SAMSHA Strategic Prevention Framework – Partnerships for Success 2020 Strategic Plan Sandoval County

Please note that while the strategic plan is a grant deliverable, it should also be considered a living document that is updated as the project evolves. Strategic Plans within the New Mexico prevention system are revisited annually.

The strategic plan should be accessible to key prevention team staff within your program and your coalition and key stakeholders. It can also be used as a tool for community engagement, providing documentation of your prevention program's goals and objectives and the work of the program.

Bernalillo Partnership for Success-PFS20

riogram Name	Bernaillo Fanneiship for Success-FF320
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Date Completed	October 22, 2021
Community Description	Sandoval County encompasses 3,714 square miles of diverse geography. According to the U.S Census Bureau, as of July 1, 2019, Sandoval has a population estimate of 146,748 people, about 39 persons per square mile. The population is characterized by 22.8% people under the age of 18, and 18.5% over the age of 65. Although data for adults ages 19-64 is not currently available through the U.S Census, Sandoval County Government reports that in 2018, 51.25% of the population comprised individuals of age 25-64. Females make up for 50.9% of the population. Sandoval County includes the incorporated municipalities of Bernalillo, Cuba, Corrales, Jemez Springs, Rio Rancho and San Ysidro, as well as numerous unincorporated communities. Furthermore, Sandoval County includes all or portions of seven Indian pueblos as well as all or portions of six Tribal entities/lands. According to the U.S Census Bureau, the ethnic groups in Sandoval County are White (Non-Hispanic) 42.5%, Hispanic or Latino 39.9%, American Indian & Alaska Native (Non-Hispanic) 14.1%, and Black or African American (Non-Hispanic) 2.7%, and Asian 1.7%. Two or more races make up 3.1% of the population. Additionally, 26.5% of persons age 5 and over speak a non-English language at home as their primary language. Between 2015-2019, 51,001 households comprised Sandoval County, about 2.78 persons per household. Almost 90% (89.9%) of individuals over the age of

Program Name

25 had a high school or higher education, while 30.5% held a bachelor's degree or higher. When it comes to income and poverty, the medium household income in Sandoval County between 2015-2019 was of \$63,802. Ten percent of individuals are in poverty and only 9% of people under the age of 65 have no health insurance. Per the U.S Bureau of Labor Statistics, as of April 2021, the unemployment rate in Sandoval County is of 7.6%, a significant decrease from the maximum value in July 2020 of 13.7%.

Current efforts addressing substance use prevention, intervention, and treatment in Sandoval County include the DWI Prevention, Intervention, & Compliance Programs, the Juvenile Justice Program, the Permanent Supportive Housing Program, the Circle of Life Behavioral Health Network, the Turquoise Lodge, the Butterfly Healing Center, Santo Domingo Health Center Behavioral Health Program, the Five Sandoval Indian Pueblos, Inc. Behavioral Health Program, Open Skies Healthcare, among others.

During the assessment, capacity and readiness interview processes, it was identified that community members' perception of risk and harm of substance use is based on the legality of the substance. It was also identified that both community and leadership hold various misconceptions about substance use, hence the miscommunication and lack of knowledge of the issue is across the board. It was recommended that targeted efforts to address polysubstance use is needed in Sandoval County at a larger scale. Efforts towards addressing the issue included targeted education, marketing, legislation, and organized community events.

A major theme in addressing polysubstance use within Sandoval County was education. Education initiatives mentioned included but were not limited to educating the youth early on in efforts to breaking the cycle, building on strengths and providing life skills, providing education to break or reduce the stigma associated with substance use, educating the community about relapse, harm reduction, trauma, and attachment, and educating health providers about what is polysubstance use in order to assist getting the information out to the wider community.

Based on the assessment, capacity, readiness, and SWOT (Strengths, Weaknesses, Opportunities, Threats) processes, the following strategic plan was developed to focus on strategies that would contribute to long last change in adults

aged 25 to 64 who concurrently use substances in Sandoval County.
Sources:
Sandoval County, NM https://www.sandovalcountynm.gov/about/sandoval- county-history/ https://www.sandovalcountynm.gov/departments/communi ty-services/dwi-and-prevention/
U.S Census Bureau Quick Facts https://www.census.gov/quickfacts/fact/table/sandovalcou <a a="" fact="" href="https://www.census.gov/quickfacts/fact/table/sandovalcou <a href=" https:="" quickfacts="" sandovalcou<="" table="" www.census.gov=""> <a a="" fact="" href="https://www.census.gov/quickfacts/fact/table/sandovalcou <a href=" https:="" quickfacts="" sandovalcou<="" table="" www.census.gov=""> <a a="" fact="" href="https://www.census.gov/quickfacts/fact/table/sandovalcou <a href=" https:="" quickfacts="" sandovalcou<="" table="" www.census.gov=""> <a a="" fact="" href="https://www.census.gov/quickfacts/fact/table/sandovalcou <a href=" https:="" quickfacts="" sandovalcou<="" table="" www.census.gov=""> <a a="" fact="" href="https://www.census.gov/quickfacts/fact/table/sandovalcou <a href=" https:="" quickfacts="" sandovalcou<="" table="" www.census.gov="">

Goal 1	Reduce polysubstance use risk and overdose in Sandoval County among adults age 25-64.
Goal Indicator(s)	 Rate of polysubstance overdose deaths in Sandoval County ER visits for non-fatal overdose NMCS: Percent reporting past 30-day use of two or more substances on an occasion
Intervening Variable	Access to Naloxone
Harm Reduction Objective 1	Increase the number of community-based agencies trained on the use of Naloxone to increase access points of Naloxone by 2% in Sandoval County by June 30, 2022.
Objective Indicator(s)	Number of community-based agencies trained on the use of naloxone.
Strategy	Access to Naloxone Strategy 1: Increase Naloxone access points: Identify current Naloxone providers and trainers in community, identify needed access points for individuals and agencies who serve people who use drugs, and facilitate the establishment of additional Naloxone distribution sites where needed. Coordinate with OSAP statewide Naloxone training and distribution programs to facilitate end-user trainings, train-the-trainer trainings, and Naloxone distribution effort where they do not exist.
Rationale for Strategy Selection	The PFS20 Community Needs Assessment shows that claims remained constant at around 13 per quarter in Sandoval County (which made up about 5% of all Medicaid naloxone claims statewide). Naloxone claims processed ranged from 235 to 540 in Sandoval County, but overall, claims decreased by 305 from 2019Q4 to 2020Q4. There may be an indication that fewer people are getting naloxone from community organizations and instead getting them from pharmacies. Per key informant interviews, data suggests that Naloxone is not widely distributed. Primarily, pharmacies, emergency medical services, law enforcement carry Naloxone. Naloxone is mostly available at pharmacies with a doctor prescription, and Native communities often lack immediate

access to Naloxone. According to the DOH, 2,359 doses of naloxone (2,231 first doses and 128 refills) were distributed via Harm Reduction programs in Sandoval County from July 2020 to June 2021.

Although pharmacists were given authority to dispense Naloxone without a prescription, and essentially anyone can go into a pharmacy and get Naloxone without a doctor's prescription, there is a need to educate the community that a prescription is no longer required to access Naloxone. However, the barrier is that Naloxone can be expensive, especially without medical insurance. Accessibility from an equity standpoint must be considered. Presbyterian has a wide network of providers within Sandoval County which include. Certified Peer Support Specialists who have become champions for work related to substance use overdose interventions and harm reduction/hope messaging. Peers Supports as well as CHWS can be leveraged to educate other providers in the hospitals, clinics, and potentially in rural areas where systems/resources can be built/supported through partnerships and collaboration with other community providers. Additionally, Presbyterian is an active participant and host for ECHO sessions on pain and addiction, which is another existing system that can be leveraged to support this strategy.

Intervening Variable	Mode of Use
Harm Reduction Objective 2	Decrease risky patterns through supporting trauma-aware interventions that reduce stress and improve the quality of life among those who use substances aged 25 to 64 in Sandoval County by 3% by June 30, 2022.
Objective Indicator(s)	 Pre-Post of Participants on stress, coping, quality of life Well-being self-rating scale NMCS/ Harm Reduction Survey/Pre-Post: "Over the past 30 days, have you used drugs and/or drank alcohol in a way that put yourself or others in physical danger" "Have you experienced any of the following consequences from polysubstance use [list, e.g., overdose/going to ER, relationship or job problems, blacking out]"
Strategy	Mode of Use Strategy 5: Reduce Stress and Increase Future-Orientation: Collaborate with existing community workforce and agencies and coordinate training as much as possible to support the provision of selected trauma-informed interventions that have been shown to reduce stress and increase future-orientation in the lives of people who use drugs (leading to less risky use patterns). Program interventions and curricula that may fit the community or agency include: Mindfulness training; Cultivating Hope; Hope

as Prevention; and developing a trauma-informed and trauma-aware coalition.

Rationale for Strategy Selection

Per NMDOH substance-specific mortality 2019-2020, 64.9% of deaths (63 deaths) in Sandoval County was related to polysubstance use. Though these data are not yet available at the county level, statewide data are available and show that the majority of substance use deaths involve more than one substance. Prescription opioids make up the largest share of deaths at 37.6% followed closely by heroin and methamphetamine. Ninety-six percent of alcohol deaths involve at least one other substance and heroin and prescription opioids are most often found in conjunction with alcohol deaths. Similar trends exist for other substances including heroin, where 83.4% of deaths involve another substance and the substances most commonly found are meth and prescription opioids. Methamphetamine overdose deaths follow a similar pattern and are often paired with heroin and prescription opioids. Prescription opioids are often paired with benzodiazepines and heroin, cocaine is often paired with heroin and alcohol.

Preliminary analyses of the Peer Opioid Project, which in addition to providing peer support to individuals who present to EDs with a substance overdose, conducts surveillance on overdose events were conducted. Preliminary analysis looked at data collected at Presbyterian Hospital and Presbyterian Kaseman Hospital in Albuquerque, Santa Fe Medical Center, Rust Medical Center in Rio Rancho, and Presbyterian Española Hospital for July 2020-January 2021, we found that about 7% of overdose events involved multiple substances (n=132 events). Of those overdose events, 14 patients visited an emergency department more than once for polysubstance overdoses.

It was found that for the substances that were involved in polysubstance overdoses, opioids accounted for the most common substance identified as the primary substance in the overdose (n=58 overdose events). The combinations that occurred the most often were heroin and methamphetamine (n=3), prescription opioid and benzodiazepine (n=4), prescription opioid and fentanyl (n=4), multiple prescription opioids (n=4), and multiple non-steroidal anti-inflammatory drugs (n=4).

According to the PFS20 Community Needs Assessment, readiness and capacity, and SWOT processes, stigma reduction campaigns can bring community together for efforts in polysubstance prevention. Community education on which programs provide harm reduction services also greatly impact people who use substances and the probability that they will seek those services. Additionally, when it comes to prevention and harm reduction efforts,

there are misconceptions in the community that prevention means law enforcement/jail and that harm reduction is negative while complete abstinence is positive. Prevention education and information dissemination targeting providers can be the first step towards larger and successful community outreach. As a large healthcare system in the state of New Mexico, Presbyterian has a well-established structure and network with CHWs and Peer Support Specialists both within the system and in the community. Using Peers Supports to increase the number of harm reduction and anti-stigma messaging going out to the community can be leveraged for wider impact through this work as well as establishing and strengthening data infrastructure.

Intervening Variable	Social Norms/Attitudes
Harm Reduction	Implement a media campaign to increase community
Objective 3	awareness of the harms of polysubstance use in Sandoval
	County by 3% by June 30, 2022.
Objective Indicator(s)	NMCS: perception of harm of polysubstance
	NMCS: polysubstance use
	NMCS: past 30-day, polysubstance use
Strategy	Social Norms/Attitudes Strategy PFS20-R4z: Polysubstance
	Use Media : Use media resources (paid, earned and social
	media) to increase community awareness of and community
	concern about the frequency and impact of polysubstance
	use, its initiation and frequency in high school, the
	contribution of polysubstance use to overdose, dangers of
	taking multiple substances simultaneously, the danger of
	mixing alcohol and other drugs, inclusive of specific binge
	drinking and high-risk alcohol use campaign.
Rationale for Strategy	The Partnership of Success 2020 (PFS20) Community Needs
Selection	Assessment indicated that chronic pain is an issue in
	communities. Prescription opioids are easily accessed and
	are an accepted part of the community. Prescription opioids are perceived as being safe which leads to addiction.
	According to the New Mexico Department of Health
	(NMDOH), there were 9849 high dose opioid prescriptions
	filled in 2019. Problematic substance use, including the use of
	substances concurrently, can contribute to overdose and
	potentially death. Additionally, the PFS20 Community Needs
	Assessment shows that prescription opioids make up the
	largest share of deaths at 37.6% followed closely by heroin
	and methamphetamine.
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	According to key informants and focus groups, prescription
	opioids are often paired with benzodiazepines and heroin.
	Cocaine is often paired with heroin and alcohol in Sandoval
	County. Key informant interviews also revealed that the use
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of substances is common and normal. Moreover, substance use is part of the norm and lifestyle in Sandoval County. Additionally, qualitative data suggests that positive messaging enforcing positive behavior, healthy behavior, can call for positive/desired behavior within the county versus punitive, negative, scare tactic type of messaging. Finally, qualitative data revealed that in Sandoval County, although there is some messaging about alcohol use and its consequences, there is a lack of messaging regarding polysubstance use. A baseline for this one-of-its first initiatives, has yet to be established.

As a large healthcare system in the state of New Mexico, Presbyterian has a well-established structure and network with CHWs and Peer Support Specialists both within the system and in the community. Using Peers Supports to increase the number of polysubstance use messaging going out to the community can be leveraged for wider impact through this work as well as establishing and strengthening data infrastructure.

Intervening Variable	Mode of Use
Harm Reduction	Increase perception of harm among adults aged 25 to 64
Objective 4	who self-reported binge drinking by 2% in Sandoval County
	by June 30, 2022.
Objective Indicator(s)	NMCS: perception of harm of polysubstance use
	NMCS: perception of harm of polysubstance use among
	those who binge drink
	NMCS: people who report binge drinking in last 30 days
Strategy	Mode of Use Strategy 6: Perception of Harm of Polysubstance
	Use: Use well-targeted, population-specific, media resources
	(social media and/or informational pamphlets) selected and
	utilized specifically to reach high-risk or "indicated" groups of
	individuals (and for some groups of individuals, their families)
	who are already engaged in, or likely to be engaged in,
	polysubstance use to clearly increase the awareness of
	polysubstance use harm, esp. potential for overdose; to
	increase knowledge of the harms of particular combinations
	within applicable populations; to increase the knowledge of
	less risky use strategies for particular substance combinations
	with very targeted approaches to specific, appropriate
	audiences, including use of alcohol with other substances.
Rationale for Strategy	PFS20 Community Needs Assessment shows that the number
Selection	of times people had more than 5 drinks on an occasion has
	nearly doubled from 2019-2020. There is increased alcohol
	use (and associated outcomes) in Native communities within
	Sandoval County. Qualitative data indicate that alcohol use
	is a top priority and issue for communities across Sandoval
	County and is often combined with cannabis (especially in
	Native communities), opioids, and meth. Although not yet
	available for 2020, The Behavioral Risk Factor Surveillance

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System (BRFSS) data for 2019 indicate that 18% of adults reported binge drinking the previous 30 days while the NMCS percentage averaged to 11.7%. Binge drinking rates are higher than state average according to the BRFSS whereas rates are lower than the state average according to the NMCS. This is likely due to sampling differences between the two surveys.

According to key informant respondent interviews people believe that drinking too much would only make them sick and hungover without realizing that they can overdose in alcohol an die. Qualitative data collected from PFS20 assessment, key informants, key respondents, and focus groups revealed that there is a need for destabilization of the revolving door of incarceration and substance use, as well as the decrease in dehumanizing policies around arrests, incarceration, and then discharge can decrease the likelihood for people to become polysubstance users. Additionally, qualitative data suggests that most of times alcohol is the reason for seeking services but often the alcohol is a gateway substance for marijuana, meth, and opiates. One major misconception of most tribal behavioral health programs is that they are a carryover from old frameworks and individuals only engaged in those because they were mandated into treatment by courts, or otherwise tribal courts versus voluntary entry. However, these programs are available for voluntary entry.

Adding to this misconception, additional qualitative data not strictly related to tribal behavioral health programs revealed that people mostly think that prevention is about prosecuting people for DUI and illicit drug possession and sale, hence, what people think about substance use prevention relates to law enforcement, prosecution, and the court systems, when in reality this is not what prevention is about. Finally, qualitative data from PFS20 assessment, key informant interviews, and focus groups suggests that positive messaging enforcing positive behavior, healthy behavior, can call for positive/desired behavior within the county versus punitive, negative, scare tactic type of messaging. It seems that in Sandoval County, dissemination of information and knowledge is key to target binge drinking from a harm reduction and anti-stigma point of view, while bringing awareness of the dangers of binge drinking as well as the concurrent use of alcohol and other substances. Through the use of CHWS and Peer Supports, Presbyterian can leverage this work at the individual and community level through internal and external coalition and community partners. Honoring the community through positive harm reduction and anti-stigma work reflect the data collected through PFS20 assessment, interviews, and focus group processes that

highlighted the current and most salient needs in Sandoval
County.

Goal 2	Increase Coalition Capacity to address polysubstance use and risk in Sandoval County.
Goal Indicator(s)	Coalition Capacity Checklist, Sections D & E
Intervening Variable	Coalition Capacity
Coalition Capacity	Increase Coalition capacity between members, key
Objective 1	stakeholders, and specific groups about the issue of
	polysubstance use by 5% in Sandoval County by June 30,
	2022.
Objective Indicator(s)	Coalition Checklist
	Communication measures (e.g. number of newsletters,
	website updates, emails, partner meetings attended)
Strategy	Coalition Capacity Strategy C3: Strategies to enhance
,	outreach and communications: Build coalition capacity by
	increasing outreach and communications between
	members, key stakeholders, and specific groups, through
	sharing of activities and seeking feedback from community
	residents. Activities to include: development and
	dissemination of newsletters with articles and data that
	highlight prevention efforts related to polysubstance use,
	harm reduction and overdose; website updates, social
	media promotion such as live Facebook events; work with
	local media groups to promote coalition efforts and help
	educate the public about polysubstance use and overdose;
	regular communication maintained with coalition members
	and regular meetings.
Rationale for Strategy	Qualitative data from the PFS20 SWOT (Strengths,
Selection	Weaknesses, Opportunities, and Threats) analysis showed
	that leaders are invested in addressing the issue within
	Sandoval County. Community leaders show their support by
	attending meetings, community events, advocating for
	service provision, collaborating with different organizations,
	supporting tax increase, promoting mental health
	awareness, among other initiatives. Leaders in Sandoval
	County live and work within their communities. However,
	community members nor leadership do not widely use the
	term "polysubstance". Providers might not be aware of how
	common polysubstance use is. Providers address specific
	substances but often do not address the concurrent use of
	multiple interacting substances. In the same realm,
	community members lack the knowledge of what is
	polysubstance use and how common it is. They might be
	aware of substance use issues; however, they are unfamiliar
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	Additionally, community members lack the knowledge and
	understanding of how different substances, taking
	concurrently, interact with each other. The SWOT analysis
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the Sandoval County. Collaborating with county organizations and supporting the expansion as well as the integration of community resources and services through leaislative initiatives and engagement were identified as opportunities within the county. Additionally, bringing awareness to leadership, getting political leaders at the table, and "putting pressure" on lawmakers were indicators of legislative initiatives mentioned during the interviews. Promoting community engagement through organized outreach include but is not limited to listening to people's experiences to guide efforts and to inform the work, finding innovative ways for engagement through grassroots, community-based, compassion-driven outreach for what is happening in communities, obtaining feedback from the community to identify the community needs, and implementing broader prevention initiatives targeting people's perception about prevention efforts and programs. Additional suggestions included fun activities, utilizing technology, and promoting engagement through social media.

Goal 3	Increase Community Readiness to address polysubstance
	use and risk in Sandoval County.
Goal Indicator(s)	Community Readiness Score
Intervening Variable	Community Readiness Building
Community Readiness	Increase the composite Community Readiness score
Objective 1	associated with the prevention of Polysubstance Use by 1
	readiness stage by June 30, 2022.
Objective Indicator(s)	Community Readiness Score
Strategy	Community Readiness Building Strategy D4: Strategies to
	increase knowledge of the issues: Develop and disseminate
	information / conversations about the dynamics of
	substance abuse in the community, data related to
	polysubstance use, overdose, and the role of alcohol and
	binge drinking in overdoses, and related priority issues, and
	current and planned efforts to address the issues. Materials
	and methods will need to be adapted according to the
	selected/identified group or population.
Rationale for Strategy	The Capacity and Readiness report confirmed the current
Selection	community level of 4 – Preplanning Stage. PFS20 assessment,
	capacity, readiness, and SWOT processes indicate that
	although the Sandoval community, to include community
	members and leaders, may be moving towards the
	preparation stage, there is a need for more education,
	dissemination of information, and community-based
	processes of prevention efforts available within Sandoval
	County. Qualitative data from the PFS20 SWOT (Strengths,
	Weaknesses, Opportunities, and Threats) analysis showed
	that leaders are invested in addressing the issue within
	Sandoval County. Community leaders show their support by
	attending meetings, community events, advocating for
Sandoval County Strate	ric Plan

service provision, collaborating with different organizations, supporting tax increase, promoting mental health awareness, among other initiatives. Leaders in Sandoval County live and work within their communities. However, community members nor leadership do not widely use the term "polysubstance". Providers might not be aware of how common polysubstance use is. Providers address specific substances but often do not address the concurrent use of multiple interacting substances.

In the same realm, community members lack the knowledge of what is polysubstance use and how common it is. They might be aware of substance use issues; however, they are unfamiliar with the term. Additionally, community members lack the knowledge and understanding of how different substances, taking concurrently, interact with each other. The SWOT analysis suggested that there is the need for legislative work within the Sandoval County. Collaborating with county organizations and supporting the expansion as well as the integration of community resources and services through legislative initiatives and engagement were identified as opportunities within the county. Additionally, bringing awareness to leadership, getting political leaders at the table, and "putting pressure" on lawmakers were indicators of legislative initiatives mentioned during the interviews. Promoting community engagement through organized outreach include but is not limited to listening to people's experiences to guide efforts and to inform the work, finding innovative ways for engagement through grassroots, community-based, compassion-driven outreach for what is happening in communities, obtaining feedback from the community to identify the community needs, and implementing broader prevention initiatives targeting people's perception about prevention efforts and programs. Additional suggestions included fun activities, utilizing technology, and promoting engagement through social media.

