focus in a Year of Change

Frances M. Harding, Director
Center for Substance Abuse Prevention
Substance Abuse and Mental Health Services Administration
U.S. Department of Health and Human Services

National Prevention Network Conference
Boston, MA — August 29, 2018



SAMHSA
Substance Abuse and Mental Health
Services Administration

Objectives

- Provide an overview of data and trends in substance use and pressing concerns, including the opioid crisis.
- Review SAMHSA's efforts to address substance abuse.
- Discuss how evidence-based strategies are key to addressing the opioid crisis.

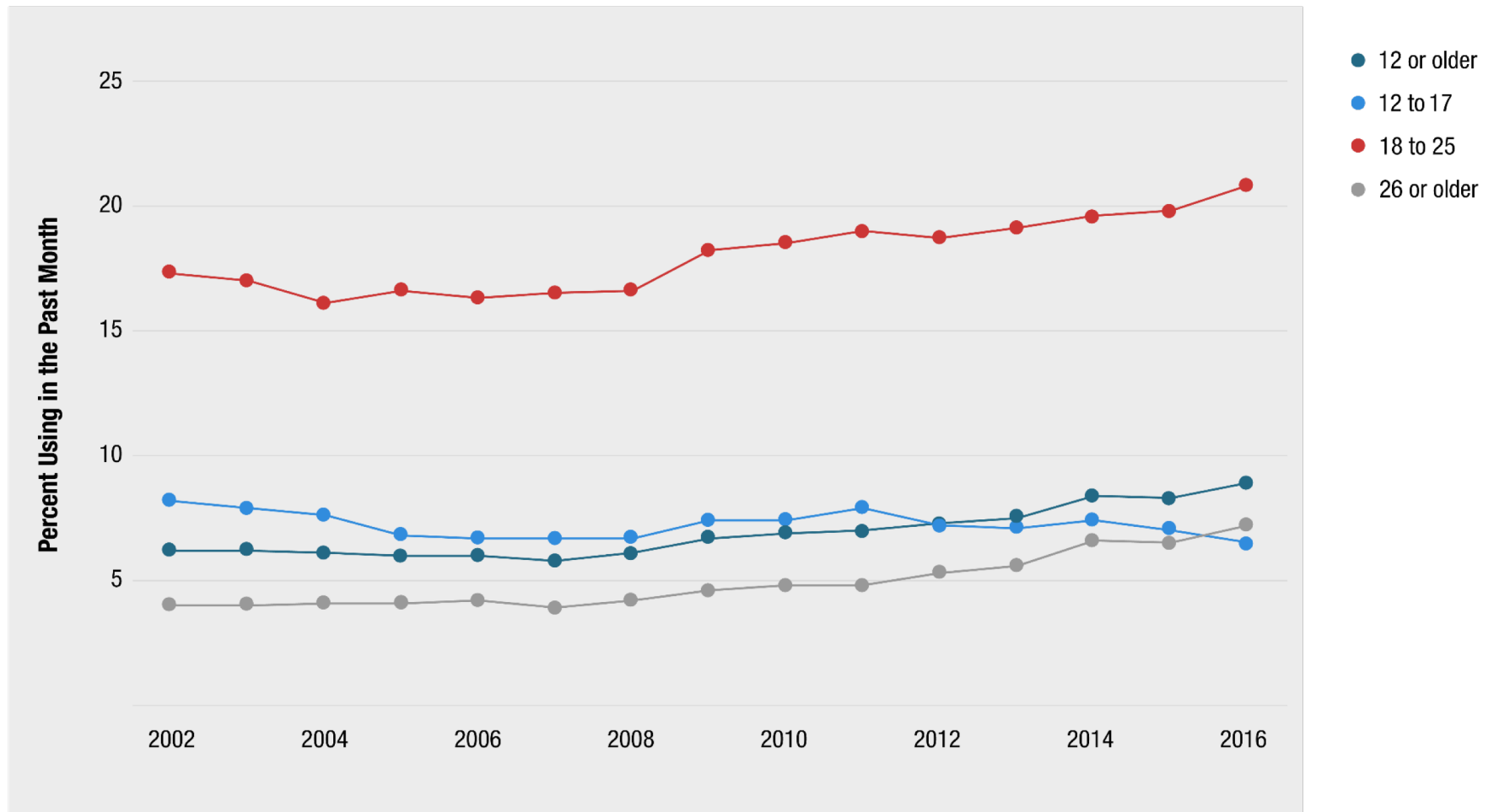
Trends in Death Rates for Different Substances

- **Heroin:** Heroin-involved overdose deaths more than quadrupled between 2010 and 2015.
- **Synthetic opioids (e.g., fentanyl)*:** 79 percent increase in deaths between 2014 and 2015.
- **Psychostimulants[†]:** 255 percent increase in deaths since 2005.
- **Cocaine:** 25.2 percent increase in deaths between 2014 and 2015.
- **Marijuana:** 38 percent increase in the number of monthly marijuana users over the past 10 years.

Source: U.S. Department of Justice, Drug Enforcement Administration (2017).

Marijuana Use on the Rise

Past-Month Marijuana Use among People Ages 12 and Older



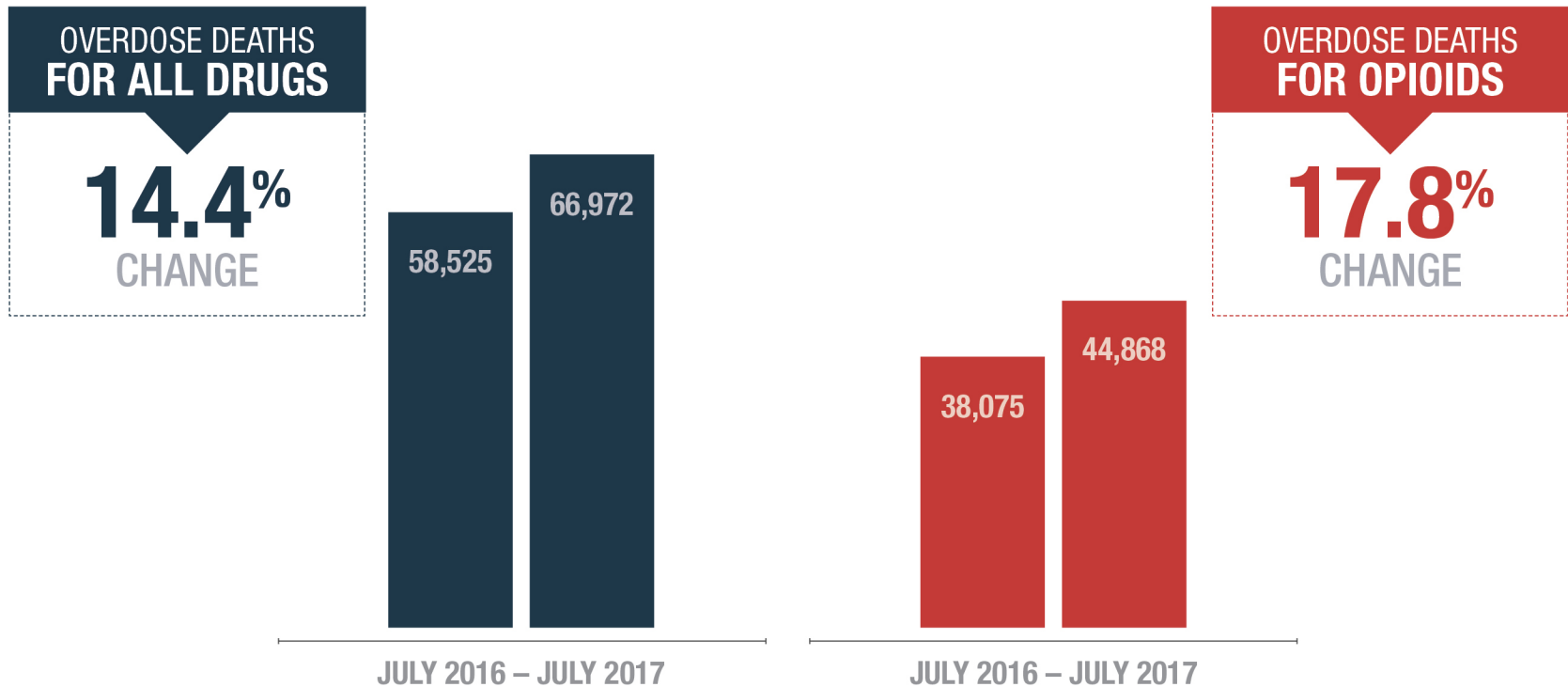
Source: CBHSQ, SAMHSA (2017).

Electronic Cigarettes and Vaping

- According to the 2015 National Youth Tobacco Survey:
 - 13.5 percent of middle school and 37.7 percent of high school students had tried e-cigarettes
 - Past-30-day use for students in grades 6–12 had increased from 1.1 percent in 2011 to 11.3 percent in 2015
- 81.5 percent of current youth e-cigarette users said they used e-cigarettes “because they come in flavors I like.”
 - An estimated 7,700 unique flavors exist—most of them candy- or fruit-flavored.
 - Youth choose flavored cigarettes and cigars more than adults.

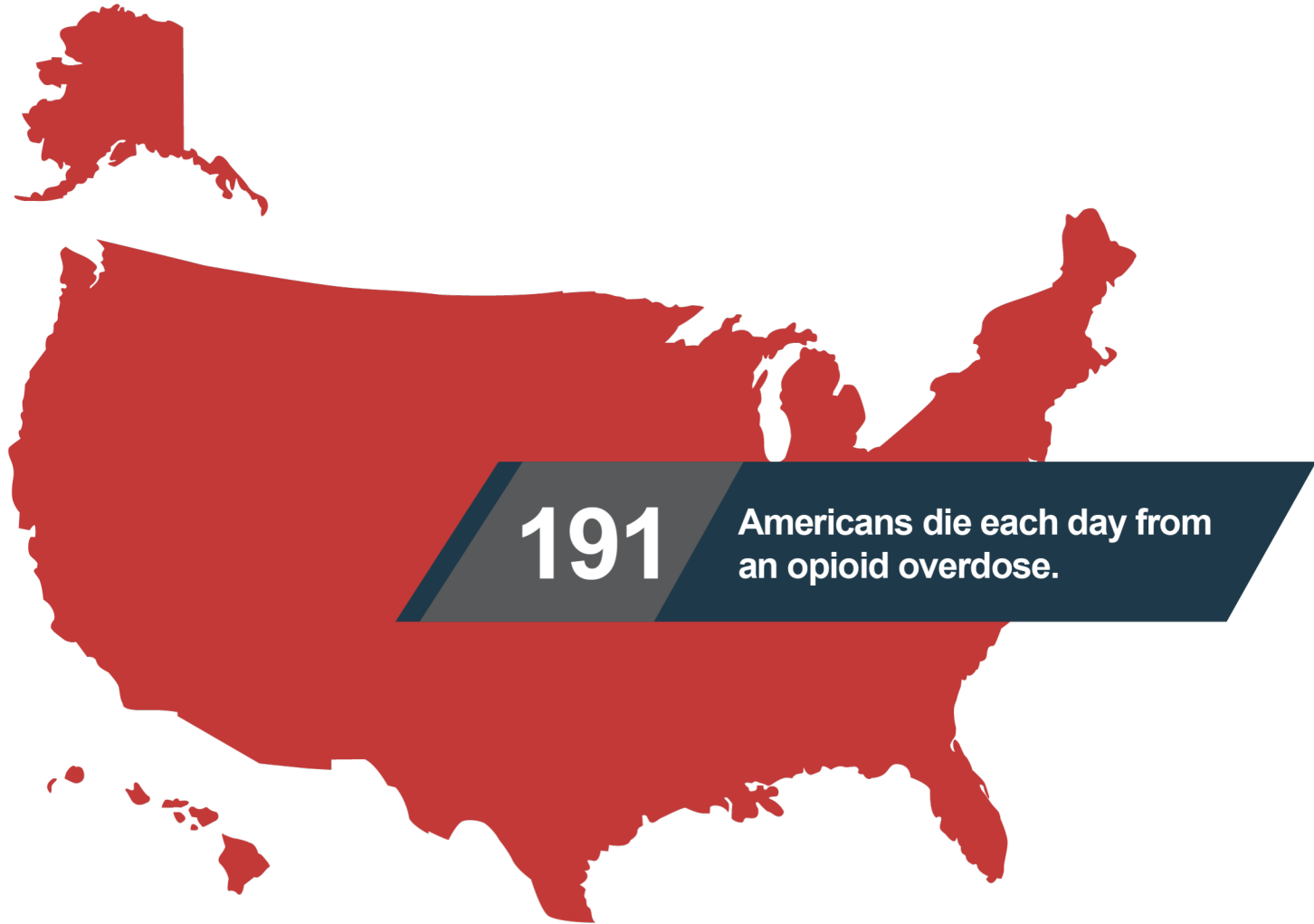
Source: U.S. Department of Health and Human Services (2016).

Overdose Deaths: A Comparison



Source: Ahmad, Rossen, Spencer, Warner, & Sutton (2018).

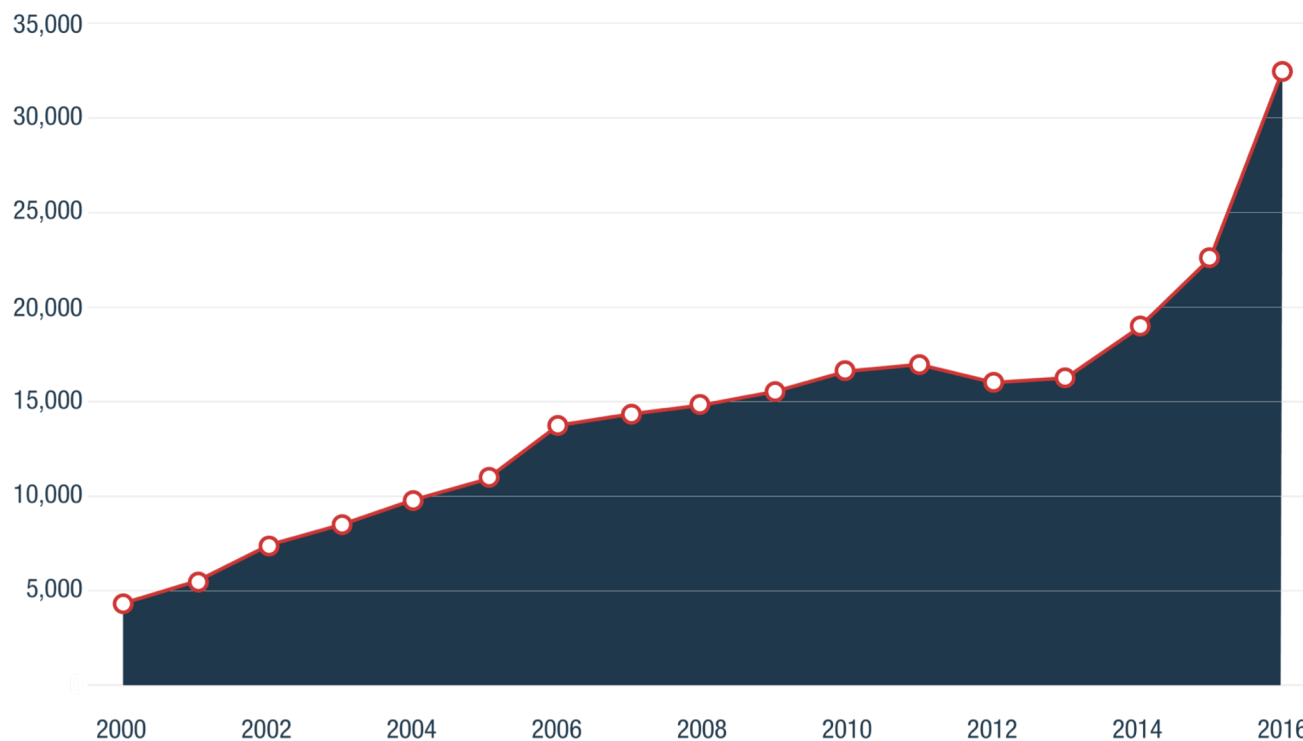
Deaths Due to Opioid Overdose



Source: National Center for Health Statistics (2018).

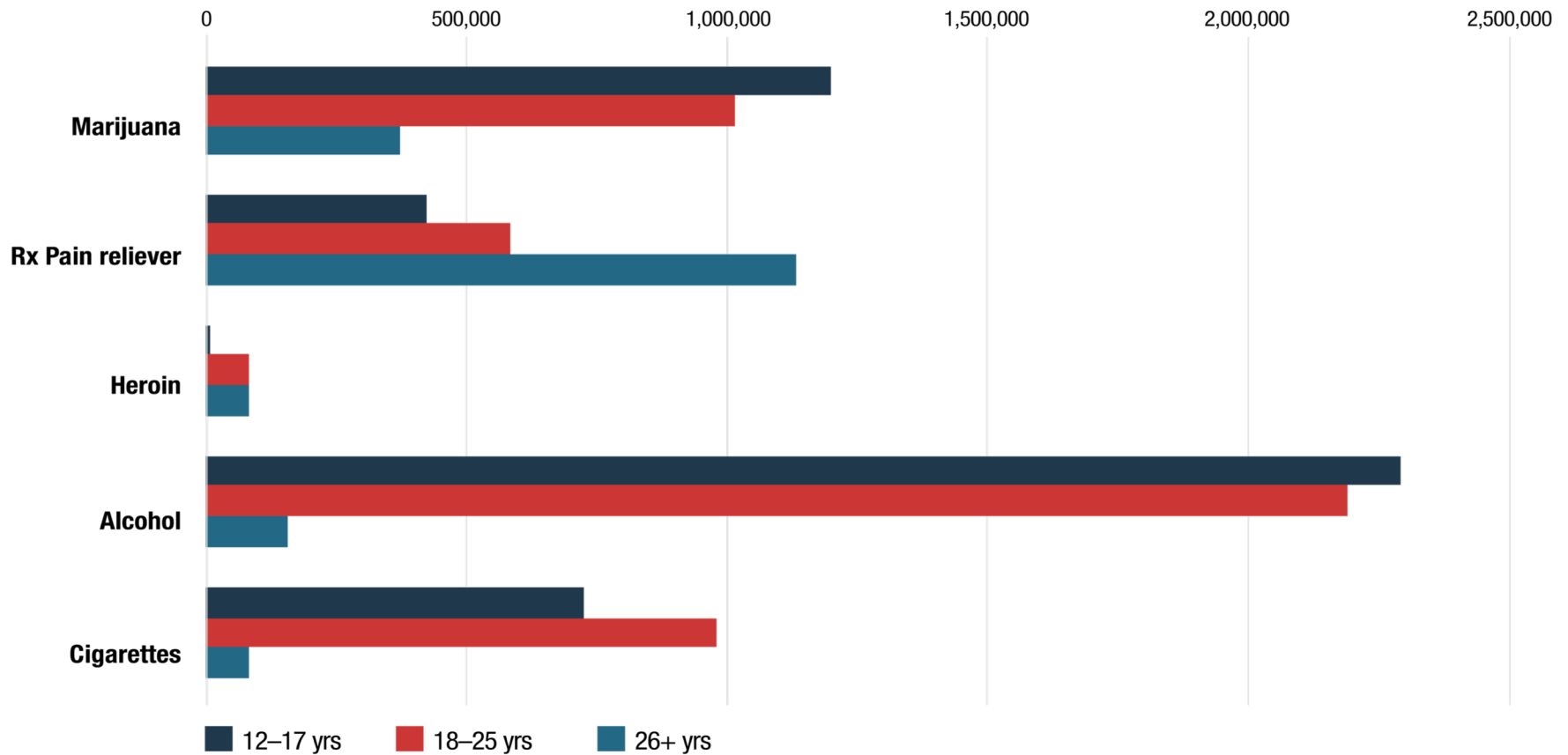
Prescription Opioid Overdose Death Rates

Prescription Opioid Overdose Deaths and Death Rate per 100,000 Population (Age-Adjusted)



Source: Centers for Disease Control and Prevention and National Center for Health Statistics (2018).

Past-Year Initiates of Substances by Age Group

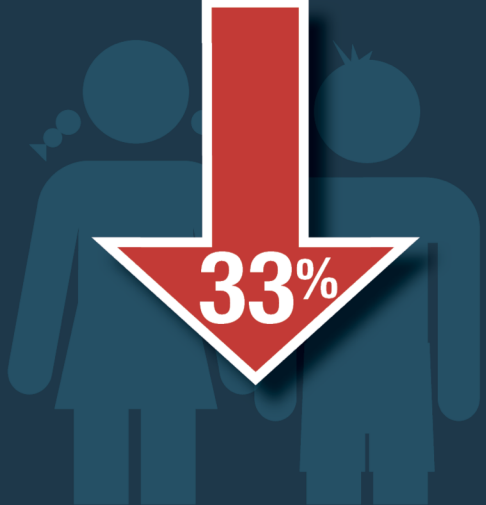


Source: Substance Abuse and Mental Health Services Administration (2017).

Underage Drinking Prevention Success



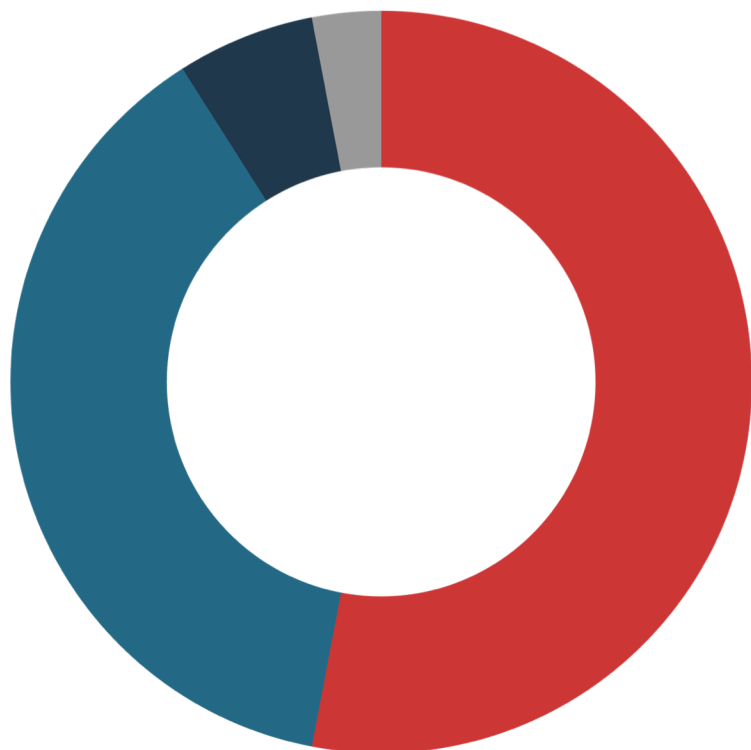
The minimum legal drinking age (MLDA) of 21—
now the law in all states and the District of Columbia—
HAS SAVED AN ESTIMATED 31,417 LIVES SINCE 1975,
when states first began adopting such laws.



For example, past-month underage alcohol
USE HAS DROPPED BY ONE-THIRD SINCE 2004.

Sources: National Highway Traffic Safety Administration (2018); Substance Abuse and Mental Health Services Administration (2017).

Sources of Prescription Pain Relievers



How people ages 12 and older obtained prescription pain relievers for most recent misuse:

53% Received, purchased, or taken from a family member or friend

38% Prescribed by or stolen from a health care provider

6% Bought from a drug dealer or stranger

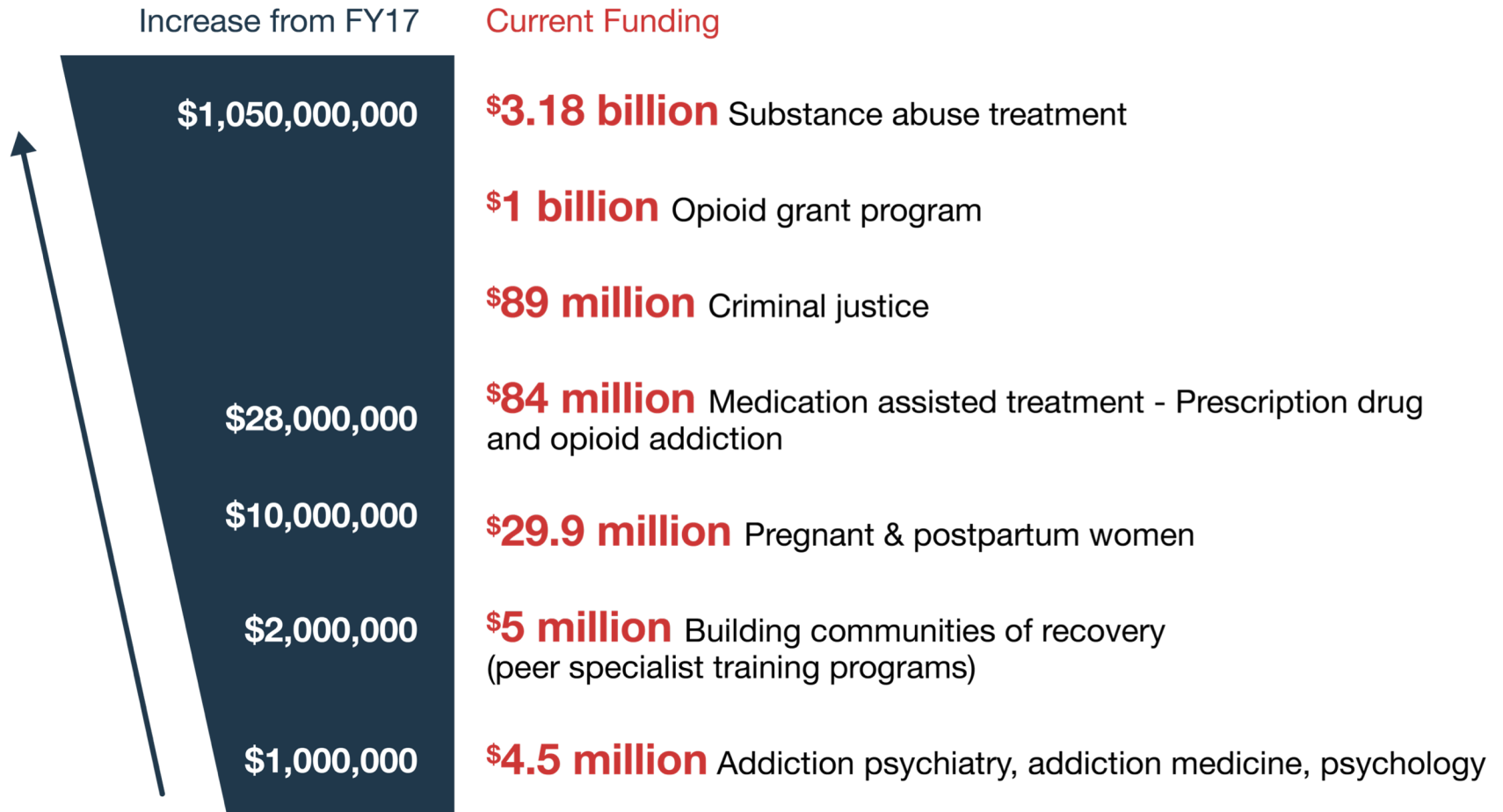
3% Other

Source: SAMHSA (2017).

Learning From Experience

- Focus on multiple issues at once.
- Develop public awareness campaigns that appeal to different unique audiences.
- Evaluate efforts to determine what has worked and how to improve what hasn't been successful.

FY18: Increased Resources



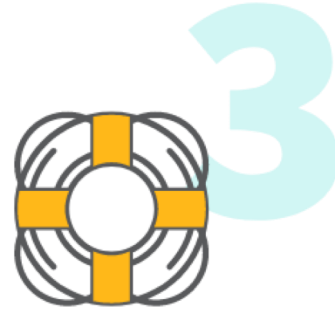
HHS 5-Point Strategy to Combat the Opioid Crisis



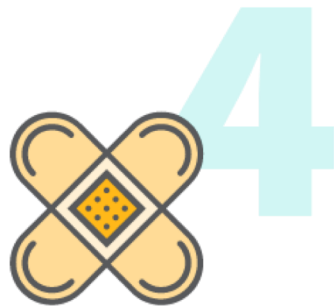
**Better
addiction,
prevention,
treatment, and
recovery
services**



Better data



**Better pain
management**



**Better targeting of
overdose reversing
drugs**



Better research

SAMHSA/HHS Programs to Address the Opioid Crisis

- State Targeted Response (STR) grants to states
- State Opioid Response (SOR) Program
- Block grants to states
- Naloxone access/First responders/Peers
- Pregnant and postpartum women/neonatal abstinence syndrome
- Criminal justice programs
- Recovery housing
- Training programs
- Family inclusion in medical emergencies

Prevention Grant Programs

- First Responders – Comprehensive Addiction and Recovery Act (FR-CARA)
- Community-Based Coalition Enhancement Grants to Address Local Drug Crises
- Strategic Prevention Framework – Partnerships for Success (SPF-PFS) *2018 round – UAD and up to two other priorities
- Strategic Prevention Framework – Prescription Drugs (SPF-Rx)
- Grants to Prevent Prescription Drug/Opioid Overdose-Related Deaths (PDO)
- Improving Access to Treatment
- State Targeted Response to the Opioid Crisis Grants (Opioid-STR)
- State Opioid Response Grants (SOR)

Evidence-Based Practices (EBP) Resource Center

- Serves as part of a comprehensive approach to identify and disseminate EBPs
- Represents the latest clinically sound and scientifically based policies, practices, and programs on mental health and substance use
- Provides useful tools for use in community and clinical settings

SAMHSA's Technical Assistance Approach

- Moving away from a contractor-driven approach to grantee-specific TA
- Emphasis on use of local expertise and experience
- Additional funds to grantees to procure TA services

SAMHSA: Technical Assistance and Training

EVIDENCE-BASED, LOCAL TRAINING, NATIONWIDE SCOPE

Evidence-Based Practice Repository in NMHSUPL

National Technical Assistance/Training Centers:

State Targeted Response to Opioids, Providers' Clinical Support System for Medication Assisted Treatment, Clinical Support System for Serious Mental Illness, National Child Traumatic Stress Network, National Center on Substance Abuse and Child Welfare, Center for Integrated Health Services, Veterans, GAINS (Criminal Justice), Disaster, Social Inclusion/Public Education, SOAR

Combined Efforts at the Regional, State, and Local Levels Oriented to All Health Professionals

Regional Prevention, Addiction, Serious Mental Illness, Collaborating Technology Transfer Centers



Technology Transfer Centers



Prevention Technology Transfer Centers (13 PTTCs)

- National coordinating center (\$500K)
- 10 regional centers (up to \$600K each)
- Tribal Affairs center (up to \$500K)
- Hispanic and Latino center (up to \$500K)

Mental Health Technology Transfer Centers (13 MHTTCs)

- National coordinating center (up to \$600K)
- 10 regional centers (up to \$745,454 each)
- Tribal Affairs center (up to \$500K)
- Hispanic and Latino center (up to \$500K)



Addiction Technology Transfer Center Network (17 ATTCs)

- Network coordinating office
- 10 regional centers
- 6 international centers



ATTC

Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Federal Commission on School Safety

- Created in March 2018, lead by the Secretary of Education together with the Attorney General, Secretary of Health and Human Services, Secretary of Homeland Security, and subject matter experts.
- Recommendations to include a range of issues, such as social emotional support, effective school safety infrastructure, discussion of minimum age for firearms purchases, and the impact that videogames and the media have on violence.

What Health Communications Can Do

Raise awareness

Increase knowledge

Influence attitudes and norms

Show benefit of behavior change

Reinforce knowledge, attitudes, and behaviors

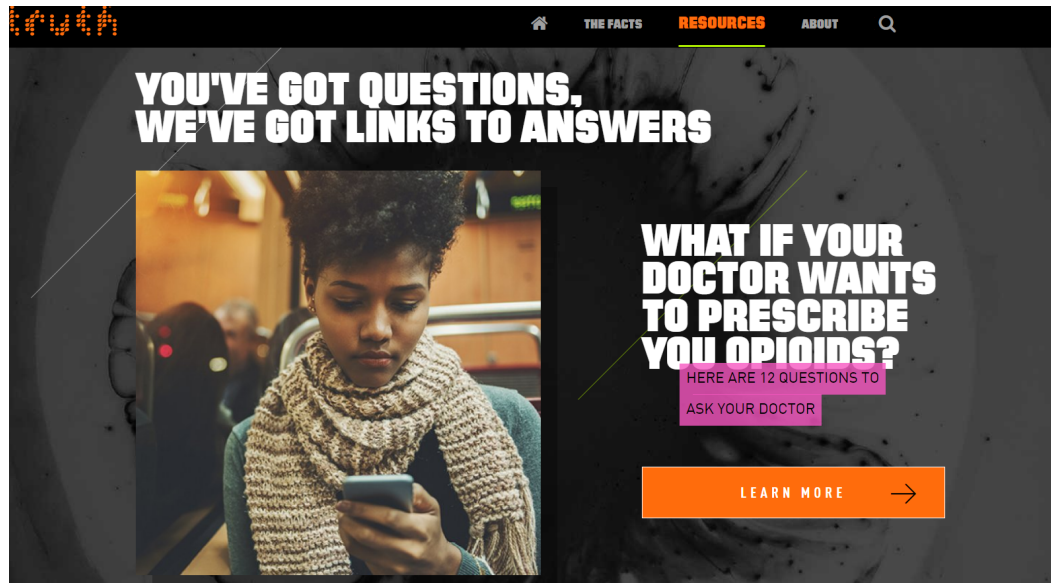
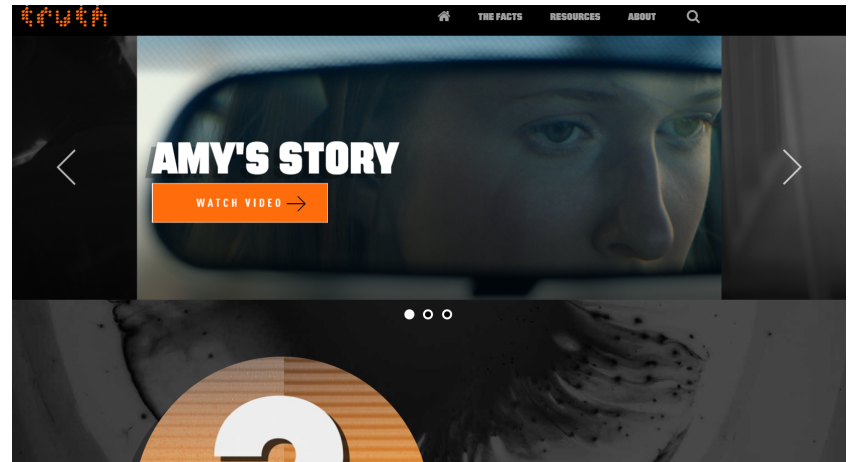
Demonstrate skills

Suggest/prompt an action

Increase demand for services

Refute myths and misconceptions

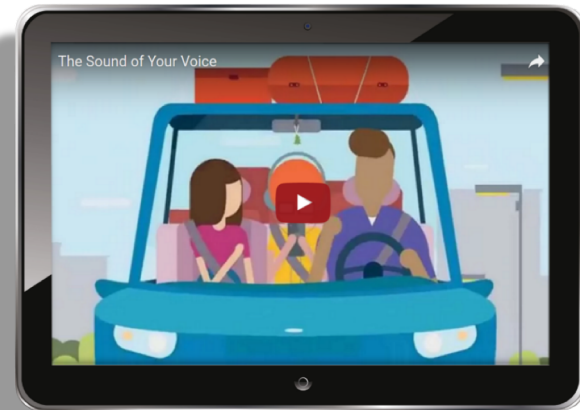
HHS Public Education Campaign





www.samhsa.gov/prevention-week

Underage Drinking Prevention Education Initiatives (UADPEI)



SAMHSA's Parent Brand – Talk. They Hear You.



2013

- "GARAGE" PSA
- "GARAGE" POSTER
- "GARAGE" POSTCARD
- "GARAGE" TABLE TENT
- "IT'S NEVER TOO EARLY" PSA
- "PARENT RESOURCES FACT SHEETS"
- "CAMPAIGN WEBSITE"
- "NATIVE AMERICAN PSA"



2014

- "MOM'S THOUGHTS" PSA
- "MOM'S THOUGHTS" POSTER
- "MOM'S THOUGHTS" POSTCARD
- "MOM'S THOUGHTS" TABLE TENT
- CAMPAIGN TEMPLATES:
<https://www.samhsa.gov/underage-drinking/partner-resources/campaign-identity-templates>
- MEDIA RESOURCES:
<https://www.samhsa.gov/underage-drinking/partner-resources/media-promotional-tools>
- CUSTOMIZABLE PARENT RESOURCES:
<https://www.samhsa.gov/underage-drinking/partner-resources/customizable-parent-resources>
- "MOBILE APP"



2015



- ALL POSTERS LISTED UNDER POSTERS SECTION:
<https://www.samhsa.gov/underage-drinking/partner-resources/psas>
- ALL PRINT PSAS FROM "DINNER NON TRADITIONAL"
- THROUGH "BEFORE THE BIG SLEEPOVER" LISTED UNDER PRINT PSAS:
<https://www.samhsa.gov/underage-drinking/partner-resources/psas>
- INFOGRAPHIC:
https://www.samhsa.gov/sites/default/files/programs_campaigns/underage_drinking/underage-drinking-age-12.pdf
- CONVERSATION GOALS POSTCARDS:
<https://www.samhsa.gov/underage-drinking/partner-resources/materials-school>
- "TTHY BLOG POST"

2016



- "HORA DE CENAR" PSA
- SPANISH LANGUAGE WEBSITE:
<https://www.samhsa.gov/hable-ellos-escuchan>



2017

- "DADS" PSA
- ALL THE REST OF THE PRINT PSAS LISTED UNDER PRINT PSAS:
<https://www.samhsa.gov/underage-drinking/partner-resources/psas>
- SOUNDTRACK (INCLUDE THE ALBUM COVER):
<https://www.samhsa.gov/underage-drinking/partner-resources/soundtrack>
- DISCUSSION STARTER VIDEO AND DISCUSSION GUIDE:
<https://www.samhsa.gov/underage-drinking/partner-resources/discussion-starter-video>
- "CARD FLASH DRIVES"



Talk. They Hear You. TV PSAs (2018)



Reminiscing



We Do Hear You



Keeping Our Kids Safe – September release

www.underagedrinking.samhsa.gov

Questions and Discussion



SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.

www.samhsa.gov

1-877-SAMHSA-7 (1-877-726-4727) • 1-800-487-4889 (TDD)