

# Behavioral Health Strategic Planning Work Group Meeting

## Summary

June 7, 2010

- Brooke Baker opened the meeting with introductions of the members in attendance.
- Brooke shared the Sarasota Success Story with the group. Sarasota was selected as one of 8 counties throughout the state to share their success related to substance abuse prevention efforts with other coalitions throughout the state. The Sarasota County prescription drug misuse Community Action Plan and implementation efforts are also being used as a guideline for the State model being developed by the Office of Drug Control.
- Brooke provided an update on the Substance Abuse Response Guide (SARG) process for Priority 1: Prescription Drug Misuse. All Phases of Priority 1 have now been formally approved by the Florida Center for Prevention Research and Department of Children and Families. The group discussed implementation of the strategies included in the Community Action Plan.
  - The Pain Management Clinic County Ordinance was a discussion item at the May 25 Board of County Commissioners meeting. Brooke, Wayne Applebee Dr. Russell Vega, and Major Kevin Kenny presented the discussion and it was well received by the Commissioners. They voted to authorize advertisement of a public hearing on June 8.
  - Detective Kennard provided an update on the **Pharmaceutical Diversion Community Partnership** and Operation Medicine Cabinet. The Community Partnership is close to securing a permanent prescription drop off location in Sarasota. They expect the box to be ready sometime this summer. They are also working through plans to implement Operation Medicine Cabinet on additional dates throughout the year.
  - Brooke asked the group to begin brainstorming on the Doctor Education program that has been discussed as a strategy for the community.
    - Detective Kennard suggested that working with the hospitals is an important way to get a large number of physicians on board.
    - P.J. Brooks shared that it will be necessary to include an addiction component to the education program because doctors have limited training in addiction. Some doctors report feeling ill-equipped to appropriately handle patients with addiction issues. P.J. suggested the education program involve a door-to-door component much like Pharmaceutical Representatives do by providing offices food and a brief presentation. He also suggested targeting the 30 pain clinics for education.
    - Tom Davie reminded that the program must have teeth in it to educate the physicians on the serious effects of prescription drug abuse. James McCloud added that we need to make sure the practitioners are aware of the possible liabilities with prescription drug misuse related to their patients and offices.

- Ken Alexander suggested using the CEO's to get the physicians on board within the hospitals. He also stressed the importance of communicating with the hospitals to disseminate information, as well as trying to connect the education program with re-credentialing. In addition, he reminded of the local pharmacy and medical students in the community who could be additional targets for the education program.
    - Brooke shared the Evaluation Plan with the group and reminded that every strategy being implemented will be monitored for measurable outcomes. It will be important for the community to be able to track the efforts. Brooke will be developing a Community Dashboard database to house the data related to the prevention strategies and will provide monthly reports of the data throughout implementation.
- Cathy Chung provided the **Sarasota Coalition on Substance Abuse (SCoSA)** update. The Town Hall Meeting on April 21 was attended by 100 participants, including students of Sarasota Military Academy. The message from the students was they are not comfortable turning in their friends who may be drinking or using drugs. They also discussed they want prevention efforts to be youth driven. SCoSA received a CADCA mini-grant for a Prescription Drug Town Hall Meeting in October. They will update the group with additional information as it becomes available.
- Brooke provided an update on the SARG process for Priority 2: Underage Alcohol Use. She shared an updated draft of the logic model. She also reminded the group of Phase 2: Capacity and Resource Assessment. The group should continue brainstorming on any other underage alcohol prevention efforts being done throughout the community to ensure they are included in the Community Resource Assessment.
- Brooke shared information on a state initiative, the Alcohol Environment Scan (AES). Sarasota plans to participate in this scan later in the fall. It involves the process of scanning the community for alcohol messaging, branding, and access. THE AES will provide the community with a baseline for the type of messages being sent to youth in terms of alcohol access, perceived acceptability, and favorable attitudes.
- Brooke provided information on the Sarasota County National Night Out event being held August 3 from 6-9 pm at Payne Park. The theme for this year's event is Prescription Drug Abuse Prevention and the event is a collaboration between the City and County. Anyone interested in volunteering or having a table to educate the community on your services and prevention efforts, please contact Teresa Mast at [tmast@scgov.net](mailto:tmast@scgov.net). She is the event coordinator through Sarasota County Neighborhood Services.
- Brooke closed the meeting with a reminder that the next work group meeting is a joint meeting with the **Pharmaceutical Diversion Community Partnership** on July 7 at 1:00 p.m., not the usual time of 1:30.

**The next meeting of the Behavioral Health Strategic Planning Work Group will be a joint meeting with the Pharmaceutical Diversion Community Partnership held July 7 at 1:00 NOT 1:30 at Sarasota County Health and Human Services, 2200 Ringling Blvd., Room 226.**