



**Raise Cross-Sector Community  
Substance Use Disorder Knowledge  
and Competency through a Hybrid  
Educational Strategy**

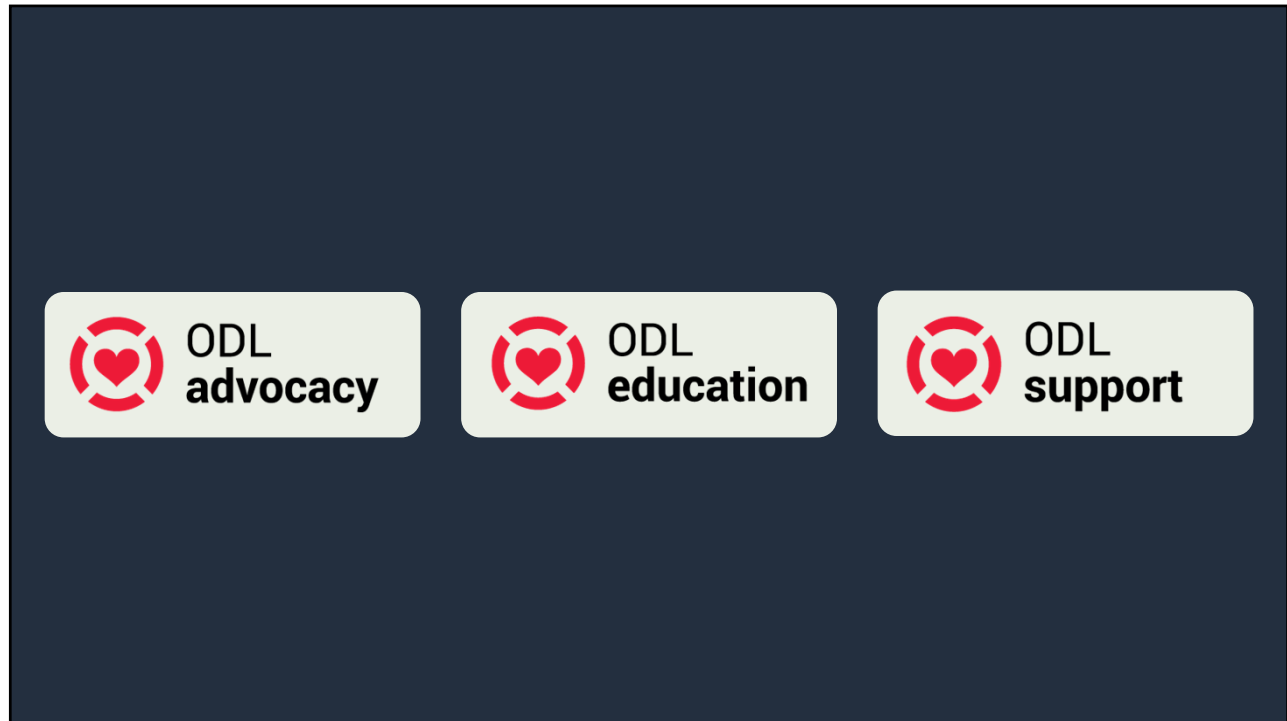
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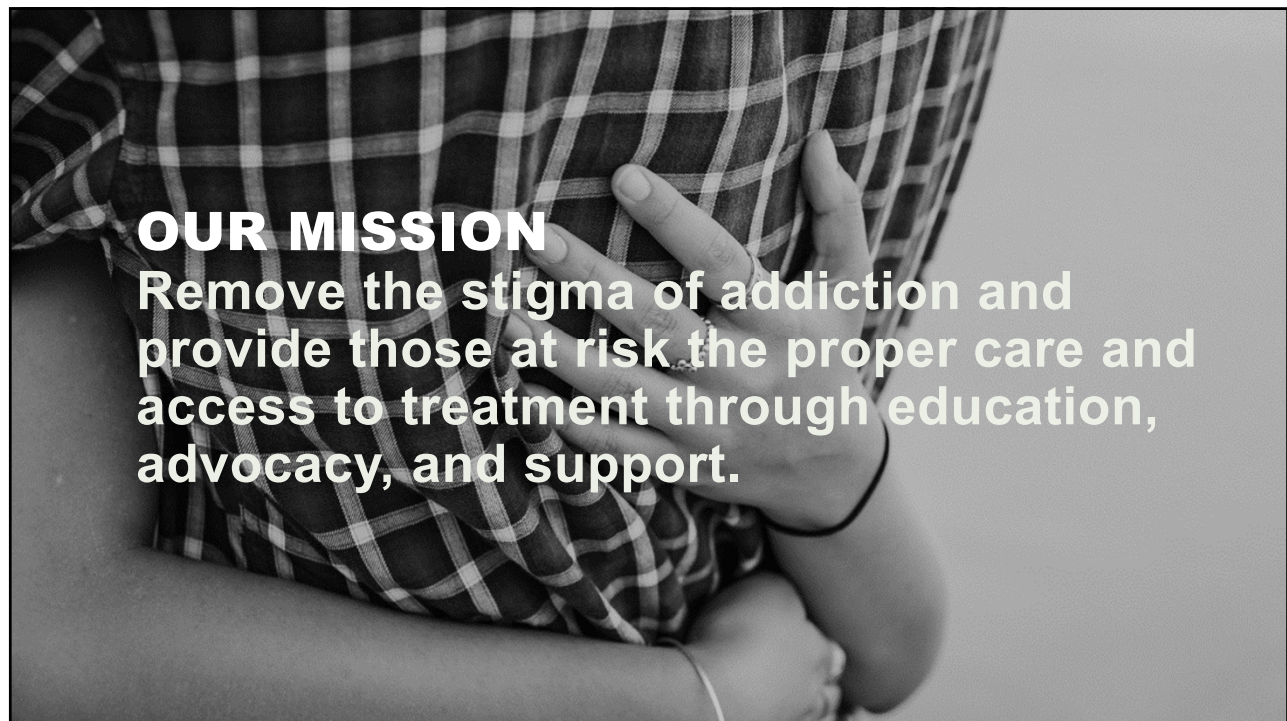
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During this session you will learn how cross-sector knowledge and competency can be raised through implementing a hybrid educational strategy which is community and sector specific.

Allowing individuals across community sectors to work together more efficiently and effectively in prevention efforts and to better serve those affected.



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We will review two case studies of partners utilizing Overdose Lifeline's continuing education / certificate program and train-the-trainer programming in on-site/live web community engagement.

How this community-led and driven educational model smoothly adapted and continues through COVID-19 social distancing requirements.



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## At the completion of the presentation, participants will be able to...

- 1 Identify the need/benefit for increasing the cross-sector knowledge and competency surrounding substance use disorder.
- 2 Restate the benefits of applying a hybrid SUD educational strategy to increase knowledge and competency within one's community.
- 3 Locate the resources to replicate a community-led model which is customizable to a specific community.

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## Substance Use Disorder

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Substance use disorder / addiction is a major public health concern in the United States.

20 million are symptomatic, or in active addiction.

Another 23 million are living in recovery. They are non-symptomatic.

Combined, 43 million Americans are affected.

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Source: National Institute of Drug Abuse



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Substance use disorder is a **treatable, chronic medical disease** involving complex interactions among brain circuits, genetics, the environment, and an individual's life experiences.

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Source: American Society of Addiction Medicine ASAM



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**Substance use disorder (SUD) is not a choice, and it's not due to a lack of willpower.**



**Chronic Diseases: SUD, Diabetes, Heart Disease, High Blood Pressure**

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Source: National Institute of Drug Abuse



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There are differences between **those who use substances** and those with Substance Use Disorder.

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Source: National Institute of Drug Abuse



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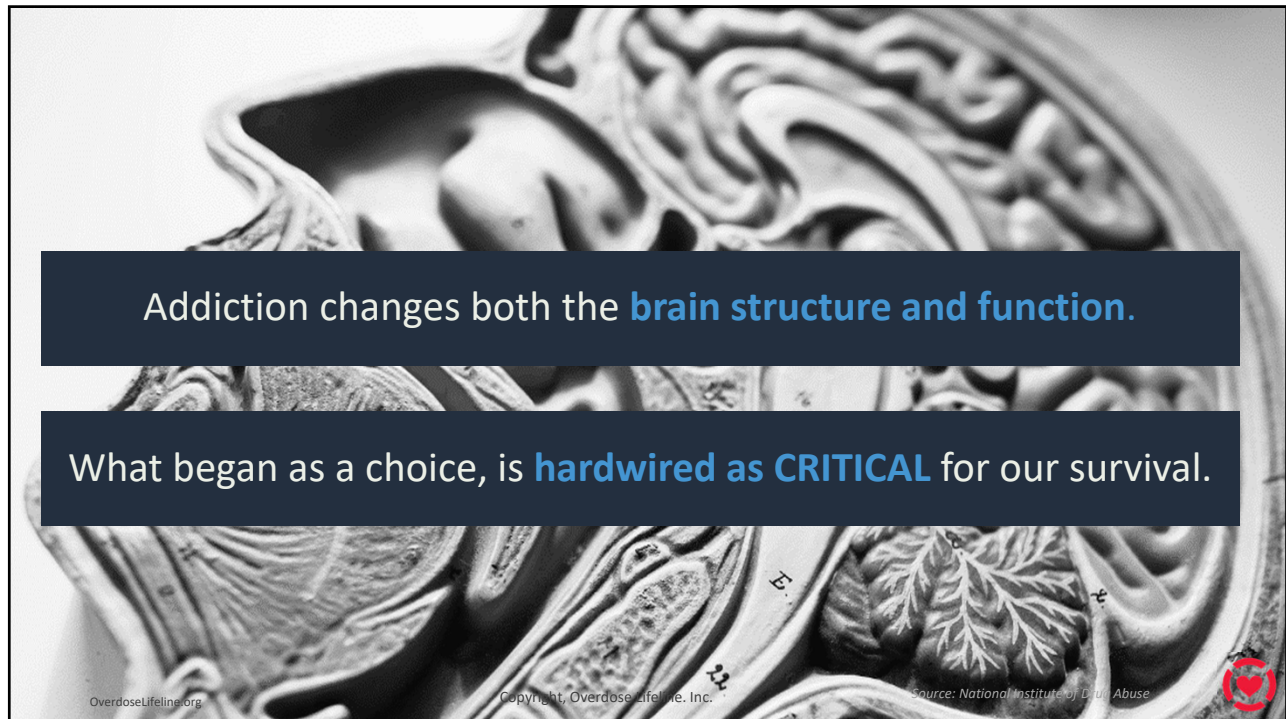
Addiction suggests a **more severe turning point** where changes in the brain occur.

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Source: National Institute of Drug Abuse



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With appropriate, **clinically proven treatment**, often including medication, many chronic diseases can be managed so that their symptoms do not impact a person's health and functioning.

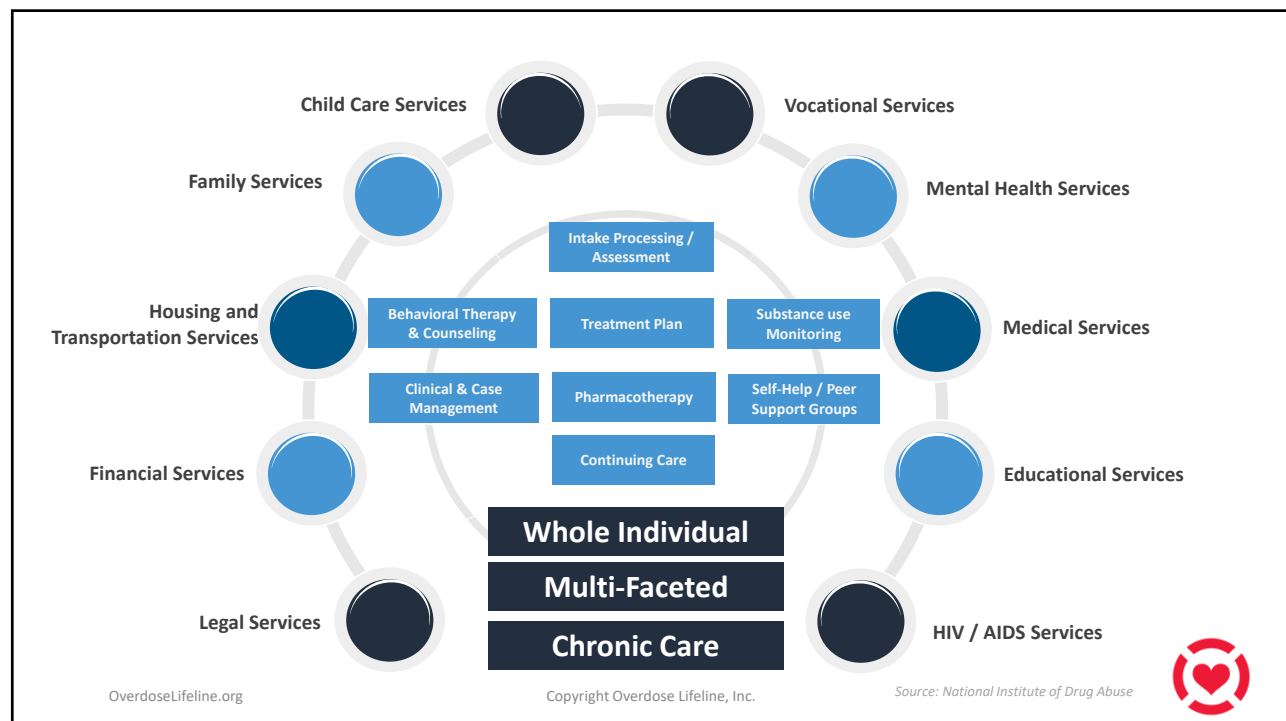
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Source: National Institute of Drug Abuse



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## Community-Wide Effort Required

*"No single organization or person can address the multitude of services needed to help people affected by mental health or substance use conditions... the best sources are the people who live, serve, and work in the community and the best results are often seen when they undertake such action together."*

— SAMHSA, One Voice, One Community

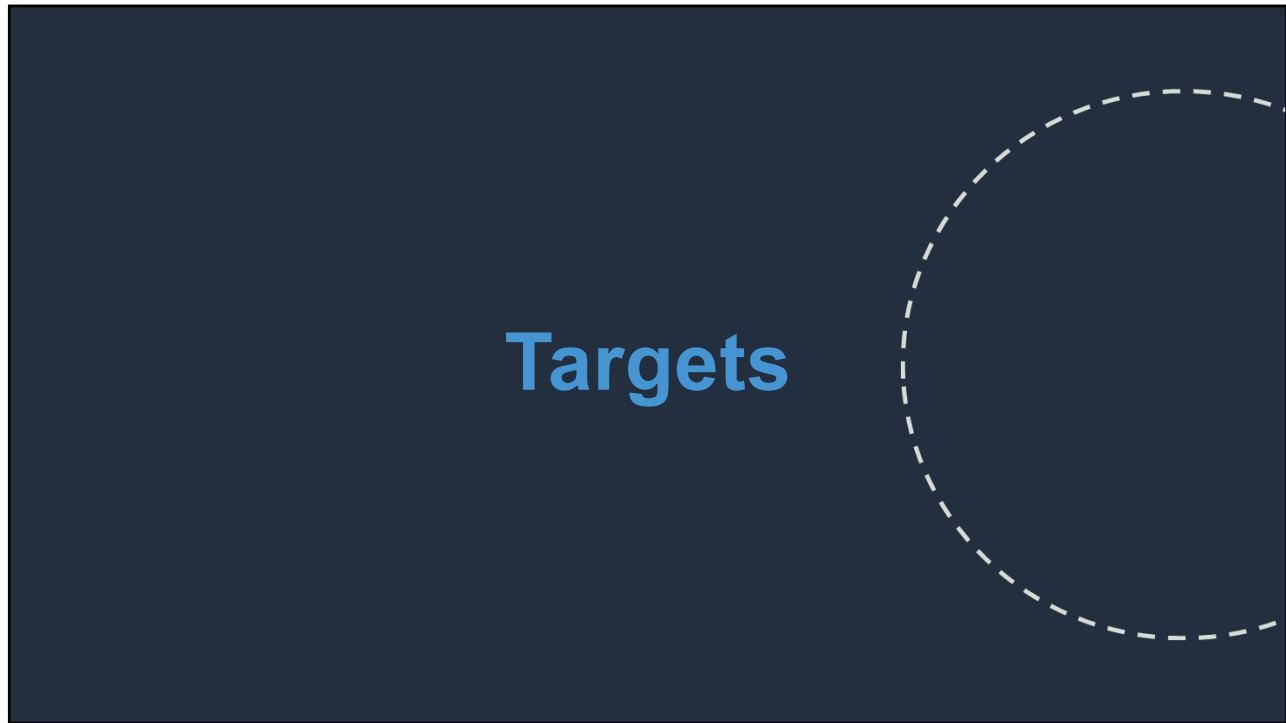
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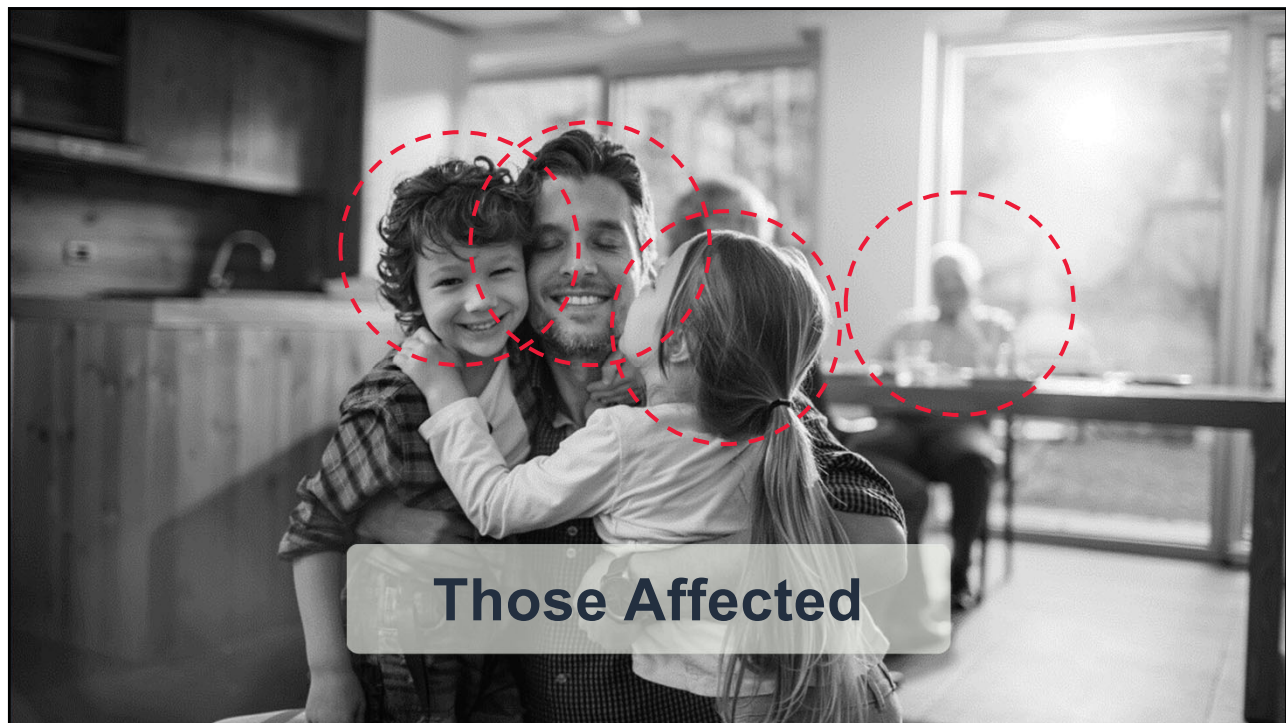
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**Research has illustrated the need for cross-sector collaboration to tackle multidimensional problems such as substance use disorder.**

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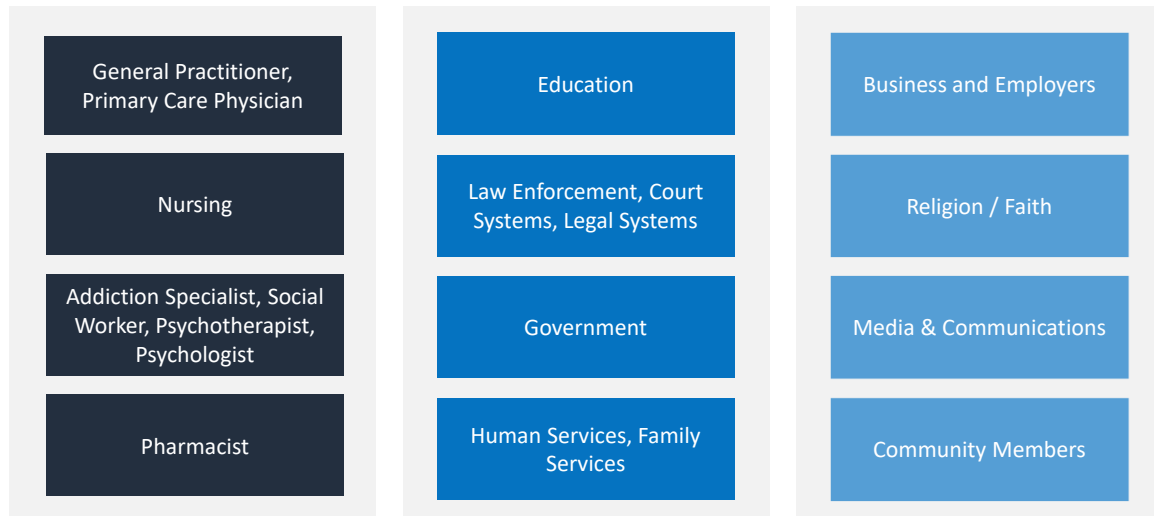


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## This includes...



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## Clinicians SUD Education GAP

Research demonstrates that most primary care physicians feel unprepared to diagnose and treat substance use disorder (SUD).

**Only 20% percent felt very prepared to screen for SUD , only 9% to provide a brief intervention, only 7% to discuss behavioral treatments, and only 9% to discuss medication treatments.**

*Source: Wakeman, (2016) Attitudes, practices, and preparedness to care for patients with substance use disorder*

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## Clinicians SUD Education GAP

While nurses and physicians have stepped up to help in the pandemic, many have discovered they were not formally prepared with the skills needed to address patients' comorbid SUDs.

In fact, an estimated 8% of the population over age 12 has a diagnosable substance use disorder, yet a majority of providers feel they're **unprepared to treat SUDs**.

Source: Health City, Until Addiction Medicine Training Made Universal, Filling the Gaps (2020)

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**STIGMA of SUD**  
**EDUCATION**

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## Stigma and discrimination

An Associated Press-NORC study recently found that **44% of Americans** surveyed said opioid addiction indicated a lack of willpower or discipline.

**A third regard** it as a character defect or the result of bad parenting.

**4 in 5** said they were unwilling to associate closely with someone with an opioid addiction.

Those with experience with opioid addiction, either themselves or through a loved one, are **more likely to say a substance use disorder is a medical problem to be treated** than those without such experience (62 percent vs. 50 percent).

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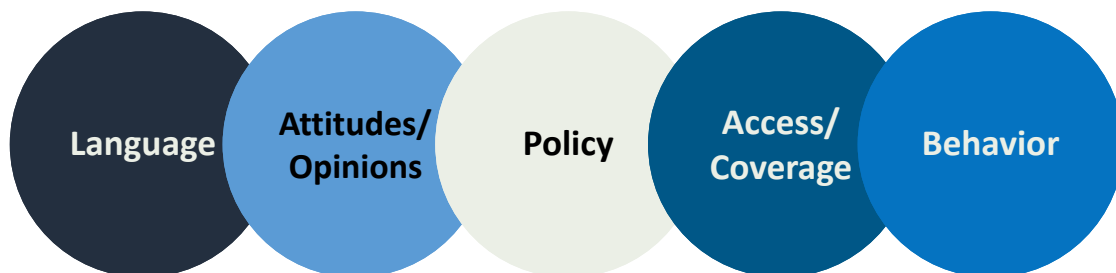
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Source: AP–NORC Study, (2018).



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## How stigma is propagated



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## Applying Socio-Ecological Model to Stigma



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# Knowledge & Competency

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## Cross-Sector Community Collaboration

The Overdose Lifeline training and certificate programs assist clinicians, law enforcement, and laypersons in **building knowledge and competency** in the underserved area - substance use disorder / opioid health crisis.

Allowing individuals across community sectors to **work together more efficiently and effectively** in prevention efforts and to better serve those affected.

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In partnership with **Purdue University College of Pharmacy, Office of Continuing Education**, and funding through the Employer's Forum of Indiana, Overdose Lifeline has developed healthcare clinician and layperson continuing education on **Addiction / Substance Use Disorder with an Opioid Specialization**.

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**Take online courses from anywhere.**  
**Completing the coursework when it is convenient for one's schedule.**

- Designed for people with demanding schedules
- Courses may be taken in any order
- Courses run 1.5 to 3 hours
- Each course includes "Check Your Knowledge" activities to assist in preparing for the course final exam
- CE credit and certificate delivered upon successful course completion
- Affordable, \$15 per credit hour

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## 20-CREDIT CERTIFICATE PROGRAM or as individual courses for continuing education credit

The screenshot shows a course interface on the left sidebar and a video player on the right. The sidebar lists the course title, progress (0% complete), and a table of contents including Introduction, Course CE Credits and Certificate Program, About the Course Dashboard, Introduction (selected), Welcome to Removing the Shame and Stigma of Substance Use Disorder / Addiction, Quick Reference Sheet (PDF Download), and Brief Review of the Science of Addiction. The video player shows a woman smiling while being hugged, with the OverdoseLifeline logo and the course title overlaid. A 'COMPLETE & CONTINUE' button is at the bottom right of the video player.

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## Accredited HEALTH CARE CLINICIAN



Nursing - ANCC



Pharmacy - ACPE



Physician - ACCME

Other Healthcare –  
AMA PRA Category 1

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## Accredited HEALTH CARE CLINICIAN



**Association of Social Work Boards (ASWB-ACE)**  
**The Association for Addiction Professionals (NAADAC)**



**Nursing - ANCC**



**Pharmacy - ACPE**



**Physician - ACCME**



**Other Healthcare –  
AMA PRA Category 1**

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## Additional LEARNING TRACKS



**First Responder / Law  
Enforcement (ILEA)**



**Employers**



**Educators**



**Other Community Sectors**

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## Online Courses — 20-Credits

The Brain and the Disease of Addiction (2.0 credits)
Removing the Shame and Stigma of Substance Use Disorder (3.0 credits)
Guide to Substance Use Disorder Treatment and Recovery (3.0 credits)
Guide to Harm Reduction (3.0 credits)
Exploring the Role of Trauma in Substance Use Disorder (1.5 credits)
The Opioid Public Health Crisis (3.0 credits)
Layperson Naloxone Administration (1.5 credits)
Medication-Assisted Treatment (MAT) (3.0 credits)

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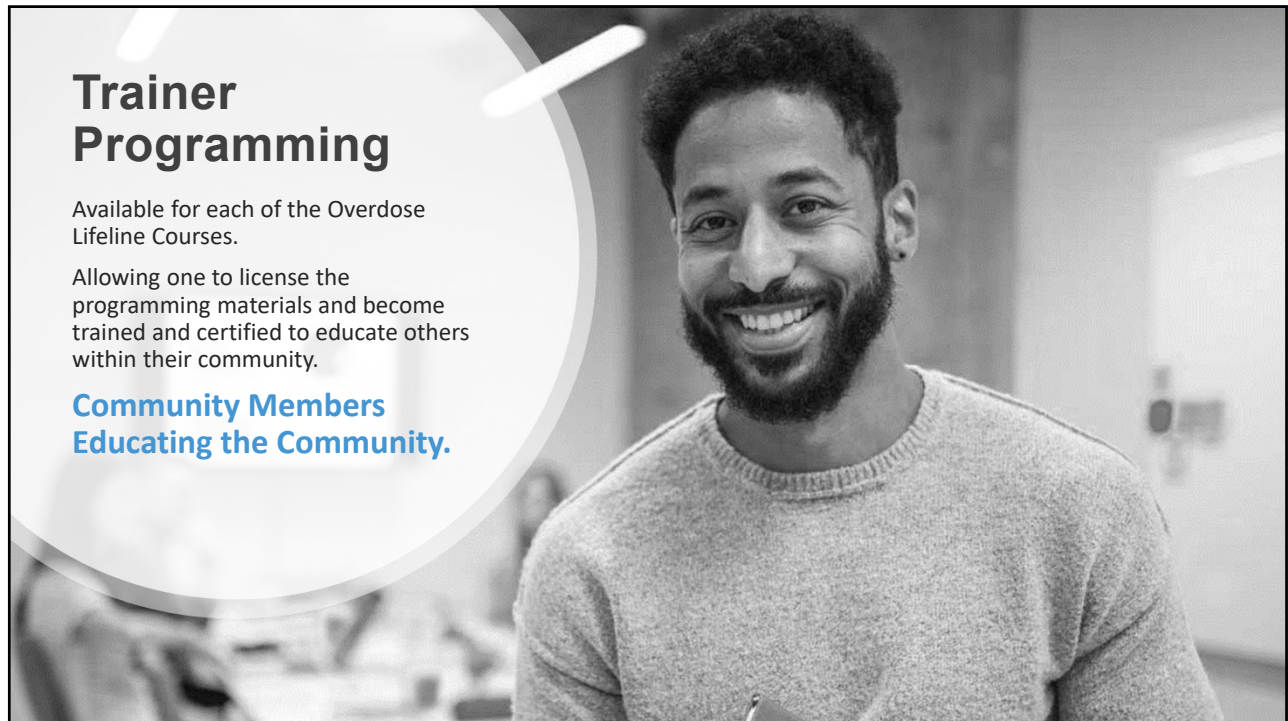
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## Trainer Programming


Available for each of the Overdose Lifeline Courses.

Allowing one to license the programming materials and become trained and certified to educate others within their community.

**Community Members  
Educating the Community.**



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**Training Process**

The trainer process is highly accessible, allowing someone to complete the training online and to be able to deliver the program locally in a short period of time.

To earn trainer designation, individuals complete one or more prerequisite courses and program training via the web.

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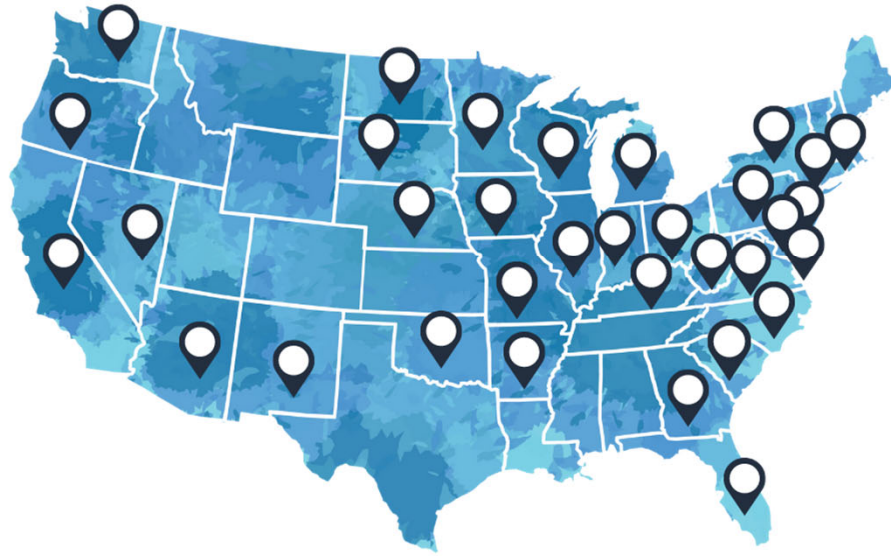
**Program Materials**

The program materials available for download from the Presenter Resource Center allows program **delivery via on-site or webinar settings**.

Trainer Resource Centers include: Presentation, Full Script, Resources, Attendee Surveys, Hand-outs, Attendee Certificates, and more.

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## Trainer Programs & Licensing



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## Indiana Partners

- Mental Health America NE
- Purdue Extension, Terre Haute
- Drug Free Noble County
- IU Med School
- IU School of Education
- HIDTA
- Community Healthcare
- Beacon Health Systems
- Indiana State Museum



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## Educational Offerings

Focused SUD Learning	Trainer Programming
8 Course Line-up	On-Site and Virtual/Web
Continuing Education Online Courses	Accessible Trainer, Training
20-Credit Certificate Program (online)	Trainer Resource Center

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## Two Partner Stories


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## Maryland Rural Opioid Technical Assistance Program (MarylandROTA)

Strengthen the capacity of rural Maryland communities through a multi-pronged approach which includes trainings, the dissemination of information and a component that specifically focuses on life skill development for youth.



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## Maryland Rural Opioid Technical Assistance Program (MarylandROTA)

**Partnerships:** Rural Maryland Council, Maryland State Department of Agriculture, Mental Health Association of Maryland, Maryland Association of Soil Conservation Districts, 4-H, and the Maryland Department of Health - Center for Harm Reduction Services.



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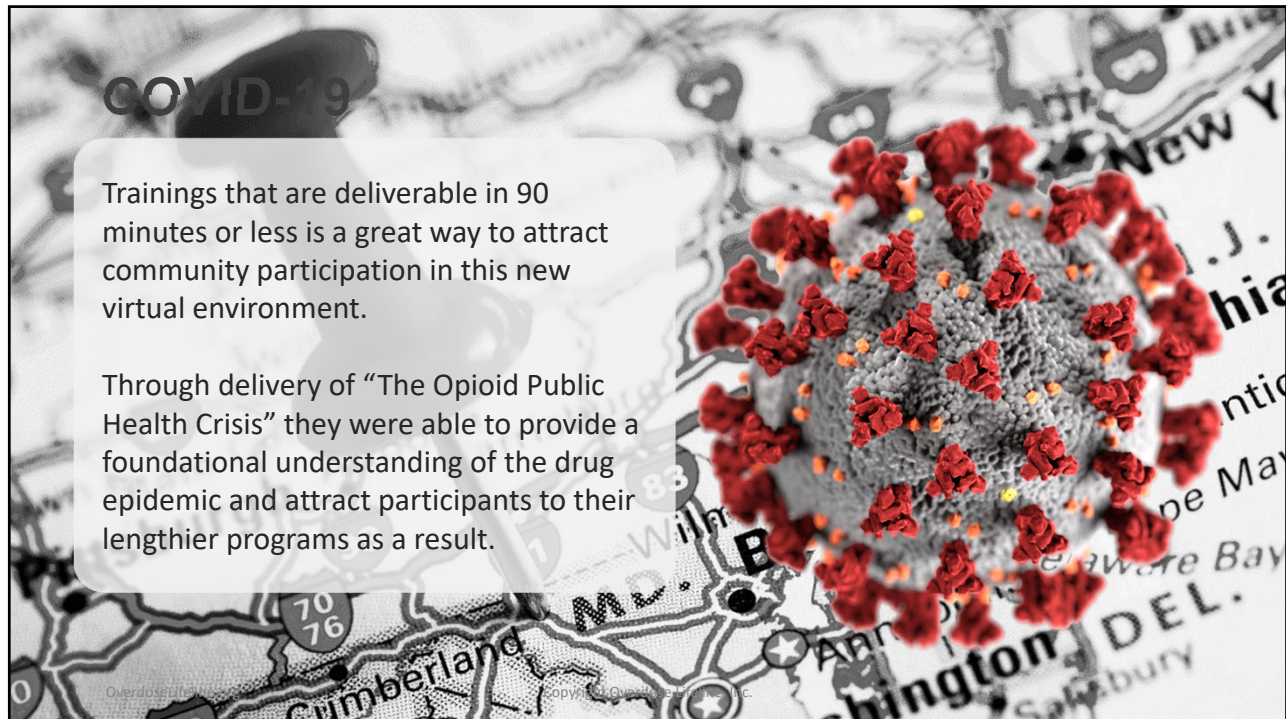
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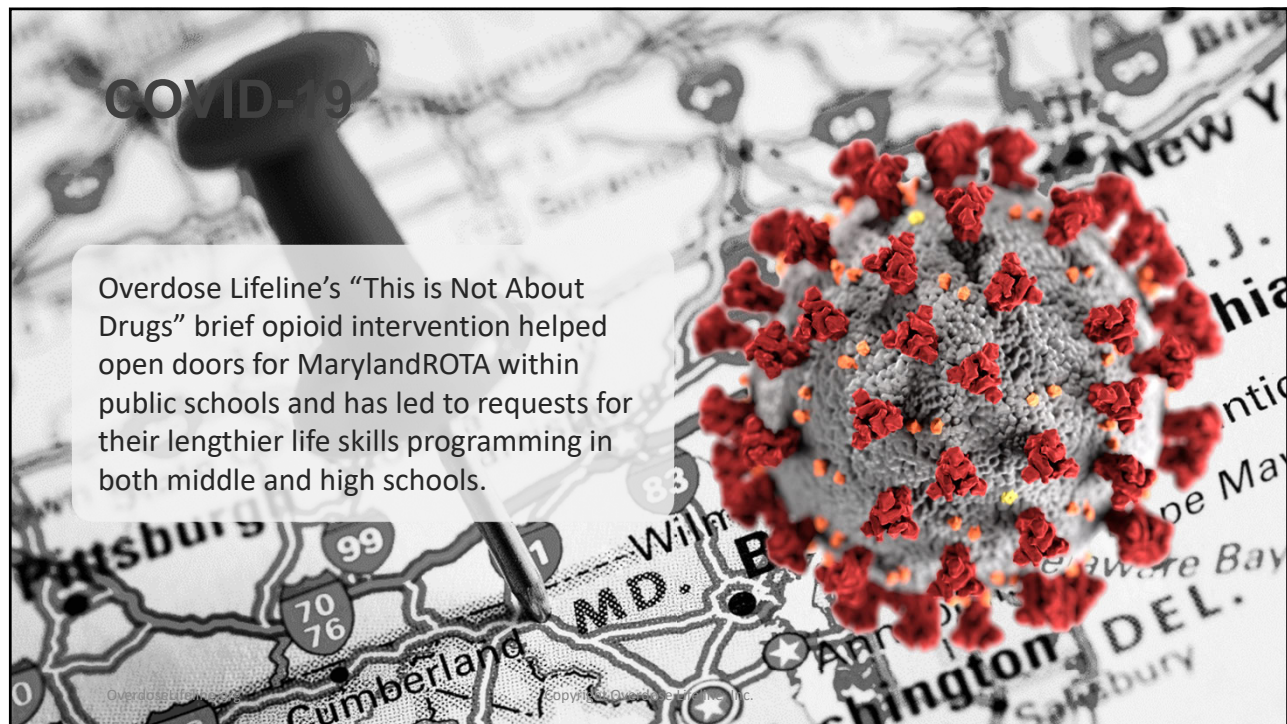
## COVID-19

Trainings that are deliverable in 90 minutes or less is a great way to attract community participation in this new virtual environment.

Through delivery of “The Opioid Public Health Crisis” they were able to provide a foundational understanding of the drug epidemic and attract participants to their lengthier programs as a result.

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## Opioid Public Health Crisis (OPHC)

The “Opioid Public Health Crisis” curriculum is one of MarylandROTA’s core educational offerings and has received great reviews from participating community members and professionals.

- Reached roughly 500 rural community members in Maryland to-date
- Offered twice a month in virtual and socially distanced settings
- Attendance numbers ranging from 30-150 participants for each event
- Target various groups including general community members, recovery centers, and professionals in all sectors

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## NORTH AND SOUTH DAKOTA Two-State Collaboration

Strengthening the Heartland (STH) developed through the collaborative efforts of faculty from South Dakota State University Extension and North Dakota State University Extension. STH provides services that prevent opioid misuse in rural communities across the Dakotas.



STRENGTHENING *the*  
HEARTLAND

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# NORTH AND SOUTH DAKOTA Two-State Collaboration

Grant support from the **National Institute of Food and Agriculture** and the **Substance Abuse and Mental Health Services Administration**

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# NORTH AND SOUTH DAKOTA Two-State Collaboration

**Goal:** provide programming to 5,000 individuals between both states. ODL's Opioid Public Health Crisis and the This is Not About Drugs youth program are central to this aspect of the Strengthening the Heartland program. More than 40 facilitators, from across the community, are trained.

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# NORTH AND SOUTH DAKOTA Two-State Collaboration

Targeted adult populations include health care professionals, sober living residences, peer recovery coaches, educators, judicial and law enforcement, faith leadership, and community members.



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# NORTH AND SOUTH DAKOTA Two-State Collaboration

**Additional Goal:** Improve healthcare and service agency SUD knowledge-base so that they may better serve individuals, families and communities affected by substance use disorder.



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## NORTH AND SOUTH DAKOTA Two-State Collaboration

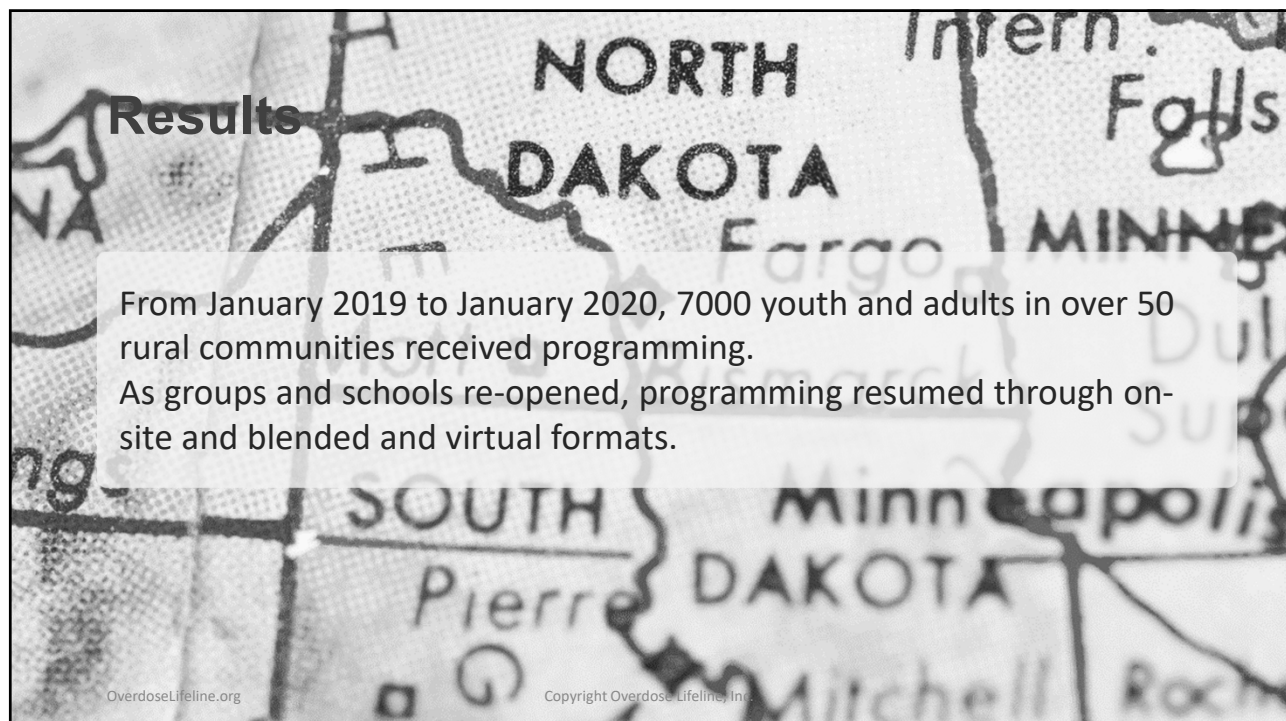
The ODL 20-credit Certificate program is central to this initiative. To date, STH has sponsored 70 certificate program recipients with plans to expand in 2021.

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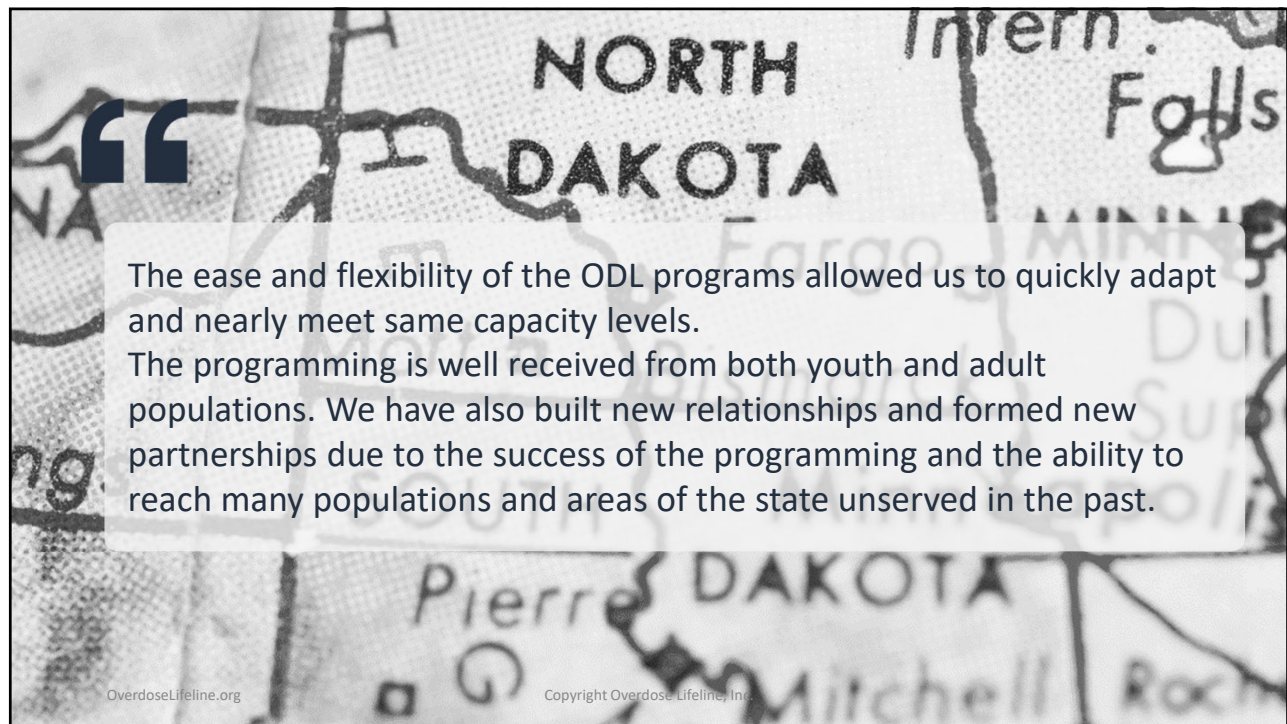


## Results

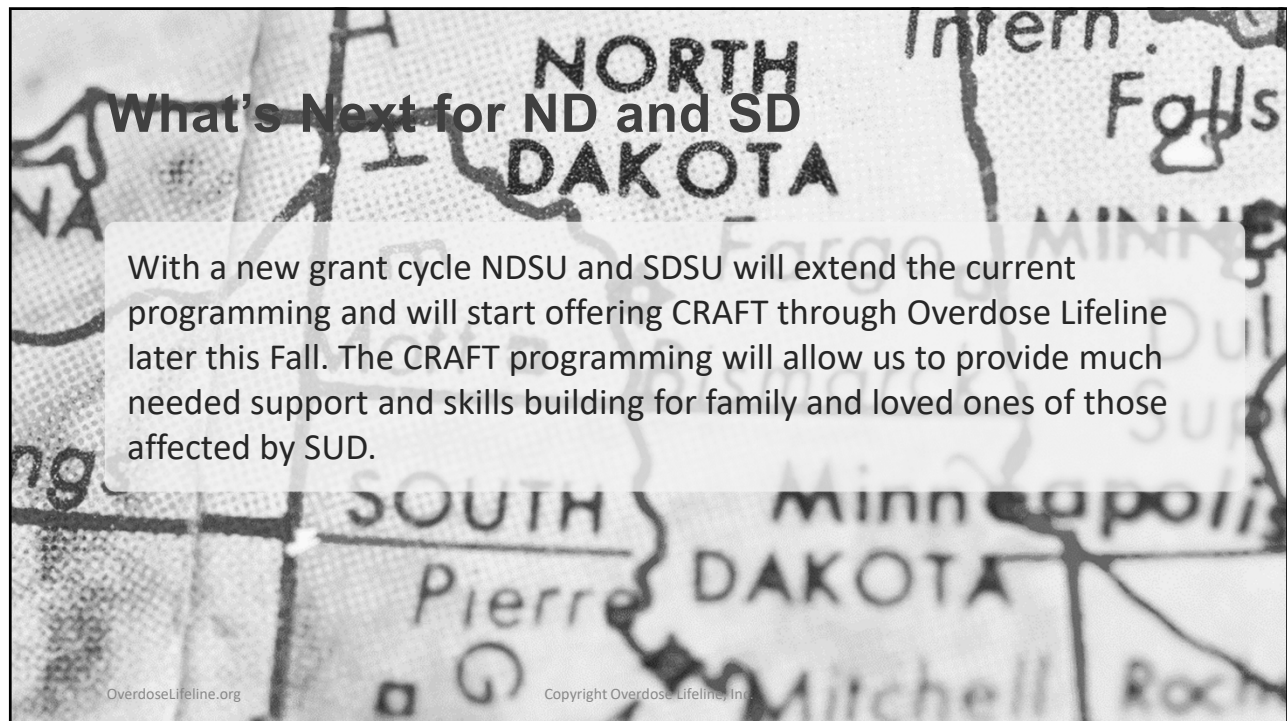
From January 2019 to January 2020, 7000 youth and adults in over 50 rural communities received programming. As groups and schools re-opened, programming resumed through on-site and blended and virtual formats.

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# Wrap-Up

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## What we covered...

- 1 The need/benefit for increasing the cross-sector knowledge and competency surrounding substance use disorder.
- 2 The benefits of applying a hybrid SUD educational strategy to increase knowledge and competency within one's community.
- 3 The Overdose Lifeline resources to replicate a community-led model which is customizable to a specific community.

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