

BROWARD COUNTY

# Opioid Action Plan

Commission on Behavioral  
Health & Drug Prevention  
Community Response Team

2022-2025





## **Table of Contents**

- 2 Message from the President and CEO
- 3 Strategic Planning Framework
- 4 Data
- 5 Accomplishments
- 6 Goals and Strategies
- 8 Performance Measures
- 9 Stakeholder Engagement
- 10 Resources

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# Message from the President and CEO

Dear Community Member:

United Way of Broward County's Commission on Behavioral Health & Drug Prevention works to prevent the harms from substance use throughout the county. As a leading substance use prevention coalition, we proudly bring together diverse resources, strategies and ideas from all the key stakeholders in Broward County.

The opioid epidemic impacts individuals, families and our community in devastating ways – from loss of life to loss of income. We are working diligently to address the underlying social systems contributing to increased behavioral health disorders. While the COVID-19 pandemic has complicated many aspects of our lives, it also has made us more vulnerable to the impacts of trauma and substance use.

We are dedicated to organizing our community to work together to reduce the harms of Opioid Use Disorder (OUD). The Opioid Action Plan will guide our community in facing emerging challenges with the epidemic and will ensure we are working effectively and efficiently, and using our resources in the best way possible. This plan is an organic platform from which we will work to enhance prevention, harm reduction and policy efforts for the people of Broward County.

Through strong collaborations among business leaders, hospitals, schools, law enforcement, judges, policymakers, individuals with lived experience, and advocates, we strive to create a stronger community where we prevent everyone from using substances, provide treatment to those who need help and create an environment where there is no stigma around substance use disorders.

Together, we can and will ensure all people and communities in Broward County have the opportunity to pursue their dreams and live life to the fullest.

Sincerely,



Kathleen Cannon,  
President & CEO



# STRATEGIC PLANNING FRAMEWORK

## PLAN DEVELOPMENT

The Opioid Action Plan was developed through a methodical research and assessment process. The Commission facilitated guided community conversations to collect information from our stakeholders on the gaps within prevention, harm reduction, treatment, and policy regarding the opiate epidemic. Then the Commission and its partners created strategies to address the existing gaps and promote a countywide response.

## SCOPE OF THE PROBLEM

In Broward County and throughout the United States, we face an ongoing opioid epidemic. An estimated 1.6 million people had an Opioid Use Disorder in 2019. Compounding the opioid epidemic is the global COVID-19 pandemic. Since 2020, individuals have experienced increased isolation and decreased access to treatment services. As a result, there has been a staggering increase in overdoses in Broward County and nationwide. Data from the CDC indicate that between April 2020 and April 2021, there were more than 100,000 overdose deaths in the country, an increase of more than 28% from the prior year. More than 75% of those deaths involved opioids, and the vast majority were attributed to illicit fentanyl, a synthetic opioid. In Broward County, overdose deaths involving fentanyl increased by 101% between 2019 and 2020. Additionally, Florida businesses report a cumulative \$46 million loss in revenue due to loss of productivity due to the opioid epidemic.

## GUIDING PRINCIPLES

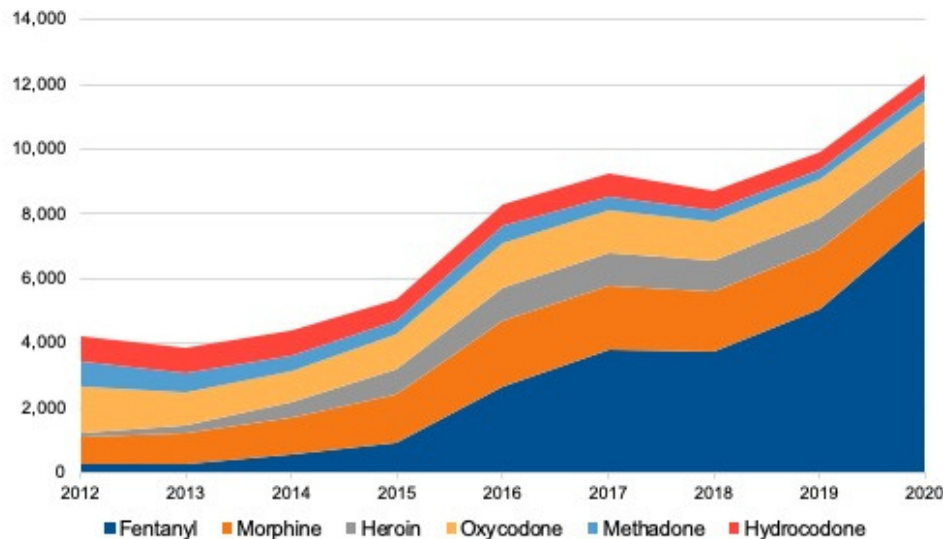
The Commission is guided by the principles of collaboration, servant leadership and inclusivity. The strategies to address the opioid epidemic cannot be created without the input from the communities who have been most impacted – individuals in recovery, youth, families and practitioners.

## TARGET POPULATION

This Opioid Action Plan is focused on both youth and adults within Broward County. The target population is inclusive of all youth and adults in Broward County, including those in at-risk, vulnerable, and special needs groups such as the homeless, veterans and lesbian, gay, bisexual and transgender (LGBTQ+) persons.

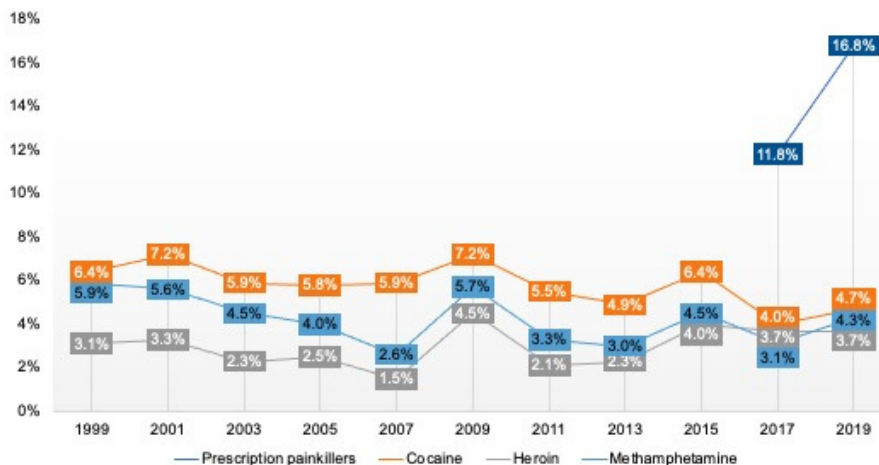
# DATA

## Opioid-Related Deaths in Florida, 2012-2020\*



\*Opioid-related deaths in Florida totaled 12,307 in all of 2020 – a number which averages to 33.7 deaths per day. This figure represents a nearly 20% increase in opioid-related deaths compared to 2019. Fentanyl-related deaths increased by 35% since 2019 and methadone deaths increased by 15%. However, other opioid classes saw declines, including hydrocodone (15%), morphine (14%), and heroin (13%). Deaths related to oxycodone were flat.

## Lifetime Drug Use Among Broward County High School Students



\*Among high school students in Broward County, misuse of prescription painkillers increased approximately 5% between 2017 and 2019, reaching 16.8%. Heroin use remains lower than the high of 4.5% seen in 2009; however, it has increased from 2.1% in 2011 and it remained steady at 3.7% in 2017 and 2019. In 2019, cocaine use was 4.7%, which is lower than the high of 7.2% in 2009, although this is a slight increase from the 4% reported in 2017. Methamphetamine use was 4.3% in 2019, an increase from the 3.1% in 2017. Yet, this figure is lower than the high of 5.9% reported in 1999.

# 2020-2021 ACCOMPLISHMENTS

## Prevention

- Over 11 million media impressions in English, Spanish and Creole
- More than 80 community stakeholders and 1,500 individuals were trained to
- distribute opioid prevention information
- Distributed over 1,000 Rx Opioid Misuse education cards to youth to promote safe disposal of medications
- Distributed 5,000 Deterra bags and other prevention materials at events and to providers

## Harm Reduction

- Broward established its first Syringe Services Program, The SPOT (Special Purpose Outreach Team)
- Produced and disseminated "Two Paths: A Story of Syringe Services in Your Town"
- South Florida Wellness Network distributed 3,800 Naloxone kits across the county and conducted virtual and in-person trainings
- Overdose Data to Action developed "hot spot" strategies

## Treatment

- Wrap-around Medication-Assisted Treatment (MAT) services provided by Memorial Healthcare Systems, Broward Addiction Recovery Center and Banyan Treatment Centers
- Holy Cross Hospital and partners successfully engaged opioid overdose survivors to link to treatment
- Correlated overdose deaths to unscrupulous sober home activity

## Policy

- Assisted local municipalities with ordinance language regarding certified sober homes
- Led advocates to Tallahassee to advocate for increased substance use prevention funding

# GOALS AND STRATEGIES

## Prevention

- Provide and support virtual and in-person events and training targeting providers, youth, young adults and families to raise awareness regarding opioid prevention.
- Distribute palm cards with information about disposal sites for prescription medication.
- Information Dissemination: Provide presentations in the community, targeting schools with the highest rates of substance use.
- Media Engagement: Collaborate with community partners to expand the reach of a PSA about opioid prevention throughout Broward County.
- Media Engagement: Engage with media contacts to provide data updates.
- Business Engagement: Educate the business community through Greater Fort Lauderdale Alliance's Project Opioid to enhance employers' strategies to support individuals experiencing an Opioid Use Disorder (OUD).
- Faith-Based Engagement: The Faith-Based/Community-Based Advisory Committee will provide resources, outreach and education on opioid prevention and treatment to the interfaith community.

## Harm Reduction

- Distribute 10,000 educational palm cards on safe syringe usage to community partners.
- Promote awareness of The SPOT (Syringe Exchange Program) in Broward County.
- Produce a PSA with information about the prevention of infectious diseases and the issue of stigma around strategies such as syringe exchange.

## Overdose Prevention

- Enhance peer response system throughout all hospitals in Broward County.
- Continue distribution of naloxone and training of families, paramours and providers on its usage.
- Distribute Detera bags to reduce misuse of prescription medications.

# GOALS AND STRATEGIES

## ***Overdose Prevention Continued***

- Provide trainings to practitioners regarding the Recovery Oriented System of Care (ROSC).
- Enhance surveillance efforts through coordinated efforts with law enforcement, first responders and providers.
- Coordinate an overdose spike response team and create cohesive response protocols.
- Create a conduit for data sharing to track overdoses, admissions and prior treatments – streamlining the referral system.
- Ensure all first responders and hospitals use a universal opioid overdose code to enhance data collection.

## **Treatment**

- Inform the community of access points to Medication-Assisted Treatment (MAT).
- Fund an additional 20-25 detox beds at Broward Addiction Recovery Center to increase capacity to treat indigent, uninsured and underinsured clients.
- Update information regarding MAT providers in Broward County.
- Distribution of the Language Matters Cards to raise awareness about stigma and bias.
- Raise awareness regarding the benefits of MAT.
- Create additional receiving facilities.
- Ensure that warm hand-offs occur throughout the system of care for each client.

## **Policy**

- Educate policymakers on impacts of prevention programming.
- Advocate for increased funding for prevention, harm reduction and treatment.
- Provide information to city officials and help cities with ordinance language regarding certified sober homes.



# PERFORMANCE MEASURES

Target Areas	Objectives	Inputs	Outputs	Outcomes
Prevention	Reduce the impacts of the opiate epidemic on youth, families and employers	<ol style="list-style-type: none"> <li>1. Partnerships</li> <li>2. Volunteers</li> <li>3. Marketing materials</li> <li>4. Website</li> <li>5. Data collection</li> <li>6. Evaluation tools</li> </ol>	<ol style="list-style-type: none"> <li>1. Trainings provided for businesses, youth, providers and families</li> <li>2. Distribute educational materials</li> <li>3. Media engagement</li> </ol>	10% reduction in Broward High School students reporting take a prescription medication not prescribed
Harm Reduction	Increase access to harm reduction programs	<ol style="list-style-type: none"> <li>1. Partnerships</li> <li>2. Staff time</li> <li>3. Marketing materials</li> <li>4. Data collection</li> </ol>	<ol style="list-style-type: none"> <li>1. Disseminate Sterile Syringe Program PSA</li> <li>2. Distribute naloxone to families and partners</li> <li>3. Surveillance</li> </ol>	Opiate overdoses will continually and markedly decrease each year
Treatment	Increase access to treatment	<ol style="list-style-type: none"> <li>1. Partnerships</li> <li>2. Marketing materials</li> <li>3. Data collection</li> </ol>	<ol style="list-style-type: none"> <li>1. Promote Medication-Assisted Treatment Programs</li> <li>2. Distribute Language Matters cards</li> </ol>	75% of all clients will receive appointments for treatment within 48 hours of their initial call
Policy	Enhance funding and policies addressing the opiate epidemic	<ol style="list-style-type: none"> <li>1. Partnerships</li> <li>2. Volunteers</li> <li>3. Marketing materials</li> <li>4. Data collection</li> </ol>	<ol style="list-style-type: none"> <li>1. Advocate for funding and policies that support prevention and treatment</li> </ol>	Passage of state and/or federal legislation increasing access to prevention and treatment services

# STAKEHOLDER ENGAGEMENT

## Medical

- Florida Department of Health in Broward County
- Broward County Medical Association
- Medical Examiner's Office
- Broward Health
- Holy Cross Health Ministries
- Memorial Healthcare System

## Law Enforcement

- Broward Sheriff's Office
- Fort Lauderdale Police Department
- Hollywood Police Department
- Crime Stoppers of Broward

## First Responders

- Fort Lauderdale Fire Rescue
- Seminole Tribe of Florida Fire Rescue
- Oakland Park Fire Rescue

## Business

- Greater Fort Lauderdale Alliance
- Chamber of Commerce

## Non-Profits

- Broward Behavioral Health Coalition
- 211-Broward
- South Florida Wellness Network
- H.O.M.E.S., Inc.
- STOPP Now

## Judicial

- Drug Court
- State Attorney's Office
- Office of the Attorney General
- Department of Juvenile Justice

## Treatment

- Broward Addiction Recovery Center (BARC)
- Banyan Health
- Broward House
- Henderson Behavioral Health

## Education

- School Board of Broward County
- Nova Southeastern University
- Broward College

## Government

- Broward County Drug Enforcement Agency
- Homeland Security-ICE

## Youth/Parents

- Broward Youth Coalition
- PACE Center for Girls

## Faith-Based

- FaithBased/Community-Based Advisory Committee
- The God Squad

## Media

- Sun-Sentinel

# RESOURCES

## Overdose Prevention



### In the Event of an Overdose Call 911

#### Feels like:

- Can't stay awake
- No energy or strength
- Can't walk or talk
- Vomiting

#### Looks like:

- Slow or no pulse
- Slow or no breathing
- Skin is blue/pale and cold
- Can't wake up/talk

### Do you need Naloxone?

Naloxone reverses Substance Overdose.  
Learn about how to administer Naloxone.

FREE Trainings and FREE take-home  
Intranasal Naloxone for families/friends of  
individuals at risk of opiate overdose.  
For more information, please contact South  
Florida Wellness Network: [sfwn.org](http://sfwn.org)  
(954) 533-0585

Save A Life! Get It. Carry It. Use It!



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### Good Samaritan Act

Florida's "911" Good Samaritan Act offers immunity for onlookers and victims who call for emergency assistance in the event of an overdose. In essence, the immunity protects people from being criminally prosecuted for simple substance possession when the caller was making a good faith effort to obtain or provide medical assistance for someone experiencing a substance-related overdose.

# RESOURCES

## Treatment

### Medication-Assisted Treatment (MAT) Providers

MAT is a comprehensive care model that includes the following medications:  
Subutex (Buprenorphine), Suboxone (Buprenorphine/Naloxone), Vivitrol (Naltrexone), Methadone

Provider	Contact	Services
South Florida Wellness Network	(954) 533-0585	<ul style="list-style-type: none"><li>• Recovery Support</li><li>• Screenings</li></ul>
Banyan Health	(954) 327-4060	<ul style="list-style-type: none"><li>• Outpatient</li><li>• Residential</li></ul>
Broward Addiction Recovery Center	(954) 357-4880	<ul style="list-style-type: none"><li>• Detox</li><li>• Outpatient</li></ul>
Care Resource	(954) 567-7141	<ul style="list-style-type: none"><li>• Outpatient</li></ul>
The Village-South	1 (800) 443-3784	<ul style="list-style-type: none"><li>• Outpatient</li><li>• Residential</li></ul>
House of Hope/Stepping Stones	(954) 524-8989	<ul style="list-style-type: none"><li>• Residential</li></ul>
Memorial Healthcare System	(954) 276-3400	<ul style="list-style-type: none"><li>• Medical</li></ul>
Henderson Behavioral Health	(954) 606-0911	<ul style="list-style-type: none"><li>• Outpatient</li></ul>
Broward Health	(954) 355-4356	<ul style="list-style-type: none"><li>• Medical</li></ul>

### Marchman Act

Florida's Marchman Act is a state law that provides confidential court-ordered assessment, stabilization and services for individuals struggling with substance and alcohol use. The Marchman Act forces an individual located in Florida into addiction treatment. For more information, visit: [www.marchmanactinfo.com](http://www.marchmanactinfo.com)

# ADDITIONAL RESOURCES



## **Community Resources**

Call **211** or **text 898211**  
for a directory of services  
in Broward County

## **Database of Services in Your Area**

**[findhelp.org](https://findhelp.org)**

## **Suicide Prevention Lifeline**

**1-800-273-TALK (8255)**

## **SAMHSA**

**1-800-662-HELP (4357)**  
**[findtreatment.gov](https://findtreatment.gov)**

DrugFreeBroward.org  
Ansin Building, 1300 South Andrews Avenue, Fort Lauderdale, FL 33316  
Telephone: 800.334.4568

