



HEALing Communities Study  
Ohio

# HEALing Communities Study Outcomes



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# Ross County Opioid Overdose Deaths

	2017	2018	2019	2020	2021	2021-2022	2022	2023
Population	60,870	60,562	60,397	60,337	60,337	60,337	60,337	60,337
Opioid overdose deaths	27	31	29	50	48	45	51	40
involving heroin	11	14	5	1	0	2	2	0
involving synthetic opioids other than methadone (fentanyl)	18	26	26	46	46	44	50	39
involving any opioid and any psychostimulant (excluding cocaine).	5	9	10	18	23	22	26	22
involving any opioid and cocaine	9	14	4	15	13	10	13	10
involving any opioid and any psychostimulant (including cocaine)	13	20	13	30	33	31	36	28
involving any opioid and any benzodiazepine	9	13	9	8	7	6	5	6

# Ross County All Drug Overdose Deaths

	2017	2018	2019	2020	2021	2021-2022	2022	2023
Population	60,870	60,562	60,397	60,337	60,337	60,337	60,337	60,337
Drug overdose deaths	29	38	38	55	56	52	63	49
involving any psychostimulant (excluding cocaine)	5	13	16	20	27	26	33	27
involving cocaine	10	16	5	15	13	11	14	11
involving any psychostimulant (including cocaine)	14	25	19	33	38	36	44	33
involving any benzodiazepine	9	15	11	8	7	7	7	7

# Agenda

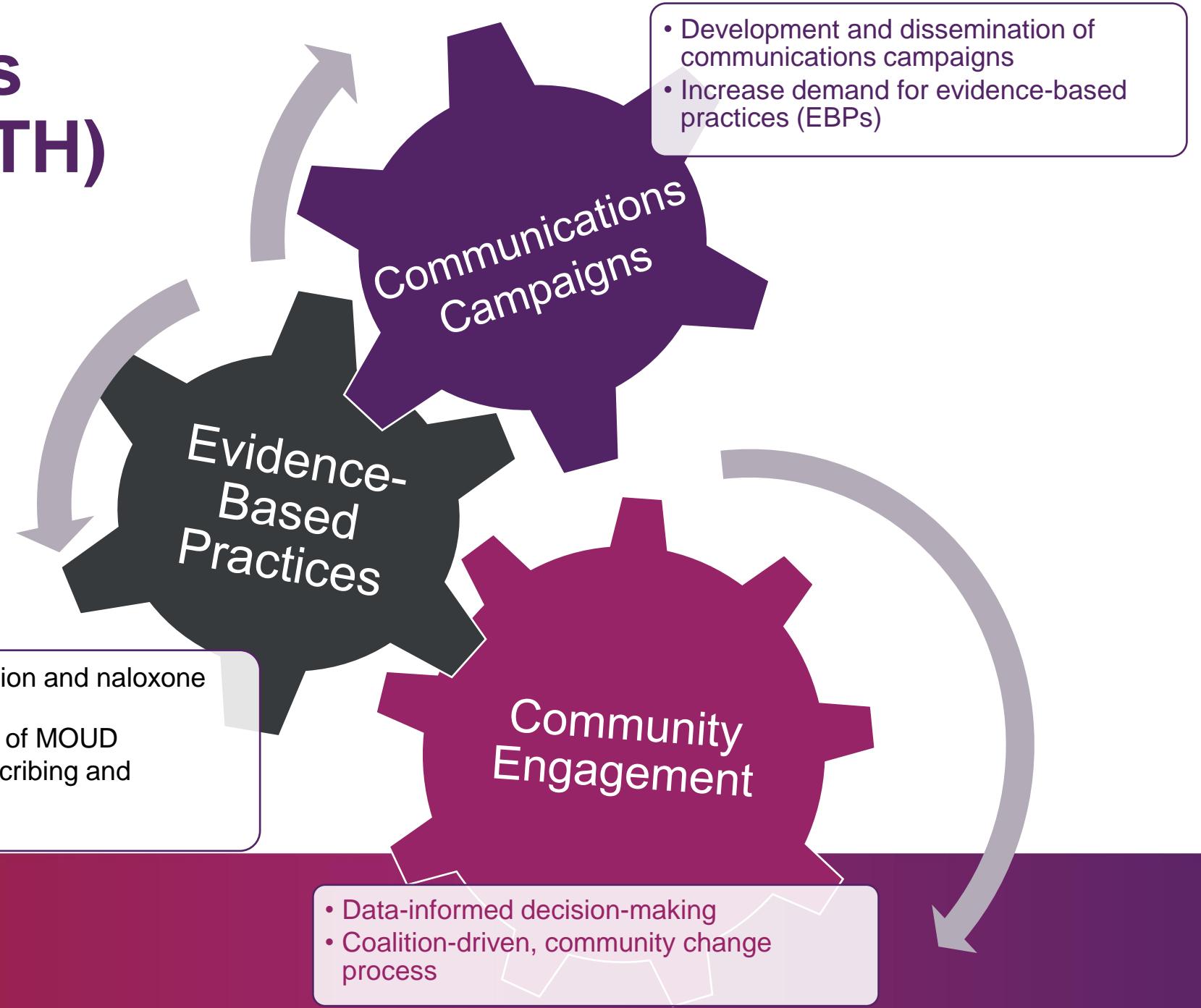
- Review goals and research design
- Select findings
  - Implementation of Evidence-Based Practices
  - Overdose Deaths
  - Secondary Outcomes
- Dissemination

# In Memoriam

Principal Investigator  
Dr. Rebecca Jackson  
(August 18, 1955 - October 11, 2022)



# Communities That Heal (CTH) Intervention Framework

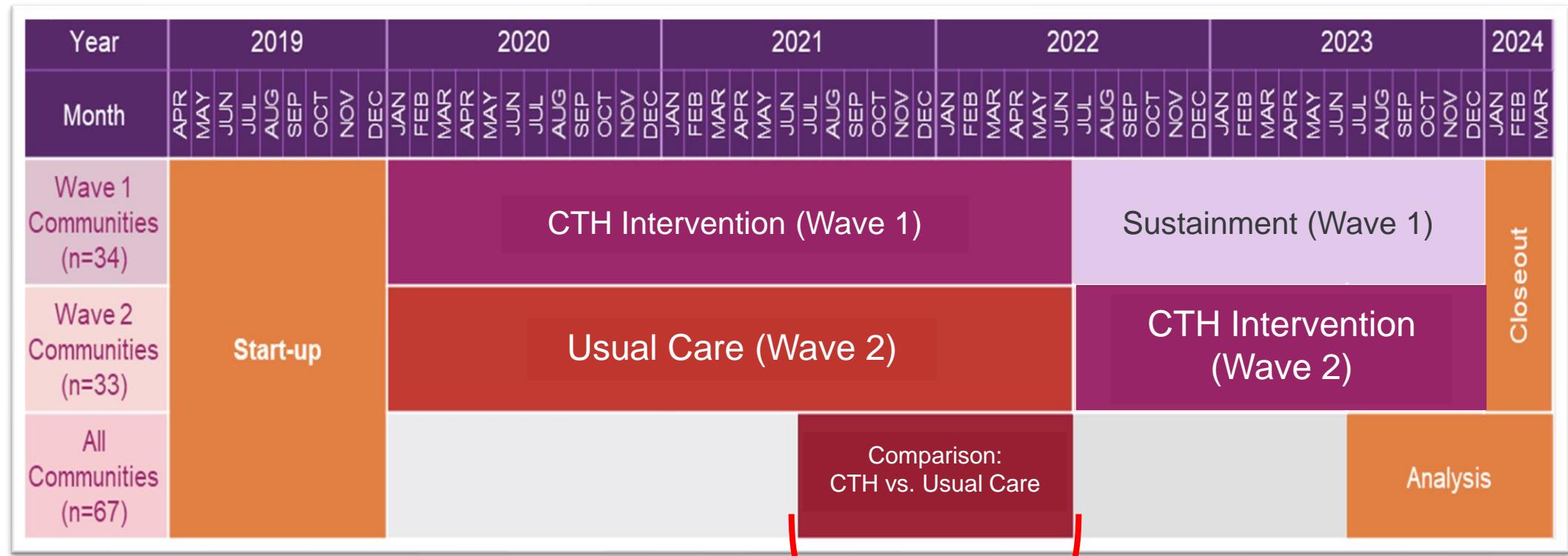


# What were the study goals?

**To reduce opioid overdose deaths** across all Wave 1 communities compared to Wave 2 communities during the comparison period – July 2021-June 2022

- Increase overdose education & naloxone distribution
- Increase access to medications for opioid use disorder
- Increase safer opioid prescribing & dispensing practices

# Study Timeline



# The Question – Evidence-Based Practice Selection

Which *Evidence-Based Practice (EBP)* strategies were selected in Wave 1 communities?

# A Reminder: Ross County Strategies

Strategy Type	Number of Strategies	Examples
Active OEND	4	<ul style="list-style-type: none"><li>• The Alvis House reentry house will develop and implement at Opioid Education and Naloxone Distribution through Ross County Health District Project Dawn</li></ul>
Passive OEND	3	<ul style="list-style-type: none"><li>• The Ross County Health District will facilitate the installation and of Naloxboxes in overdose hotspot areas including libraries (5)</li></ul>

# A Reminder: Ross County Strategies

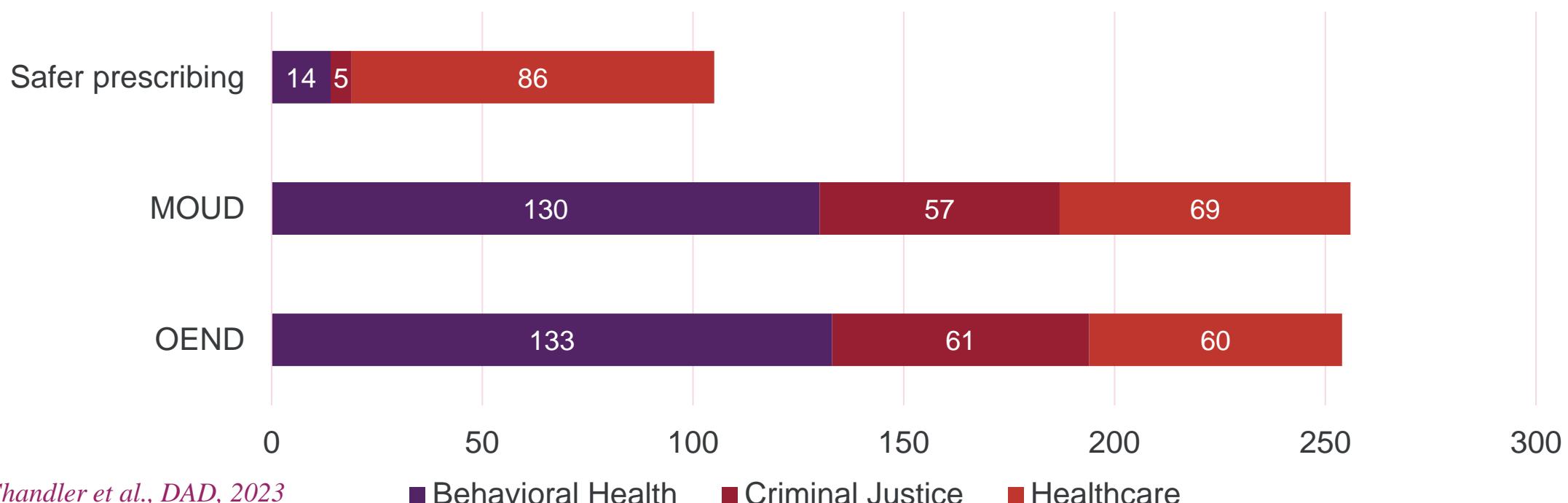
Strategy Type	Number of Strategies	Examples
Expansion of MOUD	1	<ul style="list-style-type: none"><li>• Adena Primary Care to increase prescribing of MOUD</li></ul>
Linkage to MOUD	1	<ul style="list-style-type: none"><li>• The current Post-Overdose Response Team working with Chillicothe Police Department, Ross County Health District and Hope Partnership Project will enhance current efforts through expansion to facilitate linkage to treatment following an overdose</li></ul>
Engagement and Retention	1	<ul style="list-style-type: none"><li>• Chillicothe Pinnacle Treatment Center will facilitate transportation to MOUD appointments through the purchase of a vehicle with car seat and booster seat and development of policies and protocol and possible funding of driver salaries</li></ul>

# A Reminder: Ross County Strategies

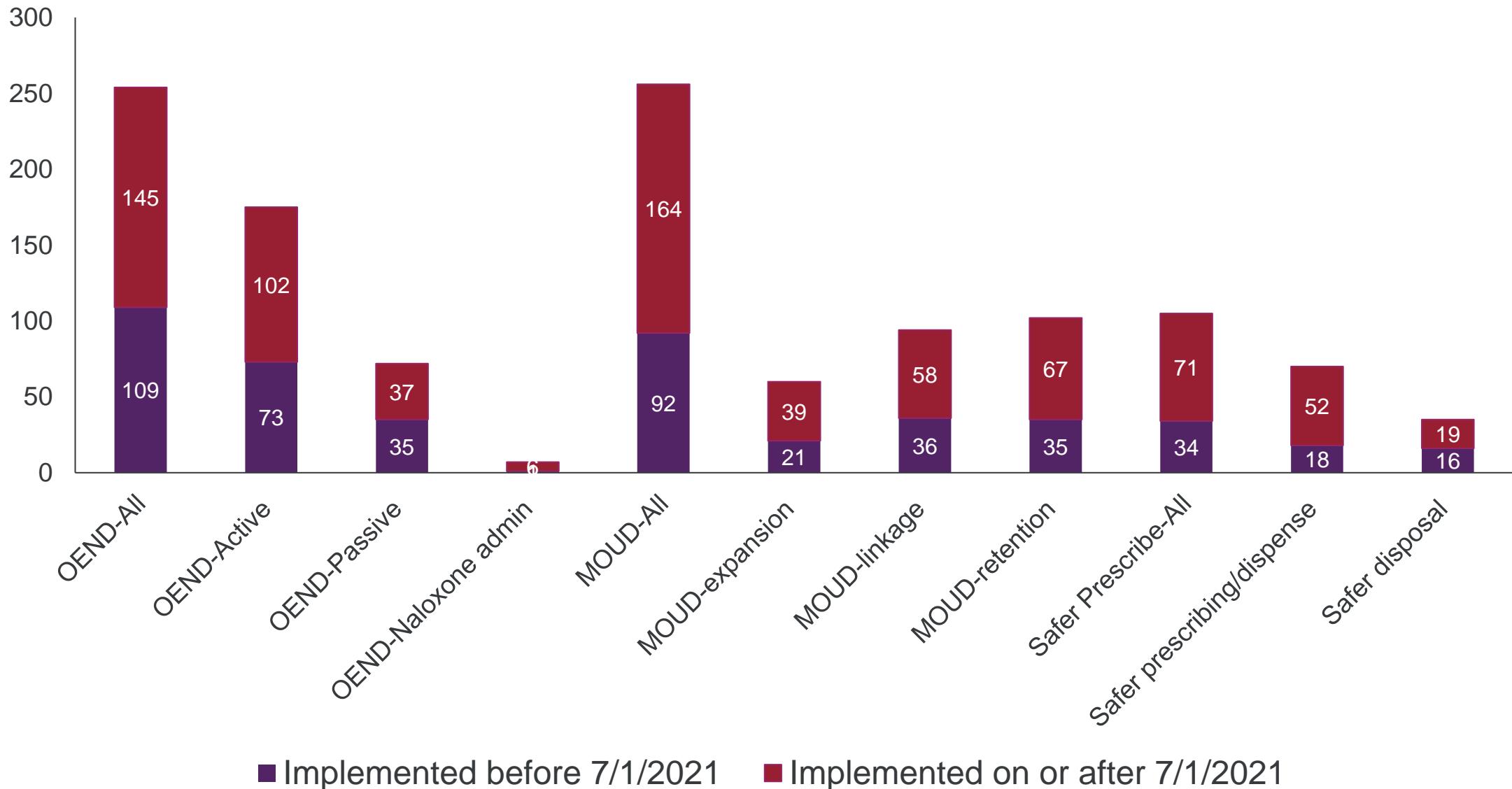
Strategy Type	Number of Strategies	Example
Safer prescribing	1	<ul style="list-style-type: none"><li>Adena Health Systems will establish policies and protocols that recommend the co-prescribing of naloxone with opioid prescriptions in addition to providing patient and provider education</li></ul>
Safer dispensing	1	<ul style="list-style-type: none"><li>The Hope Partnership Project will distribute Deterra bags to Allen's and Henderson's Pharmacy for safe disposal of prescription opioids</li></ul>

# CTH very successful for EBP selection and implementation!

- Coalitions selected nearly four times the number of EBP strategy categories as required by CTH
- 615 strategy categories implemented across 34 Wave 1 communities



# Total Strategy Categories Implemented vs. Implemented Prior to Measurement Period (July 1, 2021)



# Naloxone Distribution Outcomes

- In communities implementing the CTH intervention (Wave 1), the adjusted rate of total naloxone distribution was ***79% higher*** compared to usual care communities (Wave 2).

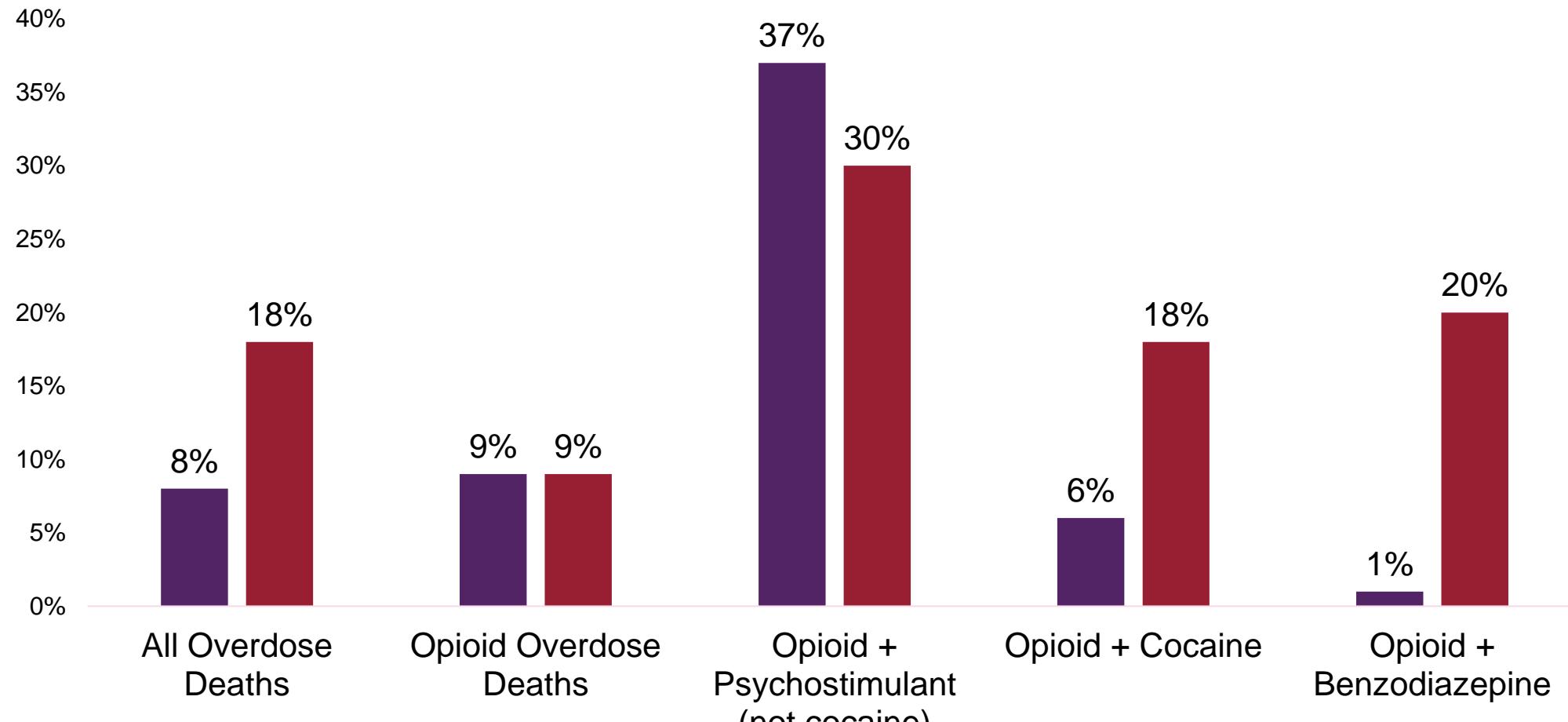
# The Question – Overdose Deaths

Did the Communities That HEAL (CTH) intervention decrease *overdose deaths*?

# The Big Takeaway – Overdose Deaths Averted

- 483 *opioid* overdose deaths averted due to CTH in four states
  - 4,517 total opioid overdose deaths across both waves in four states
- 525 *total* overdose deaths averted due to HCS in four states
  - 5,222 total overdose deaths across both waves in four states

# Reduction in Overdose Deaths



# Conclusions –Overdose Deaths

- Reduction in overdose deaths has a meaningful impact on communities, with hundreds of lives saved
- Impact may be even greater with complete implementation of EBP strategies
- Evidence that CTH decreased drug overdose deaths for any opioid + psychostimulant, excluding cocaine

# Study-wide Stigma Outcomes

- In intervention communities (Wave 1), community leaders reported **greater reductions in stigma** toward people receiving treatment for OUD and medications to treat people with OUD than leaders in usual care communities (Wave 2).

# Communications Campaign Outcomes

- Participants in intervention communities (Wave 1) showed positive changes in stigma and willingness to carry naloxone compared to usual care communities (Wave 2).



# Digital Media Buys

Metric	Waves 1 & 2	Wave 1	Wave 2
No. of ads	325	233	92
Amount spent	\$100,598	\$62,448	\$38,150
Est. impressions	9,800,760	4,847,479	4,953,281
Clicks	117,952	52,561	65,391
Est. average CTR	1.2%	1.1%	1.3%



Anyone can carry and administer naloxone – a life-saving medication that reverses opioid overdoses. Help save lives – carry #naloxone and learn how to use it: [HealTogetherOH.org/Franklin](http://HealTogetherOH.org/Franklin)



Carry naloxone (Narcan®). Save a life. >

[healingcommunitiesstudy.org](http://healingcommunitiesstudy.org)  
**Franklin County Opiate Action Plan** [Learn more](#)

**CTRs exceeded national average for Facebook (0.9%) and digital display (0.05%)**

# Coalition Diversity

- Enhancements made to Wave 2 resulted in greater satisfaction with diversity and more diverse coalitions.
  - Targeted equity as a priority
  - Data to identify under resourced areas and groups
  - Communications campaigns to reach low access groups.
- Coalitions in both waves were not satisfied with the diversity and inclusion of community members, race and ethnic makeup of the coalition membership

# Sharing: Caption Writing

Photo Session: 1 | Topic: Barriers to Recovery | Date: 5/31/22 | Participant: xxx



## What did you photograph?

Car key, loose change, cell phone, syringe, fentanyl test strip, and MassHealth card

## Why did you take that picture?

I wanted to get as many potential barriers into one picture as possible.

- Phone: So many people don't even have access to a phone in order to call treatment centers.
- Car key: Lack of transportation is a HUGE barrier to recovery.
- Health Insurance/money: Having the right insurance affords more accessible options to treatment.

## How does it relate to the photo topic?

Most people have so many different things going on in their lives, meaning people who may be seeking recovery are potentially facing more than one barrier.

3. Share photos

# Discussion Approach – SHOWeD

- SHOWeD
  - What do we **See** here?
  - What is really **Happening** here?
  - How does it relate to **Our** lives?
  - **Why** does this situation, concern, or strength **Exist**?
  - What can we **Do** about it?

*\*Move from the Do to the Who? (Who needs to be at the table to discuss?)*



4. Facilitate discussion

# Sustainment Data Collection

- We interviewed Wave 1 partner organizations about sustainment of evidence-based practice strategies
- We are currently interviewing Wave 1 and Wave 2 coalition leads about sustainment of HCS coalition activities
- Results will be available in 2025

# HCS Ohio Website Content



## Two-Pagers

- "How-to Guides" about implementation of key strategies and "Success Stories" from HCS communities



## Practice Guides

- Community Engagement and Opioid Overdose Reduction Continuum of Care Approach (ORCCA) practice guides including step-by-step implementation processes and examples from communities



## Monthly Newsletters

- Summaries of key research papers and news from HCS communities



## Social Media Toolkits

- Content from five HCS health communications campaigns with copy-and-paste social media posts and graphics



## Publications

- A list of and links to published HCS research papers. Also features plain language summaries of selected publications



## Learning Collaborative Recordings

- Sessions where experts and community partners share best practices on various topics throughout HCS



## External Resources

- Ohio Integrated Behavioral Health Dashboard
- National HCS dissemination website with additional resources from four states

# Website Impact

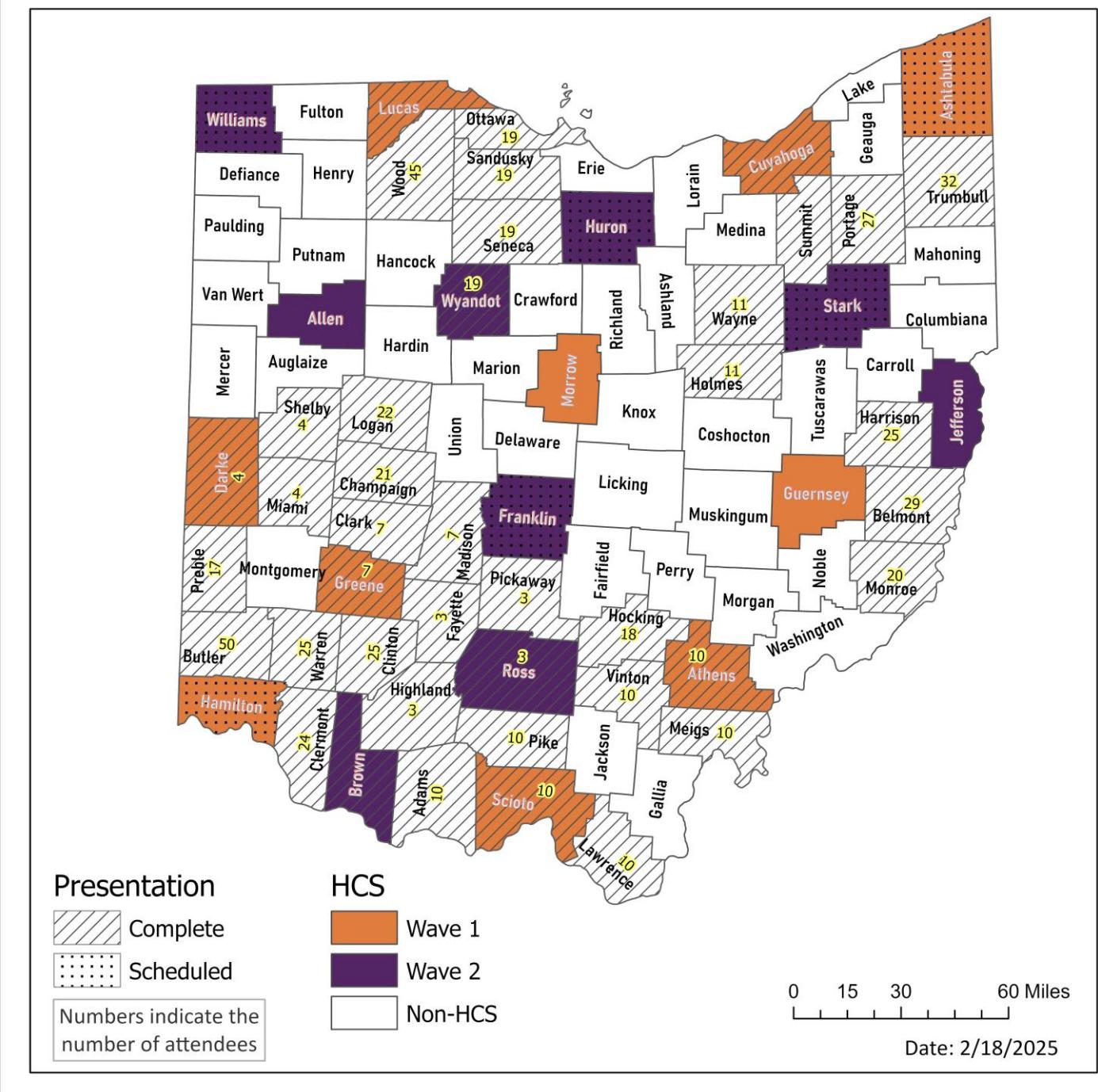
	November '24	December '24
Sessions	487	338
Users	276	208
Pageviews	1097	734
Avg. time on site	12 mins 32 secs	3 mins 42 secs



- “How-to guides and success stories” was most visited page

[u.osu.edu/hcsohio](http://u.osu.edu/hcsohio)

# Dissemination Tour



# Thank you!

*We could not have done this without you!*

# Questions/Comments?