NAAG Eastern Region Meeting

Opportunities for Collaboration

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Wisconsin Attorney General

DOSE OF REALITY
PREVENT PRESCRIPTION PAINKILLER ABUSE IN WISCONSIN.
Wisconsin Opiate-related Deaths per 100,000; 2000-2013

Note: Includes deaths involving heroin and/or prescription opioids

Source: Wisconsin resident death certificates, Office of Health Informatics, Dept. of Health Services

Source: Wisconsin Dept of Health Services, Division of Public Health, Office of Health Informatics: Hospital Patient Data System
HEROIN CASES IN 2008

Total Number of Cases | Number of Counties with Cases
--- | ---
273 | 28

HEROIN CASES BY COUNTY

- No Crime Lab Cases
- 1-9 Crime Lab Cases
- 10-19 Crime Lab Cases
- 20-29 Crime Lab Cases
- 30+ Crime Lab Cases

Information cutoff: December 31, 2008

Numbers based on cases analyzed by the Wisconsin State Crime Laboratories
HEROIN CASES IN 2014

Total Number of Cases | Number of Counties with Cases
--- | ---
1,136 | 53

HEROIN CASES BY COUNTY
- No Crime Lab Cases
- 1-9 Crime Lab Cases
- 10-19 Crime Lab Cases
- 20-29 Crime Lab Cases
- 30+ Crime Lab Cases

Information cutoff: December 31, 2014
Numbers based on cases analyzed by the Wisconsin State Crime Laboratories
Deaths: Opioids vs. Heroin

Source: Wisconsin Dept. of Health Services Wisconsin Epidemiological Profile on Alcohol and Other Drug Use, 2014
Figure 1. Age-adjusted drug overdose death rates compared to other leading injury death rates, Wisconsin residents, 1999-2013

Age-adjusted death rates using the U.S. 2000 population as the standard.
U.S. OD deaths rise for 11th year

- CDC study in AMA Journal:
- “38,329 people died of drug OD in the U.S. in 2010, ... the latest sign of a deadly trend involving prescription pain killers.”
- “Opioid drugs... contributing to 3 out of 4 medication overdose deaths...”

Emergency Department Visits for Opiate Poisoning:

- 425,000 ED visits in 2010 for opioid abuse
- Up from 166,338 in 2004
Worst Public Safety Crisis in 25 years

• Started noting heroin in suburban communities about decade ago
  • Rising ODs soon followed
• Traditional law enforcement methods not effective
• Scope huge = Public Health Crisis
  • Can’t arrest our way out of public health crisis
Treatment

• Critical component, BUT...
• Overwhelmed
  • Over 163,000 in Wisconsin
  • Can’t treat 5,000
• Some positive changes:
  • Drug Treatment Courts
  • Medication Assisted Treatment
  • Expansion of rural treatment
Multi-faceted approach must include PREVENTION

- Education
  - Citizens: adults and adolescents
  - Medical Community
  - Schools

- Better informed patients
  - Abuse prevention
  - Safe storage
  - Safe disposal
Collaboration

• Drug Take-back Day
• Statewide Awareness/Prevention Campaign – Dose of Reality
• Legislative Initiatives
• Law Enforcement Training
Wisconsin Drug Take-back Day

Conducted twice per year:
• September 2014 = over 34,000 pounds

• May 16, 2015 = over 39,000 pounds

• October 17, 2015 = over 44,000 pounds
  • 226 registered law enforcement agencies
  • 97 Take-Back events held
  • 226 permanent drop boxes
    o Can be located on DOJ’s searchable online database
Take-back Process

1. 24/7 recovery at 226 WI Med Return Units
2. October 17 Drug Take Back Day
   1. Police bring collected drugs to regional WSP HQs
   2. Citizens drop off drugs at 97 collection sites
3. DCI transports drugs from WSP HQs to the packaging facility
   1. Drugs are removed from bottles, boxed,
   2. Boxes are palleted, shrink-wrapped and stored in semi trucks—WKSO security
4. KCSO and DCI escort trucks to Covanta
5. IN State Police secure overnight storage
Myths vs. “Doses of Reality”

DOR: Affecting all types of communities and individuals

DOR: Nearly 4 of 5 heroin addicts started with addiction to prescriptions

DOR: 70% of opioid abusers obtain them improperly from family or friends
Dose of Reality

Very Simple Prevention Message:

- Take Meds ONLY as prescribed TO YOU by a physician
- Store medications safely and SECURELY
- DISPOSE of medications properly/promptly

Delivering the Message:

- Television, radio, online ads and billboards
  - Paid, in-kind, interviews, PSAs
- Website with resources for students, parents, educators, health professionals, community members
For the Medical Community

• A Dose of Reality for them, too
• Presentations:
  • Prescribers, treatment providers, medical students, dental students
• Downloadable print-ready artwork
  • Posters
  • Informational brochures
  • Art for billboards and other media
PREVENT PRESCRIPTION PAINKILLER ABUSE IN WISCONSIN.

DOSE OF REALITY

TAKE THE PLEDGE

DOSE OF REALITY
PREVENT PRESCRIPTION PAINKILLER ABUSE IN WISCONSIN.
PRESCRIPTION PAINKILLERS CAUSE MORE DEATHS THAN ALL OTHER DRUGS.
Legislative Initiatives

• **HOPE Legislation** - Passed unanimously
  • Requiring photo ID when picking up prescription medication
  • Authorizes law enforcement to administer Narcan
  • Good Samaritan Law
    o 911
    o Narcan
  • Authorizes drug disposal programs/Med Return Units
  • Expanded TAD funding – Drug Treatment Courts and Medication Assisted Treatment
  • Treatment for underserved communities
Legislative Initiatives

• HOPE 2.0
  • Regulation for methadone clinics
  • Regulation for “pain clinics”
  • Reduce regulations on Narcan distribution
  • Strengthen PDMP
    o “Real-time prescription entry
    o Mandatory checks by prescribers
    o Improving usability of site
    o Authorizes law enforcement to notify physicians when investigating drug overdoses
Legislative Initiatives - Partners

- Legislative leader with a personal story
- Wisconsin Department of Justice
- Wisconsin Department of Health Services
- Wisconsin Department of Safety and Professional Services
- Law Enforcement
- Medical community
- Treatment community
Law Enforcement Training

• Overdose investigation training
• Training Conferences
• AG’s Summit on Heroin and Opioids
• Narcan Training