

# Behavioral Health Strategic Planning Work Group and Pharmaceutical Diversion Community Partnership Joint Meeting

## Summary

October 6, 2010

- Brooke Baker, the Behavioral Health Planning Coordinator, opened the meeting with introductions of the members in attendance.
- Lynn Thomson provided an update on the **Pharmaceutical Diversion Community Partnership**. The Pharmaceutical Diversion Investigators have been providing trainings throughout the community on prescription drug misuse, including to the Department of Children and Families (DCF), the Department of Health (DOH), and local Walgreen's pharmacy managers. The investigators have also participated in trainings throughout the state, including Dr. Lora Brown's education course, the Tampa Prescription Drug Summit, and a Drug Enforcement Agency (DEA) training on undercover pain clinic operators.
- Lynn updated that the National Night Out event in August was a successful unveiling of the permanent prescription disposal box. In addition, the Sheriff's Office participated in the National DEA take back day and collected 44 pounds of unused and expired medications.
- Brooke discussed the recent Statewide Prevention Conference held in Orlando. Several group members attended the event and Brooke invited all attendees to share what they learned from the conference.
  - Curt Lavarello, with the **Sarasota Coalition on Substance Abuse (SCoSA)**, shared that he enjoyed the speaker, Peter DeBenedittis. The speaker discussed an experimental bar study for college students showing that young adults act differently even with only the perception they are drinking alcohol, when in reality they are given a placebo non-alcoholic beverage.
  - Phil Gorelick, with **Jewish Family and Children's Service (JFCS)**, agreed that the speaker's experiment was interesting. He also discussed the potential for bringing the speaker's program to Sarasota County because the program has a nine year shelf life for decreasing future substance use behaviors for participants.
  - Brooke shared that Sarasota County received much praise throughout the conference for its prescription drug efforts. Florida Office of Drug Control Director Bruce Grant specifically recognized this group's community action plan and strategies as the model for the state and other counties.
  - P.J. Brooks, with **First Step of Sarasota**, added that during the breakout sessions on prescription drug misuse, Sarasota County was ahead in terms of access to data, overall knowledge base on the issue, and strategy implementation.
  - Becky Todd, with **Central Florida Behavioral Health Network**, shared that additional SARG funding was released at the conference through a Call to Action application. She encouraged Sarasota County to apply for the funding to enable the current efforts to continue.
    - Brooke added that the funding would help the group in implementing the environmental strategies and social marketing initiatives, in addition to providing resources to participate in a county-wide alcohol scan.
- Brooke updated the group on implementation efforts for Prescription Drug Misuse.

- The pain clinic ordinance amendment was approved on September 14, extending the expiration language. The Board of County Commissioners expressed its appreciation for the community efforts and response to this issue.
- The Special Edition Epi-Gram was faxed to 1000 medical professionals in Sarasota County and has been receiving widespread positive feedback.
- Wayne Applebee, the Criminal Justice Policy Coordinator, Bill Little, the Health Department Administrator, and Brooke met with Representative Doug Holder on prescription drug misuse issues in Sarasota County. Representative Holder was interested in the community efforts and the strategies being implemented. He suggested hosting a legislative priorities meeting to provide him with the community's viewed priorities for the state regarding prescription drug legislation. We are working on the planning of this meeting and will provide details as soon as we receive them.
- Brooke shared that the health provocateurs group was continuing to develop the details for the Doctor Education program, with a targeted rollout of January, 2011. There are several upcoming meetings with the hospital CEO's and health department directors in regard to the details of the program, and confirming locations and sponsors. Brooke will continue to update on these efforts.
- P.J. provided an update on the Community Outreach Video. He shared a preliminary outline for the 28 minute segment targeted to adults. He welcomed feedback and additional ideas regarding this video. The plan is for the video to air in November with a follow-up video targeting youth in early 2011.
  - Dr. Mark Porter commented that the outline might need to be narrowed down. He reminded that we do not want to share too much information and risk the audience turning the program off. He suggested that perhaps a focus group of community members who are not as familiar with the issue would be a great way to ensure the message is on target.
  - Sandy Lange, with the **Sarasota County Aging Network**, suggested that a minute or two could be focused on seniors and what they can do or where they can get additional information. She agreed that having a demonstration of how to dispose safely of medications at home was important for this population who may be unable to get out of their homes to dispose of their medications.
- Several upcoming events targeting prescription drug misuse were shared during announcements. Brooke will email event fliers out to the group and post them on the website [www.scgov.net/drugfreesarasota](http://www.scgov.net/drugfreesarasota)
  - Prescription Drug Abuse Forum on October 27 from 5:30 p.m. to 7:30 p.m. at Riverview High School Auditorium. Panelists include Dr. Vega, Detective Don Kennard, Dr. Jerry Thompson, and P.J. Brooks.
  - NOPE Candlelight Vigil on October 28 at 7:00 p.m. at Faith Lutheran Church.
  - 'Don't Flush Away our Bay' prescription take back event on November 13 at USF Sarasota/Manatee campus.
  - Town Hall Meeting on Prescription Drugs on November 30 from 6:00 p.m. to 7:30 p.m. at North Port City Hall.
- Brooke closed the meeting with a reminder of the next Behavioral Health Strategic Planning Work Group meeting November 1 at 1:30 p.m.

**The next meeting of the Behavioral Health Strategic Planning Work Group will be held November 1 @ 1:30 p.m. at Sarasota County Health and Human Services, 2200 Ringling Blvd., Room 226.**