

Measurably Advancing Youth Substance Use Prevention and Mental Health Improvement by Uniting Government, Hospital, and School System Planning Efforts



Stephen A. Jennings, MS

Jefferson County Director of Public Health

February 26, 2025

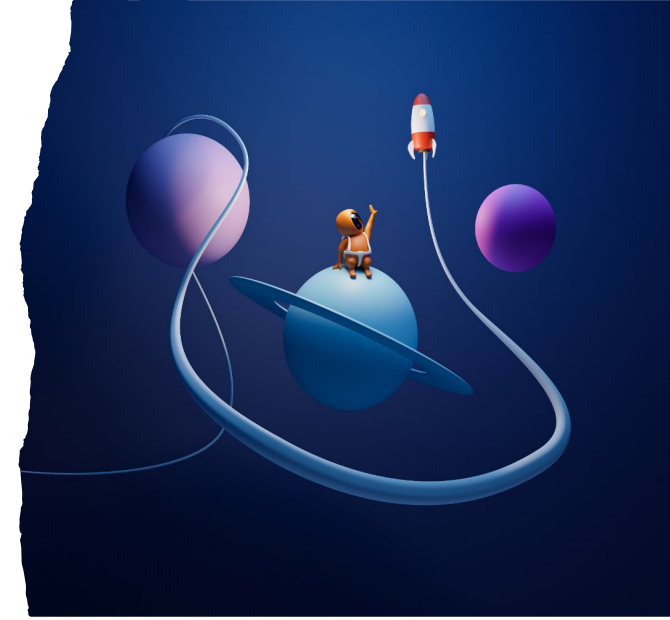
Our Baseline:

2022 Prevention Needs Assessment Survey



- First youth Prevention Needs Assessment (PNA) Survey since COVID pandemic. The last PNA was done in 2019
- The PNA is administered in every public school district (11) in Jefferson County, grades 7-12.
- Youth mental health was the most alarming, with considerable numbers of youth reporting contemplating and attempting suicide.

2022 - Planets Aligning



- **CADCA Mid-Year Conference**
 - Youth Youth Youth!



- Jefferson County Community Health Improvement Plan due.
- Community Services Board Plan due.
- Hospitals Community Service Plans due.



Government
NYS Public Health Law
Article 6
Every County:
Community Health
Improvement Plan

HEALTH CARE
NYS Public Health Law
Article 28
Every Hospital:
Community Service Plan

Government
NYS Mental Hygiene
Law Article 14
Every County:
Local Government
Service Plan

School Districts

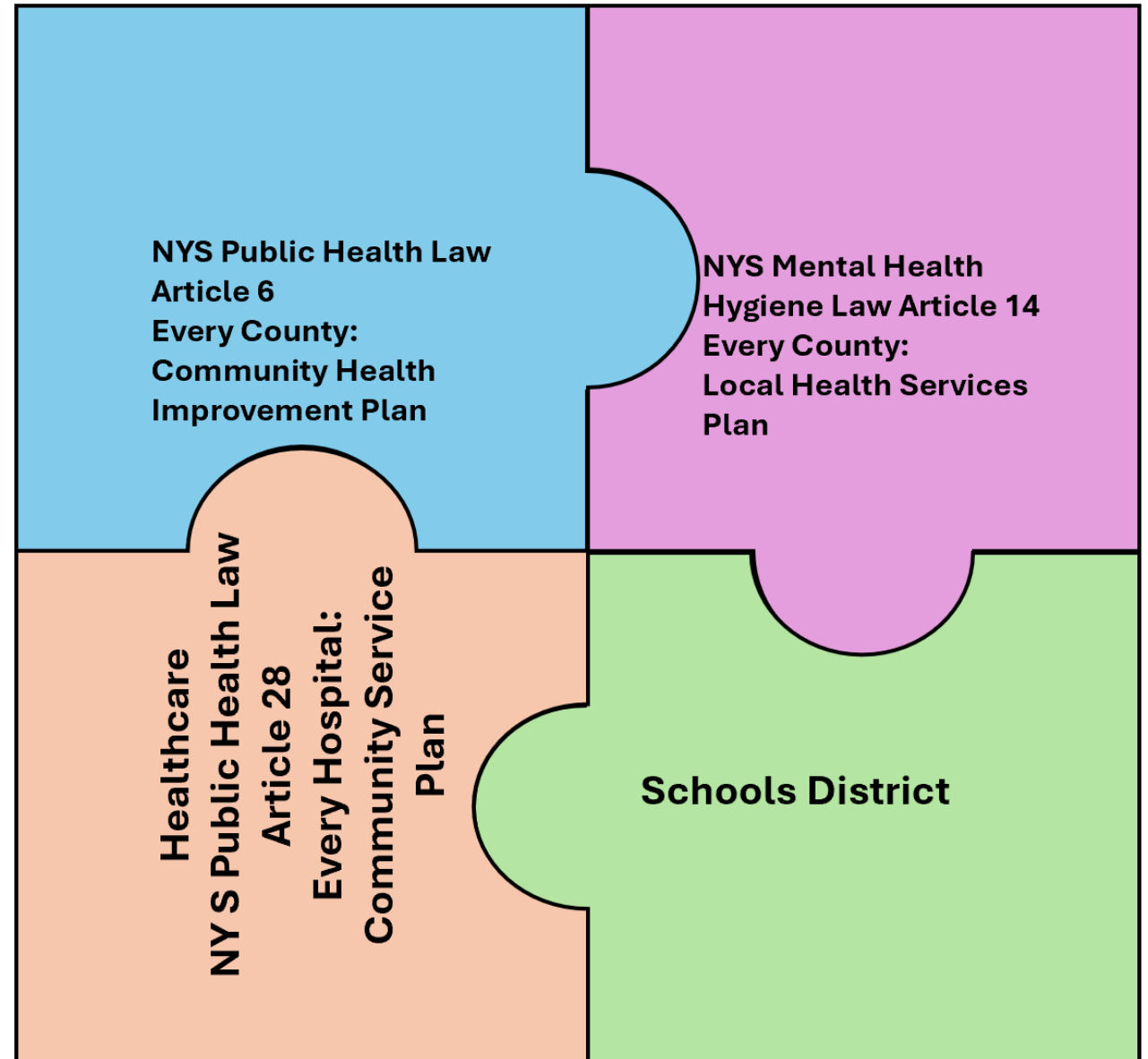


2022-2025 Youth Substance Misuse and Mental Health Work Plan



- Youth Empowerment
 - Youth Coalitions in every school district.
- Youth Engagement
 - Community-wide prevention.
- Youth Access to Care
 - Increasing care capacities throughout Jefferson County.

The 2022-2025 Youth Substance Misuse and Mental Health Work Plan is a united plan and embedded in all government, and hospital plans with complete support by BOCES and the school districts.



Youth Empowerment and Engagement: School-Specific Youth Coalitions

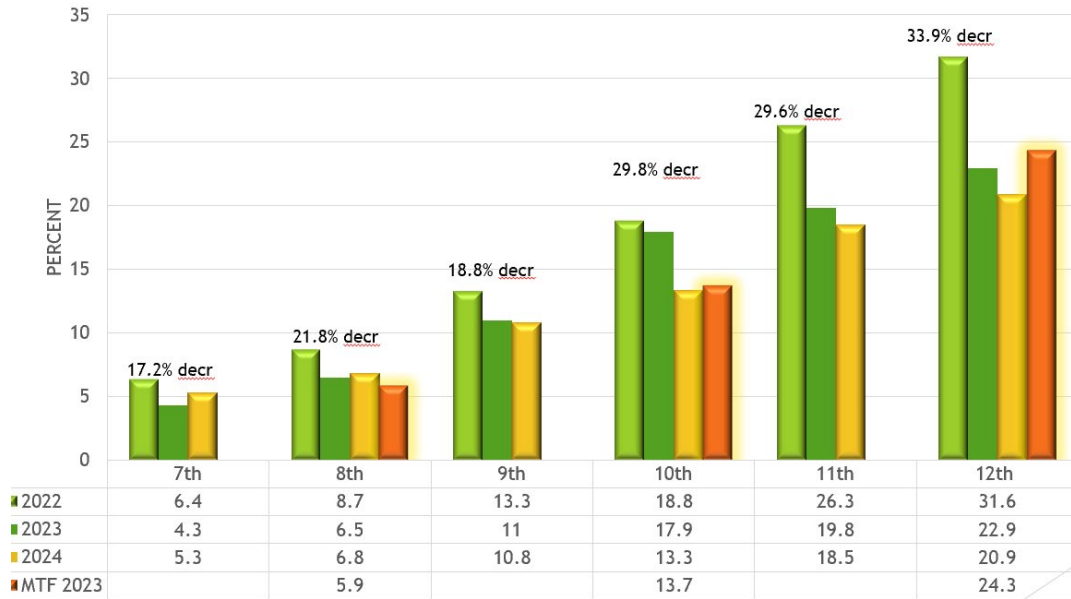


Youth Access to Care

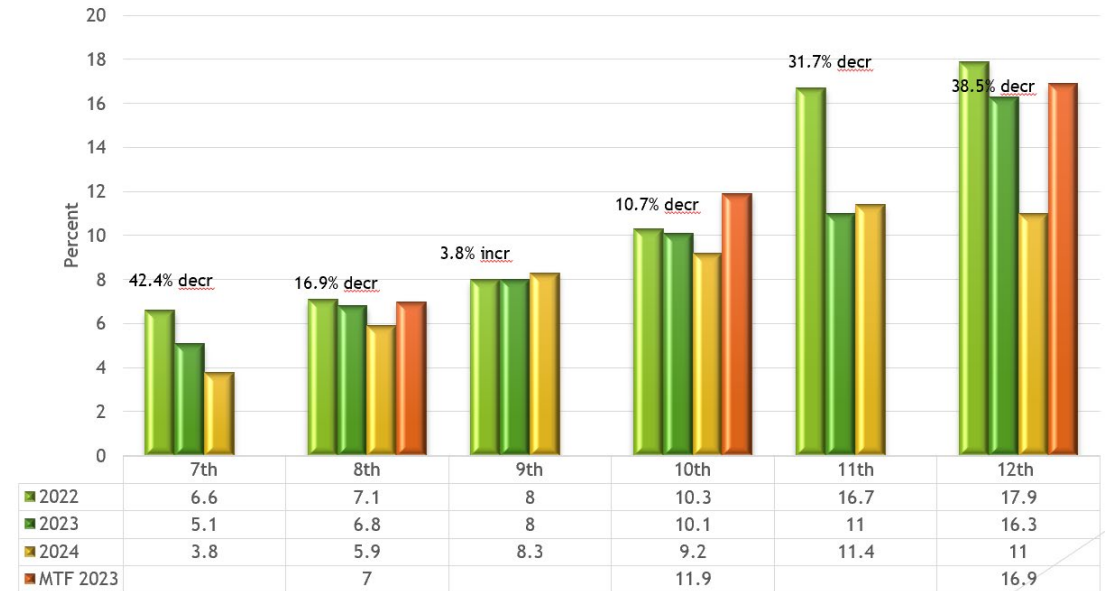


- Funding enhancements through the Community Service Board that target youth mental health and substance use care.
- Expansion of Hospital ED mental health capacities.
- Establishment of mental health urgent care.
- Strengthened substance use and mental health screenings in the primary care setting.
- Greater resources in school districts for counselors to address issues with youth, including adult support of youth coalitions, trainings, improved referral options, etc.

2024 Past-30-Day Alcohol Use, Grades 7 - 12



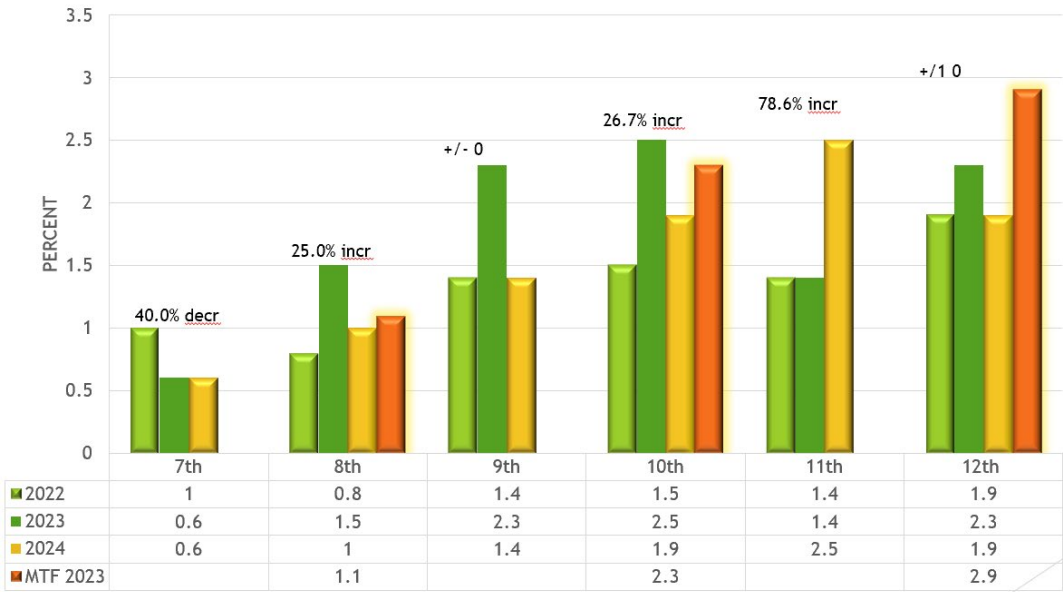
2024 Past-30-Day E-Cigarette Use, Grades 7 - 12



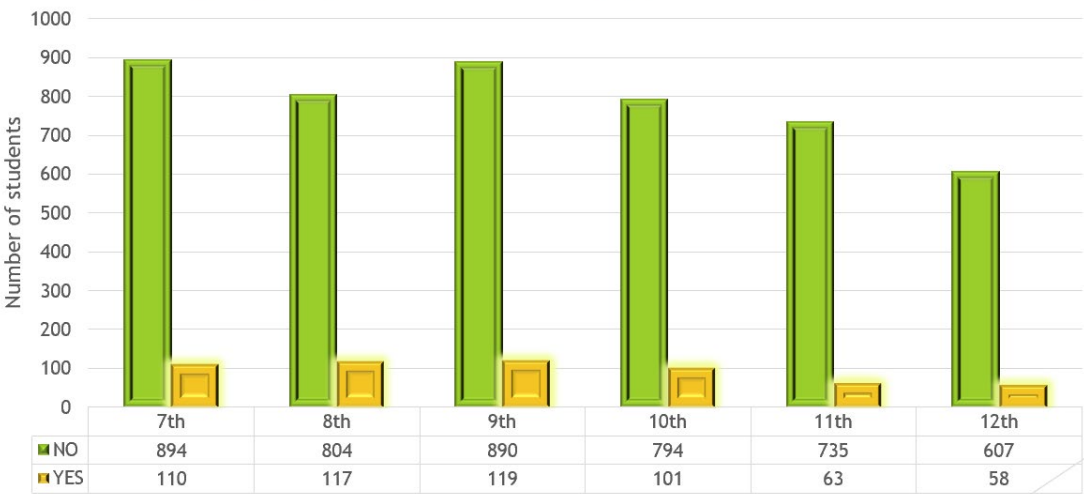
2024 Past-30-Day Marijuana Use, Grades 7-12



2024 Past-30-Day Cigarette Use, Grades 7 - 12



2024 During the past 12 months, did you make a plan about how you would attempt suicide?, Q43, Crosstabs, p. 121



During the past 12 months, how many times did you actually attempt suicide between 1 - 6 times? 2022 - 2024



Next Steps

- Meet with the Community Services Department, hospitals, BOCES, and all 11 school districts to assess progress and united continuation.
- Update an overall plan for continuation through the next round of CHIP, CSB plan, and hospital CSPs with school district agreements.
- Write a new workplan with agreed upon deliverables that continue to advance youth substance use prevention and mental health improvement.



Contact Information

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TIOGA COUNTY ASAP COALITION

Kylie Holochak & Kristin Russell



WHO WE ARE



MISSION

- To engage our communities in efforts to understand, prevent, and reduce youth and community substance misuse through increased collaborations inspiring community level change.



TIOGA COUNTY ASAP COALITION

Origin:

- Founded in 2016 to address substance use issues such as, alcohol-related deaths and the rise of opioid overdoses.

Funding Sources:

- Drug-Free Communities Grant
- Comprehensive Addiction and Recovery Act (CARA)
- Sober Truth on Preventing Underage Drinking (STOP Act)

Leadership:

- In 2024, coalition coordination transitioned from a local prevention agency to Tioga County Public Health.



SERVICE AREAS

Tioga County ASAP services all Tioga County!

There are 6 school districts including:

- Candor
- Newark Valley
- Owego-Apalachin
- Spencer Van-Etten
- Tioga Central
- Waverly



OUR PARTNERS

Tioga County Chamber of Commerce

CASA-Trinity

Open Door Mission

Tioga County Mental Hygiene

Tioga County Public Health

Helio Health

Tioga County Department of Social Services

Tioga Opportunities

Finger Lakes Prevention Center

NY Army/National Guard- Counter Drug Task Force

Tioga County Legislature

A New Hope Center

NY Matters

Waverly School District

Tioga County Boys & Girls Club

Tioga County Sheriff's Office

Tobacco Free Broome Tioga



OUR WORKGROUPS



OUTREACH &
EVENTS



DATA



ADVOCACY &
POLICY



Goal 4: Community Events- Host community events for Tioga County residents	
Objective 4a	Partner with Tioga County Sheriff's Office to host at least 2 DEA Takeback Day events.
Objective 4b	Partner with local businesses to participate in Black Balloon Day.
Objective 4c	Host the Overdose Vigil.
Objective 4d	Partner with local schools, community agencies, and/or community assets to sponsor family prosocial activities in the community.

Events Action Plan

Workgroup: Outreach & Events									
Workgroup Members: Porshea M, Erica R., Kristin R., Cassandra N., Emma H., Katie W., Marissa K., Laura S., David W., Kylie H.									
Action / Task	Project	Person(s) Responsible	Actual Start Date	Estimated End Date	Actual Completion Date	Status (G/Y/R/C)	Resources Needed (if applicable)	Goal/Objective (if applicable)	Notes
Black Balloon Day Sign Ups Volunteer Sign Ups	Black Balloon Day	All workgroup members	2/11/2025	2/19/2025			Black Balloon Day Sign Up sheet	Goal 4, Objective 3	
Black Balloon Day Educational Video	Black Balloon Day	Marissa K.	2/11/2025	2/28/2025				Goal 4, Objective 3	
Black Balloon Day- Business Facebook Reel	Black Balloon Day	Kristin R.	3/3/2025	3/6/2025			Business Photos	Goal 4, Objective 3	
Black Balloon Day Educational Flyer	Black Balloon Day	Erica R.	2/12/2025	2/26/2025			Local OD Data	Goal 4, Objective 3	
Purchasing Black Balloons	Black Balloon Day	Kristin R.	2/14/2025	2/21/2025				Goal 4, Objective 3	
Pass out window clings and materials to volunteers	Black Balloon Day	Kristin R.	2/18/2025	3/3/2025			Window clings, balloons, educational flyer	Goal 4, Objective 3	
Volunteers to engage businesses and distribute materials	Black Balloon Day	All workgroup members	2/18/2025	3/3/2025			Window clings, balloons, educational flyer	Goal 4, Objective 3	
Send Promotional ad to Chamber for eblast	Black Balloon Day	Kristin R.	2/11/2025	2/14/2025	2/12/2025	G	ad	Goal 4, Objective 3	
Black Balloon Day Press Release	Black Balloon Day	Kristin R.	2/24/2025	3/5/2025				Goal 4, Objective 3	

WHAT WE DO



PUBLIC ACCESS NARCAN BOXES

- Our coalition has placed 31 Public Access Narcan (PAN) boxes in the community.
- Locations include:
 - Food pantries
 - Libraries
 - Government Buildings
 - Housing units
 - Schools
 - And more!
- Microsoft Form for refills



CONNECTING PARTNERS

In 2024, Southern Tier AIDS Program (STAP) reached out to Tioga County Public Health to increase their footprint in the county.



Introduced STAP to the Director of the Open Door Mission and discussed the Red Door Thrift Shop as a potential outreach location.



We facilitated conversations with many key partners to gain their support of a mobile harm reduction unit.



June 2024, with their mobile outreach van, STAP started providing harm reduction education and supplies outside the Red Door Thrift Shop



In October 2024, in partnership with NY Matters, STAP placed a harm reduction vending machine at Red Door for the community!



PARTNERSHIP WITH PUBLIC SAFETY

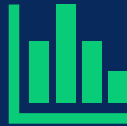
- Drug Take Back Days
- Naloxone Distribution
- Compliance Checks
- DWI Prevention Efforts



DATA EFFORTS



Youth CLYDE
Survey



Qualitative data
collection methods



Partnering with
local agencies on
data sharing



Public health data
sources



FREE RESPONSIBLE SERVER TRAININGS

For Restaurants and Bars in Tioga County, NY



These trainings are a great way to prevent staff from selling alcohol to underage individuals. This can also benefit you in the event the NYS Liquor Authority charges you with a violation. Showing your staff has completed these trainings may reduce any penalties!



Businesses interested in more information may scan the QR code to schedule a meeting with us. Questions? Contact Tioga ASAP at 607-687-8600 or TiogaASAP@tiogacountyny.gov

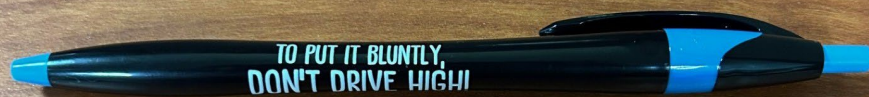


Educational Efforts

KIDS CAN'T TELL THE DIFFERENCE!



KEEP EDIBLES OUT OF REACH & LOCKED UP!



THESE ARE NOT THE HOLIDAY LIGHTS YOU WANT TO SEE!



DON'T DRINK AND DRIVE!

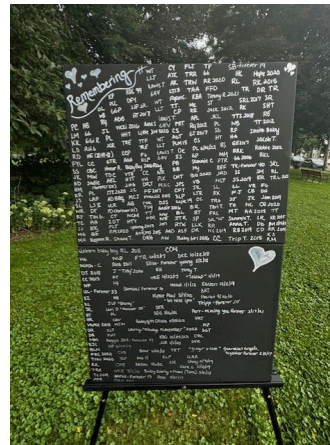


EDUCATIONAL EFFORTS



LOCAL EVENTS

- Black Balloon Day
- Overdose Vigil
- Save A Life Day
- Smoke-Free Events



NEXT STEPS FOR THE COALITION



COMPLIANCE
CHECKS



PROM SEASON
OUTREACH



YOUTH FOCUS
GROUPS



RESPONSIBLE
SERVER TRAINING
OUTREACH



INCREASE TRAINING
OPPORTUNITIES

THANK YOU!

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Senior Public Health Educator

Project Director

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Monroe County Naloxbox Program:

Humanizing Substance Use through Community Partnership



Monroe County IMPACT Team
Monroe County Department of Public Health
Addiction Services Division



Monroe County Addiction Services

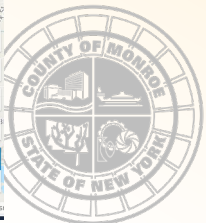
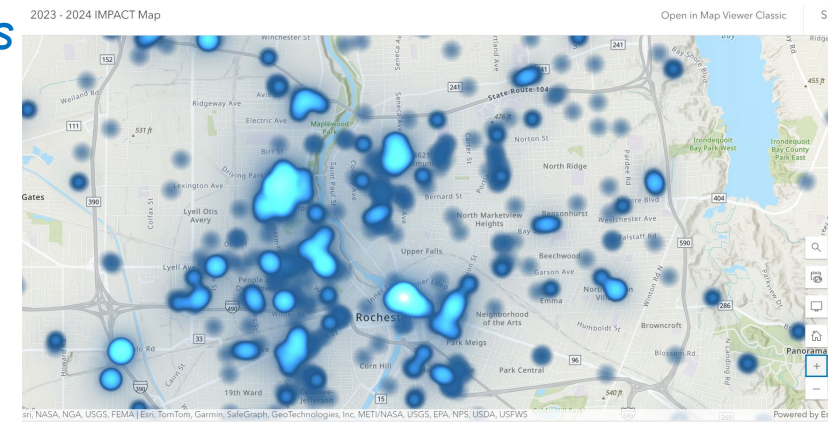
- Dr. Tisha Smith, MSPP, Master Counselor, Director
- Established in 2021
- Post-overdose Response Team
- Street Outreach
- Education through Community Events and Narcan training
- Community Partnership



Building Community Rapport through Intentional Outreach

- Our outreach is person-centered, honest and transparent
- Despite early challenges and skepticism, our “boots on the ground” team has earned community trust and respect.
- We use data to build plans, and set days for outreach to specific communities to show dependability and build trust

“We listen to concerns and act on things within our ability or provide a warm hand-off. We provide harm reduction resources including Narcan, drug testing strips, masks, gloves, condoms, lubrication, wound care kits. This rapport is crucial. Although folks may not want treatment at this time, they know we will be there and will connect them to treatment when they are ready. Until that decision is made, we will do our best to keep them safe!”- Deb Leach, Outreach Supervisor



Building Community Business Rapport

- Businesses see trust and respect between us and the community
- Formal community partnerships have formed for secondary distribution of naloxone and workforce development
- These connections lead to requests for our presence for events, Narcan trainings, and Naloxone Box partnerships



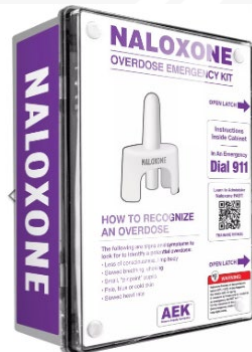
Monroe County Naloxone Box Program

- July 2022 - First Naloxone Boxes installed
- October 2022- Naloxone Box map created online
- Sept 2023- Naloxone Boxes in all County Parks
- Jan 2024- present: Naloxone Box PSAs

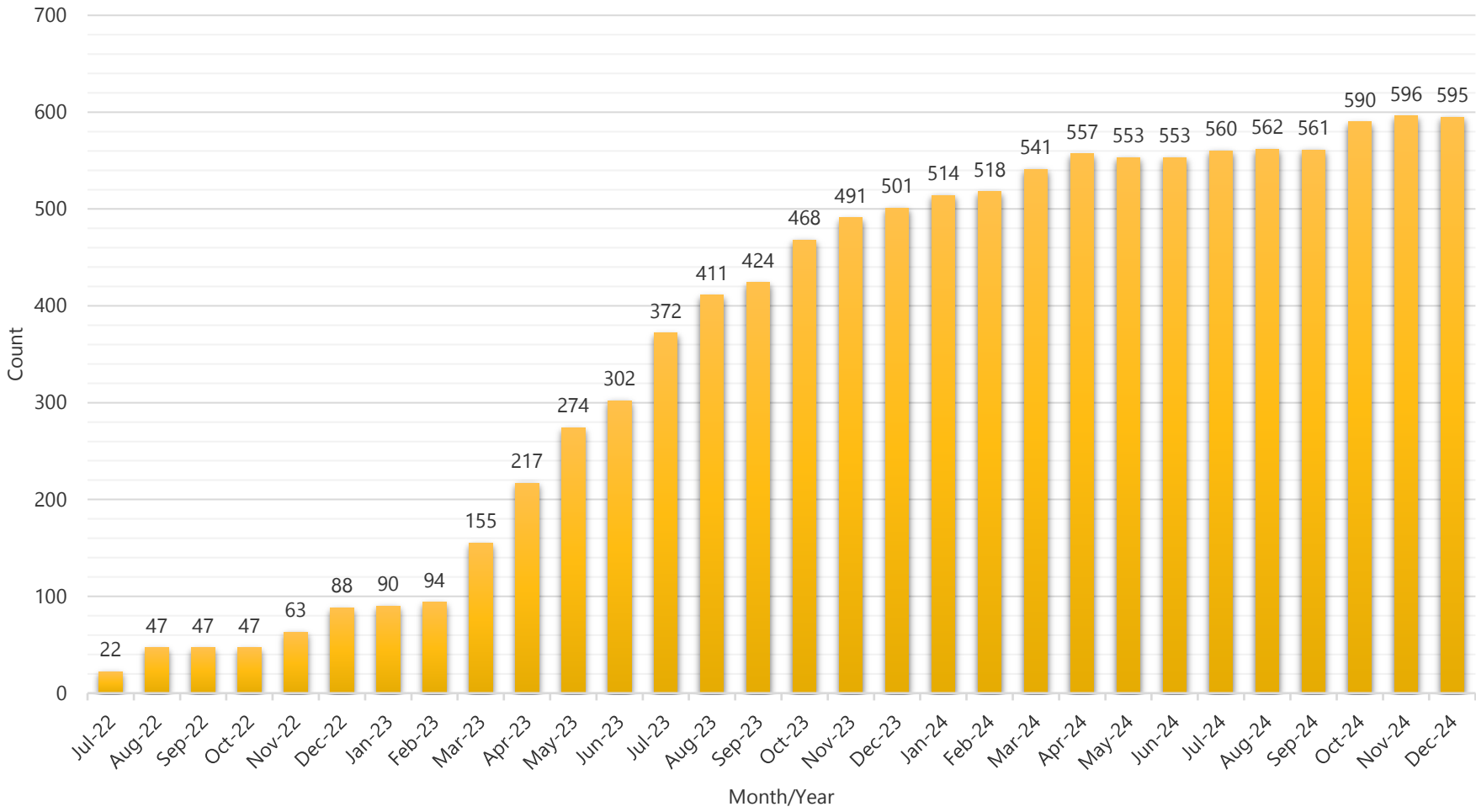


Monroe County Naloxone Box Program

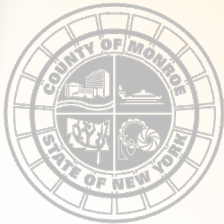
- Data-driven site identification and community ambassador recruitment
- Installation and partner agreement
- Educate and empower businesses to ensure preparedness and self-report when refill needed
- Site visibility on county dashboard and MCDPH Addiction Services website
 - [Monroe County, NY - Naloxone Box Map](#)
- 911 partnership
- IMPACT Team responsible for maintenance and refill
 - Stratification into Low, Medium, and High Use Boxes



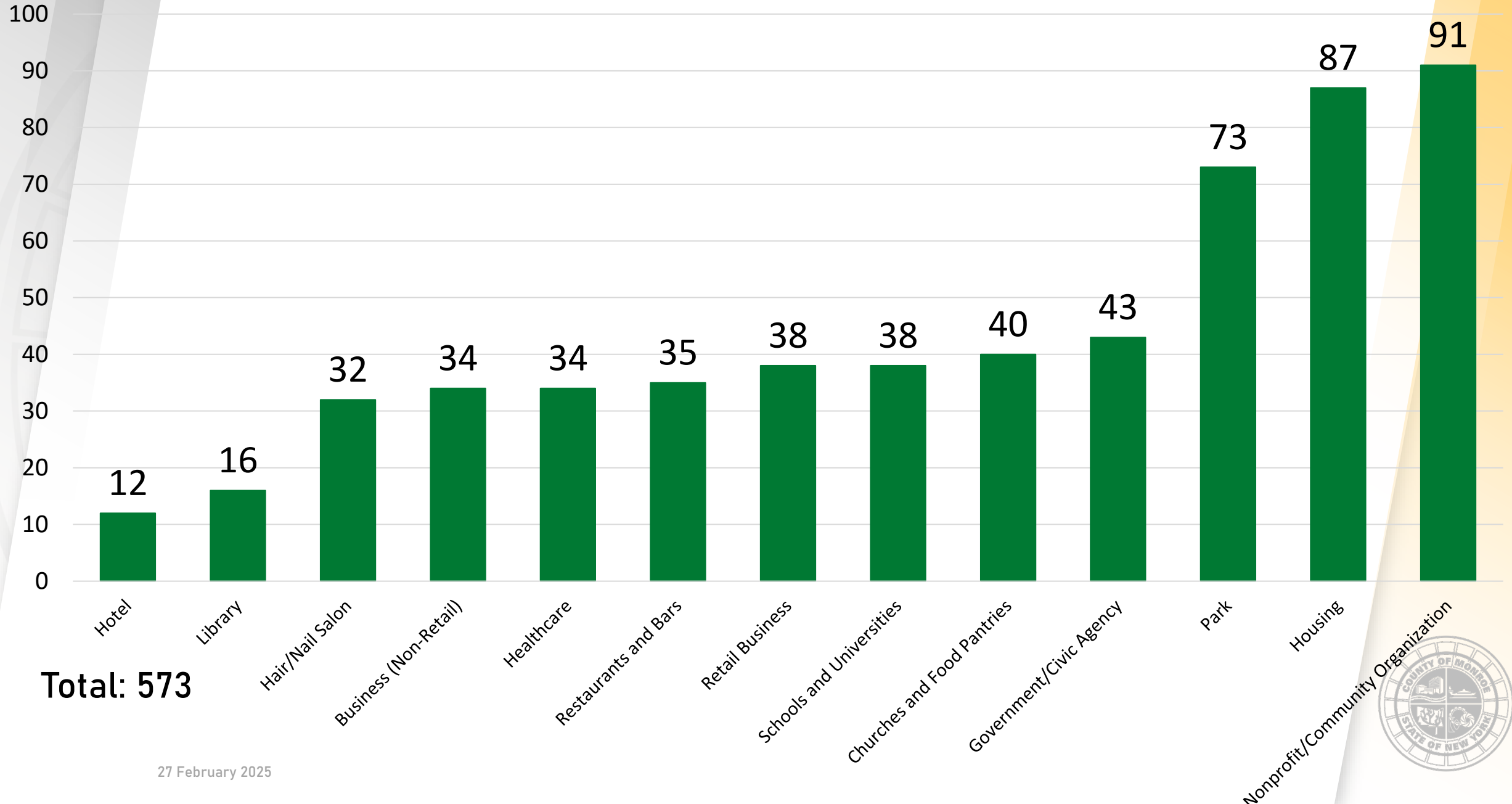
Naloxone Box Installation



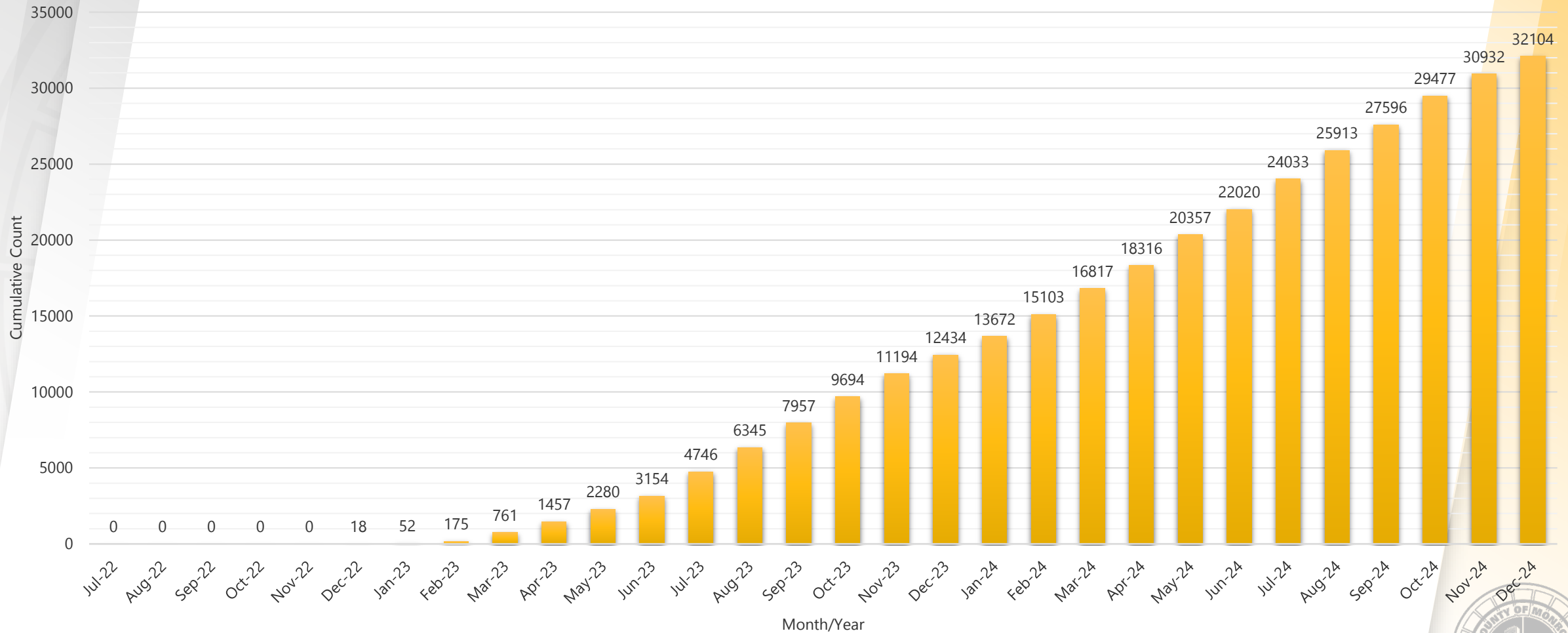
Source: Monroe County Department of Public Health, Division of Addiction Services
Analyzed by: Monroe County Department of Public Health, Division of Epidemiology and Disease Control



Naloxone Box Locations



Naloxone Distribution by Naloxboxes



Source: Monroe County Department of Public Health, Division of Addiction Services
Analyzed by: Monroe County Department of Public Health, Division of Epidemiology and Disease Control

27 February 2025



Profile of a High Volume Box

High volume = More than 50 kits placed in a box in past 12 months

Characteristics of 107 High Volume Boxes (18% of total boxes)

- 75% (81) Outdoor vs 25% (26) Indoor boxes
- 82% (88) boxes are in Rochester city locations (urban)
- 65% (9,938) of the total 15,291 kits put into Naloxone Boxes in the last year go into these high volume boxes
- Location types with highest refill rates:
 - Retail stores
 - Gas stations
 - Libraries
 - Homeless shelters
 - Salons
 - Housing

Top 10 most utilized boxes

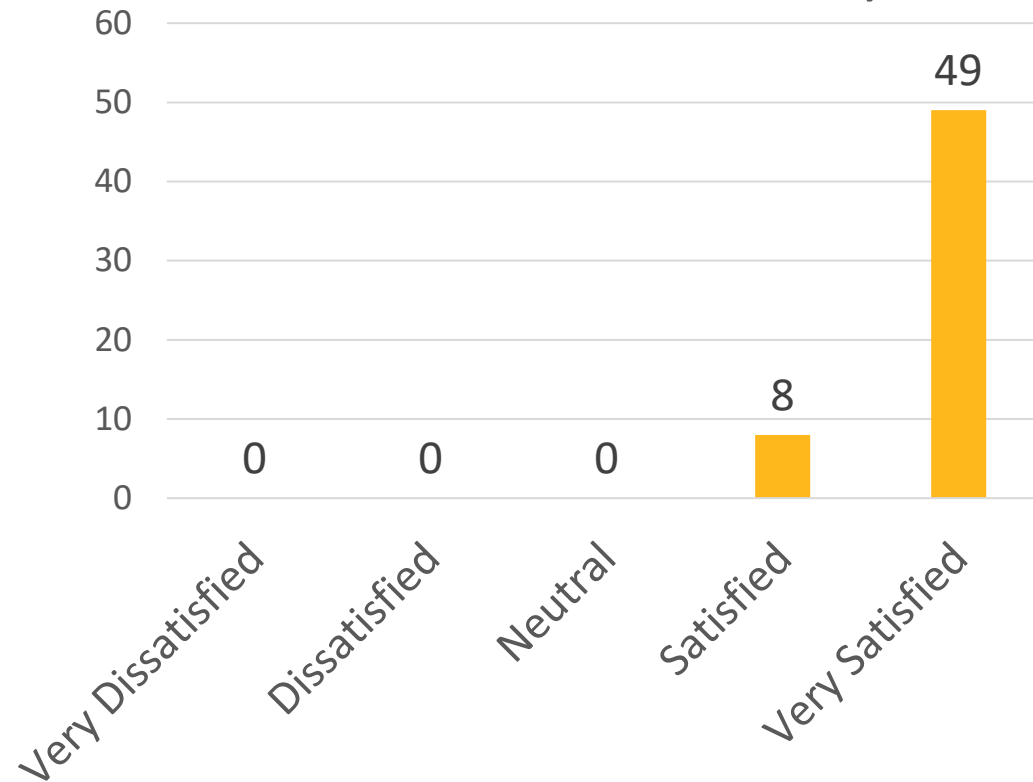
1. Box #219: Frederick Douglass Greater Rochester International Airport (85.15/month)
2. Box #103: Frederick Douglass Greater Rochester International Airport (85.15/month)
3. Box #443: Sisters of St. Joseph of Rochester - St. Joseph's Northside (51.48/month)
4. Box #23: Rollin Grocery (46.13/month)
5. Box #582: Rochester Regional Health - Evelyn Brandon Health Center (41.71/month)
6. Box #312: Sunoco Gas Station (36.39/month)
7. Box #426: Coalition of North East Associations (CONEA) (28.69/month)
8. Box #265: Rochester Public Library - Monroe Branch (28.69/month)
9. Box #530: Rochester Regional Health - Regional Health Reach (26.23/month)
10. Box #274: Father Tracy Advocacy Center (22.87/month)



Community Partner Feedback

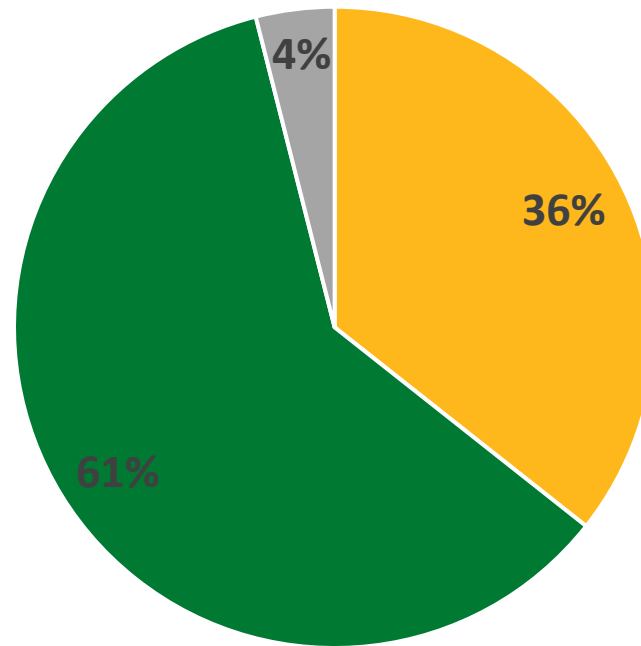
- Email survey of participating businesses in May 2024
- 47% response rate
- We received NO negative feedback

How satisfied are you with the Naloxone Box partnership you have with Monroe County?



Community Partner Feedback

Was naloxone from the Naloxone Box used in an emergency?



■ Used in Emergency ■ Not Used in Emergency ■ Unsure



Stories of Naloxone Box Use

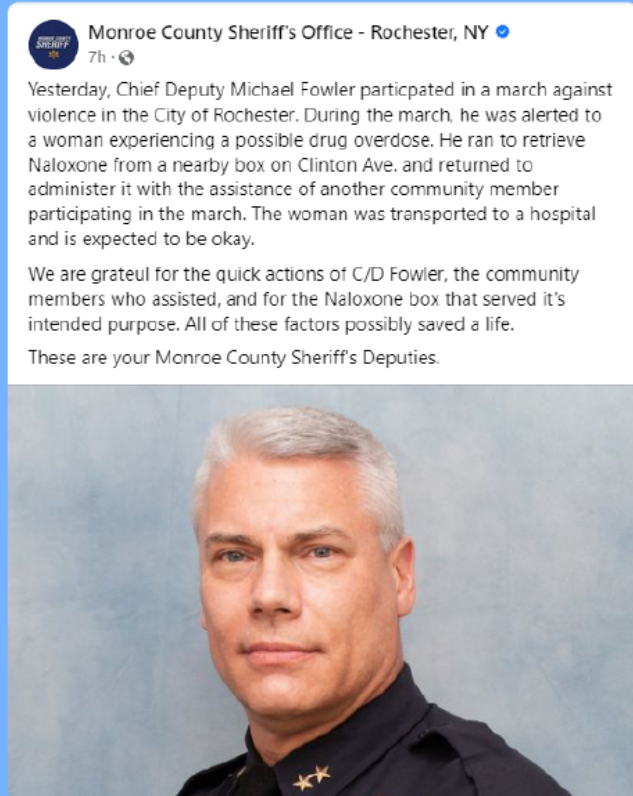
I work for the YWCA and we get a few people from outside that we help with the narcan.

We have had an emergency of a man overdosing in the lot behind our building. Narcan was administrated and the Fire Department was able to take over the situations

The outside box was used twice last summer to prevent two different OD that happened directly in front of the center doors.

Once at an outreach we had to give Narcan, also we have been told by the women that we hand it out to that they have had to use it.

We had to use them once for someone who went down in our bathroom, and twice for guys that went down on the church stairs next to our building



3 times

Just this past Saturday, 5/11, an individual was found behind one of our buildings who had overdosed. We were able to run to one of our boxes to retrieve the Narcan. No one had to wonder where we would find one, it was right there.

In the Police interview room, suspect of petty larceny needed to be Narcaned after she overdosed

Our staff and clients have utilized the boxes during multiple overdoses or possible overdoses

Several parents gave it to their adult children because they were worried about their drug usage. I know several have used doses

Community Partner Feedback

We are grateful we can be a location and would appreciate training for our employees and also for village residents in general.

I am very happy with the reps who tend our box. Always pleasant and always a pleasure to work with! I am very proud to offer this as I am a Former US Army Flight Medic.

Having Naloxone so readily available to our Members and our surrounding Community has been a blessing. As a community-based recovery organization, we know that many individuals are at different stages of their recovery. We often say that where there is breath there is hope. Staying alive through the struggle is the only way to allow someone the opportunity to be on a path of recovery. The County has been so easy to work with on this. They have been incredibly responsive to email requests for refills and have even begun proactively coming out to check and refill the boxes. Thank you!

While I don't know if the Naloxone has ever been used, there is something reassuring about its presence in our community. Thank you for making the training and boxes available

We love our box and how it magically refills. I don't think we would be aware if clients or community partners use it in an emergency. There is a sense of relief and safety knowing we have it. Clients are thankful to take them home

Great partnership. Very much enjoy having public NarCan on our campus.

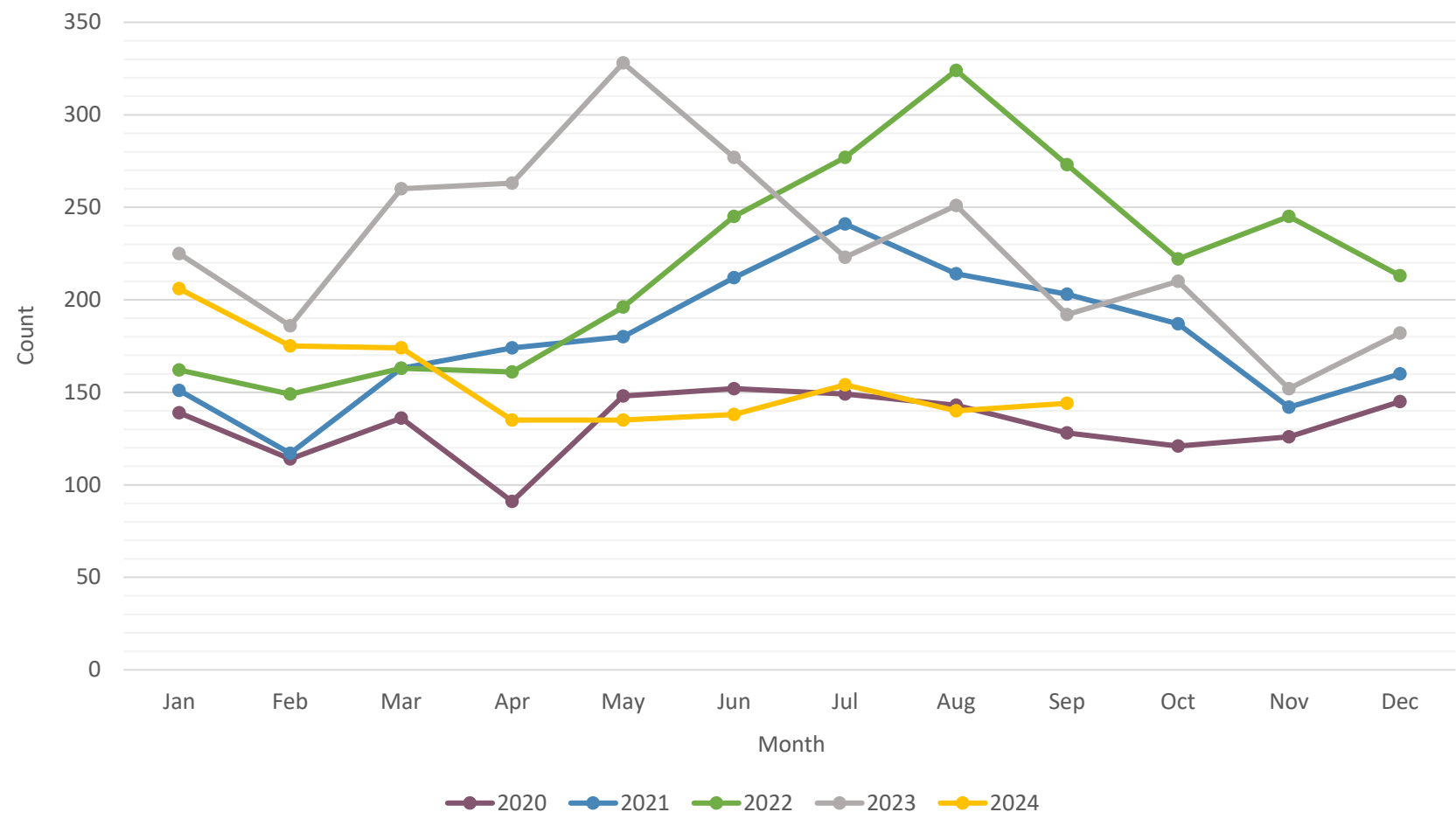
It's a simple and effective way to save a life. they really should be everywhere

Are we making an IMPACT?

- Medical examiner yearly report
- Overdose reports from 911 and MCAC
- IMPACT Hotline activity
- Training and event requests
- Stories of hope and lives saved
- Evolving public perception



Suspected Overdoses in Monroe County Reported By Emergency Medical Services (January 2020 – September 2024)



Source: NYS Department of Health, Bureau of EMS & Trauma Systems (NEMSIS)*Note: All data provided is based on the analysis of data received at the time of query.
Analyzed by: Monroe County Department of Public Health, Division of Epidemiology and Disease Control



Changing minds, one day at a time

- Early messages
 - Not my responsibility to save someone's life
 - Offended when offered because they thought we were making assumptions about them as a person
 - Addiction is a choice
 - "I don't know those kind of people"
 - "We don't have those problems in this area"
- What we hear today
 - "Thank you so much for being out here"
 - "You are a blessing to this community"
 - "We need you in this area"
 - Information sharing
 - More general empathy towards individuals with SUD
 - Individuals will promote our team for us on social media
 - Shared stories of family and friends and how Narcan has saved their lives





ROC OVERLY
FIT FITNESS
SOER LIVING THROUGH FITNESS

Thank you!

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24 Hour IMPACT Opioid Crisis Hotline: 585-753-5300

<https://www.monroecounty.gov/health-impact>

