

Colorado Substance Abuse Trend and Response Task Force

November 6, 2015

10:00 am – 1:00 pm

Colorado Municipal League
1144 Sherman St., Denver, CO

FINAL

Chair – Attorney General Cynthia Coffman

Vice –Chairs:

- *Treatment* – Marc Condojani, Director, Community Treatment & Recovery Programs, Office of Behavioral Health, Colorado Dept. of Human Services
- *Prevention* – José Esquibel, Director, Office of Community Engagement, Colorado Dept. of Law (Attorney General’s Office)
- *Law Enforcement* – Jerry Peters, Commander, Thornton Police Department

Attendees: Cynthia Coffman, Marc Condojani, José Esquibel, Shannon Breitzman, Colleen Brisnehan, Kathryn Wells, Michael Root, Julia Roguski, Rep. Kathleen Conti, Peggy Heil, Jessica Bigler, Rachel Allen, Mike Britton, Dan Rubinstein, Judge Dan Kaup, Lisa Noble, Liz Hickman, Dorothy Macias, Wendy Buxton-Andrade, Rep. Rhonda Fields

Guests: Jade Woodard, Annette Davis, Cynthia Kowert, Carolyn Berry, Tamara Gonzalez, David Grayson, Brett Wyker, Emma Shinnick, Justin Riley, Sierra Candelaria, Kyle Gustafson, Kent MacLennan, Kaycee Gerhart, Denise Vincioni, Paula Riggs, Jariya Phanpaktra, Meghan Chaney, Ginny Williams, Pete Webb, Laurie Lovedale, Emily White, Jennifer Anderson, Sasha Svendsen

Introductions: Attorney General Coffman called the meeting to order and attendees and guests introduced themselves.

Review and Approval of Minutes: Minutes from the August 7, 2015 meeting were approved by motion as submitted.

Announcements from Task Force Members:

Chair Coffman reflected on her memories of Commander Lori Moriarty, Ret., who passed away on November 1, 2015. Comm. Moriarty served as the original Vice Chair for Criminal Justice of this task force, and was a driving force for children and families mired in drug abuse. She lived her life in support of this cause, even to adopting two drug-endangered children along with her life partner. Members recounted their experiences with Lori, including being recruited to service on the task force. She was an inspiration and made a difference in the lives of many. She was one of the founders of the National Alliance for Drug Endangered Children and Colorado DEC. Jade Woodard, executive director of the Colorado Alliance for Drug Endangered Children, announced that her memorial service would be next Friday, November 13th. They are working on developing another more permanent way to honor Lori’s service. Contributions may be made to DEC or CODEC through the Colorado Gives website.

Vice Chair Condojani announced that the Office of Behavioral Health (OBH) within CDHS had awarded numerous prevention grants using SAMHSA Block Grant funding. There were 8

Colorado Substance Abuse Trend and Response Task Force

November 6, 2015

10:00 am – 1:00 pm

Colorado Municipal League
1144 Sherman St., Denver, CO

FINAL

statewide contracts. And there were 32 community based contracts, each of roughly \$100,000. Twenty one of these community grants were focused on children, youth and families, while 5 focused on specific populations in need and 6 were to support community coalitions. The affected organizations should be receiving notice shortly that their contracts are signed and work can begin. Additionally, OBH granted 6 community grants for its SAMHSA Strategic Planning Framework- Partnership for Success discretionary grant, along with an evaluation contractor, and a social marketing contractor to continue the OBH "Speak Now!" campaign <http://speaknowcolorado.org/>, which gives parents the tools to have conversations with their children about substance use.

Carolyn Berry reported on the Peace Officer Standards and Training Board's school outreach campaign to raise awareness of the dangers of marijuana use. The goal is to remind, reinforce, and educate students that the use of marijuana is associated with harm. There are 800 students in 12 schools/4 districts around the state participating in the pilot program, which was developed with partners the Colorado Dept. of Education, Dept. of Public Health and Environment, Safe2Tell, and others. Grade levels were targeted at 4th, 7th and 10th grade students: 4th grade was targeted because the age of reported initial use has dropped from 14 to 12 and they want to get them a couple years before they are really thrown into this difficult decision with no information; 7th grade because this is the age of initial report of first use; and 10th grade because this is also the age at which they begin to drive. The pilot program is funded with marijuana tax money. The program will be evaluated in July based on pre- and post- surveys of students' perceptions of marijuana, including control groups.

Take Meds Seriously: Prevention Media Campaign

Pete Webb and Ginny Williams, Webb Strategic Communications

Ginny Williams reviewed the comprehensive media campaign, "Take Meds Seriously," run by the Colorado Consortium for Prescription Drug Abuse Prevention (Consortium) which launched February 18, 2015. Webb Strategic Communications worked with the Consortium to develop a host of media to drive people to the website which was presented in both English and Spanish. Print collateral, bus signs, radio media, and television garnered over 57,200 visits and 79,500 page views in less than six months. They partnered with Channel 9 for a media buy as well as participating in the 9Health fairs. As part of the launch efforts, they conducted a webinar to walk Consortium members through the website and the downloadable toolkit of engagement assets.

The 5-month post launch phase was spent responding to demand for campaign materials and fine-tuning the website, including adding "real story" videos and acting as gate-keeper for numerous groups that wanted to add their content. Collateral print items included posters, trifold pocket cards, rack cards, and full-sheet printouts available at Kaiser clinics and doctors' offices. Other promo items distributed at community events included flashlights and sunglasses, all used to drive traffic to the website.

Colorado Substance Abuse Trend and Response Task Force

November 6, 2015

10:00 am – 1:00 pm

Colorado Municipal League
1144 Sherman St., Denver, CO

FINAL

A big asset of the project was strengthening and developing new strategic partnership. They also proposed useful next steps to continue delivering the message of safe use, safe storage and safe disposal of prescription medications. Vice Chair Esquibel asked Task Force members to share how they have used this campaign and how they might see themselves using it in the future. Rise Above, and CODEC have both used the materials. Although the campaign materials are downloadable, rural areas can benefit from having the pre-printed collateral. Other programs would like their messaging added to the bags that the pharmacies are sending home with customers. It is also helpful to re-tweet the campaign messaging, and task force members were encouraged to do so. Kent MacLennan and José Esquibel are co-chairs of the public awareness campaign. ([See Presentation Attached.](#))

Medication Assisted Treatment: Medical Perspective

Paula Riggs, Denise Vincioni; Treatment Work Group, Colorado Consortium for Prescription Drug Abuse Prevention

Dr. Riggs presented a medical view of medication assisted treatment (MAT) of opioid addiction. Research has shown that it is effective and every \$1 invested in treatment generates a \$4-\$5 return. There are several treatment drugs available that can be used in different situations.

Drug addiction has been shown to be a neurobiologically based medical illness, but Medicaid and insurance benefits continue to fall significantly below either medical or mental health benefits. Other gaps and barriers to treatment include difficulty linking doctors with treatment programs, especially for Medicare patients, because treatment is complicated; there are mental and physical issues and it's seldom straightforward. Physicians prescribing Suboxone need to be specifically licensed and there are shortages of treatment physicians in rural areas. Treatment will be more widely available when they can integrate treatment into traditional medical care settings, such as doctors' offices and mental health facilities.

There are major federal/national initiatives to integrate MAT into community corrections. Currently only Denver County Jail maintains a methadone treatment program. Adolescents also need intervention and early, continuous MAT treatment programs. There are 3100 people in methadone treatment provided by the Office of Behavioral Health and the Department of Health Care Policy and Financing. The counselor to patient ratio is 50:1.

But the results are proven, and it withstands rigorous testing, so additional funding should be applied to treatment. Solutions that appear promising are school-based substance screening and treatment, Medicaid and insurance benefits that are consistent with other chronic medical diseases such as diabetes, and the standard of care for prisoners with opiate use disorders should include pre-release coordinated care.

Colorado Substance Abuse Trend and Response Task Force

November 6, 2015

10:00 am – 1:00 pm

Colorado Municipal League
1144 Sherman St., Denver, CO

FINAL

Vice Chair Esquibel asked that members consider how they might use this information and invited Dr. Riggs to return at the February meeting of the Task Force. ([See Presentation Attached.](#))

Colorado Alliance for Drug Endangered Children

Jade Woodard, Executive Director

Jade reported that CODEC, the Colorado affiliate of the National Organization on Fetal Alcohol Syndrome, and the Colorado chapter of Prevent Child Abuse America are uniting under a new name, “Illuminate,” for family support, education and outreach. They seek to be the trusted messenger in this broad and important field. They will present child welfare trainings, case consultation for complex welfare cases, and hope to expand their statewide outreach.

There are several legislative bills that they are drafting for the next session.

- DUI/DUID with a child in the car determined as child abuse. They will be reaching out to the Colorado District Attorneys’ Council and law enforcement for support.
- Definition of a drug endangered child is a legislative directive that will be revisited after the 2013 work that came very close to passing. The CU School of Public Health assessment tracked data relevant to determining this issue, and other data will be gathered. There has been a lot of discussion between the marijuana industry and the DEC Definition subgroup and a lot of common ground was identified.
- Prenatal substance use exposure and its effect on newborns.

Youth Marijuana Prevention Campaign

Heather Link-Bergman, Colorado Dept. of Public Health and Environment

The objectives of the Youth Marijuana Prevention Campaign were to understand the attitudes, behaviors, and perceptions of risk and beliefs around marijuana; understand how friends, parents, teachers, and other influencers can influence their decision to use or abstain from marijuana; and understand what prevention messages resonate with the Colorado youth audience.

From their research, CDPHE targeted their campaign to four target audiences: Middle School, age 11-14, who are generally still listening to their parents and value what they think; Early High School, where there is a perception of a prevalence of marijuana use; Late High School, where students are more independent, the perception of risk is lower, they don’t trust research, and worry that MJ can affect their grades or sports performance; and Post High School, age 18-20, where marijuana is perceived as less dangerous than alcohol and other drugs.

In research, they found that youth want black and white answers - that marijuana “will” affect versus “may” affect a certain area. They fear negative life consequences, rather than vague health warnings. The key is that they believe drugs can get in the way of their achieving their goals. In delivering messaging, they found that it should not be “preachy” and should be disseminated in a

Colorado Substance Abuse Trend and Response Task Force

November 6, 2015

10:00 am – 1:00 pm

**Colorado Municipal League
1144 Sherman St., Denver, CO**

FINAL

way that youth can share with each other, such as twitter and BuzzFeed. The campaign should engage the people that youth trust and support them with consistent, fact-based information.

The campaign launched in August, with videos on the website drawing a lot of views. The adults' Good to Know Colorado.com/talk provides a discussion avenue. They also offer stakeholder skill building and prompt and responsive technical help.

Colorado Peace Officers and Standards Training office is using the campaign and sending out resources. Other groups such as Colorado 9to25, Rise Above, the Prevention Coalition, and contractors are using the campaign. ([See Presentation Attached.](#))

Other Business

Vice Chair Esquibel will draft the annual report to the legislature and send out a draft for review. He anticipates have a final draft to Chair Coffman by mid-December.

The meeting dates for next year are nearly finalized and will be sent out shortly.

Lisa Noble thanked the Colorado National Guard for their help in presenting Red Ribbon Week, raising awareness about alcohol, tobacco and other drug and violence prevention awareness in Teller County.

Meeting Adjourned: 1:25 p.m.

Next Meeting: TBA