

Pivoting During COVID-19: How Prevention Coalitions Demonstrate Resilience

Presenters: Pam Imm, Ph. D., South Carolina

Julie Furne, ACPS., Iowa

Shannon Urum, Virginia

Grenae Dudley, Michigan

Learning Objectives

- Increase participants' understanding of how coalitions maintained their community presence during the time of COVID-19.
- Increase awareness of the community-based strategies completed across several states during the time of COVID-19.
- Share information about an adaptation framework for use when systematically planning adaptation of community strategies in a prospective way.

Methods for the South Carolina Descriptive Study

- Participants:

- Ten DFC coalitions from SC at least in year three
- Interviewed leadership (e.g., project coordinator) 7/15/20-8/11/20
- Length of interview from 22 – 70 minutes (average 48 minutes)
- interview protocol included questions about coalition operations such as meeting structure, community participation/involvement, and workflow

- Measures:

- Interview protocol included questions about coalition operations such as meeting structure, community participation/involvement, and workflow
- Interview conducted by the lead author

Key Findings

Status:

- First COVID case in SC on March 6, 2020
- School out on March 14; April 22 school out for remainder of the school year

Initial Weeks:

- First 6 weeks, coalitions had little activity (planning for adaptations)
- Most began planning or doing virtual meetings around May 1, 2021
- Six of the coalitions maintained their regular meeting schedule
- Eight were able to maintain a community presence even in the spring months of 2020.

Key Findings

Continued:

- Seven reported virtual participation by partners who were not regularly in attendance at meetings and events. This was an unexpected positive outcome.
- Four of these seven coalitions reported more participation from diverse and hard-to-reach populations
- Half of the coalitions reported that the adaptation of their delivery methods organized and/or led by youth or young adults.

Examples of Prevention Adaptations

Prevention Strategy	Potential Adaptation
Provide Information	Virtual town halls including data walks
	Social media posts to parents and youth
	PSAs, YouTube, Podcasts, Instagram to provide information
	Listservs, Facebook live events, apps
	Game-based learning platforms (e.g., Kahoot)
Enhance Skills	Virtual student prevention education via online platforms
	Health classes via online platforms
	YouTube videos for skill building (e.g., how to use a prescription drug disposal pouch)
Provide Support	Virtual youth clubs/ youth advisory council meetings
	Virtual awareness event to recognize those lost to overdose
	Virtual “open house” event during recovery month

Examples of Environmental Adaptations

Environmental Strategy	Potential Adaptation
Enhance access	Provided “thank you bags” filled with prevention information for those participating in blood drives.
	Made drug disposal pouches available to seniors receiving Meals on Wheels.
	The DFC coalitions educated their representatives about the importance of the bill to enhance access to the life-saving medication (PSAs, etc.)
Change Consequences	By geofencing Facebook ads, customers leaving a pharmacy with an opioid prescription saw drop box locations on their mobile devices.
	Easier ways to discard opioids; reduce barriers to Narcan
Physical Design	Began curbside delivery, delivered signage (including window clings) to the restaurants to create a visual image for the owners, managers, and servers.
	Coalitions partnered with pharmacies to ensure prescription drug drop-off options using the drive through lane
Modify Policies	Policy change to allow coalition leaders to drive an agency car to participate in a “drive to” event.
	Accept attendance at a merchant education program that was presented virtually

Proactive Model to Guide Adaptation

- Model for Adaptation Design and Impact (MADI) is the opportunity to use a systematic process in a prospective way.
1. Is the adaptation systematic, designed with a goal in mind, and aligned with core functions of the strategy? (If yes, move on to decision point 2)
 2. Are any negative impacts on outcomes predicted (intended or unintended)? (If negative impacts predicted, move on to decision point 3)
 3. Can negative impacts be mitigated or offset with positive impacts on other outcomes?
- Example provided in article

Contact information

- Pam Imm, Ph.D.; (803) 603-3896; drpamimm@gmail.com
 - Imm, P., Price, A., & Kirk, A. (2021). Uncharted territory: How community coalitions for substance use prevention are adapting their work during the pandemic, Journal of Applied Research on Children: Informing Policy for Children at Risk, 11(2), Article 7
 - <https://digitalcommons.library.tmc.edu/childrenatrisk/vol11/iss2/5/>
- MADI:
 - Kirk MA, Moore JE, Wiltsey-Stirman S, Birken SA. Towards a comprehensive model for understanding adaptations' impact: The model for adaptation design and impact (MADI). *Implementation Science*. 2020;15(56). doi:10.1186/s13012-020-01021-y
 - www.madiguide.org



Julie Furne ACPS

Jackson County Prevention Coalition

Maquoketa, IA

Where We Are



Youth Driven Media Campaign “Accidental Dealer”



Youth Video Contest “Choose Not To Use”



Drive Thru Medication Take Back Events



Hosted a Screening of the Documentary *Gateway* at the Drive In Movie



Drive Thru Resource Fairs



Increased Ownership by Sector Reps

Grundy County Memorial Hospital
UnityPoint Health

IHC COMFORT SCALE

The diagram shows a horizontal scale of six smiley faces. From left to right: a green face with a wide smile (Very Comfortable), a light green face with a slight smile (Comfortable), a yellow face with a neutral expression (Somewhat Comfortable), an orange face with a slight frown (Somewhat Uncomfortable), a dark orange face with a frown (Uncomfortable), and a red face with a deep frown (Very Uncomfortable). Each face is on a vertical stem with a label below it.

Very Comfortable Comfortable Somewhat Comfortable Somewhat Uncomfortable Uncomfortable Very Uncomfortable

IHC
Iowa Healthcare Collaborative
A Partnership for Quality, Patient Safety, & Value

Partnership
for Patients

COMPASS
HOSPITAL IMPROVEMENT INNOVATION NETWORK



Enforcement Strategies

Safety Checks and Saturation Patrols



Enforcement Strategies

Alcohol Compliance Checks



To Go Cocktails

- First allowed in a proclamation March 2020
- Became permanent law May 29, 2020
- Administrative Rules Went into Effect October 1 2020



Iowa

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www.jcpcia.org

[www.facebook/JCPCoalition](https://www.facebook.com/JCPCoalition)



CONNECTIONS AND OPPORTUNITIES

Shannon Urum, BSW
Prevention Services Coordinator
Northwestern Community Services Board
Virginia



Efforts within NWCSB's
Prevention Department



Partnerships with Local
Coalitions

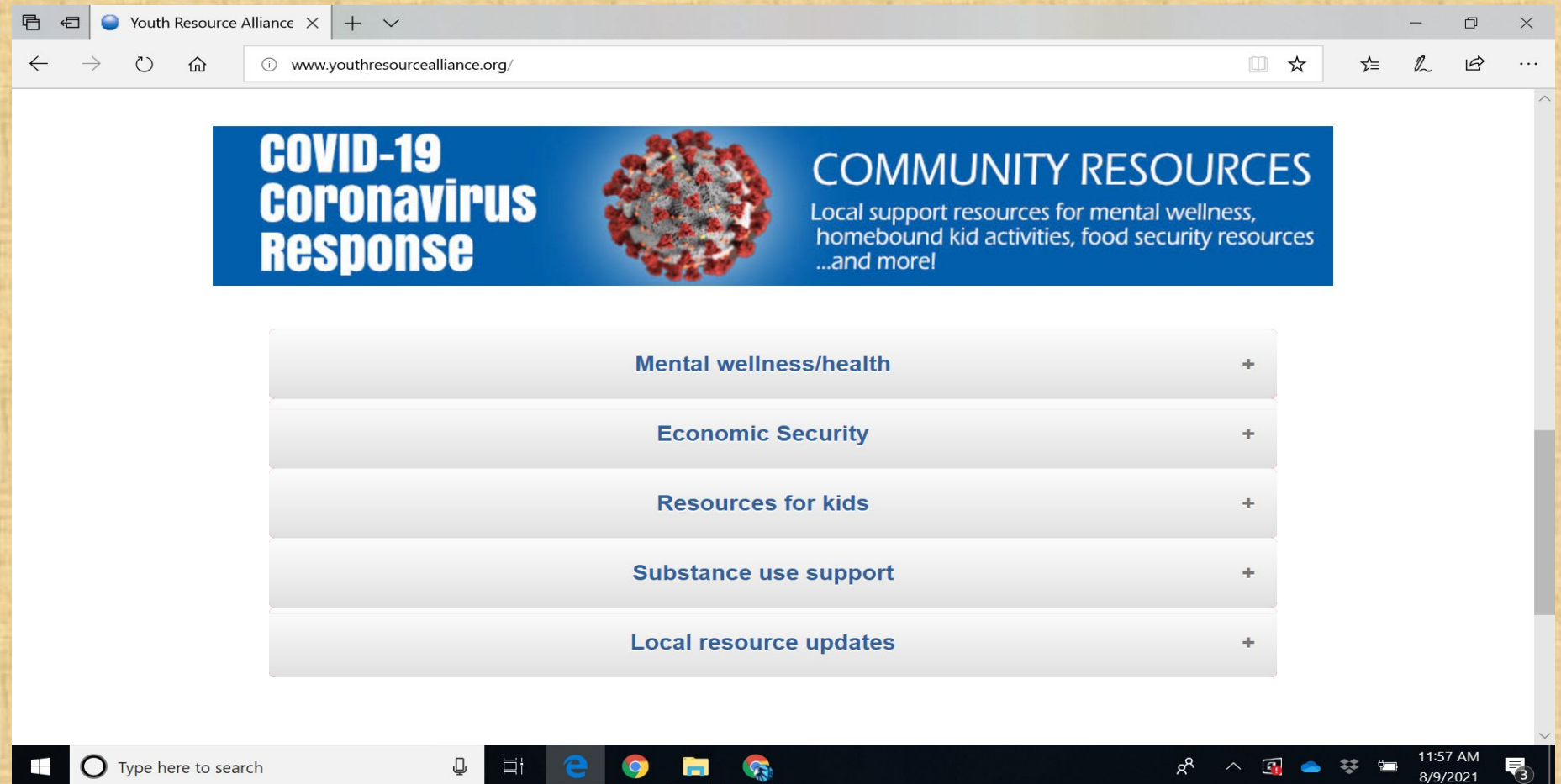


Partnerships with other
Prevention Departments

Re-Imagining Prevention Activities

Efforts Within NWCSB's Prevention Department

RESOURCE SHARING



The screenshot shows a web browser window with the URL www.youthresourcealliance.org/. The page features a blue banner with the text "COVID-19 Coronavirus Response" on the left, a 3D model of a coronavirus in the center, and "COMMUNITY RESOURCES" on the right. Below the banner, there is a list of five expandable menu items, each with a plus sign on the right:

- Mental wellness/health
- Economic Security
- Resources for kids
- Substance use support
- Local resource updates

The browser's taskbar at the bottom shows the Windows logo, a search bar with the text "Type here to search", and several application icons including Edge, Chrome, and File Explorer. The system tray on the right indicates the time as 11:57 AM on 8/9/2021.

Efforts Within NWCSB's Prevention Department

**PROVIDING
INFORMATION
and SUPPORT**

Coffee & Connections

A Virtual Series for Parents brought to you by
Northwestern CSB's Prevention Department

This month's topic: Burn Out
Guest Speaker: Dr. Matt Pandel, Ph.D.,
Mental Health Liaison
Date and Time: July 27th at 10:30 a.m.
Location: The comfort of your home

Join us this month as we talk to Dr. Matt Pandel, Ph.D., Mental Health Liaison, about burn out and ways to prevent and overcome it.

Please register [here](#). We can't wait to chat with you!



Efforts Within NWCSB's Prevention Department

E-NEWSLETTER

The screenshot shows a web browser window with the address bar displaying <https://us8.admin.mailchimp.com/campaigns/show?id=7243621>. The page content is as follows:

Prevention Today

A NWCSB Prevention Department Publication

June 22, 2021

In this issue...

- Tall Cop Virtual Presentation
- Awareness 2 Action Podcast
- PRIDE Event
- REVIVE! - Sign Up Today!
- Marijuana - Know the Facts!
- FREE Codependency Workshop
- Lock & Talk Speaker Series: Kevin Hines
- & More!

The browser's taskbar at the bottom shows the search bar, task view icon, and several application icons (Edge, Chrome, File Explorer, and another Chrome instance). The system tray on the right shows the date and time as 12:02 P on 8/9/2021.

Efforts Within NWCSB's Prevention Department

PODCAST



Camille Schrier

Miss America 2020

As a doctor of pharmacy student and certified Naloxone trainer, Camille's year of service is dedicated to reducing medication errors, and the associated risks by educating across communities and focusing on geriatrics.

Awareness
2 Action



Keith Cartwright

Keith is a Behavioral Health Wellness Consultant for the Virginia Department of Behavioral Health and Developmental Services. In this role, he leads the statewide initiative to grow awareness in communities about the developmental impacts of adverse childhood experiences. To date, the initiative has trained over 200...

Awareness
2 Action

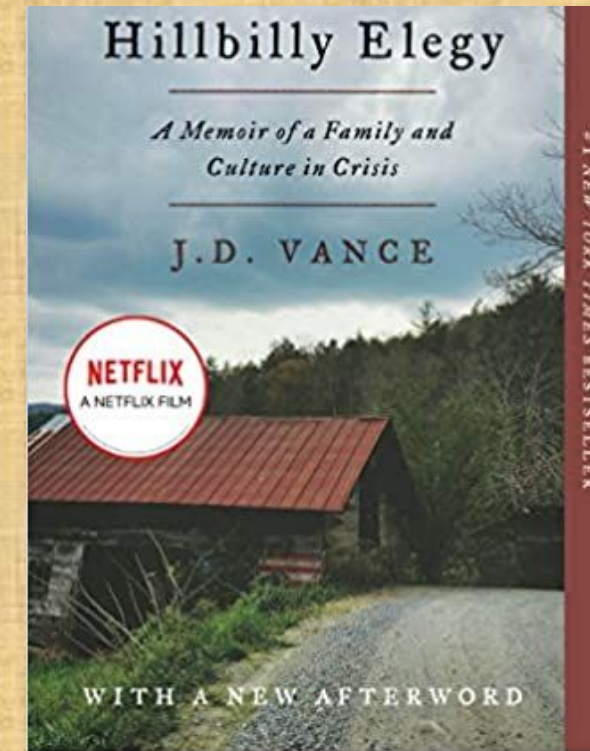
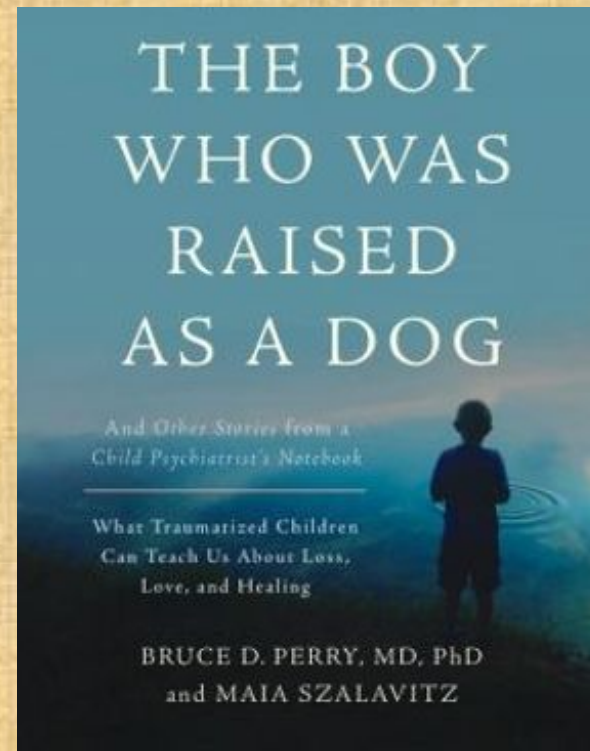
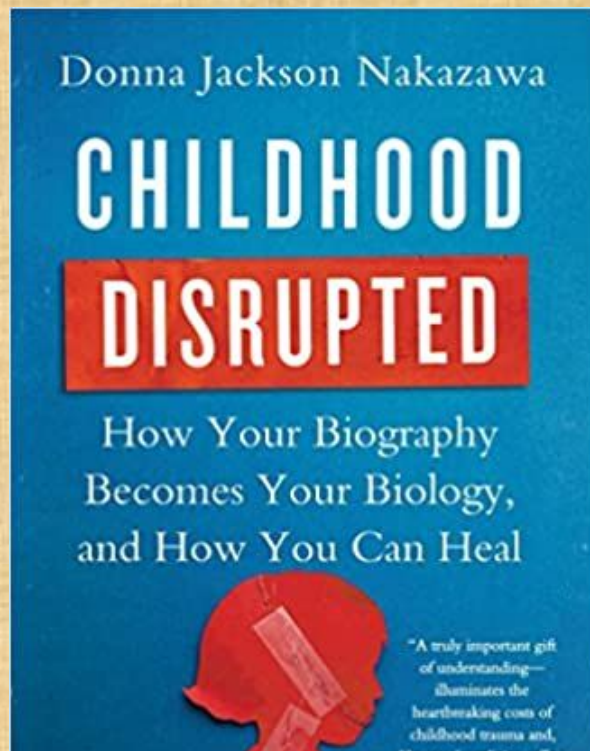
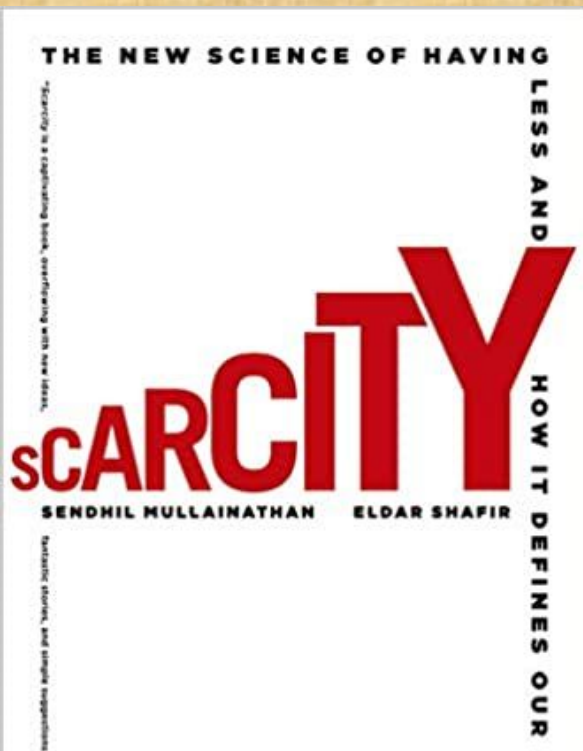
Awareness
2 Action

“Empathy really opens the heart and the mind to learning... Even if I don't agree or I don't have the same experience, I can still be present with you and that helps with healing.”

Robin Blumenthal



Partnerships with Local Coalitions



Partnerships with Local Coalitions
BOOK CLUB



Partnerships with Local Coalitions
MENTAL HEALTH AWARENESS CAMPAIGN



Partnerships with Local Coalitions

WINTER POSITIVITY CAMPAIGN

Partnerships with Other CSB Prevention Departments



REGULAR CHECK-INS



Partnerships with Other CSB Prevention Departments

- **VIRTUAL ACE INTERFACE
TRAININGS**



Contact

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Love Detroit
Prevention Coalition

Grenae Dudley, Ph.D.

Chair

Love Detroit Prevention Coalition

MICHIGAN



**MOVING PREVENTION
FORWARD
IN THE MIDST OF
THE COVID 19 PANDEMIC
NPN Conference Aug 2021**



Whether we succeed or fail in life depends on our ability to conquer the challenges in our opportunities, and to discover the opportunities in our challenges
~**Joan Marques**

New Ways to Engage



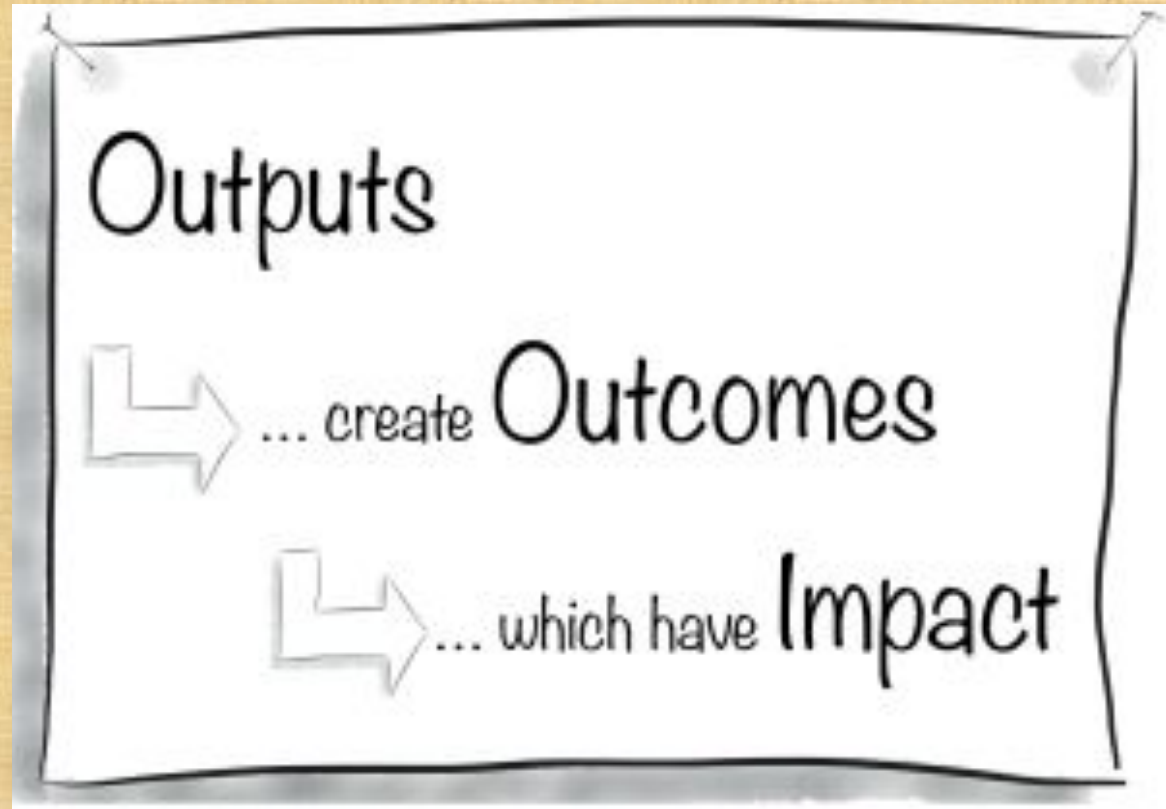
- Reached out to our families using Constant Contact to provide them with needed resources
- Strengthening Families 10 -14
 - Engaged the Program Developer at Iowa State University to move the program to a virtual platform
 - Assured fidelity to evidence-based programming
 - First in the country certified by Iowa State to present Strengthening Families 10-14 virtually
- Implemented new recruitment methods

A photograph of a sunset with a swing hanging from a tree branch. The sky is filled with warm, orange and yellow clouds, and the sun is visible on the right side. The tree's silhouette is dark against the bright sky. The swing is empty and hangs from a thick branch.

THE YOUTH CONNECTION

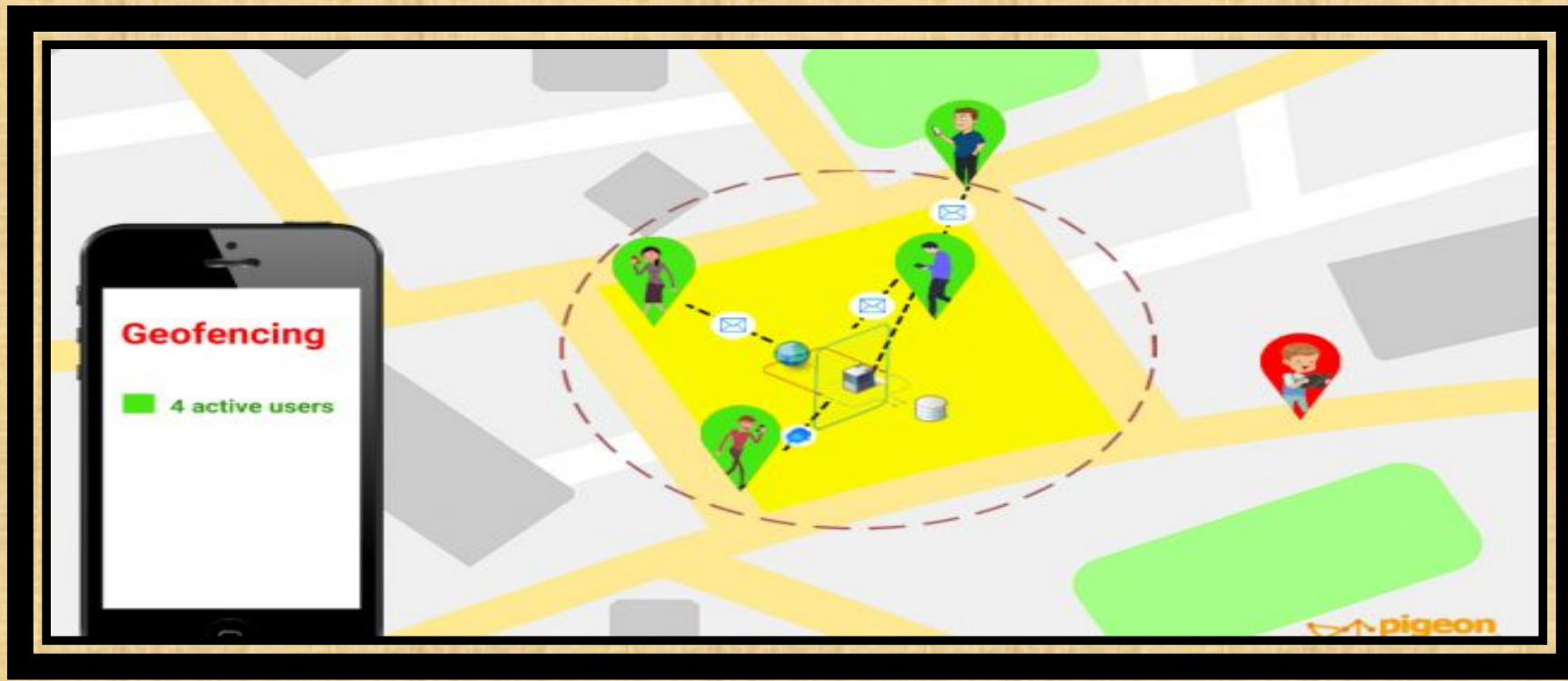
The Rest of The Story.....

- ✓ Increased retention
- ✓ Added Home Visits as we delivered weekly supplies
- ✓ Identified the need for supportive services
- ✓ Added Listening Sessions to our program evaluations
- ✓ Engaged our Coalition Partners



Opportunities During the Covid 19 Pandemic

We utilized GPS technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device entered or left our targeted zip codes. We sent support, prevention and resource messages to mobile devices!



- 627,518 impressions with Family Resources Covid-19 message (within zip codes). Over 3,200 people have clicked on it.



- 256,311 impressions with Anti-Smoking Covid-19 message (within zip codes). Almost 1,500 people have clicked on it.
- 24,141 impressions with Anti-Smoking Covid-19 message at marijuana dispensaries. About 150 people clicked on the ad!



Youth Prevention Campaign

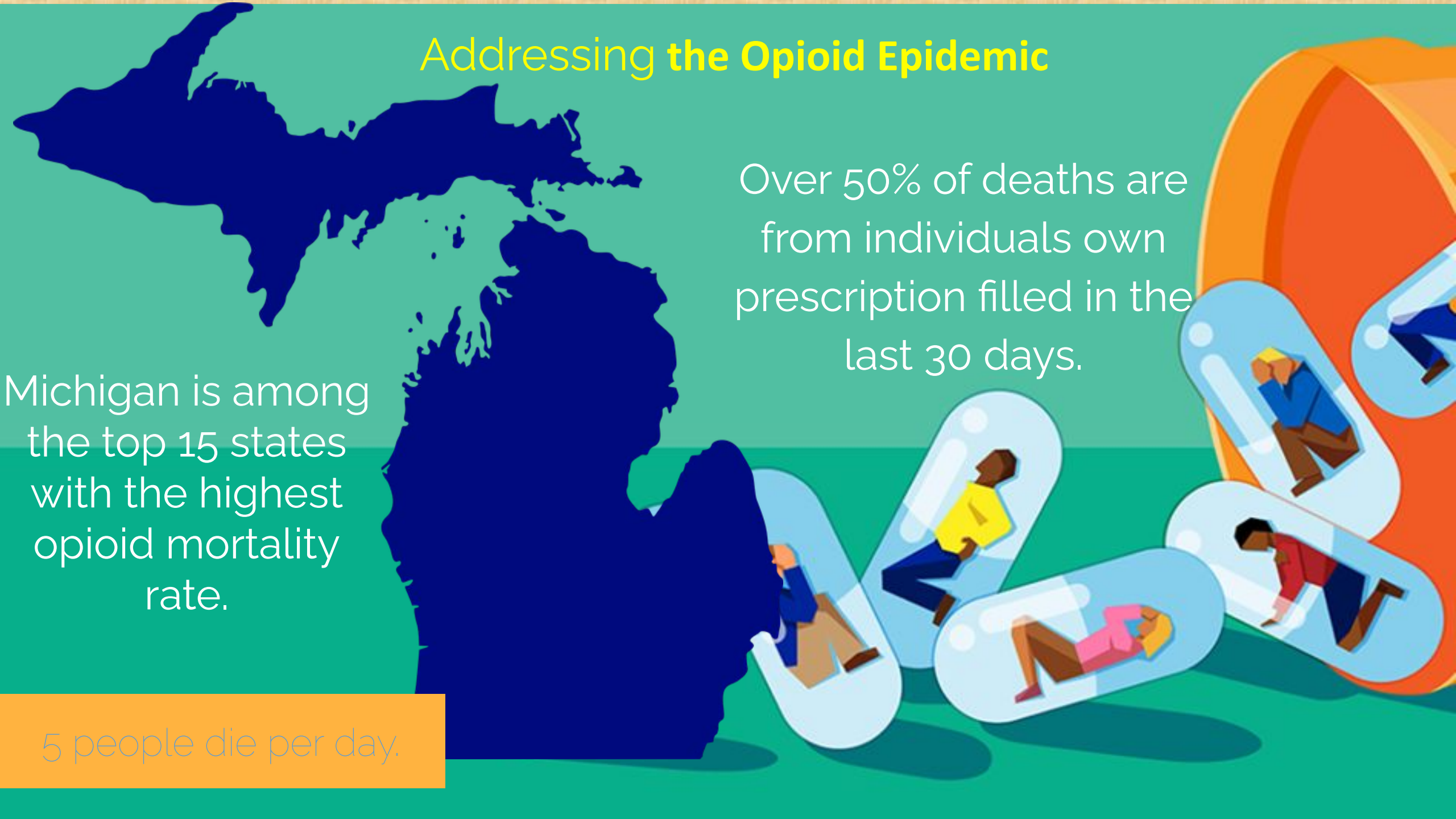


Addressing the Opioid Epidemic

Michigan is among the top 15 states with the highest opioid mortality rate.

5 people die per day.

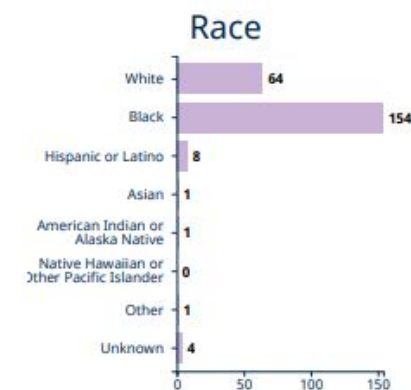
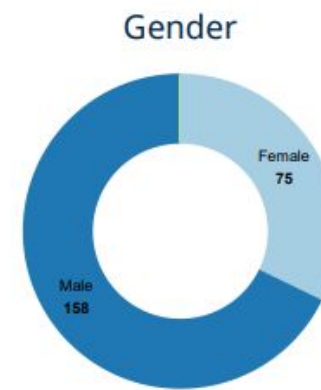
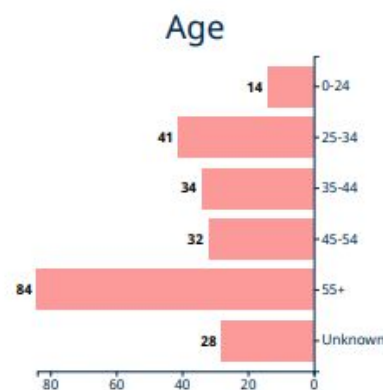
Over 50% of deaths are from individuals own prescription filled in the last 30 days.



Using Data to Inform Services System for Opioid Overdose Surveillance (SOS)

Near-real time suspected opioid overdose data
**based on EMS runs*

- frequency
- age
- gender
- race
- zip code



OVERDOSE FIRST RESPONSE: NALOXONE ADMINISTRATION



Earn a FREE Narcan® kit & certificate of completion

Learn how to
save a life with
Narcan



PRESENTER: GRENAE DUDLEY, PHD | THE YOUTH CONNECTION

To schedule a training, email:
313hope@detroitmi.gov



Since January 2020
1,270 individuals were trained in
overdose first response &
naloxone administration and
received Narcan kits and Detera
bags

We have implemented monthly virtual trainings

**Narcan administration presentations
were modified for stakeholders
to include how to:**

- Be a partner in your own health care
- Talk with your health care professional about alternatives to opioids for acute pain management



October 2020 Total Texts Sent partnering with other coalitions	Total Texts Read Clicked through to the DEA message
95,569	51,580



Parents and Grandparents...
 keeping your prescription
 medications in a safe place until you
 dispose of them properly is very
 important. Don't be the dealer.

Check out this video:
www.theyouthconnection.org

Reply "2" t stop

NATIONAL PRESCRIPTION DRUG TAKEBACK DAY

Don't be the dealer

DEA NATIONAL Rx TAKEBACK

Turn in your expired, unused, and unwanted prescription and over-the-counter medication for safe disposal.

SATURDAY APRIL 24, 2021 10 AM - 2 PM

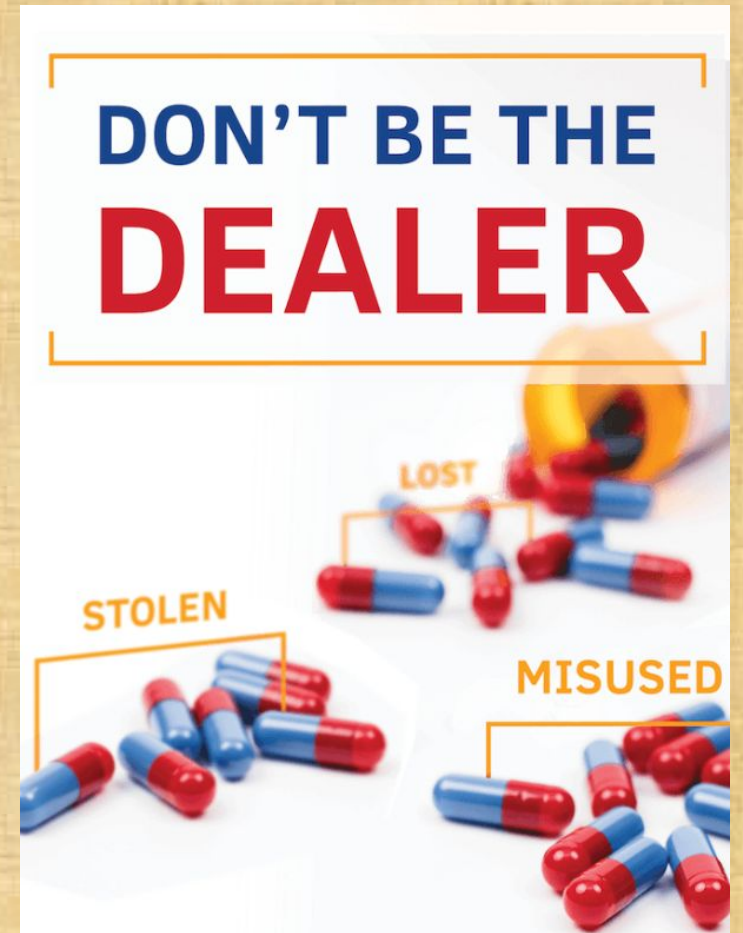
Drop-off Sites

2nd Precinct 13530 Lesure Detroit, MI 48227	6th Precinct 11450 Warwick Detroit, MI 48228	10th Precinct 12000 Livernois Detroit, MI 48206
3rd Precinct 2875 W Grand Detroit, MI 48202	7th Precinct 3501 Chene St Detroit, MI 48207	11th Precinct 5100 Nevada Detroit, MI 48234
4th Precinct 4700 W Fort St Detroit, MI 48209	8th Precinct 21555 W McNichols Detroit, MI 48219	12th Precinct 1441 W 7 Mile Detroit, MI 48203
5th Precinct 3500 Conner St, Detroit, MI 48215	9th Precinct 11187 Gratiot Detroit, MI 48213	The Youth Connection 4777 E Outer Dr Detroit, MI 48234

Health Sector distributed
 20,000
 flyers to vaccination
 Sites throughout the city



Our youth created videos that showed on our website. Using geofencing, these were sent out to cell phones in our targeted area for the DEA's Don't Be the Dealer Campaign



The Rest of the Story...

Detroit Police Department Precincts competed to collect the most pounds of prescription pills. Precinct 12 won and is taking home the...

Detroit PD – 12 th	91.6
Detroit PD – 10 th	71
Detroit PD – 8 th	67.1
Detroit PD – 7 th	50.3
Detroit PD – 5 th	32.2
Detroit PD – 11 th (two sites)	27.5
Detroit PD – 3 rd	26.7
Detroit PD – 6 th	18.3
Detroit PD – 4 th	18.1
Detroit PD – 9 th	14.5
Detroit PD – 2 nd	10.5
Total Pounds Collected	427.8

Golden Throne

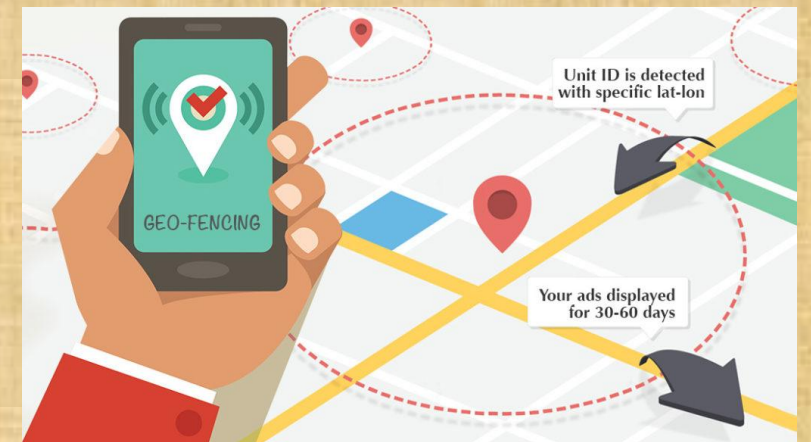


Youth Engagement



COVID-19 has devastated our communities and made conducting youth substance abuse prevention coalition activities much more difficult – but not impossible. Our Youth presented at the CADCA Mid-year conference and highlighted how they continued their planned prevention activities virtually.

As youth we can educate our communities and use the tools that our peers use to communicate



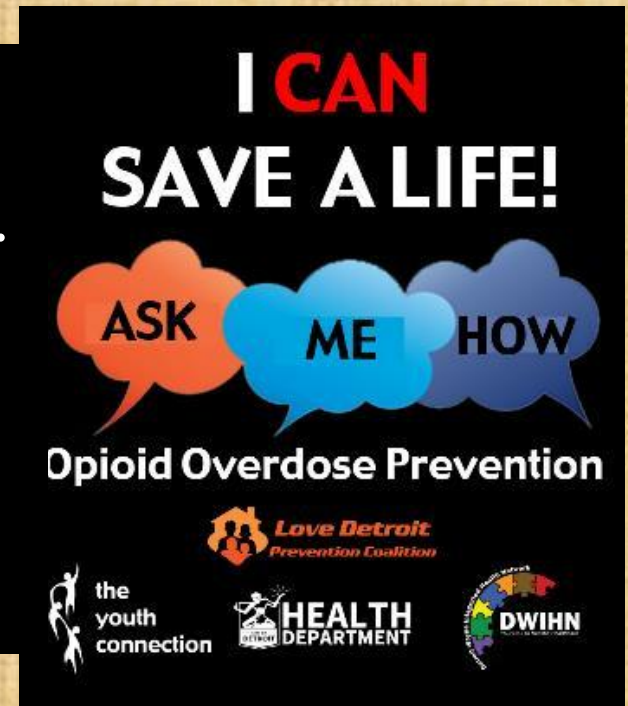
Virtual Local and National Presentations

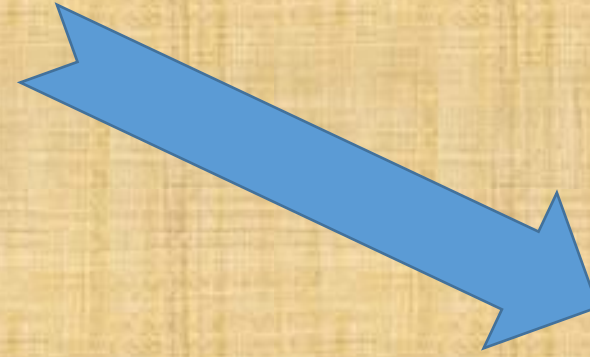
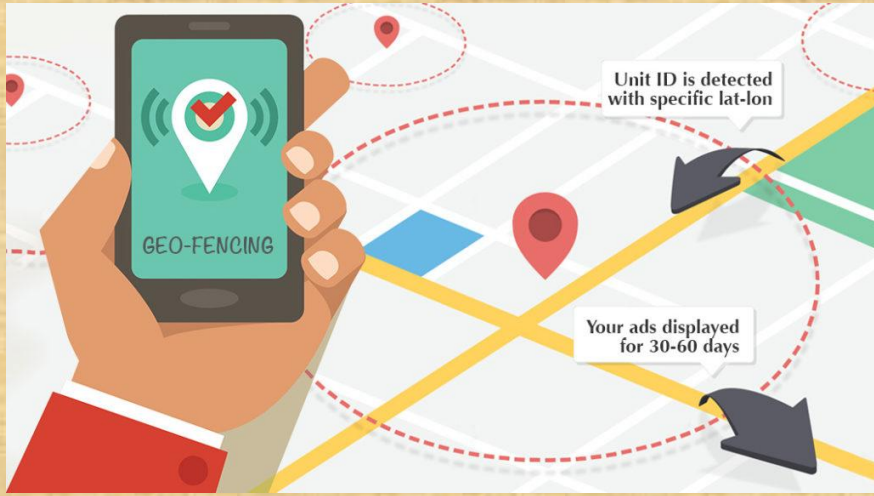
Google Streets and Google Earth

Virtual Trainings

To date over 400 Detroit youth have participated in our virtual Narcan Trainings.

All youth who participate receive Narcan, certificates of participation and “I Can Save A Life” T-Shirt





To send prevention messages to cell phones in our targeted zip codes

We utilized text messaging and sent quizzes to youth 14-18 in our targeted zip codes.

ARE YOU THE DEALER?
You are if you have not secured or properly disposed of your unused prescription drugs

the youth connection | DWMHA | Love Detroit Prevention Coalition

National Drug & Alcohol IQ CHALLENGE

DWIHN
Take the Quiz

PhotoVoice: What does Substance Use Look like in your Neighborhood



CRACKED UP BEAMS & ABANDONED DREAMS

Abandoned house, abandoned dreams. Stolen opportunities and cracked up beams. Open windows and open doors, those who left had open sores. This is what happens when you fail to resist. The bars are up and the urge still persists. Smoking weed to get high may not always make you die but your hopes and your dreams will always be broken, cracked up beams.

**As coalitions it is our responsibility to find Hope out of
chaos.....**

**Grenae Dudley, Ph.D.
Chair Love Detroit Prevention Coalition
President and CEO The Youth Connection**

(313) 826-7099

www.preventiondetroit.com

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