



# **Pennsylvania Department of Drug and Alcohol Programs (DDAP)**

*Presentation for Opioid Abuse Child Impact Task Force*

May 23, 2022

Jennifer Smith, Secretary



# PA Department of Drug and Alcohol Programs

## Overview of DDAP

### Current SUD landscape in PA

### Prevention and Intervention Initiatives

- Expanded Prevention Funding
- Student Assistance Program & PA Youth Survey
- Treatment Programs for Women and Children
- Funding for Women and Children

### Parent Panel Advisory Council

### Stigma Reduction

### Resources



DDAP's offices are on the 5<sup>th</sup> floor of One Penn Center, Harrisburg PA



# Overview of DDAP

## History of DDAP



- Formerly an office, then a bureau, under the Department of Health
- [Act 50 of 2010](#) created the Department
- Single State Authority (SSA) for substance use disorder services since July 1, 2012

## DDAP's Role

- **Receives** federal and state funding to address SUD prevention, intervention, treatment and recovery within the Commonwealth
- **Develops** and **implements** a state level strategic plan
- **Funds** and **monitors** 47 Single County Authorities (SCAs) as the local entities to implement services
- **Provides** training for the SUD workforce and community organizations
- **Implements** state level initiatives to address identified needs and improve quality of services
- **Licenses** drug and alcohol treatment facilities and recovery houses

## Strategic Plan 2019 – 2022 Goals: RISE

**R**educe stigma

**I**ntensify primary prevention

**S**trengthen treatment systems

**E**mpower sustained recovery

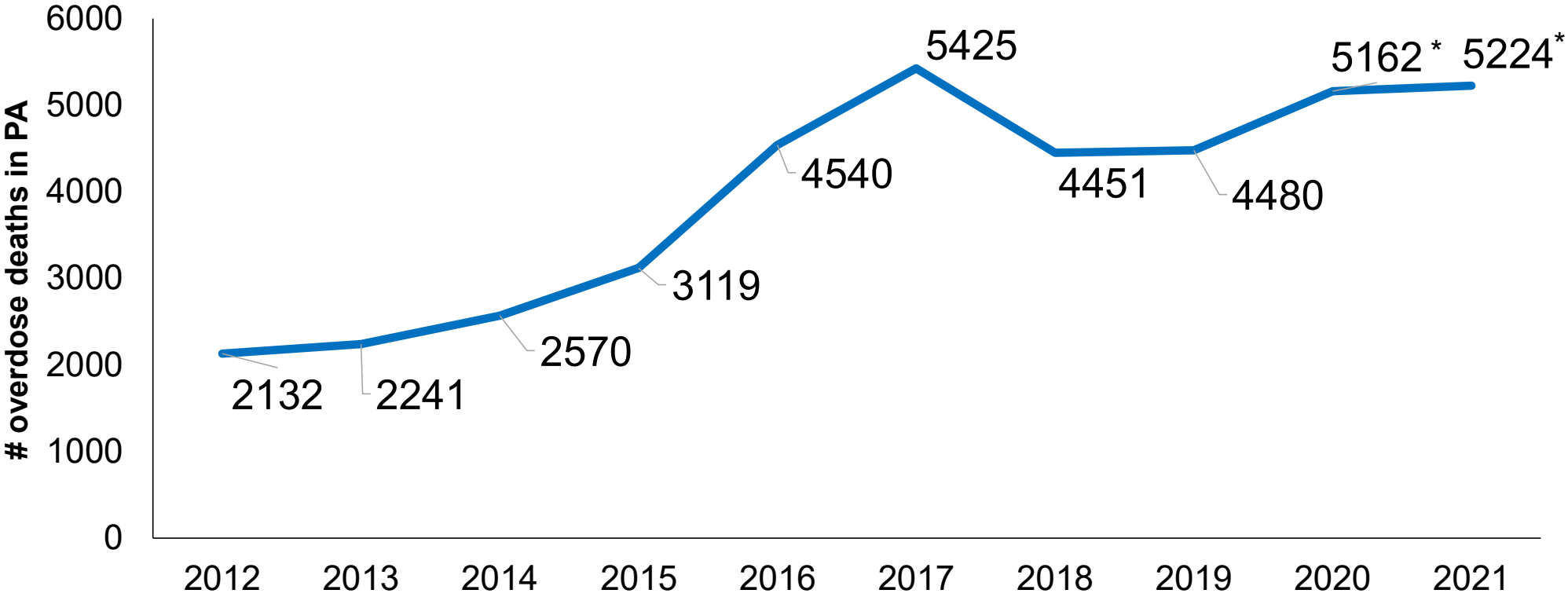


Link to DDAP's 2019 – 2022 State Plan: [here](#)



# Current Landscape in PA

# ▶ Overdose Deaths in Pennsylvania, 2012 – 2021\*

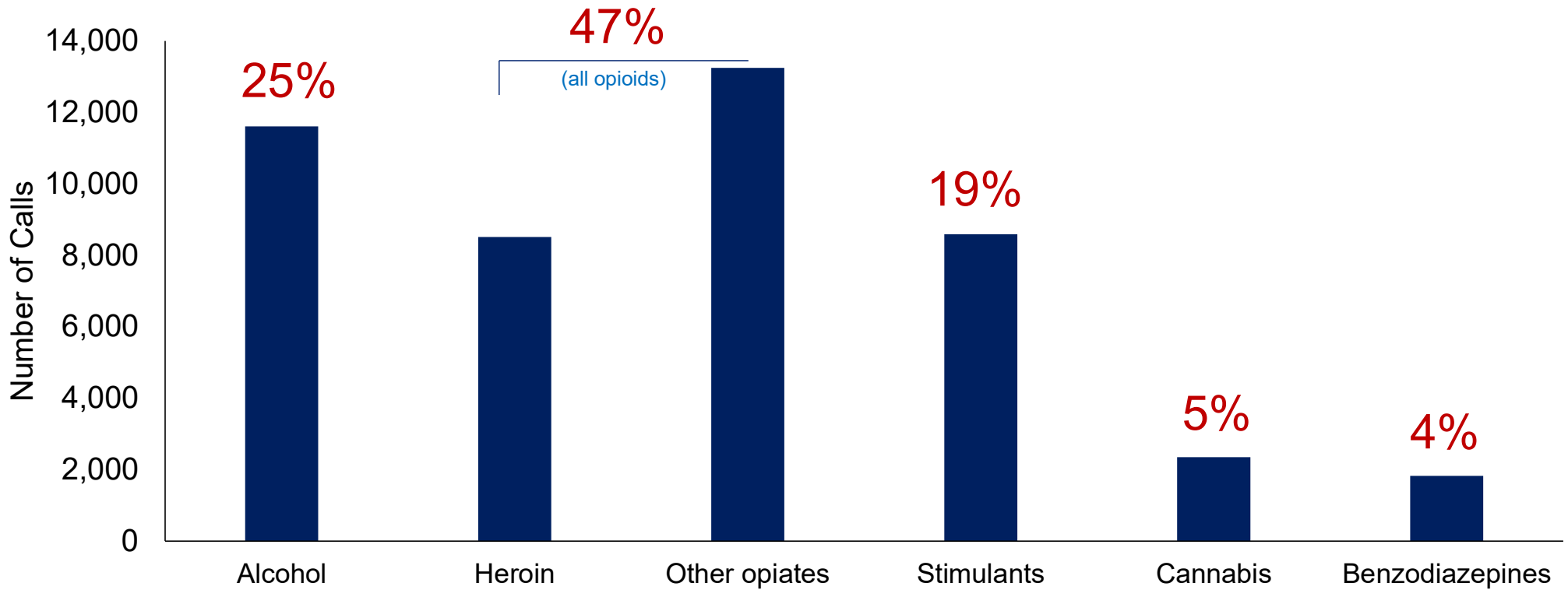


Annual counts of accidental or undetermined overdose deaths.  
\* 2020 and 2021 data are preliminary.





# Get Help Now Hotline Call Trends



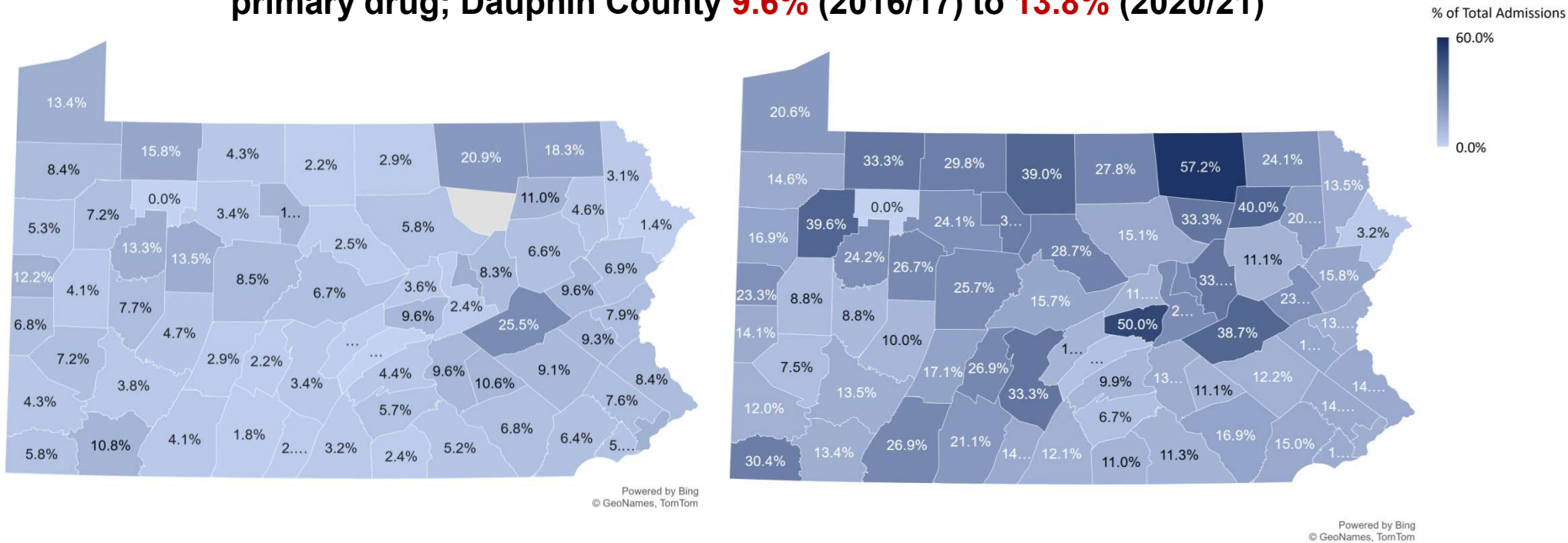
## Since Nov 2016:

- Total calls: 92,157
- Total intakes: 49,865 (~25/day)



# Rapid 4-year Growth in Stimulant Admissions

Percentage of treatment admissions\* where stimulants were the primary drug; Dauphin County **9.6%** (2016/17) to **13.8%** (2020/21)



\* Treatment admissions reflect SCA-funded clients only



# Prevention and Intervention Initiatives

# Expanded Prevention Funding

**Over \$11 million in prevention funding provided to SCAs**

Examples of programs funded across PA:

- Student Assistance Program liaison services
- Evidence-based school curricula to build skills (e.g. Botvin LifeSkills Training, Too Good for Drugs)
- Parenting programs (including home visiting programs)
- Youth leadership development/advocacy
- Supporting prevention coalitions
- Cognitive Behavioral Intervention for Trauma in Schools

# Student Assistance Program (SAP)

SAP helps your child overcome barriers to achieve, advance, and remain in school.



- Required K-12 for public schools
- Team process to mobilize resources to remove barriers to learning
- 4 phase process: Referral; Team Planning; Intervention/Recommendations; Support/Follow-up
- SCAs fund: liaison services; training; technical assistance; marketing

## Student Assistance Program (SAP)

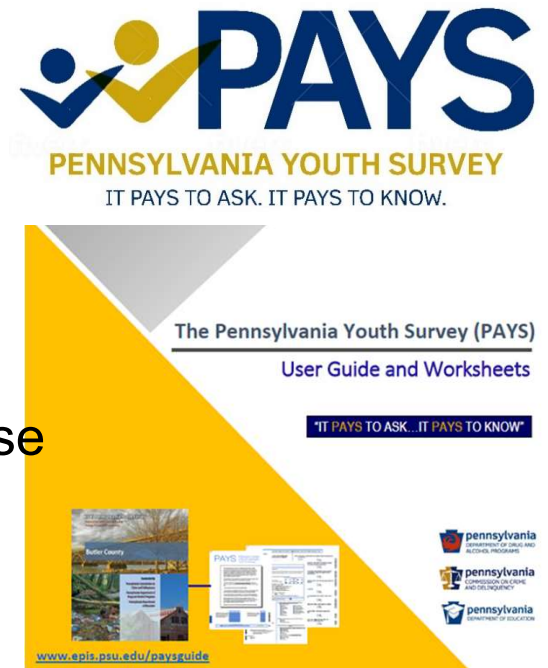
SAP can help youth experiencing:

- Drop in grades
- Being bullied
- Problems with peers
- Change in mood
- Lack of motivation
- Substance use issues
- Grief and loss
- Feeling anxious
- Truancy
- Sleep issues
- Discipline issues
- Other concerns

# PA Youth Survey (PAYS)

- Survey youth in 6<sup>th</sup>, 8<sup>th</sup>, 10, 12<sup>th</sup> grades
- Administered in fall of odd-numbered years
- Collects data on substance use, mental health and other problem behaviors
- Measures risk and protective factors that influence behaviors
- 2021 Findings: Continued decline in teen substance use

View 2021 PAYS reports at [www.pays.pa.gov](http://www.pays.pa.gov)



## ➤ Women-Women with Dependent Children Network

**Pregnant women and women with children are a priority population**

Women-Women with Dependent Children Network (W3DC) Purpose:

- Represent the “voice” of women in identifying barriers and establishing solutions to improved service delivery
- Improve collaboration among partners providing services to pregnant and parenting women
- Identify needs and improve access to resources

Learn more on W3DC: [2020-2021 Women and Children’s Annual Report](#)



# ➤ Programs for Women and Women with Children

**28 licensed residential programs** that specifically serve this population.

**Pennsylvania Commonwealth Wide Program Capacity According to Service Category**

Category	# programs	# beds
<b>Residential Women Only</b>	<b>19</b>	<b>397</b>
<b>Halfway House Women Only</b>	<b>16</b>	<b>360</b>
Residential, Women Only, Serves Pregnant Women	13	299
Halfway House, Women Only, Serves Pregnant Women	10	234
Residential, Women Only, Serves Pregnant and Women with Dependent Children	9	177
Halfway House, Women Only, Serves Pregnant Women and Women with Dependent Children	3	64
Residential Women Only, Serves Women/Women with Dependent Children	2	35
Halfway House, Women Only, Serves Women/Women with Dependent Children	2	30
<b>Residential, Male/Female with Female Specific Treatment Track/Unit</b>	<b>4</b>	<b>62</b>
Residential, Male/Female with Female Specific Treatment Track/Unit - Serves Pregnant Women	2	24
<b>Total Capacity</b>	<b>39</b>	<b>819</b>

Full listing of programs/counties: [Women and Children's Annual Report](#)

## ▶ SAMHSA Grant Funding for Women & Children

- **GIFA 21-03 Pregnancy Support Services**
  - ✓ More than \$6.4 million to 12 organizations
- **GIFA 20-05 Pregnancy Support Services**
  - ✓ Almost \$3 million to 9 organizations
- **GIFA 19-01 Pregnancy Support Services**
  - ✓ More than \$3.4 million to 9 organizations
- **RFP to expand adolescent services**



# Parent Panel Advisory Council

## Mission and Background

- **Mission:** It is the mission of the Pennsylvania Parent Panel Advisory Council, working in collaboration with the Commonwealth Department of Drug and Alcohol Programs, to advocate for and promote individual and family recovery, hope and healing by improving the understanding and access to, a continuum of care and supports for those who are impacted by substance use and substance use disorders throughout Pennsylvania.
- Established in 2006 pursuant to the Pennsylvania General Assembly passage of [House Resolution \(HR\) 585](#).
- Comprised of geographically dispersed individuals, representing all regions of the Commonwealth, who have first-hand experience parenting children impacted by substance use and substance use disorders.

# Meetings and Membership

- PPAC meets three times annually in the Harrisburg area, designating one of these meetings as a joint session with the Pennsylvania Advisory Council on Substance Use.

**Chair:** Lauryn Wicks

**Vice-Chair:** Cindy Wanamaker

**Members:**

Carmen Capozzi  
John Cribari  
Laura Tomassoni Lewis  
Thomas Moreken  
Debbie Ferry  
Donald Ferry  
Jeanna Fisher  
Beth Weischedel  
Dr. Erwin Weischedel  
Cathy Messina

Michelle Lynam  
Bobbie McBurney-Johnson  
Shannon Theurer  
Lori Casanova  
Carolyn Miele  
Valerie Felici  
Barbara Senst  
Gina Slenker



# Stigma Reduction

# Life Unites Us Campaign Objective

**Increase knowledge about and decrease stigma around those living with substance use disorder (SUD), specifically opioid use disorder (OUD) throughout Pennsylvania.**



## Knowledge

Increasing knowledge about OUD and that recovery is possible with the proper support



## Attitudes

Improving attitudes toward those living with and/or in recovery



## Behaviors

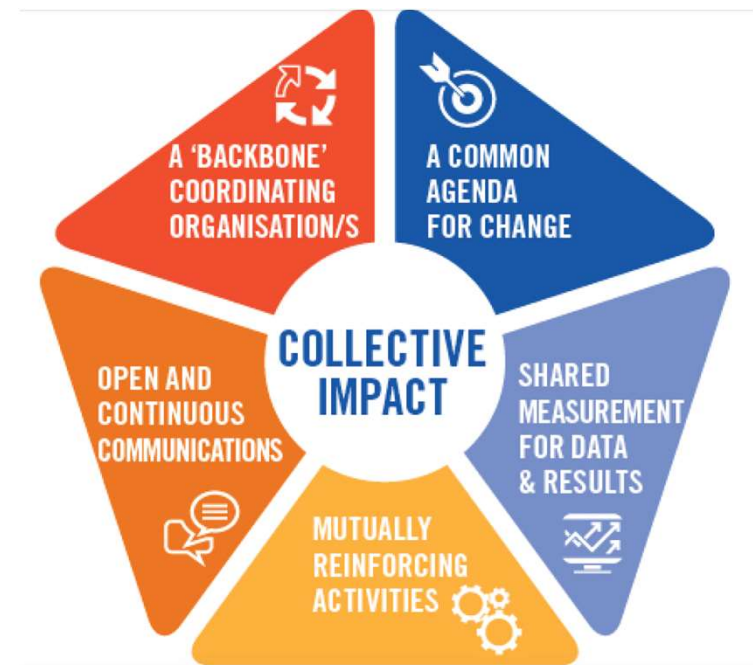
Increasing self-efficacy to provide support, and/or instances of providing support among those who have a loved one with OUD

# Collective Impact Model

1. Connect and strengthen stakeholders (organizations and individuals) already responding to the crisis

Collaborated with over 80 orgs across Pennsylvania who endorse the campaign.

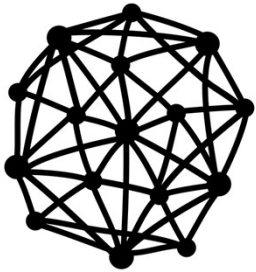
2. Integrate with Pennsylvania's existing plan  
Expanded messaging from only OUD to poly-use and stimulant education as state priorities shift.
3. Educate the public using channels and messengers that meet them where they are  
Published over 270 stories on Life Unites Us social channels and story library. Activated 50 influencers for a larger reach of messaging.
- 4 Evaluate the entire effort as a public health intervention, not a media campaign  
Evaluated stigma reduction every 6 months.



*Image courtesy of the University of Southern California*

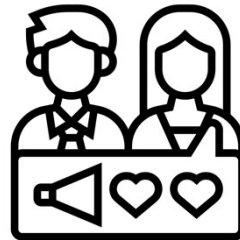


# Partnership and CBO Engagement



## Campaign Partners

- **80** community based organizations (CBOs) partnering with the campaign through logo endorsement or sharing campaign content with their networks



## Community Impact Committee

- 6 members of the newly expanded CIC representing 5 regions of the state
- This committee includes voices from the recovery community and regions across the commonwealth to ensure representation across priority groups



## Technical Training

- Offering bi-monthly webinars to provide deeper support
- Topics are identified by partners as areas of interest
- Providing social media and campaign support upon request

\*All data through February 28, 2022

# Story Sharing and Social Media



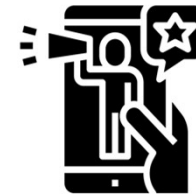
## Stories Shared

- **271** Pennsylvanians have shared their story of recovery. Stories are hosted on the story library at [lifeunitesus.com/story-library](https://lifeunitesus.com/story-library)



## Social Media

- **4.8 M** Impressions
- **Over 900k** Video Views
- **106k** Engagements
- **Nearly 2k** Followers across 4 platforms (Facebook, Twitter, Instagram and YouTube)



## Influencers

- **50** social media influencers sharing key messaging and using #lifeunitesus adding an additional **1.2 + M** impressions

\*All data through January 31, 2022

# Year One Results

- Year One Results**

- ✓ Reached nearly 4 million Pennsylvanians
- ✓ Found greater willingness to live with and continue a relationship with someone who has an opioid use disorder
- ✓ Found greater openness to having an opioid treatment center located near their home

Topic Area	Statement (% of people who agreed with each statement)	Not Campaign Aware	Campaign Aware
Policy	My local government has strong policies to support people with OUD	17.2%	35.5%
Medications	Buprenorphine (also called suboxone, subutex, or sublocade) is an effective treatment for opioid use disorder	25.8%	39.2%
Naloxone	I would be willing to obtain naloxone, a medication that can quickly help a person experiencing a life-threatening drug overdose	64.8%	82.8%
Social Exclusion	I would be willing to have a person with OUD as a neighbor	41.1%	52.2%



# Resources

## Substance Use Disorder Resources

- Get Help Now Hotline
  - ✓ Call: 1-800-662-HELP (4357)
  - ✓ Text: 717-216-0905
  - ✓ Chat: [bit.ly/GHNchatline](https://bit.ly/GHNchatline)
- Single County Authorities
  - ✓ [bit.ly/CountySCAsearch](https://bit.ly/CountySCAsearch)



## Substance Use Disorder Resources

- Just Five: Education, prevention tool
  - ✓ [Justfive.org/pa-workforce](https://justfive.org/pa-workforce) - PA workforce
  - ✓ [Justfive.org/pa-gov](https://justfive.org/pa-gov) – state employees
- ATLAS
- Life Unites Us: Stigma reduction campaign
  - ✓ [lifeunitesus.com](https://lifeunitesus.com)



**JUSTFIVE.ORG/PA-WORKFORCE**

**Enhancing education and awareness about substance use disorder among Pennsylvania's workforce.**



## Keep in touch!

Website: <https://www.ddap.pa.gov/>

Facebook: <https://www.facebook.com/PennsylvaniaDDAP>

Twitter: <https://twitter.com/PADrugAlcohol>

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