



Twin Beach Opioid Abuse Awareness Committee

Chesapeake Beach & North Beach, Maryland

Keith Pardieck, Committee Co-chair & Chesapeake Beach Council Member

Cheryl Greene, Committee Co-chair & Community Member

June 11, 2018

THE SITUATION

- Opioid crisis engulfing nation and state. Opioids involved in 42,249 deaths in 2016, and opioid overdose deaths were 5x higher in 2016 than 1999, according to CDC.
- 2016 - Chesapeake Beach: 18 overdoses, 2 deaths
- No one talking about the problem nor seemingly doing anything about it at the town level

County	Population estimate 2016 (a)	2016 intoxication deaths (b)	Deaths per 100,000
St. Mary's	112587	15	13.3
Calvert	91251	28	30.7
Charles	157705	45	28.5
Prince George's	908049	129	14.2
Anne Arundel	568346	195	34.3

(a) US Census Bureau (www.census.gov/quickfacts/)

(b) Maryland Department of Health and Mental Hygiene

(https://bha.health.maryland.gov/OVERDOSE_PREVENTION/Documents/Maryland%202016%20Overdose%20Annual%20report.pdf)

THE COMPLICATION

- ▶ No municipal health department
- ▶ No independent municipal law enforcement
- ▶ Limited staff resources
- ▶ Limited funding
- ▶ Limited substance abuse expertise

OUR SOLUTION

Partnerships

- ▶ The town and residents provide
 - ▶ Gateway into community
 - ▶ Access to differing community populations
 - ▶ Friendly faces and familiar names to stimulate conversations with neighbors and others
 - ▶ Acceptance of the illness and encouragement for those in need to seek help
 - ▶ Elbow grease to help pull the crisis out of the shadows and into the open
- ▶ Partners provide (Calvert Alliance Against Substance Abuse, Calvert County Health Dept, Calvert County Sheriff's Office)
 - ▶ Access to substance abuse knowledge and expertise
 - ▶ Access to health, counseling and recovery resources
 - ▶ Naloxone training and educational opportunities
 - ▶ Drug take-back opportunities

COMMITTEE MEMBERS & PARTNERS

- ▶ Keith Pardieck, Chesapeake Beach Town Council Member, Co-Chair
- ▶ Cheryl Greene, Community Member and Co-Chair
- ▶ Mike Benton, North Beach Town Council Member
- ▶ Julia Berry, Community Member
- ▶ Kathy Clune, Coordinator, Chesapeake Beach Neighborhood Watch
- ▶ Mike Colburn, Community Member
- ▶ Detective Ricky Cress, Calvert County Sheriff's Department
- ▶ Candice D'Agostino, Coordinator, Calvert Alliance Against Substance Abuse
- ▶ Kristen DePhillip, President, Calvert Alliance Against Substance Abuse
- ▶ Cathy Letteney Ed.D, LCPC, Calvert County Behavioral Health Department
- ▶ Sandy Mattingly, Community Member
- ▶ Sarah Pardieck, Community Member
- ▶ Dr. Michael Shisler, Principal, Beach Elementary
- ▶ Ashley Staples, BHA Prevention Services/Act Now Calvert



VISION & MISSION

- ▶ Vision: A caring and informed twin beach community that supports its citizens and families who are affected by substance abuse disorders through education and improved access to local prevention, recovery, and counseling resources to pursue healthy, productive, and meaningful lives.
- ▶ Mission: Raise awareness of opioid misuse and overdose in the community through education and access to resource information by working with residents, business owners, government agencies, community organizations, churches, local law enforcement, and emergency personnel.

GOALS

- ▶ Increase access to prescription drug disposal opportunities
- ▶ Increase access to treatment and support group information
- ▶ Provide at least four local workshops focusing on addiction and recovery resources
- ▶ Involve local people, businesses and organizations in opioid abuse awareness activities
- ▶ Reduce the number of overdoses by twin beach residents

END ADDICTION COMMUNITY FORUMS

EDUCATIONAL PRESENTATION / NALOXONE TRAINING / PRESCRIPTION DRUG TAKE-BACK

2017

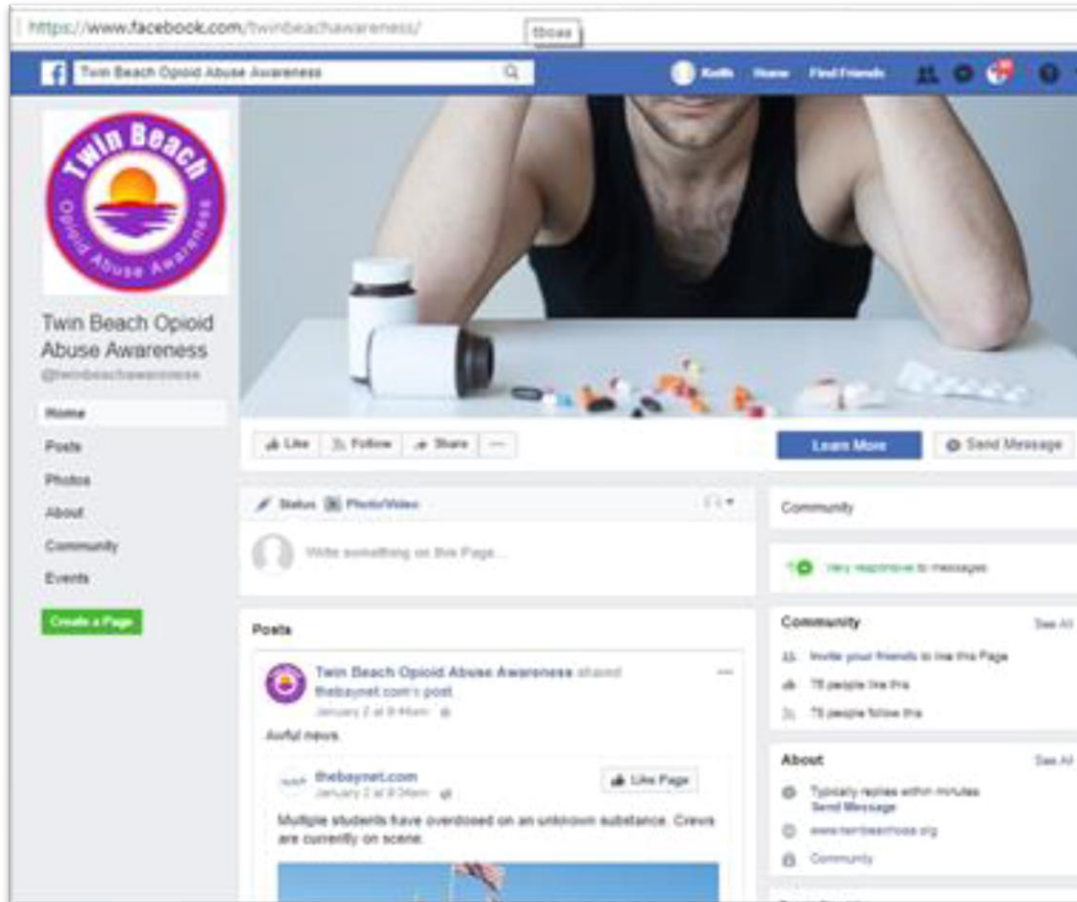
- ▶ Signs & Symptoms - March
- ▶ Stigma & Statistics - June
- ▶ Enabling - September
- ▶ Resource Fair - December

2018

- ▶ Calvert Co. & The Opioid Epidemic - January
- ▶ Codependency & Enabling - June
- ▶ Recovery Support - September
- ▶ Resource Fair - December



SOCIAL MEDIA



- ▶ Web: 1055 unique visits (693 different ip addresses)
- ▶ Facebook: 110 followers (total post reach: 2,487)



COMMUNITY OUTREACH

General Public

- ▶ Town Newsletter Articles
- ▶ Local Newspaper Op-ed
- ▶ Facebook / Web / Nextdoor
- ▶ Events
 - ▶ Beach Elementary Family Fun Day
 - ▶ Farmers' Market, North Beach
 - ▶ Taste The Beaches Event, Chesapeake Beach
 - ▶ First Night, North Beach
 - ▶ Stars And Stripes Festival, Chesapeake Beach
 - ▶ Halloween Family Fun Night, Chesapeake Beach.

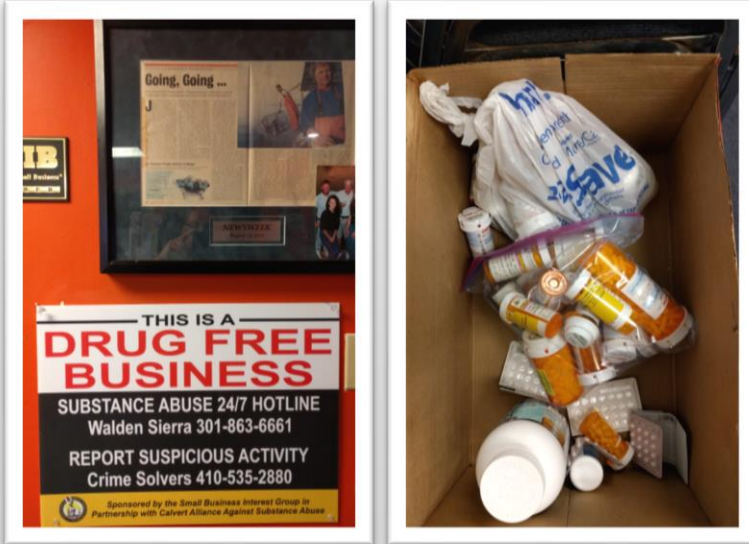
Businesses & Organizations

- ▶ Roland's Grocery Store
- ▶ Peking Chinese Food & Liquor
- ▶ Abner's Crab House
- ▶ Calvert County Parks & Rec
- ▶ Calvert County Baptist Church
- ▶ So. MD Municipal Association
- ▶ Beach Elementary, Windy Hill Middle, & Huntingtown High Schools
- ▶ Chesapeake Cares Food Pantry



ACCOMPLISHMENTS & AWARD

PARTNERSHIPS ALLOWED US TO:



- ▶ Establish an overdose awareness road sign in town
- ▶ Train over 90 people in opioid overdose recovery (naloxone)
- ▶ Educate over 120 people on aspects of opioid use disorder & the opioid crisis via community forums
- ▶ Remove over 3 pounds of prescriptions drugs from community
- ▶ Facilitate Abner's Crab House joining drug free business program; Abner's will also be hosting a drug awareness fundraiser in fall 2018.
- ▶ Increase opioid crisis awareness of hundreds of residents via outreach events, social media, and articles
- ▶ Save lives!

In 2017, the Committee received the Prevention Services Community Connection Award from Calvert County Health Department.

TOWN COSTS

- ▶ ~\$3000 provided by towns
 - ▶ Advertising and photocopying, awareness road sign, web fees, event giveaways (candy, wrist bands, flyers)
- ▶ > 400 volunteer hours

Next Steps

- ▶ Continue hosting community forums, naloxone training, and drug take-backs
- ▶ Continue outreach through community events
 - ▶ Engage more businesses to become “Drug-Free” employers
 - ▶ Engage more churches
- ▶ Explore new outreach events and activities
 - ▶ Documentary film on opioid crisis in Twin Beaches - “The Ultimate Loss”
 - ▶ Concert to raise awareness of opioid crisis (2019)
 - ▶ Committee newsletter

THANK YOU!



“Be the change that you wish to see in the world.”
— Mahatma Gandhi