

Department of Public Health

Ord. No. \_\_\_\_\_

"This is (Not) About Drugs"  
Executive Summary

**Background/Purpose:**

The legislation authorizes the Director of Public Health to enter into one or more contracts with the Alcohol, Drug Addiction and Mental Health Services (ADAMHS) Board of Cuyahoga County for "This is (Not) About Drugs". Authorizing the Director of Public Health to enter into an agreement with Overdose Lifeline, Inc. for the license and training for "This is (Not) About Drugs" education program to reduce prescription opioid abuse, heroin use and overdose; and authority to enter into an agreement with Preventure for training for our Problem Identification and Referral Strategy.

Behavioral health encompassing both substance abuse disorders and violence is a strategic initiative of CDPH. Youth in the City of Cleveland are regularly exposed to violence, either directly as victims or as witnesses to violence. The overall goal of this initiative is to create a comprehensive network that links substance abuse prevention education with trauma-informed care approaches to create resiliency in youth in the City of Cleveland.

The opioid epidemic has also disproportionately affected the City of Cleveland. According to the Cuyahoga County Medical Examiner from January 1, 2019, to September 30, 2019, 164 Cleveland residents died from an opiate-related overdose. The wards in Cleveland profoundly impacted is Ward 14 (33 deaths), Wards 16 & 17 (17 deaths), and Ward 5 (15 deaths). The leading causes of death in the City of Cleveland from 2008 – 2017, for Hispanics and Caucasians ages 1-14 were accidents (which includes overdose). Accidents are the second leading cause of death for this age group among African Americans.

We are re-focusing our work to have a population health approach to reduce substance use disorders and overdose deaths. We are implementing an evidence-based education program called 'This is (Not) About Drugs' (TINAD). TINAD is an opioid and heroin Prevention Program that raises awareness to the risks of misusing opioids. The experience encourages students to make good choices and provides alternatives to using substances to deal with life stressors. Youth will learn how to ask for help and gain support and the available information and resources for making good choices for their own body and health. Adults are also provided with support to help youth in need who are dealing with substance-related issues.

The target populations are youth in grades 6-12 in the City of Cleveland and the adults who work with them.

The prevention strategies used in the program include:

- a. Education
- b. Information dissemination
- c. Community-based process
- d. Problem identification and referral services

**Goals:**

CDPH will evaluate our use of TINAD through several measurement tools:

For Community-Based Process strategy, we will use the following:

- DARS (Devereux Adult Resilience Survey) will be used to measure outcomes for adults who work with youth.

For Problem Identification and Referral Services, we will use the following:

- Devereux Student Strength Assessment (DESSA Mini) to demonstrate a reduction in need and an increase in strengths among the youth receiving prevention education.
- SURPS (Substance Use Risk Profile Scale) to determine risk for substance use.

**Partnerships:**

- Prevention Services is partnering with Cleveland State University School of Nursing's Cleveland-Region Interprofessional Area Health Education Center (CRI – AHEC)
- We are expanding the program to allow the Cuyahoga Community College - Community Health Workers to implement TINAD in the Cleveland Neighborhood Resource and Recreation Centers.

**Outcomes:**

Preliminary outcome results for youth involved in the TINAD program:

Of the 94 youth who completed the pretest/post-test survey:

- 30% agreed that pain pills and heroin are the same drug. Post, 59% agreed representing a 29% increase.
- 47% of the youth agreed that prescription pain pills not prescribed to you are AS RISKY AS using heroin. Post, 65% agreed representing an 18% increase.

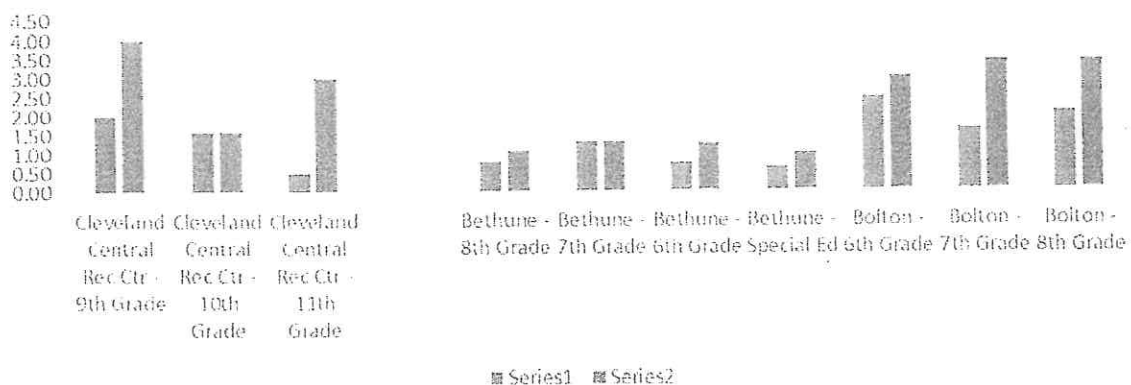
- 23% of the youth disagreed that Overdose ONLY happens with heavy drug use. Post, 40% agreed representing a 17% increase.
- 36% of the youth disagreed that I WOULD NOT be able to recognize if someone was having an overdose. Post, 41% agreed representing a 5% increase.
- 70% agreed that the younger someone starts drinking alcohol or using drugs INCREASES the risk of addiction or alcoholism. Post, 67% agreed representing a 3% increase.
- 40% of the students agreed that drinking alcohol, using marijuana or other drugs INCREASES the likelihood that someone would use heroin. Post, 55% agreed representing a 15% increase.

**Amount:** Deliverable based fee for service up to \$67, 500.00

**Term:** January 1, 2020 – December 31, 2020

**Funding Source:** Alcohol Drug Addiction and Mental Health Services (ADAMHS)  
Board of Cuyahoga County

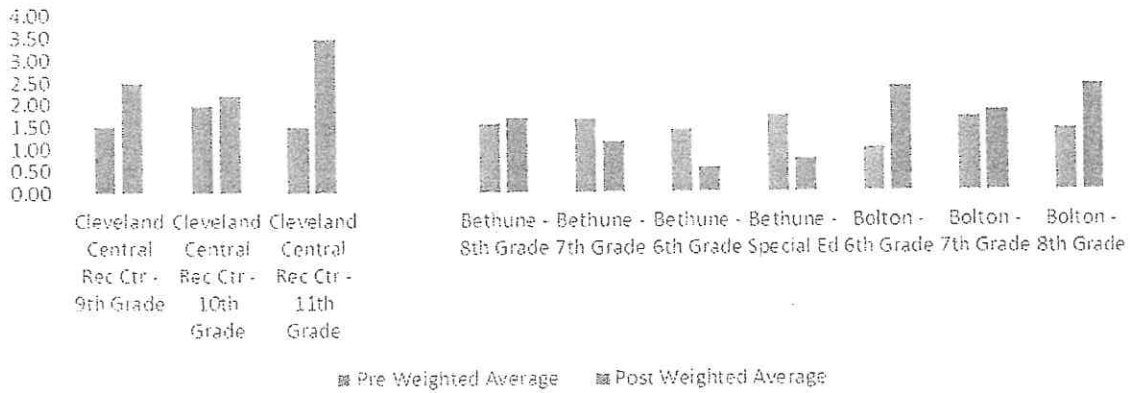
Q1. Prescription pain pills such as Hydrocodone, Oxycodone, and Vicodin are the SAME TYPE of drug as heroin.



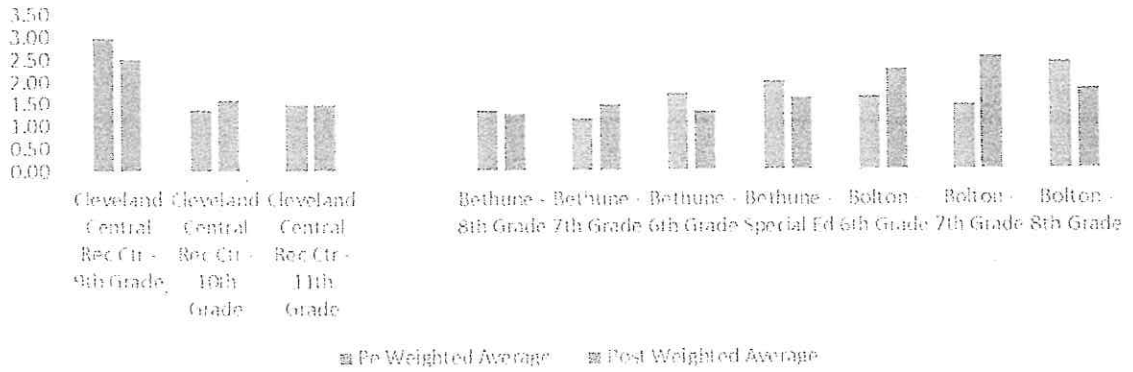
Q2. Prescription pain pills not prescribed to you are AS RISKY as using heroin.



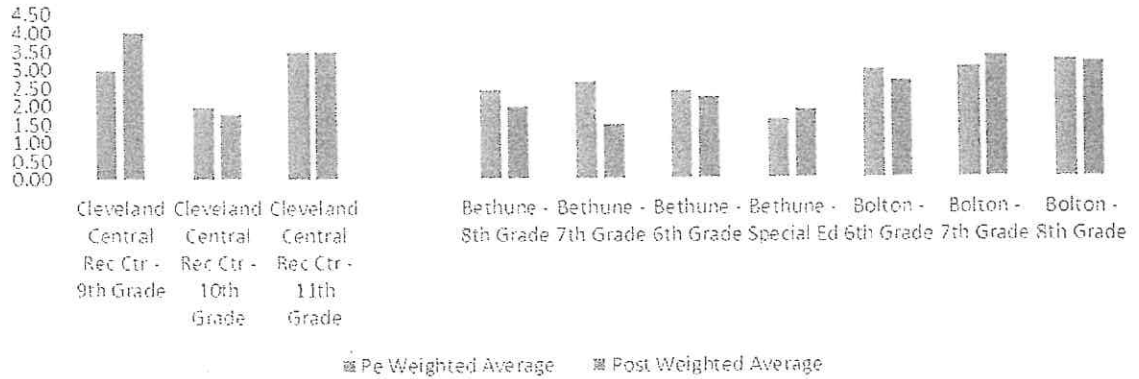
Q3 Prescription pain pills not prescribed to you are AS RISKY as using heroin.



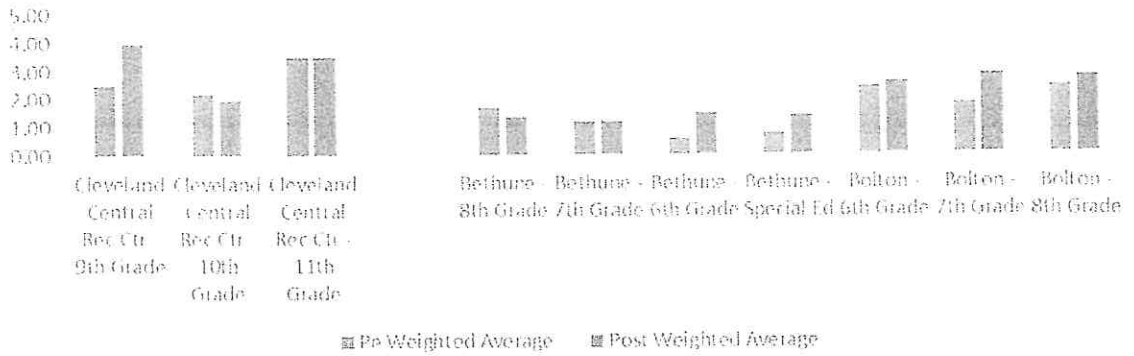
Q4 I WOULD NOT be able to recognize if someone was having an overdose.



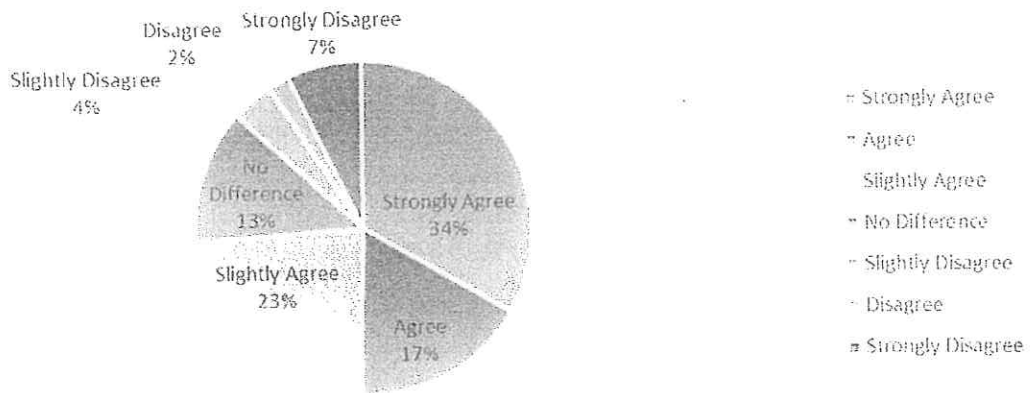
Q5. The younger someone starts drinking alcohol or using drugs INCREASES the risk of addiction or alcoholism.



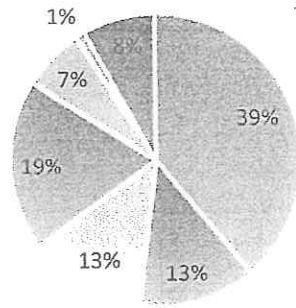
Q6. Drinking alcohol, using marijuana or other drugs INCREASES the likelihood that someone would use heroin.



Q14. I am more likely NOW to talk to someone if I am concerned about myself or someone else

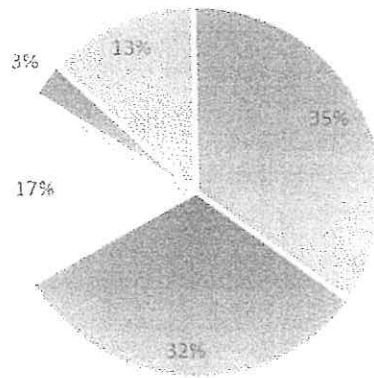


Q15. I was sure before, and I am less likely NOW to take prescription pain medicine or use heroin.  
(select one)



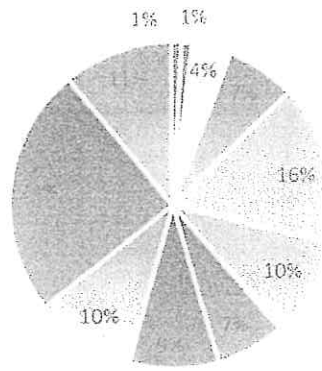
- Strongly Agree
- Agree
- Slightly Agree
- No Difference
- Slightly Disagree
- Disagree
- Strongly Disagree

Q16. How would you rate the lesson in presenting information that is helpful?



- Excellent
- Good
- Satisfactory
- Not Satisfactory
- No Opinion

Q17. How likely is it that you would recommend the film to a friend or colleague?



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- NO OPINION



**ALCOHOL, DRUG ADDICTION & MENTAL HEALTH SERVICES BOARD OF CUYAHOGA COUNTY**  
**ADAMHS Funded Programs**  
**Line Item Budget**

**Agency Name :** City of Cleveland Department of Public Health  
**Allocation Description :** Line item budget for the implementation for Prevention Services

**Expenses and Revenues**

| Line                               | Description  | ADAMHS Request  | Other Funding Sources | Total           |
|------------------------------------|--|-----------------|-----------------------|-----------------|
| <b>Service-Provision Expenses:</b> |  |                 |                       |                 |
| 1                                  | Direct Service Personnel                                 | \$36,371        |                       | \$36,371        |
| 2                                  | Support Service Personnel                                | \$0             |                       | \$0             |
| 3                                  | Fringe Benefits - Taxes                                  | \$0             |                       | \$0             |
| 4                                  | Fringe Benefits - Other                                  | \$14,754        |                       | \$14,754        |
| 5                                  | Contract Overdose Lifeline, Inc.                         | \$7,875         |                       | \$7,875         |
| 6                                  | Contract Prevention                                      | \$6,000         |                       | \$6,000         |
| 7                                  | Printing/Copying   | \$500           |                       | \$500           |
| 8                                  | Rent/Lease Expenses                                      | \$0             |                       | \$0             |
| 9                                  | Phone/Utilities  | \$0             |                       | \$0             |
| 10                                 | Maintenance & Repair                                     | \$0             |                       | \$0             |
| 11                                 | Rentals  | \$0             |                       | \$0             |
| 12                                 | Insurance  | \$0             |                       | \$0             |
| 13                                 | Travel/Mileage   | \$1,000         |                       | \$1,000         |
| 14                                 | Other  | \$0             |                       | \$0             |
| 15                                 | Supplies   | \$1,000         |                       | \$1,000         |
| 16                                 |  |                 |                       | \$0             |
| 17                                 |  |                 |                       | \$0             |
| 18                                 | <b>Subtotal, Service-Provision Expenses</b>              | <b>\$67,500</b> |                       | <b>\$67,500</b> |
| <b>Administrative Expenses:</b>    |  |                 |                       |                 |
| 19                                 | Administrative Personnel                                 | \$0             |                       | \$0             |
| 20                                 | Fringe Benefits - Taxes                                  | \$0             |                       | \$0             |
| 21                                 | Fringe Benefits - Other                                  |                 |                       | \$0             |
| 22                                 | Consultants  |                 |                       | \$0             |
| 23                                 | Supplies   |                 |                       | \$0             |
| 24                                 | Printing/Copying   |                 |                       | \$0             |
| 25                                 | Rent/Lease Expenses                                      |                 |                       | \$0             |
| 26                                 | Phone/Utilities  |                 |                       | \$0             |
| 27                                 | Maintenance & Repair                                     |                 |                       | \$0             |
| 28                                 | Rentals  |                 |                       | \$0             |
| 29                                 | Insurance  |                 |                       | \$0             |
| 30                                 | Travel/Mileage   |                 |                       | \$0             |
| 31                                 | Other Administrative                                     |                 |                       | \$0             |
| 32                                 |  |                 |                       | \$0             |
| 33                                 |  |                 |                       | \$0             |
| 34                                 |  |                 |                       | \$0             |
| 35                                 | Administrative Allocation <i>(Please complete below)</i> |                 |                       | \$0             |
| 36                                 | <b>Subtotal, Administrative Expenses</b>                 | <b>\$0</b>      |                       | <b>\$0</b>      |
| 37                                 | <b>Total Expenses</b>                                    | <b>\$67,500</b> | <b>\$0</b>            | <b>\$67,500</b> |
| <b>Revenues:</b>                   |  |                 |                       |                 |
| 38                                 | ADAMHS Revenue Request                                   | \$67,500        |                       | \$0             |
| 39                                 | Other Board  |                 |                       | \$0             |
| 40                                 | Community Medicaid                                       |                 | \$0                   | \$0             |
| 41                                 | 1st & 3rd Party Fees                                     |                 | \$0                   | \$0             |
| 42                                 | Other Funding  |                 | \$0                   | \$0             |
| 43                                 | <b>Total Revenues</b>                                    | <b>\$67,500</b> | <b>\$0</b>            | <b>\$67,500</b> |
| 44                                 | Revenues Minus Expenses                                  | \$0             | \$0                   | \$0             |

**Line 35 Administrative Allocation :** Please indicate the basis used to allocate administrative overhead and identify the percentage applicable to this program.

- a) BASIS - this is donated
- b) PERCENTAGE - N/A

| Services Performed                  |            |              |            |
|-------------------------------------|------------|--------------|------------|
| Service Description                 | Budgeted   |              | 2020 Rates |
|                                     | # of Units | # of Clients |            |
| Education                           | 200        |              | \$180.00   |
| Alternatives                        | 0          |              | \$126.00   |
| Information Dissemination           | 25         |              | \$100.00   |
| Community Based Process             | 40         |              | \$168.00   |
| Problem Identification and Referral | 111        |              | \$201.60   |
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| Total                               | 376        | 0            |            |