



ONEIDA COUNTY **OPIOID TASK FORCE**

PREVENTION • SURVEILLANCE • RECOVERY • TREATMENT • HARM REDUCTION

International Overdose
Awareness Day

AUGUST 31, 2023



AGENDA

Welcome & Introduction

Partner Updates & Discussion

Overdose Awareness Day Highlights

Closing Remarks

Welcome & Introduction

Co-Chairs

Oneida County Executive, Anthony J. Picente, Jr.

Oneida County District Attorney, Scott D. McNamara

Oneida County Sheriff, Robert M. Maciol

PARTNER UPDATES & DISCUSSION

Oneida County Task Force Update

Daniel W. Gilmore, Oneida County Health Department Director of Health

Mohawk Valley Crime Analysis Center Reporting/Regional Data

SSG Cory White, NYNG CDTF NE Region Investigative Support Analyst

Public Health Kiosk/Post Overdose Follow-up Program

Roberto Gonzalez, Director of Harm Reduction Services, ACR Health

Medication for Opioid Use Disorder (MOUD) at Oneida County Jail

Oneida County Sheriff Robert M. Maciol

Shatterproof Anti-Stigma Campaign

Jody McIntosh, MPH, Director of Community Engagement

Taylor Mann, Associate Director

Asha Carroll, Senior Director, Digital

Oneida County's Harm Reduction Campaign

Paul Fahey, Harm Reduction Consultant, Primeau-Fahey Studios



Daniel W. Gilmore

Director of Health

Oneida County Health Department



Cory White

NYNG CDTF NE Region

Investigative Support Analyst

Mohawk Valley Crime Analysis Center



ONEIDA COUNTY OPIOID TASK FORCE

OVERDOSE RESPONSE TEAM

DATA ANALYSIS SUBTEAM

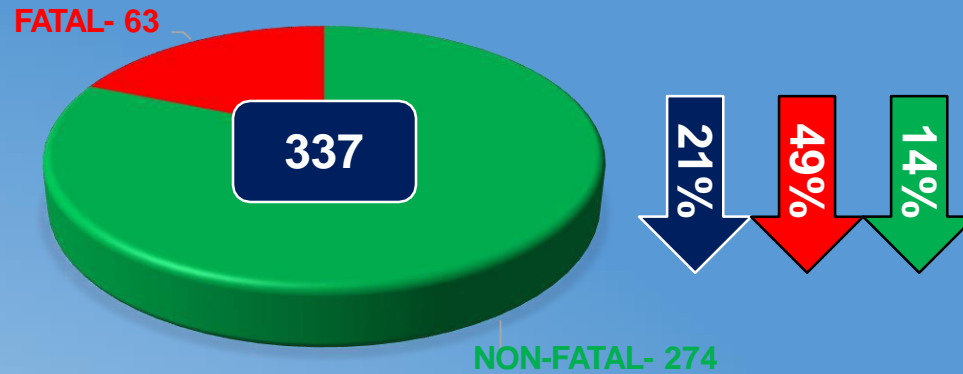




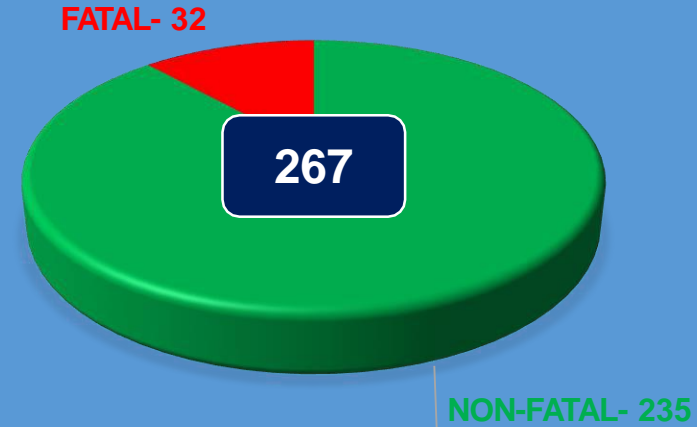
DATA ANALYSIS SUBTEAM



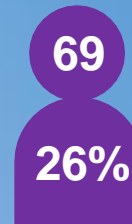
FY22 TOTAL OD'S YTD



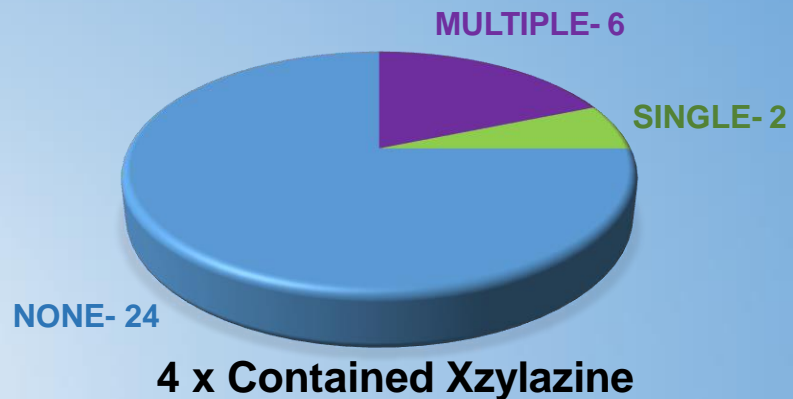
FY23 TOTAL OD'S YTD



NALOXONE ADMINISTERED BY BYSTANDER



FY23 FATAL OD'S NALOXONE USED



FY23 NALOXONE USED YTD

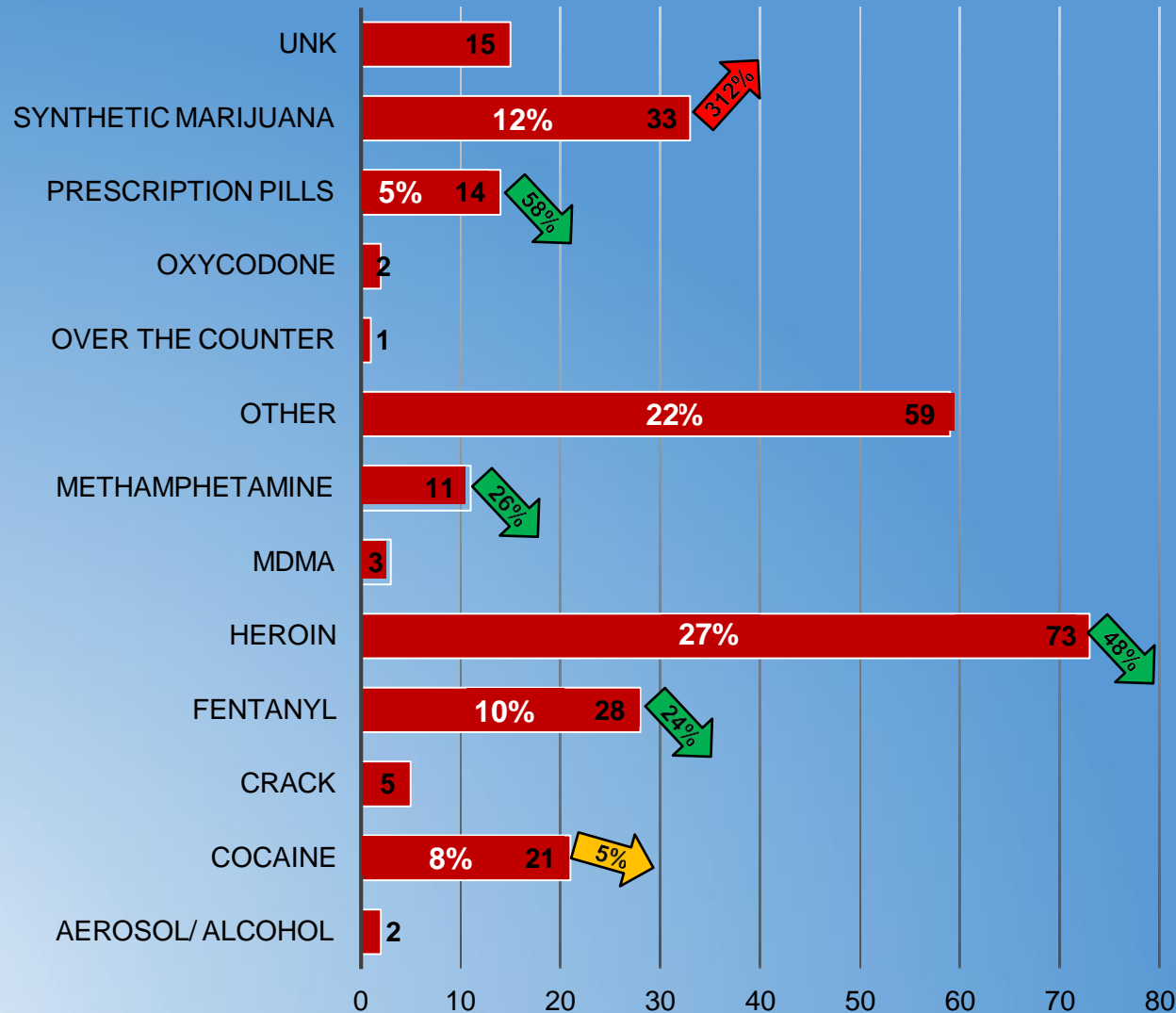




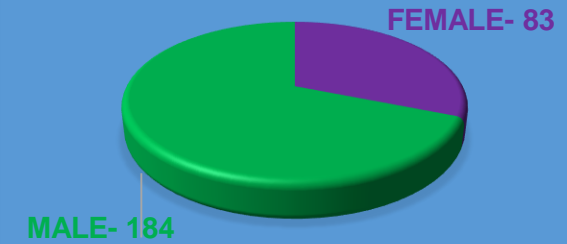
DATA ANALYSIS SUBTEAM



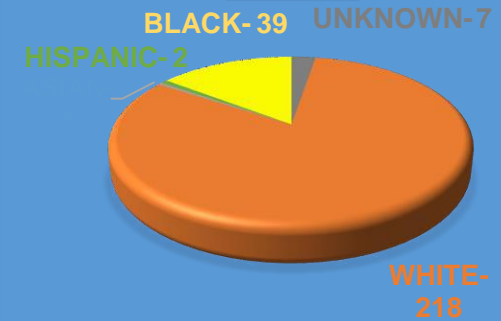
SUSPECTED DRUG USED YTD



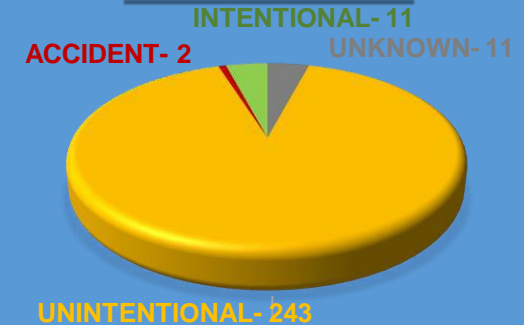
GENDER



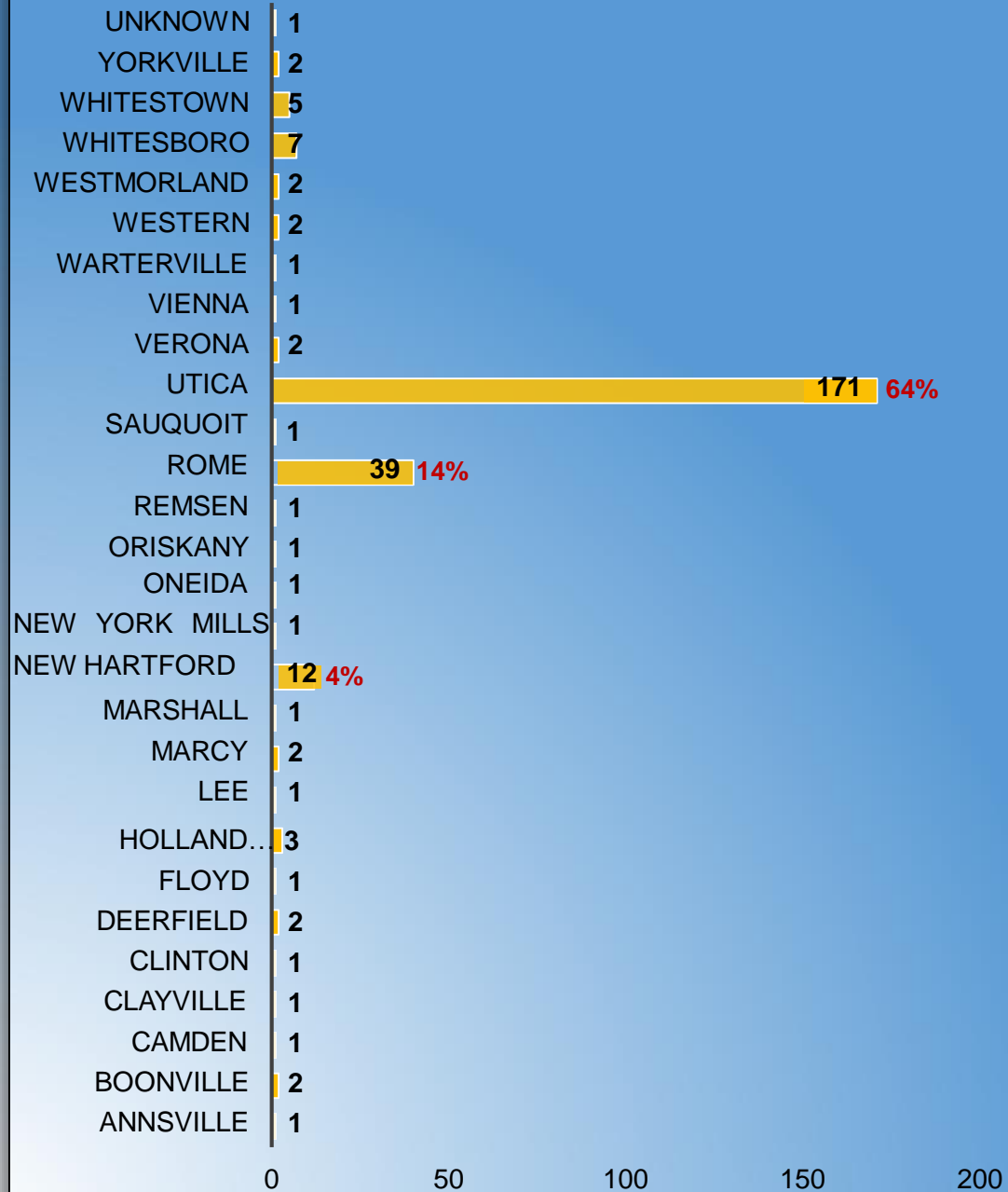
RACE



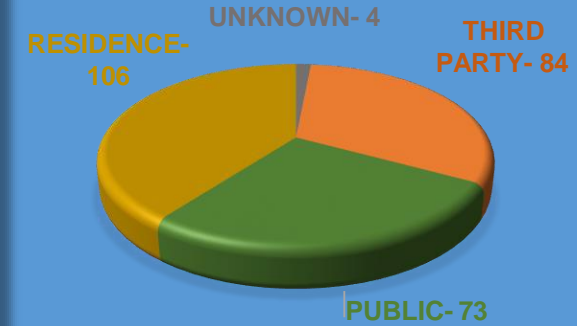
TYPE OF OD



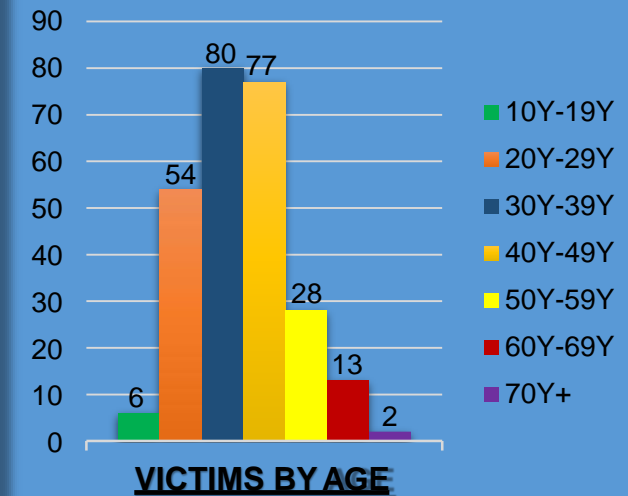
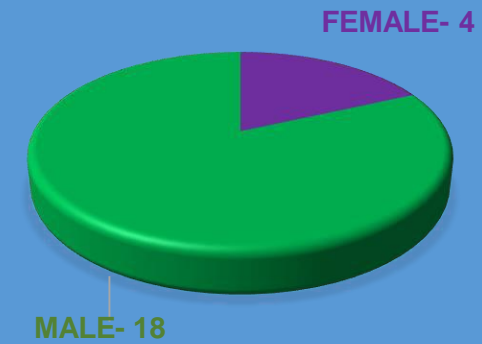
CITY/TOWN OF OD YTD



LOCATION



FY23 MULTIPLE OD'S

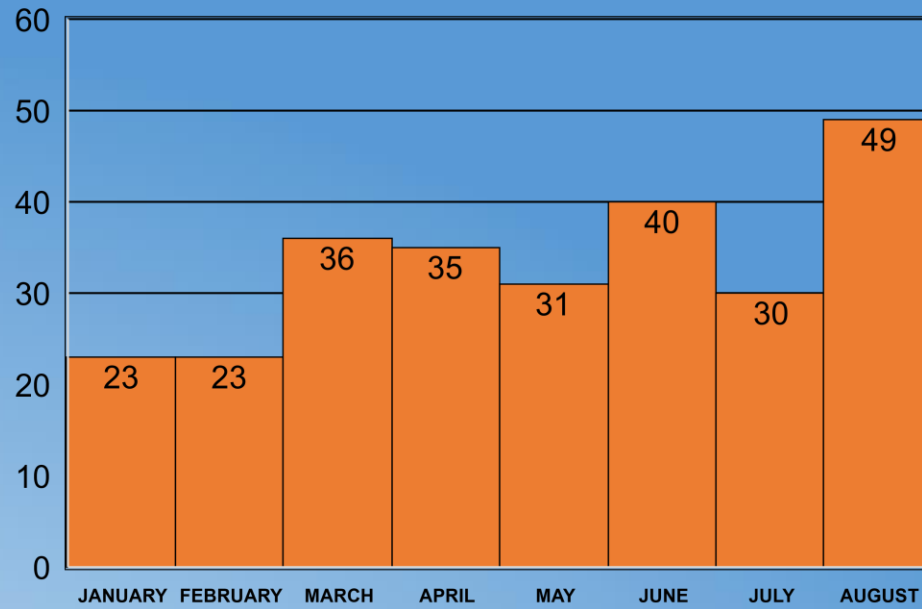




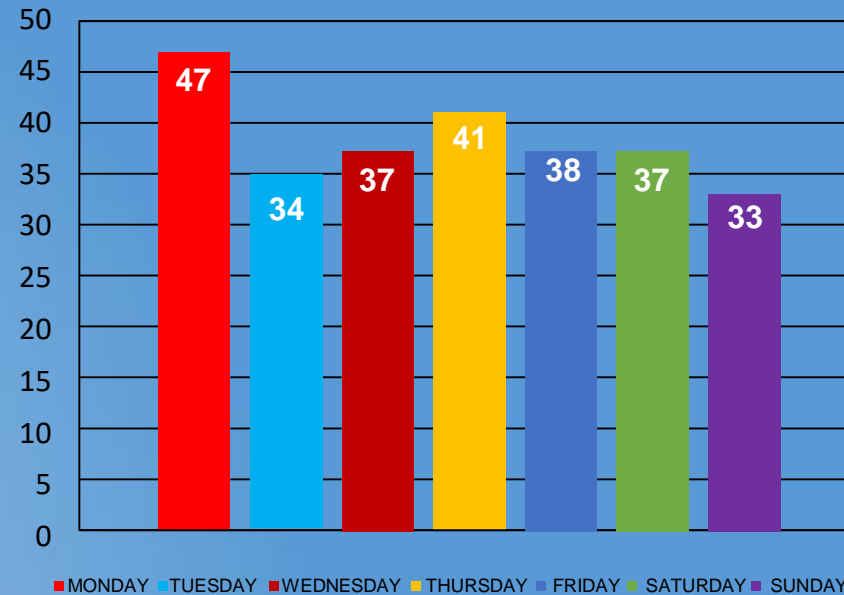
DATA ANALYSIS SUBTEAM



OD'S BY MONTH



OD'S BY DAY OF WEEK





DATA ANALYSIS SUBTEAM



2023 SPIKE ALERTS: 9

MAR 10th - MAR 12th:

- 7 OD's
 - 3 x UNK Opioid
 - 2 x Cocaine (Laced)
 - 1 x Fentanyl
 - 1 x Synthetic Marhuana
- 0 Death
- Naloxone Administered
 - 2 x Single Dose
 - 4 x Multiple Dose
 - 1 x None

JUN 29th - JUN 30th:

- 7 OD's
 - 1 x Fentanyl
 - 1 x Heroin
 - 2 x Methamphetamine
 - 1 x Synthetic Marihuana
 - 1 x Other (Opioid)
 - 1 x Cocaine
- 0 Death
- Naloxone Administered
 - 1 x Single Dose
 - 4 x Multiple Dose
 - 2 x None

AUG 16th - AUG 17th:

- 5 OD's
 - 3 x Heroin
 - 2 x Synthetic Marihuana
- 0 Death
- Naloxone Administered
 - 1 x None
 - 4 x Multiple Dose

MAR 14th - MAR 15th:

- 4 OD's
 - 1 x UNK Opioid
 - 2 x Heroin
 - 1 x Fentanyl
- 0 Death
- Naloxone Administered
 - 3 x Single Dose
 - 1 x Multiple Dose

JUL 28th - JUL 30th:

- 8 OD's
 - 6 x Heroin
 - 2 x Other (Opioid)
- 0 Death
- Naloxone Administered
 - 2 x Single Dose
 - 6 x Multiple Dose

APR 1st:

- 4 OD's
 - 2 x Heroin
 - 1 x UNK (Opioid)
 - 1 x Other (Opioid)
- 1 x Death
- Naloxone Administered
 - 4 x Multiple Dose

AUG 5th - AUG 6th:

- 5 OD's
 - 1 x Heroin
 - 2 x Cocaine
 - 2 x Other (Opioid)
- 0 Death
- Naloxone Administered
 - 1 x Single Dose
 - 4 x Multiple Dose

APR 19st:

- 4 OD's
 - 3 x Synthetic Marihuana
 - 1 x Heroin
- 0 x Death
- Naloxone Administered
 - 1 x Single Dose
 - 3 x Multiple Dose

AUG 11th - AUG 13th:

- 9 OD's
 - 3 x Heroin
 - 2 x UNK (Opioid)
 - 3 x Other (Opioid)
 - 1 x Methamphetamine
- 1 Death
- Naloxone Administered
 - 3 x Single Dose
 - 6 x Multiple Dose



Roberto Gonzalez

Director of Harm Reduction Services

ACR Health



Robert M. Maciol
Oneida County Sheriff



Jody McIntosh

Director of Community Engagement

Taylor Mann

Associate Director

Asha Carroll

Senior Director, Digital

All of Us Oneida: Oneida County Anti-Stigma Campaign

Asha Carroll

Taylor Mann

Jody McIntosh

National Stigma Initiative, Shatterproof

What is Addiction Stigma?

Stigma is a socially and culturally constructed process that reproduces inequalities and is perpetuated by the exercise of social, economic, and political power¹

It is a barrier to receiving healthcare and engaging in help-seeking behaviors, and results in discrimination and exclusion.



1. Stutterheim, S. E., van der Kooij, Y. L., Crutzen, R., Ruiter, R. A. C., Bos, A. E. R., & Kok, G. (2022). Applying principles of systematic behavior change to stigma reduction: Intervention Mapping as a guide to developing, implementing, and evaluating stigma interventions. PsyArXiv. Preprint. DOI: 10.31234/osf.io/5b89q



Types of Addiction Stigma

Public Stigma

- Society's negative attitudes towards a group of people, creating environments where individuals feel unwelcome, judged, shamed, and/or blamed.

Structural Stigma

- Systems-level discrimination caused and codified by institutional policies and/or dominant social norms.

Self-Stigma

- Where individuals accept societal stereotypes and experience reduced self-esteem and self-efficacy.

Stigma Against Medications for Opioid Use Disorder (MOUD)

- The misconception that MOUD involves "trading one addiction for another."





Campaign Framework

Collective Impact

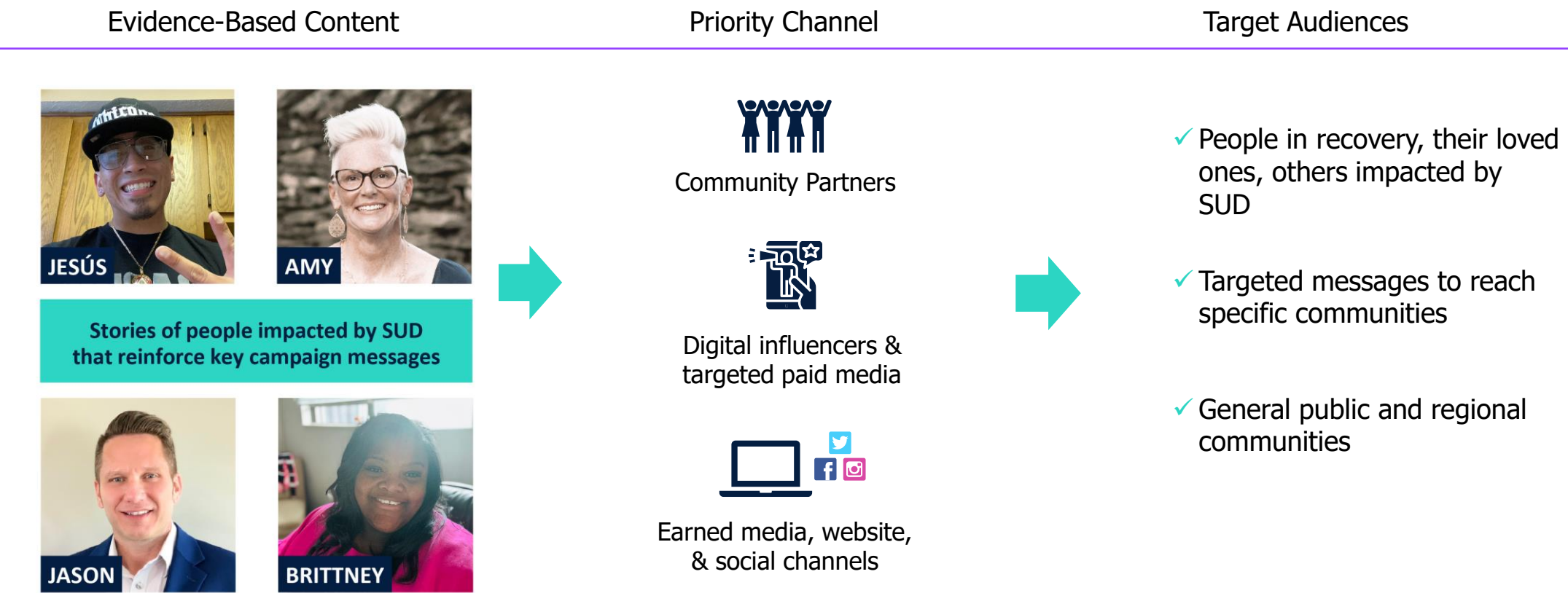
All of Us Oneida is curated WITH community,
driven BY community



Collective impact brings people together in a structured way
to achieve social change and advance equity.

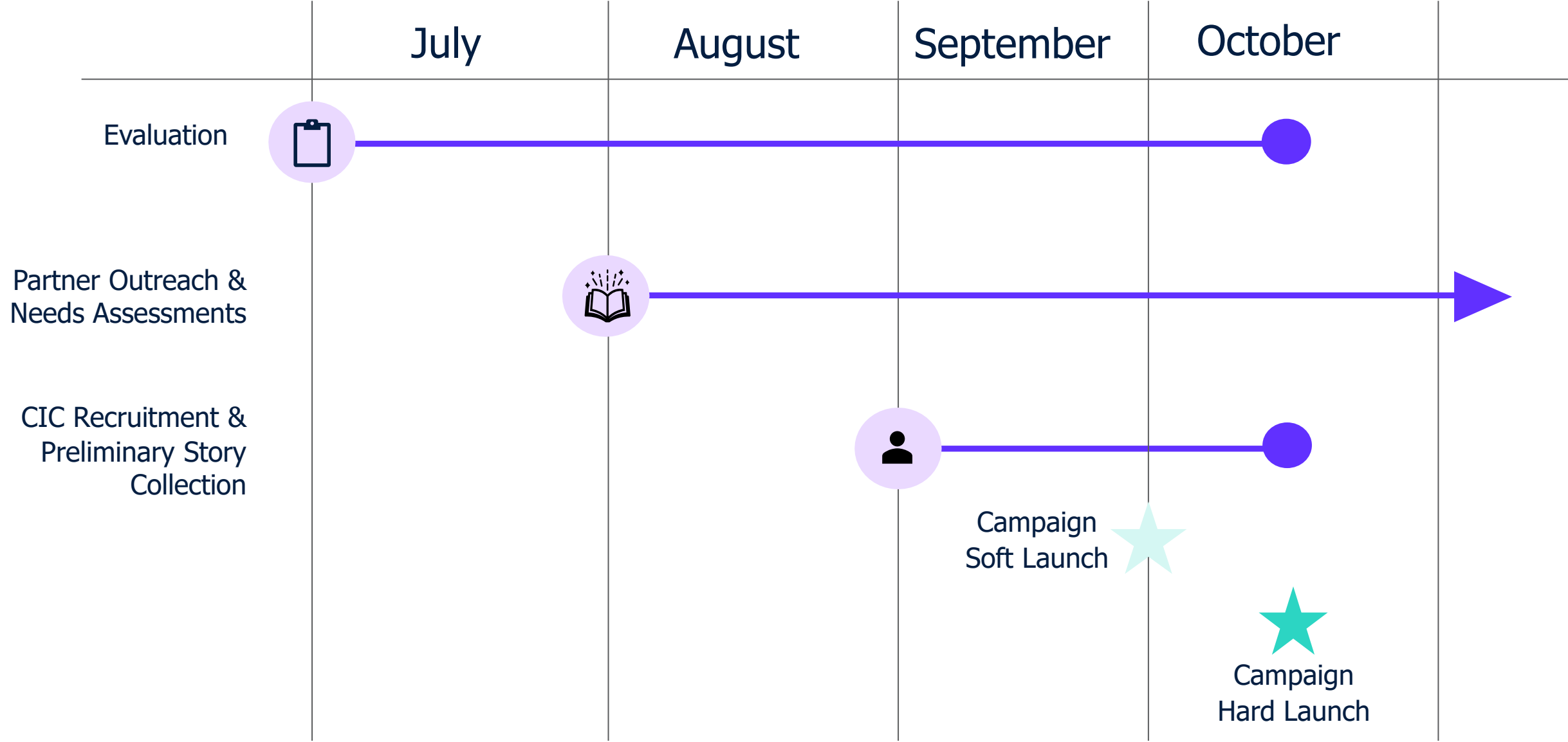


Evidence-Based Approach



In addition to distributing content, the campaign plays an active role providing technical assistance and capacity building to local community-based organizations to amplify the outreach and further impact.

Roadmap – Formative Phase



All of Us

Oneida

Name & Logo Design

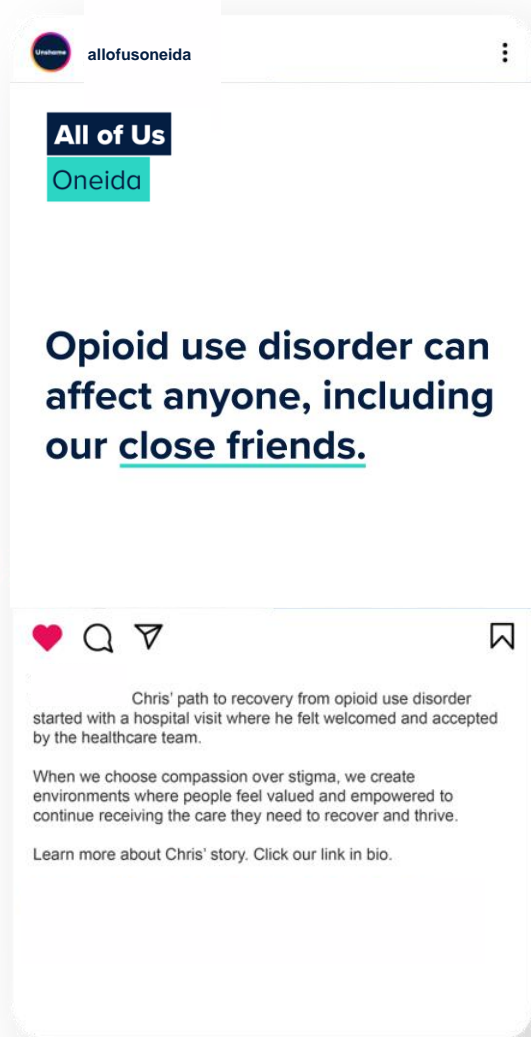
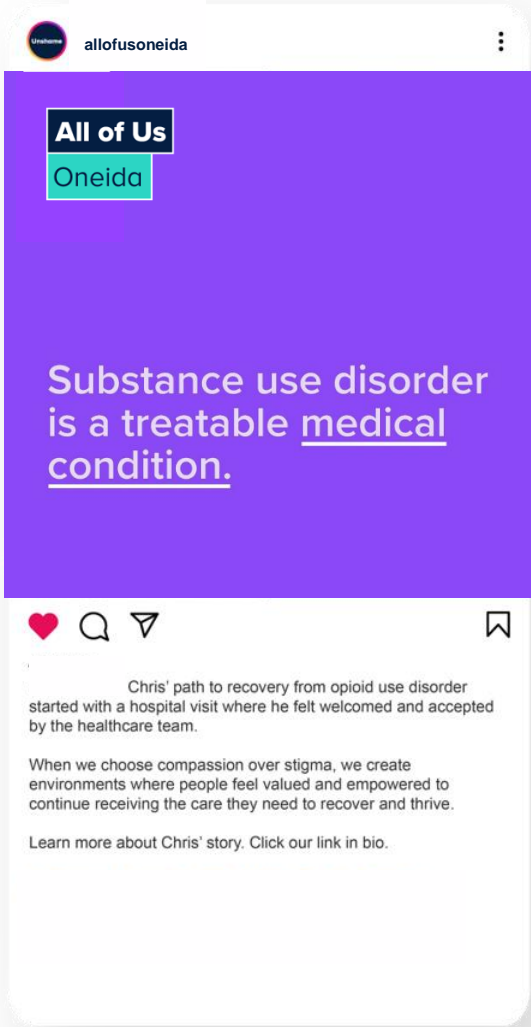
All of Us

Oneida

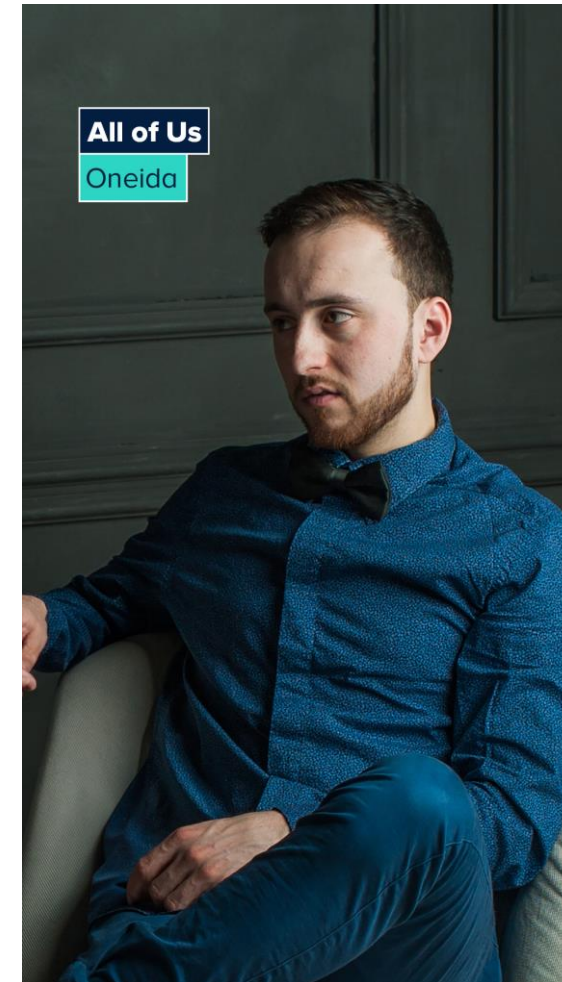


Shatterproof
Stronger than addiction

Content Examples



Content Examples



Evaluation Plan

- Fielding a 39-question baseline evaluation to measure addiction stigma relating to public stigma, structural stigma, and stigma associated with medication for OUD (MOUD)
- Based on [Shatterproof's Addiction Stigma Index](#)
- Vignette strategy describing John, who is actively misusing prescription opioids
- Goal is to sample 200 Oneida County residents
- Will field the survey again after the campaign ends to measure campaign exposure and any changes in addiction stigma



Needs Assessments

- 30–40-minute interviews with diverse community organizations
- Works in conjunction with evaluation data to inform messaging, webinars, and campaign strategy that is curated for this community





How You Can Get Involved

Community Engagement Activities

Become a Community Partner

Elevate campaign messaging/resources



Share your story/refer story sharers

Humanize people living with addiction and people in recovery



Provide feedback that directly impacts the campaign

Collaborate on webinar topics, speakers, and panelists



Thank you!

Asha Carroll

Senior Director, Digital

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Taylor Mann

Associate Director

tmann@shatterproof.org

Jody McIntosh

Director of Community Engagement

jmcintosh@shatterproof.org



Paul Fahey

Harm Reduction Consultant

Primeau-Fahey Studios

<https://vimeo.com/859103028/614d37d523?share=copy>

Guest Speaker

Peer Program Success Story

Katie Burns

Community Events

Light of Hope

Hosted by: Center for Family Life and Recovery

Gigliotti Avenue, Rome

5:00 p.m. to 8:00 p.m.

International Overdose Awareness Day

Hosted by: ACR Health

Kopernik Park, Utica

6:00 p.m. to 9:00 p.m.

CLOSING REMARKS

Thank You