

Every life is worth saving.

**No one is disposable:
Changing the public discourse around
substance use disorders and
empowering individuals to save lives**

**NYSACHO Harm Reduction Symposium
June 4, 2024**

Monika Salvage
Project Director
Cayuga County Mental Health Department

Deborah Pickering
Director of Health Education & Public Information
Cayuga County Health Department

AGENDA

Public Health Education

SUD / HR Coordination

Public Perception

Stigma

Social Change

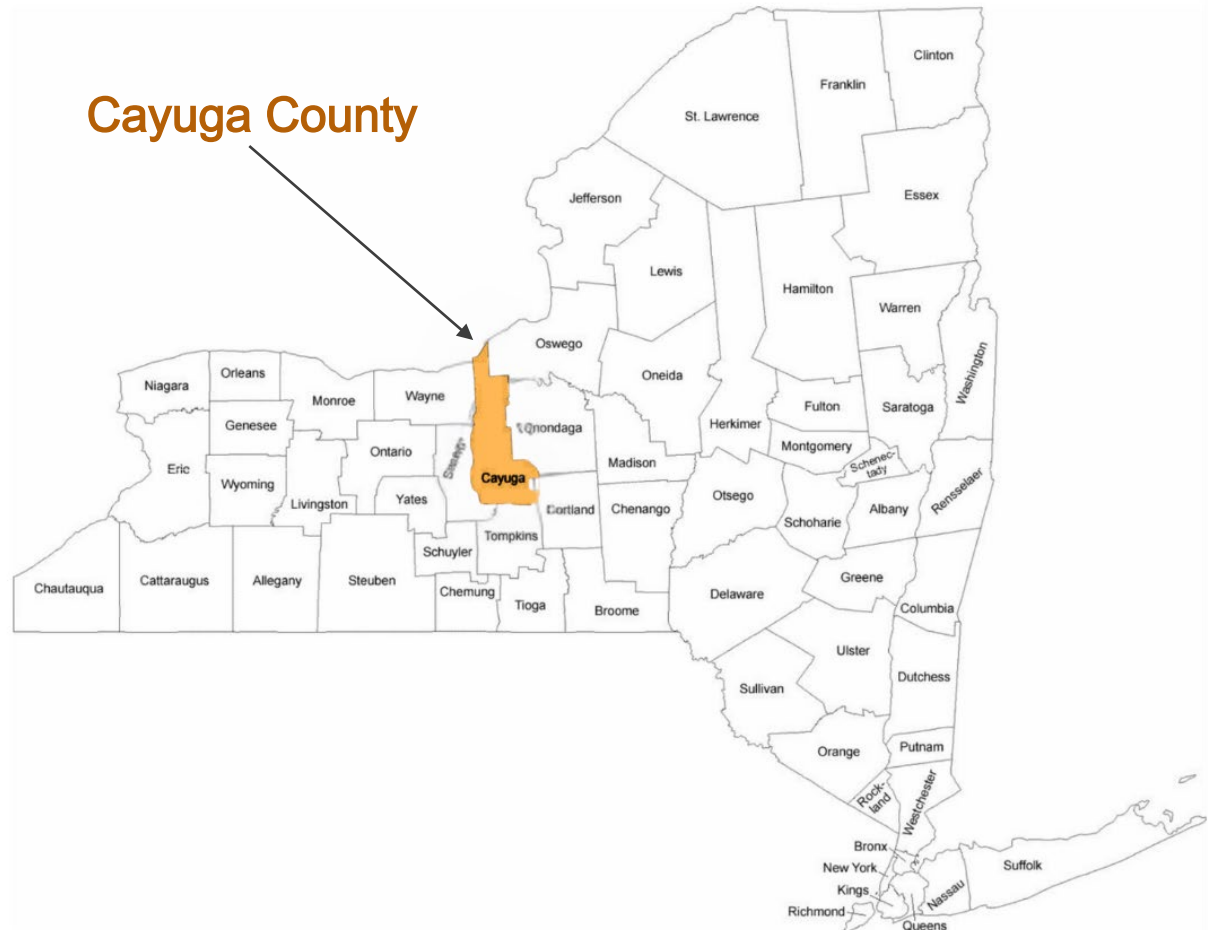
Communication Integration

Narcan / HR Program

Outcomes

THIS IS US

- Region: Central / Finger Lake
- Population: ~74,000
 - 18-64 age: 59%
 - Bachelor's +: 23%
 - BIPOC: 8%
 - Poverty Rate: 13%
 - Disability: 10%
- Long, Mainly Rural
- 32 Municipalities
- Urban "Hub": City of Auburn
 - Population: ~26,000
 - BIPOC: 17%
 - Poverty Rate: 20%



U.S. Census Data July 1, 2023
BIPOC: Black, Indigenous, People of Color



Photo Credit: Tour Cayuga



Photo Credit: Bill Hecht

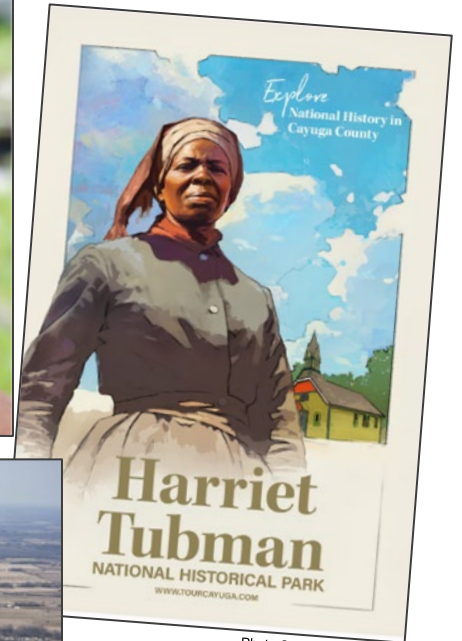


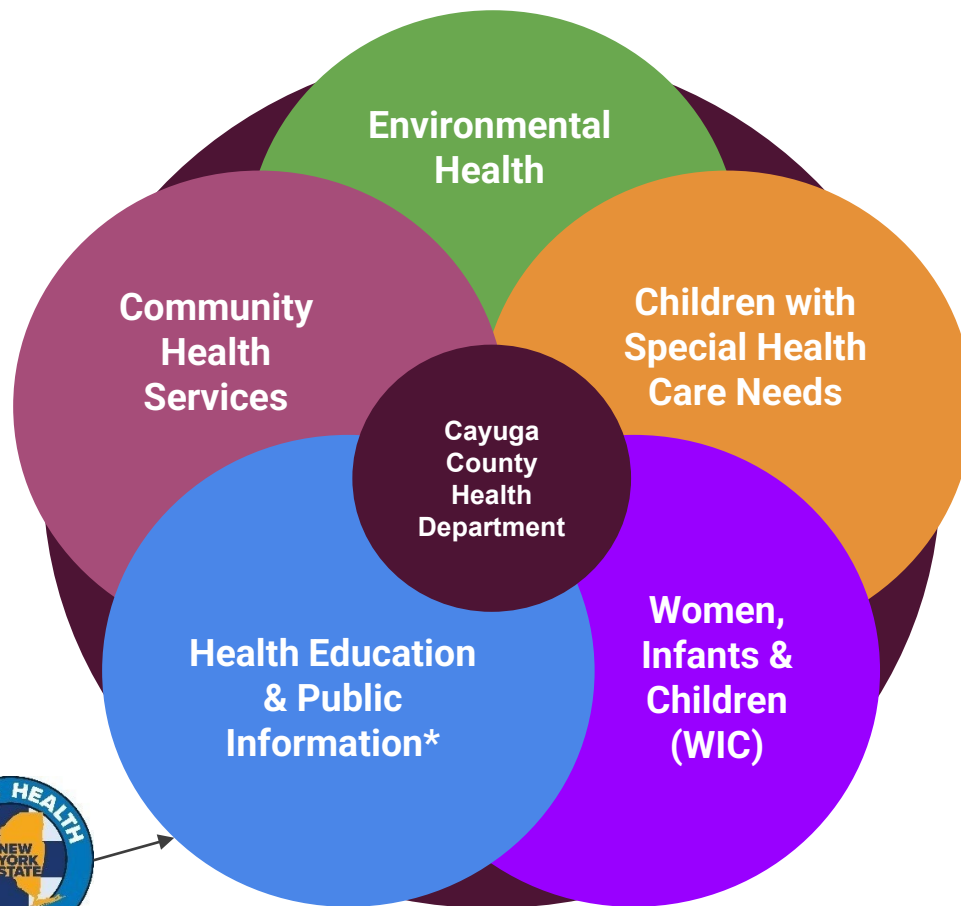
Photo Credit: Tour Cayuga

Cayuga County



Health Department

“We promote and protect the health and well-being of the individuals, families and the community we serve.”



*Division established June 2023

Community Health Assessment & Community Service Plan



2022 COMMUNITY HEALTH ASSESSMENT & COMMUNITY SERVICE PLAN



Community Health Improvement Plan 2022–2024



1. Prevent Chronic Diseases
2. Promote a Healthy and Safe Environment
3. Promote Well-Being and Prevent Mental and Substance Use Disorders
4. Promote Healthy Women, Infants, and Children

URL: cayugacounty.us/health

KEY HIGHLIGHTS

Top Problems: Addiction to alcohol / drugs (illegal drug use, drinking & driving), mental health issues (emotional / physical abuse), cancer, obesity in adults (lack of physical activity, unhealthy eating), infectious diseases

Least Available Services: Mental health services, treatment for drug and alcohol use, nutrition counseling, wellness/healthy lifestyle services

Access to childcare, feelings of isolation, and financial situations are significantly worse than pre-COVID

Health literacy was an issue stakeholders noticed

“See a lot of trauma, see people in broken homes or dealing with abuse and drug addiction. Issues are a result of not growing up and living in a stable environment. We need to address our health care concerns and to ensure children have a stable environment and have access to services to grow up healthy and mitigate health problems.”

Healing Cayuga

Every life is worth saving.

SUD/HR COORDINATION



Local
Government Unit

Director of
Community Services
Project Director



County-Level
Coordination

Strategic Planning
Grant Procurement
Technical Assistance
Data Surveillance



Project-Level
Implementation

Grant Admin.
Agency Funding
Goal Setting
Performance Eval.



SUD/HR
Programming

Opioids/Stimulants
Public Education
Stigma Reduction

THE POWER OF PUBLIC PERCEPTION AND UNDERSTANDING OF SUD/HR

Prevalence

- How much?
- Where?

Reason

- Why?
- What?

Person

- Who?
- Who not?

Blame

- Who?
- What?

FROM PERCEPTION TO STIGMA

Perception

- Becoming aware of something
- Regarding/understanding/interpreting something

Bias

- Inclination in favor or against one thing, person, or group
- Usually considered unfair

Prejudice

- Preconceived opinion not based on reason or actual experience

Stigma

- Mark of disgrace associated with a particular circumstance, person, or quality

COMMUNICATION INFLUENCES PUBLIC OPINION & SOCIAL CHANGE

Awareness (Knowledge)



Interest (Persuasion)



Evaluation (Decision)



Trial (Implementation)



Adoption (Confirmation)

INFORMATION □

EDUCATION

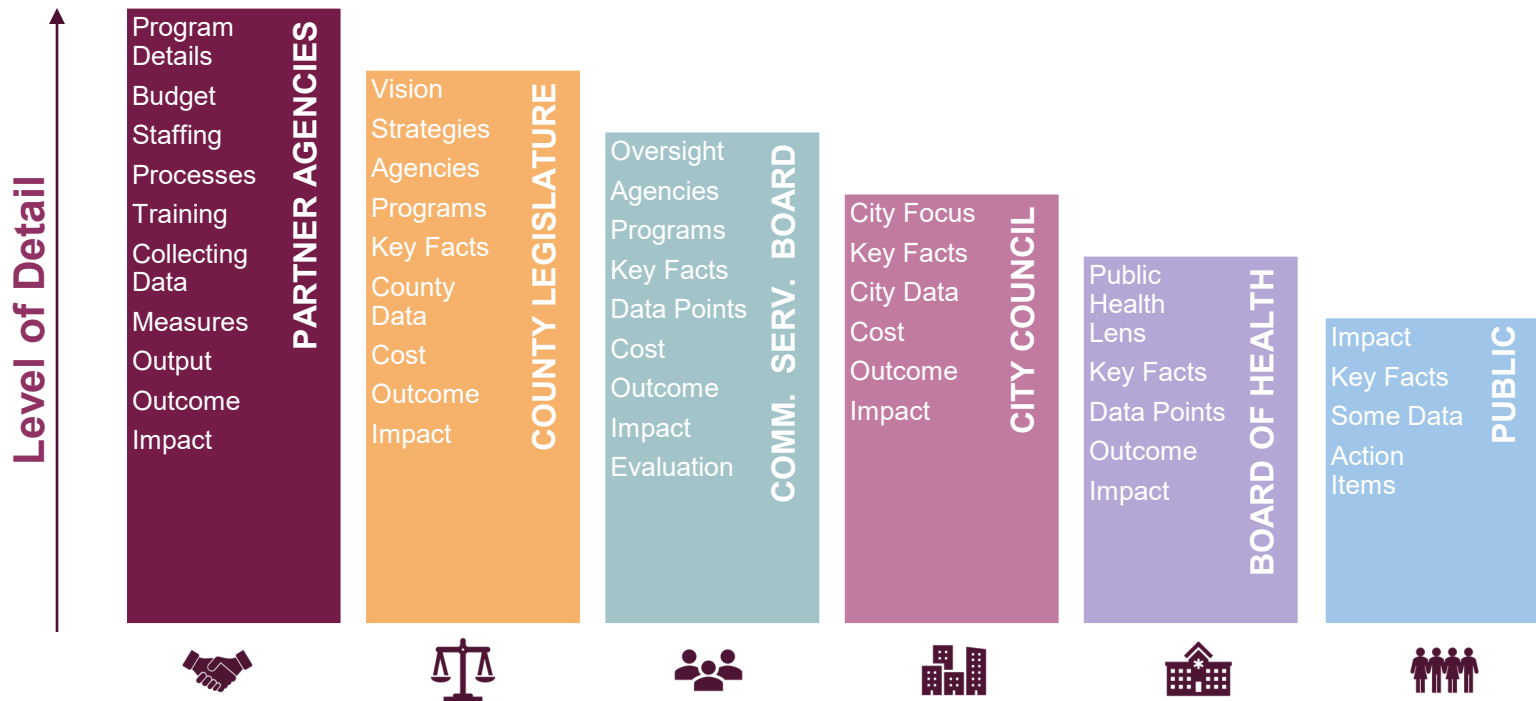


AW A R E N E S S □

ACTION



AUDIENCE



NARCAN DISTRIBUTION PROGRAM EVOLUTION 2019-2020

+ Narcan Campaign

+ Community Mailer: Narcan Mail Service

2019

136
Narcan

+ Website
+ Mail Service
+ Pop-Ups

2020

622
Narcan

Lifestyles

Salvage: Misconceptions about addiction

Monika Salvage Special to The Citizen | Updated Oct 25, 2020



Overdose survivor trains Auburn community on using Narcan

Local News 3 hours ago

HEAL INITIATIVE
HEALing Communities Study
Rice Park

Free Narcan

Cayuga County

cayugacounty.us/narcan

NARCAN DISTRIBUTION PROGRAM EVOLUTION 2021

+ MOUD
Campaign

+ Local Faces
of Recovery
+ Impact
Stories

+ Wall Boxes
in Public
+ Satellite
Partners

2021

1006
Narcan

Lifestyles

Bush: What addiction and recovery mean to me

Bryan Bush Special to The Citizen | Updated Dec 12, 2020

Let me start by offering my brief understanding of addiction. The characteristics that make up the core or basis for "addiction" are selfishne...



auburnpub

Top Stories

Mccallion: Understanding
relapse as part of addiction
recovery

Lifestyles

HEALing Communities: I don't have to die and neither do you (a personal recovery story)

Travis Weatherbee Special to The Citizen | Updated Jun 29, 2021

My name is Travis Weatherbee and I am in recovery today. I just recently celebrated 18 months clean and sober. It was a long and difficult roa...



NARCAN DISTRIBUTION PROGRAM EVOLUTION 2022

+ Stigma Campaign

+ Community Mailer: Words Matter
+ School MH/SUD Event

+ Business Trainings
+ School Trainings

2022

2137
Narcan

Lifestyles

Healing Cayuga: Finding meaning in suffering (a local recovery story)

Ashley Moench Special to The Citizen | Updated Oct 18, 2022

Recovery was not and is not a singular event that happened to me but, in fact, it happened for me. I see recovery as a succession of eye-openi...



Lifestyles

Healing Cayuga: A teenager's account of using Narcan to save a life

Julia Wilson Special to The Citizen | Updated Jan 10, 2023

I am a senior attending Cato-Meridian High School, where I am an honors student. I am a multi-sport athlete who comes from a very loving and c...



- would for other medical conditions.
- "Habit" implies that a person is choosing to use substances or can choose to stop, which is incorrect.
- Avoid use of "abuse" which is associated with negative judgments and punishment.
- Address the misconception that medications "substitute" one drug for another and should only have a supplemental role in treatment.
- Babies cannot be born with addiction because addiction is a behavioral disorder.

NARCAN DISTRIBUTION PROGRAM EVOLUTION 2023

- + Rural
- + Kiosk
- + FTS/XTS
- + Med Disposal
- + Safe Sex Kits

2023

2379
Narcan

PBSO NEWS HOUR Wider access to Narcan helps rural communities fight overdose deaths

MORE VIDEOS

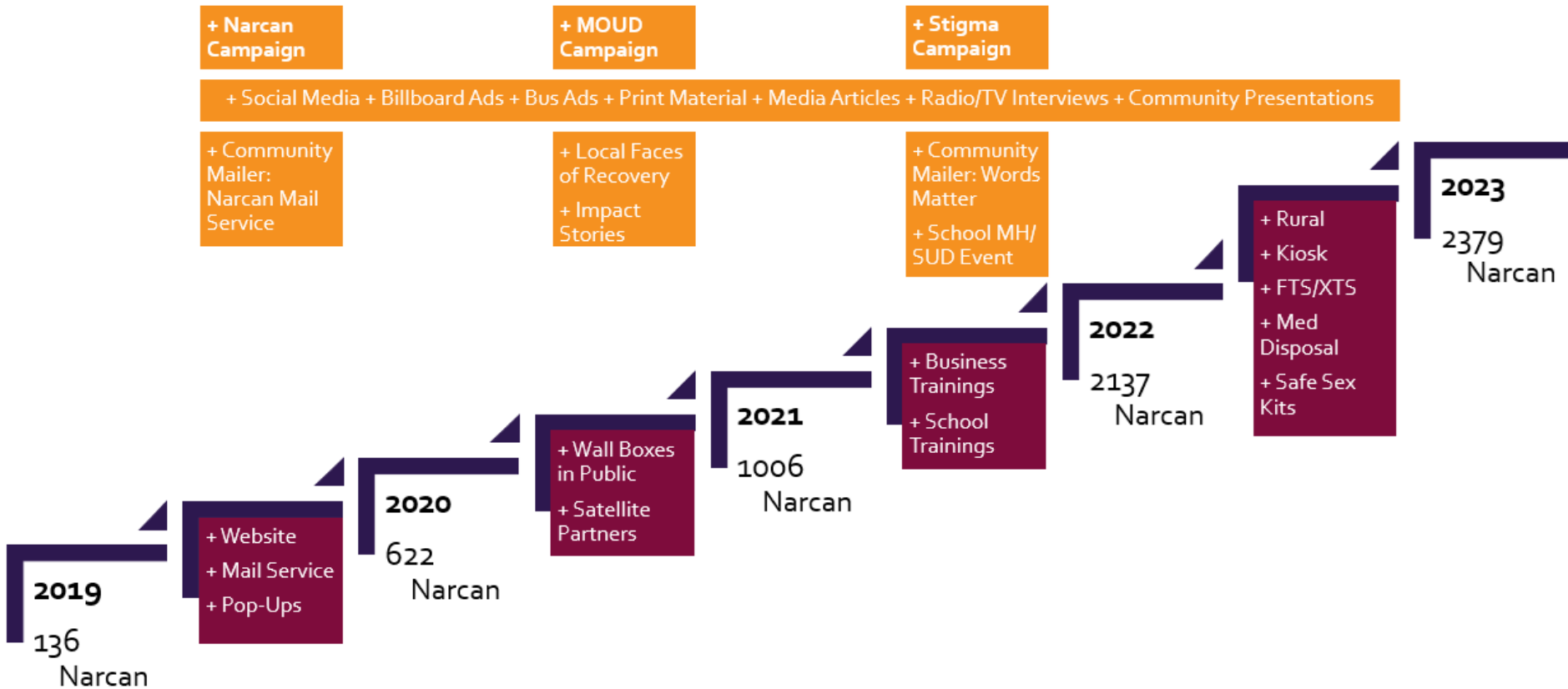
PBSO NEWS HOUR Wider access to Narcan helps rural communities fight overdose deaths

PBS is an American public broadcast service. >

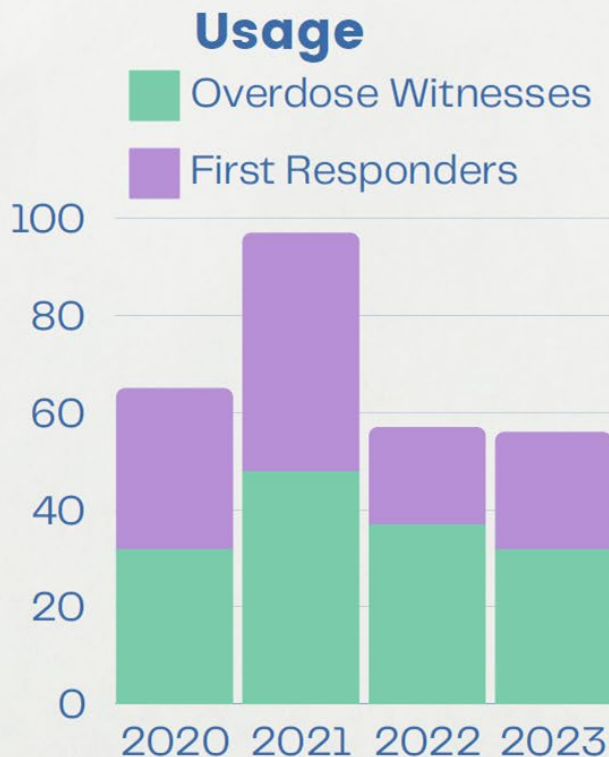
MORE VIDEOS

PBS NEWS

NARCAN DISTRIBUTION PROGRAM EVOLUTION



OUTCOME #1: OVERDOSE WITNESS SAVED 141 LIVES WITH NARCAN



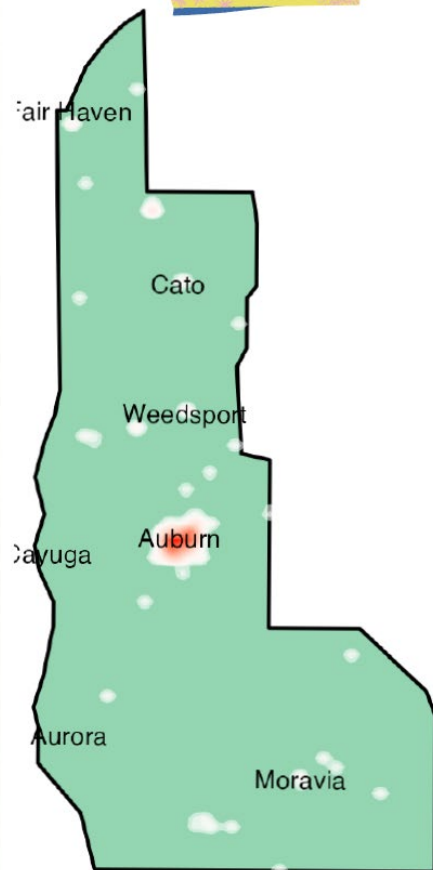
Overdose witnesses now administer Narcan more times than first responders.

Overdose victims have a higher chance of survival when witnesses/bystanders administer Narcan first.

Survival rates

- Overdose witness: 96.9%
- First responder: 91.7%

OUTCOME #2: OVERDOSE FATALITY RATE CUT IN HALF



Locations

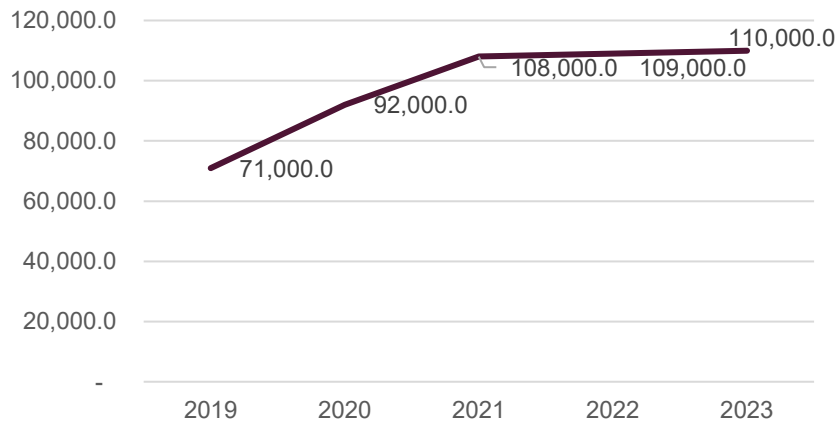
- 75% of reported overdoses happen within the City of Auburn
- 25% of reported overdoses happen in rural areas

Fatality Rate

- Fewer overdoses result in fatalities than in 2020
- Overdoses in rural areas are more likely to end fatal
- Fatality rates have been cut in half since 2020
 - Rural (from 15% to 7%)
 - City (from 8% to 3%)

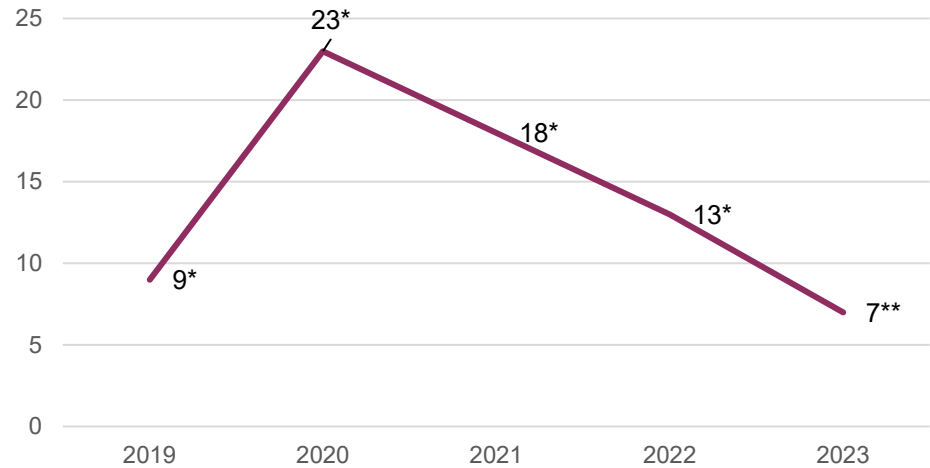
OUTCOME #3: REDUCED OVERDOS DEATHS -65% SINCE PANDEMIC

U.S. - Annual Overdose Deaths



Data source: Centers for Disease Control and Prevention

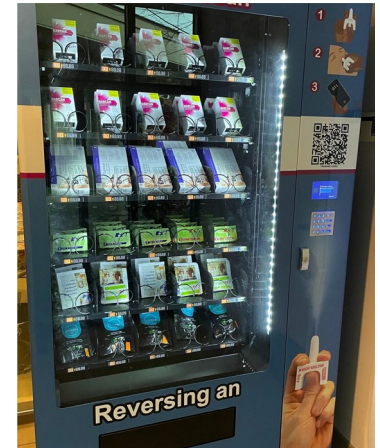
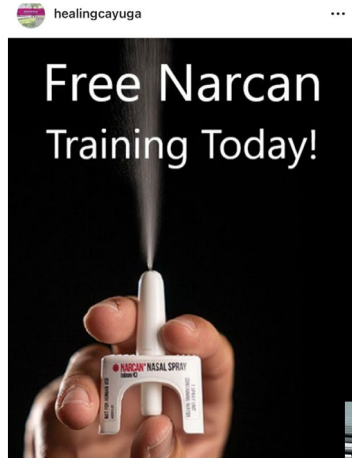
Cayuga County - Annual Overdose Deaths



*Data source: Cayuga County Coroner

** Data source: ODMAP

“Coming together is a beginning; keeping together is progress; working together is success.” ~Henry Ford



healingcayuga 📍Narcan training 📍 today from 10am-2pm at Dom's Grocery in Auburn. Learn how to recognize and respond to an overdose emergency and take home a free life-saving Narcan kit. Our Healthy Neighborhood friends from the @cayugacountyhealthdept will join us to promote their program that provides households with important safety tools. Stop by! #Narcan #Overdose #opioids #fentanyl #harmreduction #HealthyNeighborhoods



Every life is worth saving.

Thank you!

Monika Salvage

msalvage@cayugacounty.us



Web:

cayugacounty.us/healingcayuga

Facebook:

[@healingcayuga](https://www.facebook.com/healingcayuga)

Instagram:

[@healingcayuga](https://www.instagram.com/healingcayuga)

X (formerly Twitter):

[@healingcayuga](https://twitter.com/healingcayuga)

Deborah Pickering

dpickering@cayugacounty.us



Web:

cayugacounty.us/health

Facebook:

[@Cayuga County Health Department](https://www.facebook.com/CayugaCountyHealthDepartment)

Instagram:

[@Cayuga County Health Dept](https://www.instagram.com/CayugaCountyHealthDept)

YouTube:

[@Cayuga County Health](https://www.youtube.com/CayugaCountyHealth)