



Wisconsin Department of Health Services State Opioid Response (SOR) Prevention Services Grant Federal Fiscal Year 2020 - Coalition Menu Option Application

August 13, 2019

Dear Prospective Applicants:

Since the year 2000, Wisconsin has seen a rapid increase in opioid abuse, overdoses, and deaths. The number of deaths have increased almost every year during this time period, growing from 111 in 2000 to 916 in 2017. In order to make an impact on these trends, a comprehensive approach to prevention, treatment, and recovery support resources and services is needed.

In 2018, the Wisconsin Department of Health Services (DHS), Division of Care and Treatment Services (DCTS) applied for a federal grant from the Substance Abuse and Mental Health Services Administration (SAMHSA) titled, *State Opioid Response to the Opioid Crisis* (SOR). This federal grant was awarded to Wisconsin on September 30, 2018, with a renewal beginning on September 30, 2019. The prevention funding allocation of the SOR grant focuses on reducing the nonmedical/unauthorized availability of and access to prescription opioids, and to raise awareness about the dangers of opioid misuse.

DCTS is supporting the Alliance for Wisconsin Youth (AWY) Regional Prevention Centers (RPCs) to make funding available to AWY member coalitions. The purpose of this funding is to provide local coalitions with resources to implement specific strategies aimed at reducing the availability of and access to opioids for nonmedical purposes.

Funds are intended to enhance local coalition-led efforts related to preventing opioid abuse and NOT supplant current or ongoing prevention efforts. For this reason, the 14 coalitions who receive direct Partnerships for Success (PFS15) funding from an AWY RPC are NOT eligible to apply for SOR funding through this solicitation. Coalitions who receive funding through other AWY RPC menu option projects may not apply to implement the same strategy through this application.

In order to apply for funds, applicant coalitions must:

- Be a non-PFS 15 funded AWY member as of May 1, 2019.
- Have completed all reporting requirements of the State Targeted Response (STR) by the required deadlines.
- Identify the target area where strategies will be implemented.
- Agree to comply with all reporting requirements, including tracking educational material distribution.
- Complete the online SOR Coalition Menu Option Application and related Work Plans by **September 4, 2019**.
- Agree to complete strategy implementation by September 29, 2020.



Applicants may apply for **up to \$7,300** from the allowable menu of strategy options. Each strategy selected from the menu will require the applicant to complete a plan for either distribution or implementation. Plans are due at the time the application is submitted. Additional funding requests may be considered should additional funds become available. All application materials should be completed online using <https://www.surveymoz.com/s3/5157549/SOR-Funding-Application-August-2019>.

DCTS and the AWY RPCs will review all applications. Final funding decisions will be based on adequate completion of application materials and may be reduced if multiple coalitions apply to serve the same geographic area. Award announcements will be made by September 30, 2019. Funding will become available as soon as contracts are finalized between DCTS and AWY RPCs. Coalitions will work with their regional AWY RPC to determine invoicing and distribution of materials. Coalitions will be required to report mid-term outcomes in April, 2020 and on annual process and outcome indicators related to their plans no later than October 15, 2020.

Opioid use disorder is a complex issue that is having negative impacts across the state and the nation. The prevention strategies selected for implementation with this funding are designed to enhance local efforts and fill gaps in the community. Coalitions should consider other available community resources and efforts related to opioid abuse and overdose prevention and choose strategies that best meet the identified needs of their targeted service areas.

Please contact your local AWY RPC if you have questions about the application, the requirements, or the funding expectations.

Sincerely,

Christine Niemuth
SOR Prevention Funding Coordinator

FFY 2020

SOR Prevention Funding Application and Materials Request



To be considered for funding and materials, applications and work plans must be received no later than **September 4, 2019**. Applications received after this date may still be considered, depending on available resources. Applications received by September 4, 2019 will be given first priority. Funding is available for the following strategy areas:

	Disposal Drug Take-Back Events and Medication Disposal Prescription Drug Deactivation Units Take-Away Med Return Envelopes
	Security Prescription Drug Lock Boxes Prescription Drug Lock Bags
	Public Awareness Community Education Events Public Awareness Campaign

Directions:

- Review the seven SOR Menu Options and select the quantity of materials and/or the funded projects to be implemented in the community. Each non-PFS15 coalition may apply for up to **\$7,300** in products and/or funding.
- Coalitions should not apply for materials or projects that are already funded in the community through other funding streams (e.g., Partnerships for Success grant, Drug Free Communities grant, law enforcement efforts, or other AWY menu option reimbursements).
- Coalitions may apply for as many or as few strategies based on local need. Every strategy item selected will require the completion of a work plan.
- Applications must be completed **online** and are due by **September 4, 2019**.
- Projects and activities must be completed and invoiced by September 29, 2020.
- Coalitions will be required to complete a mid-term outcomes report in April, 2020 and an annual strategy implementation process and outcome report no later than October 15, 2020, and may be asked to provide updates on implementation progress at other times, as deemed necessary by SAMHSA.



Drug Take-Back Events and Medication Disposal



Purpose: The purpose of a prescription drug take-back and medication disposal strategy is to safely and responsibly dispose of unused and expired medications in order to reduce prescription drug diversion and protect the environment. Coalitions and law enforcement should work together to host a take-back event(s) within the coalition's targeted service area. A take-back event could include a one-day take-back event at a specific location, a "traveling" event such as coordinating collection with Meals on Wheels deliveries, or a combination of both types of collection events.

In addition, many communities have permanent prescription drop boxes available for the public to discard their unwanted or expired medications at any time. Discarded medications collected from a permanent prescription drop box, such as at a pharmacy or clinic, still need to be disposed of, often at the agency's expense. Coalitions, may partner with permanent drop box collection sites to support disposal efforts. This may include providing resources for drop box collection bags, funding the shipment of medications to an incineration site, installing necessary security, or purchasing a drop box for installation.

Coalitions who participate in this strategy will receive **\$1,000** to offset the cost of printing, promotion, or other expenditures as deemed appropriate by the coalition for hosting take-back events and/or to support medication disposal through permanent prescription drop boxes. Funding will be provided to the coalition after submission of required documentation as determined by the AWY RPC. Coalitions will work directly with their AWY RPC to determine the documentation requirements for receiving funding for this strategy.

Coalitions are encouraged to work with law enforcement to register and host at least one take-back event which coincides with the Wisconsin DOJ's Drug Take-Back Days and to register all permanent prescription drop boxes with the DOJ.

By selecting this strategy coalitions must:

- Develop a work plan documenting: what activities will be funded (take-back events, other disposal efforts, or both), location(s) of events or medication collection site, expected event dates or activity logistics, and a drug disposal plan.
- Register the event or collection site with the Wisconsin DOJ by emailing Danielle Long, longdb@doj.state.wi.us.
- Track the number of pounds of drugs collected at take-back event(s) or from each collection site.
- Submit Mid-Term and Annual Outcome reports on activities in April and October, 2020.



Prescription Drug Deactivation Units



Purpose: The purpose of the prescription drug deactivation unit strategy is to conveniently, safely, and responsibly dispose of unused and expired medications in order to reduce the potential for diversion. Coalitions, first responders, clinics, pharmacies, and home health care providers are encouraged to work together to distribute prescription drug deactivation units to individuals or populations who are unlikely to take part in take-back events or come to permanent drug drop box locations. This strategy is ideal for rural areas with fewer eligible permanent drop box locations, populations who distrust law enforcement and are unlikely to bring unwanted medications to a drop box located inside a law enforcement agency, and home-bound populations.

Coalitions who participate in this strategy will receive prescription drug deactivation units to distribute throughout the coalition's targeted service area(s). Prescription drug deactivation units are made by Deterra® and have been found to be an environmentally safe way to dispose of unused medications from homes. The deactivation units provided through this strategy are medium size pouches, which can safely deactivate 45 pills, 6 oz. of liquid, or 6 transdermal patches per pouch. Deactivation units can only be ordered by the case (200 units per case).



By selecting this strategy coalitions must:

- Develop a work plan documenting method of distribution and community education efforts related to increasing consumer awareness.
- Distribute deactivation units to community members or agency partners according to the work plan.
- Track the number of units distributed.
- Submit Mid-Term and Annual Outcome reports on activities in April and October, 2020.



Take-Away® Med Return Envelopes



Purpose: The purpose of the Take-Away® Med Return Envelope strategy is to conveniently, safely, and responsibly dispose of unused and expired medications in order to reduce the potential for diversion. Coalitions, first responders, clinics, pharmacies, and home health care providers are encouraged to work together to distribute Take-Away® envelopes to individuals who receive opioid medications or populations who are unlikely or unable to take part in take-back events or come to permanent drug drop box locations. Medication mail-back envelopes are a secure, convenient solution for proper disposal of unused patient medications. Unused prescription medications can be sealed in the self-addressed, stamped envelope and mailed to the disposal company. The disposal company incinerates the envelope following EPA guidelines at no cost to the consumer. In addition, the disposal company tracks the number and weight of envelopes returned to them for incineration, allowing DCTS to monitor the reach of the initiative.



Coalitions who participate in this strategy will receive Take-Away® envelopes to distribute throughout the coalition's targeted service area(s). Take-Away® envelopes are purchased by the AWY RPC on behalf of the coalition from Sharps Compliance, Inc. Take-Away® envelopes can only be ordered by the case (250 envelopes per case).

By selecting this strategy coalitions must:

- Develop a work plan documenting method of distribution and community education efforts related to increasing consumer awareness.
- Distribute Take-Away® envelopes to community members or agency partners according to the work plan.
- Track the number of envelopes distributed.
- Submit Mid-Term and Annual Outcome reports on activities in April and October, 2020.



Prescription Drug Lock Box



Purpose: The purpose of personal prescription drug lock boxes is to secure medications in consumers' homes in order to prevent diversion of medications for nonmedical purposes. Coalitions should partner with first responders (law enforcement, EMS, fire), health care clinics, home health care providers, senior centers, and other community providers to distribute lock boxes throughout the community to individuals prescribed narcotics.

Lock Boxes will be ordered by the coalition as opposed to the AWY RPC. This will allow coalitions to select the type of lock boxes they would like to order and have them directly shipped to the coalition. The coalition will work with their AWY RPC to invoice for their purchases. Lock boxes are budgeted at \$30 per box based on an average cost from several companies.



By selecting this strategy coalitions must:

- Develop a work plan documenting method of distribution and community education efforts related to increasing consumer awareness.
- Distribute lock boxes to community members according to the work plan.
- Track the number of lock boxes distributed.
- Submit Mid-Term and Annual Outcome reports on activities in April and October, 2020.



Prescription Drug Lock Bag



Purpose: The purpose of personal prescription drug lock bags is to secure medications in consumers' homes in order to prevent diversion of medications for nonmedical purposes. Coalitions should partner with first responders (law enforcement, EMS, fire), health care clinics, home health care providers, senior centers, and other community providers to distribute lock bags throughout the community to individuals prescribed narcotics.

Lock bags have a combination lock and are portable and easy to carry during travel. The combination lock has a back-up override mechanical key lock feature. They measure approximately 7" (L) x 9" (H). They are small enough to fit inside a purse and can hold up to approximately seven prescription bottles. Lock bags can only be ordered in cases of 75 bags. Lock bags are purchased by the AWY RPC on behalf of the coalition from Cardinal Bag Supply. Lock bags will be shipped directly to the coalition.



By selecting this strategy coalitions must:

- Develop a work plan documenting method of distribution and community education efforts related to increasing consumer awareness.
- Distribute lock bags to community members according to the work plan.
- Track the number of lock bags distributed.
- Submit Mid-Term and Annual Outcome reports on activities in April and October, 2020.



Community Education Events



Purpose: The purpose of the community education event strategy is to inform and educate community members, elected officials, business owners, and healthcare providers about the risks of addiction associated with opioids, the risk of diversion associated with the improper storage and disposal of opioids, and the risk of overdose associated with using opioids in ways other than prescribed. Community education events could include speaking engagements at schools, community centers, senior centers, or businesses; information dissemination through health fairs or parent/teacher organizations; and cultural events such as sobriety powwows, Gathering of Native Americans (GONAs), or talking circles. Events should have a focus on opioid abuse prevention, provide clear messaging related to opioids, and offer solutions and resources to the audience.

Coalitions who participate in this strategy will receive **\$500** to offset the cost of printing, promotion, space/equipment rental, or other expenditures as deemed appropriate by the coalition for educating the community. Funding will be provided to the coalition after submission of required documentation as determined by the AWY RPC. Coalitions will work directly with their AWY RPC to determine the documentation requirements for receiving funding for this strategy.

By selecting this strategy coalitions must:

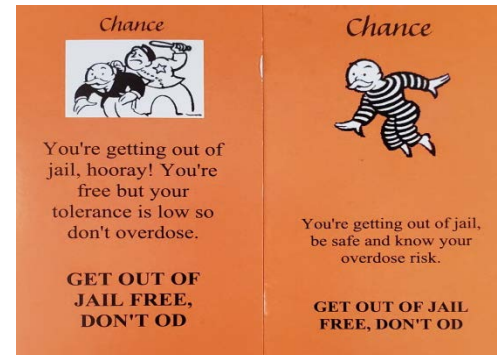
- Develop a work plan documenting: event location(s), expected event dates and logistics, intended audience for the event, and intended message.
- Conduct events at strategic locations within the identified target service area.
- Track the number of people in attendance at each event and the intended target audience.
- Document any follow-up actions resulting from the event(s).
- Submit Mid-Term and Annual Outcome reports on activities in April and October, 2020.



Public Awareness Campaign Materials



Purpose: The purpose of the public awareness campaign materials strategy is to inform and educate community members about the improper use of prescription opioids, warn consumers about the dangers of inadequate storage and disposal of prescription opioids, and encourage positive action. Coalitions are encouraged to use the statewide campaign *Dose of Reality* locally as a tool for providing education in support of other opioid prevention efforts in the community, but may also use funding to support producing and sharing other effective public awareness messages. *Dose of Reality* materials are available for free download at www.doseofrealitywi.gov by selecting “program materials” at the top right of the home screen and entering your email address and the password *Reality2015* to log in. You may also upload your logo in order to customize the materials for your community. Some materials are also available in Spanish.



Some of the available *Dose of Reality* materials include:

- *Dose of Reality* logo
- Radio or TV commercials
- Print ads
- Billboards
- Digital online ads (e.g. Facebook, Pandora, websites)
- Medical, business, and take-back day fact sheets/posters/brochures
- Community outreach kits for educators, coaches, and parents
- Social media posts (images, language)



DOSE OF REALITY
PREVENT PRESCRIPTION PAINKILLER ABUSE IN WISCONSIN.

Coalitions who participate in this strategy will receive **\$500** to offset the cost of printing, promotion, media buys, or other expenditures as deemed appropriate by the coalition for educating the community. Funding will be provided to the coalition after submission of required documentation as determined by the AWY RPC. Coalitions will work directly with their AWY RPC to determine the documentation requirements for receiving funding for this strategy.

By selecting this strategy coalitions must:

- Develop a work plan documenting materials used (e.g. flyers, brochures, billboards, TV ads, magnets), method and location of material distribution, and community education efforts related to increasing consumer awareness.
- Track the number and reach of materials distributed, including purchased media buys and media impressions.
- Submit Mid-Term and Annual Outcome reports on activities in April and October, 2020.

SOR Funding Application

Section I – Contact Information



Applications must be completed online by going to:

<https://www.surveymoz.com/s3/5157549/SOR-Funding-Application-August-2019>.

The information provided below mimics the online application and is intended to be used for planning purposes. **Only applications submitted online will be accepted.** If the online application process poses a hardship for your coalition, please contact Christy Niemuth at christine.niemuth@wisconsin.gov to make other accommodations and arrangements.

Applicants must complete all fields requested in this section.

1. Coalition name: _____
2. County or tribe in which the coalition operates: _____
3. Proposed geographic target service area for Opioid SOR project (i.e., county, tribe, municipality, zip code): _____
4. Lead agency or fiscal agent (Name and Address): _____
5. Contact information (provide two coalition contacts):

Contact Name 1 _____	Contact Name 2 _____
Contact 1 Phone _____	Contact 2 Phone _____
Contact 1 Email _____	Contact 2 Email _____

6. Shipping address (DO NOT use a P.O. Box. requested materials will be shipped to this address):

Agency/Organization Name	_____
Attn: [Name of individual receiving materials at the listed agency]	_____
Street Address	_____
City, State, Zip	_____

In order to be considered for funding, this application must be completed and submitted online in full by **September 4, 2019**.

SOR Funding Application

Section II – Order Form



Each Opioid SOR Menu Strategy has been assigned a dollar value. Coalitions can apply for as many or as few strategies as deemed necessary to fill gaps and enhance prevention services in the community, up to **\$7,300**. Coalitions should consider the amount of funding they want to allocate to each strategy. For specific materials identify the number of each item the coalition would like to receive and the total cost. For example, if you want to request \$5,000 for public awareness campaign materials, select ten units ($10 \times \$500 = \$5,000$). Some materials are only available by the case. If the coalition would like 400 deactivation units, mark 2 in the number column and \$1,550 in the total column ($2 \times \$775 = \$1,550$).



Drug Take-Back Events and Medication Disposal

\$1,000 reimbursement _____ Units @ \$1,000 = _____



Prescription Drug Deactivation Units (purchased by the AWY RPC for the coalition)

\$775/ case of 200 deactivation units: _____ Cases @ \$775 each = _____



Take- Away Med Return Envelopes (purchased by the AWY RPC for the coalition)

\$1,150/case of 250 envelopes: _____ Cases @ \$1,150 each = _____



Prescription Drug Lock Box (purchased by the coalition)

\$30.00/ lock box: _____ Boxes @ \$30.00 each = _____



Prescription Drug Lock Bag (purchased by the AWY RPC for the coalition)

\$1,600/ case of 75 bags: _____ Cases @ \$1,600 each = _____



Community Education Event(s)

\$500 reimbursement _____ Units @ \$500 = _____



Public Awareness Campaign Materials

\$500 reimbursement: _____ Units @ \$500 = _____



NOTE: If additional quantities of materials or funding become available, list the **NUMBER (not dollar amount)** of additional or extra for each of the materials you would like to order beyond your funding allocation of **\$7,300**. For example, if you would like an additional case of 200 deactivation units, mark 1 in the deactivation unit row.

Take-back events and medication disposal: _____

Drug deactivation units (# of cases): _____

Take-away med return envelopes (# of cases): _____

Prescription drug lock boxes (# of boxes): _____

Prescription drug lock bags (# of cases): _____

Community education event: _____

Public awareness campaign materials: _____

Continue to Section III – Strategy Work Plans.

SOR Funding Application

Section III – Strategy Work Plans



Drug Take-Back Event and Medication Disposal Work Plan

1. Will you be using funding to: (check all that apply)
☐ Host take-back events ☐ Dispose of medications from an existing drop box
☐ Purchase a drop box ☐ Other (describe) _____
 - a. Estimation of how many take-back event(s) will occur. Note: treat each location as a separate event. For example, if you are coordinating take-back events at three locations on Oct. 28, this would count as three events: _____
 - b. How many drop boxes do you plan to purchase? _____
2. List organizations the coalition will partner with to host take-back event(s) or dispose of collected medications: _____
3. How will medications collected be disposed? (e.g., DOJ take-back initiative, stored in evidence until DOJ take-back day, mailed through reverse distributor): _____
4. Provide specifics on how the funding will be used (e.g., advertising, officer overtime, security system for drop box, reverse distributorship): _____
5. How will the coalition track the number of pounds of medications collected through take-back event(s) and medication collection efforts? _____



Prescription Drug Deactivation Unit Work Plan

1. Where will deactivation units be distributed? (i.e., throughout the county/tribe, within a specific municipality): _____
2. List targeted population(s) of focus for distribution (i.e., homebound individuals, people receiving opioid prescriptions, racial/ethnic populations): _____
3. How will the coalition and partnering organizations distribute deactivation units throughout the identified service area to the targeted population(s)? _____
4. How will the coalition track distribution efforts (including those of partnering agencies) related to this strategy? _____



Take-Away Med Return Envelope Work Plan

1. List any partnering agencies that will assist with envelope distribution efforts. _____
2. Where will envelopes be distributed? (i.e., throughout the county/tribe, within a specific municipality): _____
3. List targeted population(s) of focus for distribution (i.e., homebound individuals, people receiving opioid prescriptions, racial/ethnic populations): _____
4. How will the coalition track distribution efforts (including those of partnering agencies) related to this strategy? _____



Prescription Drug Lock Box Work Plan

1. Where will lock boxes be distributed? (i.e., throughout the county/tribe, within a specific municipality): _____
2. List targeted population(s) of focus for distribution (i.e. homebound individuals, people receiving opioid prescriptions, racial/ethnic populations): _____
3. How will the coalition and partnering organizations distribute lock-boxes throughout the identified service area to the targeted population(s)? _____
4. From what company do you anticipate ordering lock boxes with SOR funding? _____
5. How many boxes do you anticipate ordering from this company with SOR funding? _____
6. How will the coalition track distribution efforts (including those of partnering agencies) related to this strategy? _____



Prescription Drug Lock Bag Work Plan

1. Where will lock bags be distributed? (i.e., throughout the county/tribe, within a specific municipality): _____
2. List targeted population(s) of focus for distribution (i.e. homebound individuals, people receiving opioid prescriptions, racial/ethnic populations): _____
3. How will the coalition and partnering organizations distribute lock bags throughout the identified service area to the targeted population(s)? _____
4. How will the coalition track distribution efforts (including those of partnering agencies) related to this strategy? _____



Community Education Event Work Plan

1. How many events does the coalition anticipate hosting? _____
2. How many people do you aim to have in attendance at your events? _____
3. Where will event(s) take place (city)? _____
4. What is the message or focus for the coalition's planned events? (i.e., addiction education, naloxone education, safe drug storage and disposal): _____
5. What is the coalition's proposed takeaway action item(s) from the events(s)? _____
6. Provide specifics on how the funding will be used (e.g., advertising, AV rental, give-away items, speaker fees): _____
7. How will the coalition track their efforts related to this strategy (i.e., number of events, number in attendance, action items, and changes in norms or understanding)? _____



Public Awareness Campaign Material Work Plan

1. Who is the target audience(s) the coalition aims to reach with their public awareness messaging? _____
2. What materials does the coalition plan to use for awareness raising efforts? (i.e., posters, brochures, toolkits, etc.): _____
3. Where will materials be distributed? (i.e. throughout the county/tribe's media market, at specific agencies such as pharmacies and clinics, at health fairs): _____
4. What media methods will the coalition use for public awareness messaging? (i.e., Facebook, radio, television, movie theaters, print, etc.): _____
5. How will the coalition track efforts related to this strategy? _____