

# Concurrent Session 6: Lodging, Hospitality, and Nontraditional Partner Outreach

Moderator: Emily Godfrey, Centers for Disease Control and  
Prevention (CDC) Foundation, Michigan

- Revitalizing Hope: Collaborative Outreach Strategies for Overdose Prevention in Monmouth County, New Jersey, Motels
  - Speakers: Kaitlyn Silagyi and Reyna Maybloom, Monmouth County, New Jersey
- Hotels, Motels, and Everywhere in Between: A Community Response for Community Overdose
  - Speaker: Kimberly Reilly, Ocean County, New Jersey

# Addressing Overdoses with Non-traditional Partners

---



Funded by the Office of National Drug Control Policy and  
the Centers for Disease Control and Prevention



**COLLABORATE • SHARE • INFORM & HELP**

---

# Federal Acknowledgement

---

*This presentation is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$11,600,000 for Capacity Building for Public Health Analysts in the Overdose Response Strategy with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC/HHS or the U.S. Government.*



# Why Non-traditional Partners Are Important

---

- Drug overdoses can happen anywhere
- The ever-changing landscape of opioids requires innovation
- Creating allies in non-traditional community spaces responding to overdose prevention can save lives



## Examples of Non-Traditional Partners

Convenience Stores/Gas Stations	Hotels/Motels	Libraries
Buses (bus drivers) and Bus Stations	Fast Food Restaurants	Bars
Concert Venues/Music Festivals	Grocery Stores	Environmental Health (sanitarians)
Laundromats	Chamber of Commerce	Houses of Worship
Schools	State Tourism Boards	Hotel and Lodging Associations
Unions	Ubers/Lyfts/Taxis	Restaurant and Hospitality Associations
Cinemas/Theatres	Home Service Companies (plumbers, electricians, heating and cooling, etc.)	Tattoo Parlors



# Final Thoughts

---

Storing and utilizing naloxone at non-traditional partners is a **low barrier to save a life.**



# Contact Information

Emily Godfrey

Michigan Public Health Analyst

[egodfrey@mi.hidta.net](mailto:egodfrey@mi.hidta.net)

Cell: 616-617-4147





# Revitalizing Hope: Collaborative Outreach Strategies for Overdose Prevention in Monmouth County Motels

Kaitlyn Silagyi, Monmouth County Department of Human Services,  
Division of Behavioral Health

Reyna Maybloom, RWJBarnabas Health, Institute for Prevention  
and Recovery



# Site Information

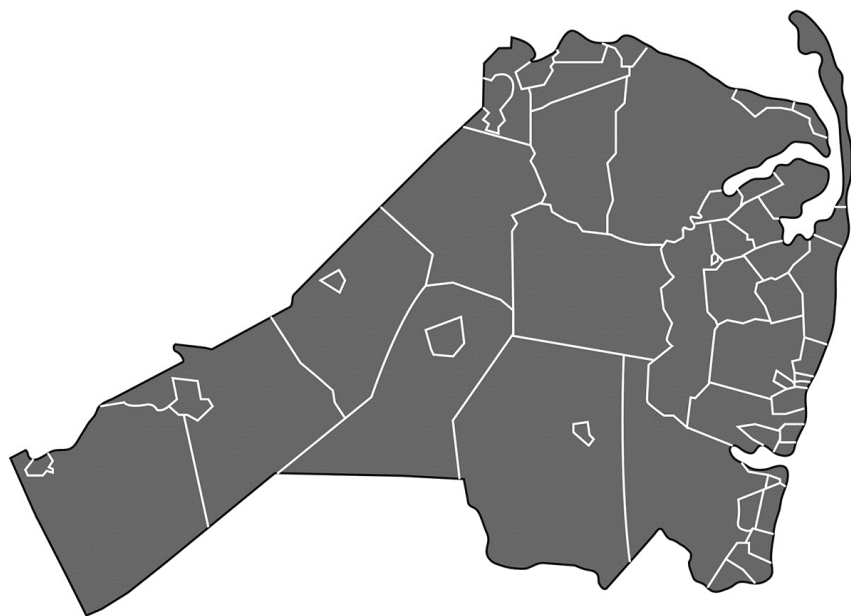
- County: Monmouth
- City, state: New Jersey
- Year started: 2017
- Estimated number of overdose deaths per year: 180
- Size of jurisdiction: 468 square miles
- Funding sources: State funding – Overdose Data to Action (OD2A)

# Recommendation

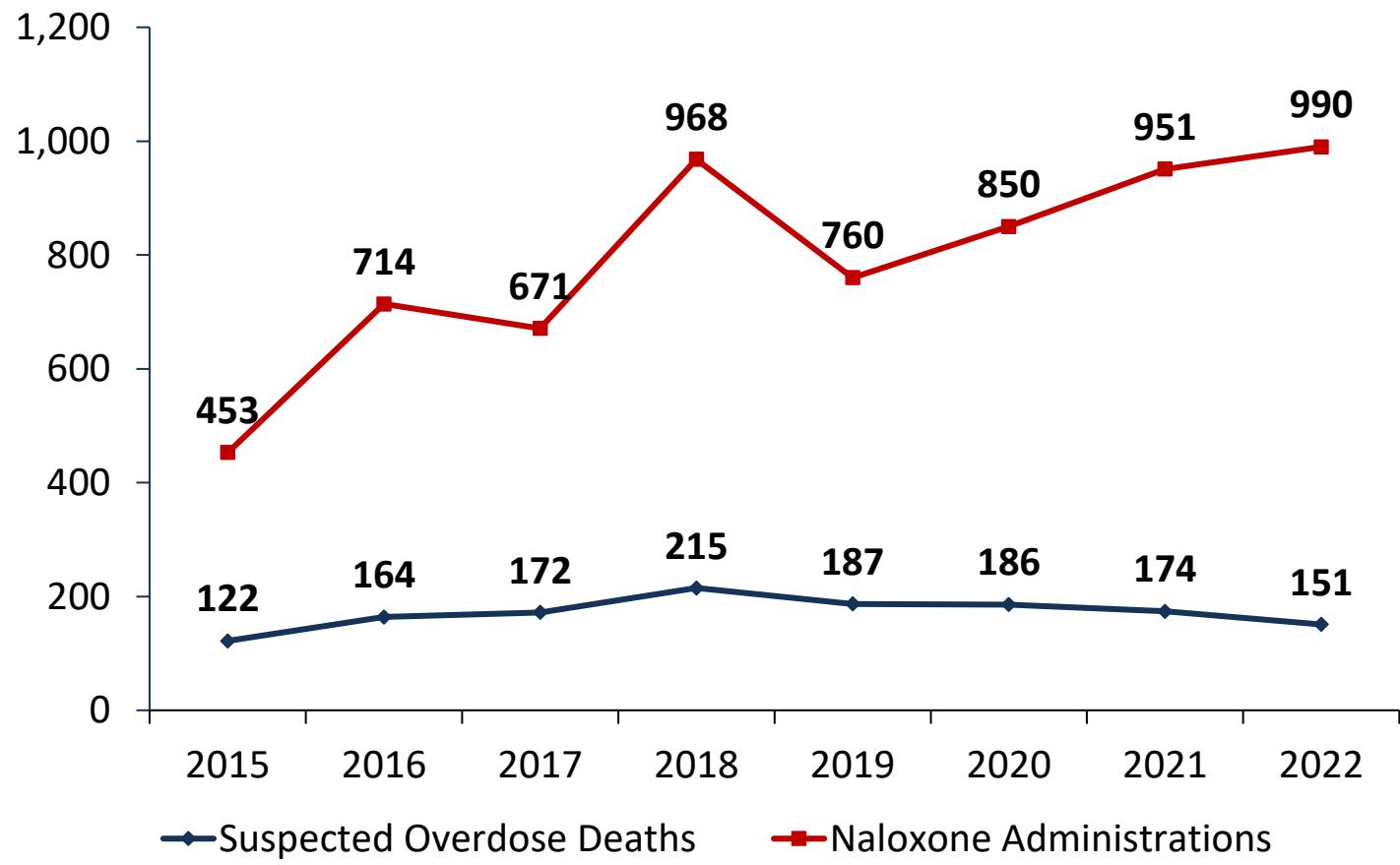
- To provide education and naloxone kits to motels across the county
- When recommendation was identified:
  - Late 2021
- When recommendation was implemented:
  - January 2022 the planning process began, and the first outreach took place in January 2023

# Monmouth County, New Jersey

- Population: 644,098
- 53 municipalities



# Monmouth County Naloxone Administrations and Fatal Overdoses (2015–2022)

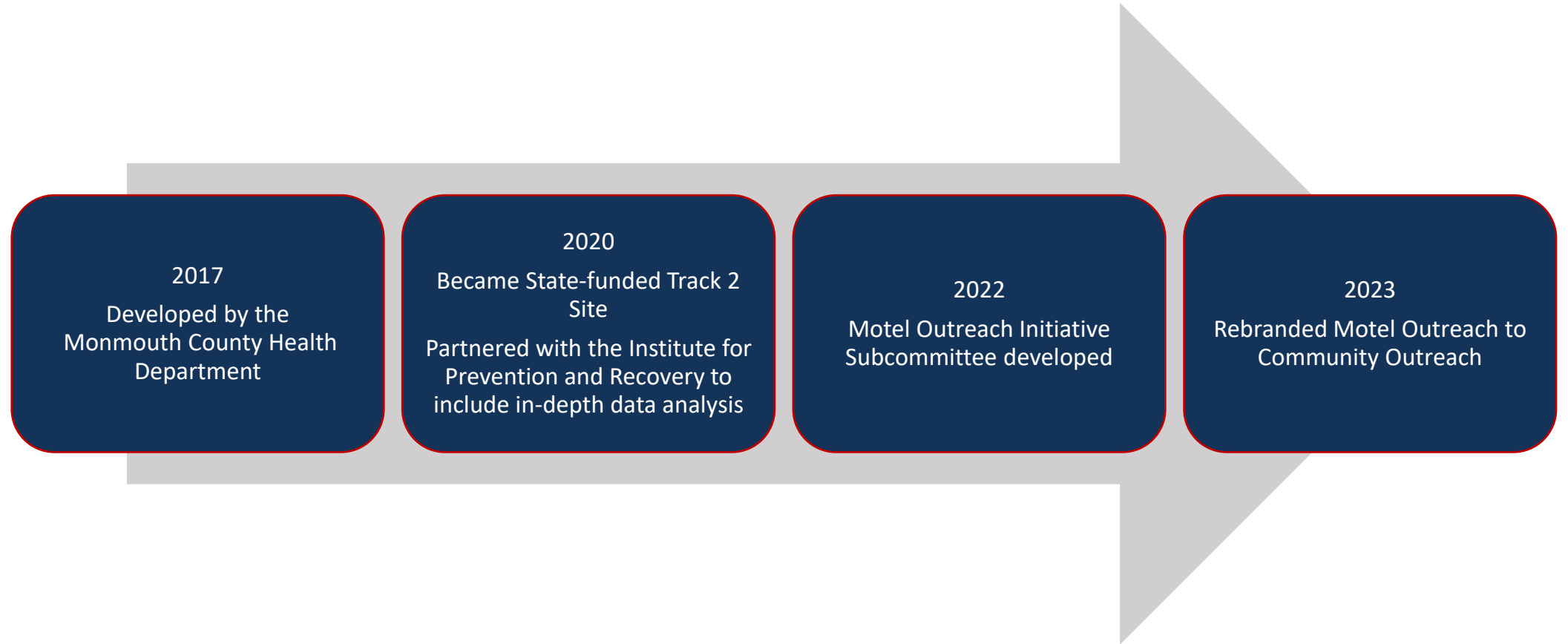


6,357 naloxone administrations

1,371 suspected overdose deaths



# Evolution of MCOFRT



# Monmouth County Overdose Fatality Review Team (MCOFRT)

- Monmouth County Partners
  - Health Department
  - Division of Behavioral Health
  - Prosecutor's Office
  - Sheriff's Office
  - Correctional Institution
  - Parole/Probation
  - Recovery Court
  - Social Services
  - Emergency Medical Services
  - County Alliance
  - Board of Addiction Services
- Medical Examiner's Office
- Attorney General's Office
- New Jersey Department of Health
- New Jersey State Police Drug Monitoring Initiative
- Division of Child Protection and Permanency
- Children's System of Care/Care Management Organization
- Prevention Coalition
- RWJBarnabas Health Institute for Prevention and Recovery
- Clinical and hospital-based providers
- Mental health and substance use treatment providers
- Harm reduction centers
- Individuals with lived experience



# MCOFRT Objectives

- Review factors that cause or are correlated with fatal overdoses
- Identify gaps or barriers to service
- Promote cross-sector coordination and collaboration
- Inform countywide prevention efforts
- Provide recommendations and implement changes to the policies and protocols of government agencies or private entities that will support the effort of reducing fatal overdoses in Monmouth County





# MCOFRT Data Collection

**MONMOUTH COUNTY OVERDOSE FATALITY REVIEW REPORTING FORM**

Decedent Number: \_\_\_\_\_

AGE: SEX: RACE: \_\_\_\_\_

ME Case Number: \_\_\_\_\_

Date of Decedent Review: \_\_\_\_\_

Resident of Decedent: \_\_\_\_\_ Type of Location: \_\_\_\_\_

Location of Incident: \_\_\_\_\_ Type of Location: \_\_\_\_\_

**Manner of Death** \*\*\*Reported as documented in Office of Chief Medical and Vital Statistics records  
\_\_\_\_\_

**Cause of Death** \*\*\*Reported as documented in Office of Chief Medical and Vital Statistics records  
\_\_\_\_\_

**Other Pertinent Autopsy Findings** \*\*\*Reported as documented in Office of Chief Medical and Vital Statistics records  
\_\_\_\_\_

Date of Death: \_\_\_\_\_ Circumstances of Death: \_\_\_\_\_

Law Enforcement: \_\_\_\_\_

Human Services: \_\_\_\_\_

Parole & Probation: \_\_\_\_\_

Hospital: \_\_\_\_\_

Corrections: \_\_\_\_\_

Support: \_\_\_\_\_

Family History: \_\_\_\_\_

Employment Status: \_\_\_\_\_

Living Arrangements at time of death: \_\_\_\_\_

Behavioral Health Problems/Diagnosis/Treatment: \_\_\_\_\_

Notes: \_\_\_\_\_

- Quantitative Data
  - Database extraction
- Qualitative Data
  - Case summaries
  - Next-of-kin interviews
  - Meeting recordings
  - Meeting notes



# Qualitative Analysis

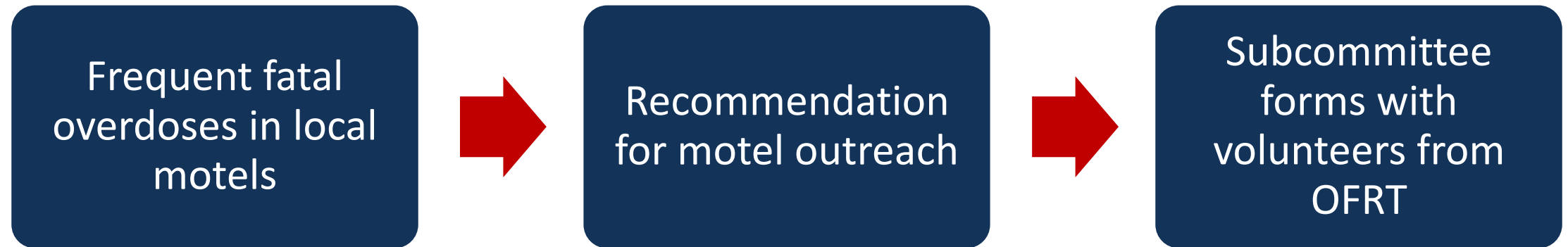
- Meeting recordings are transcribed and de-identified
- Data is analyzed using an inductive process for thematic analysis
- All codes are compared by the team to consensus and for interrater reliability in NVivo qualitative management software

**Recommendations**  
The MCOFRT identified recommendations to address current gaps in services and system-level improvements to decrease fatal overdoses and improve outcomes for individuals affected by SUD. The following recommendations are based on discussions that occurred during MCOFRT monthly meetings.

Recommendations	Examples
Harm Reduction	<ul style="list-style-type: none"> <li>• Increase in harm reduction centers and supports in New Jersey:               <ul style="list-style-type: none"> <li>○ Focusing on individual readiness instead of abstinence.</li> <li>○ Offering medication for opioid use disorder (MOUD) as early as possible.</li> <li>○ Develop relapse plans if recurrence of use occurs.</li> <li>○ Importance of safe supply and ability for individuals to use safely until able to access services (e.g., fentanyl testing strips).</li> </ul> </li> <li>• Improved access to naloxone:               <ul style="list-style-type: none"> <li>○ Patients discharged from emergency departments (EDs) with naloxone prescription and information.</li> <li>○ Add to the New Jersey Prescription Monitoring Program (NJMPMP).</li> <li>○ State-sponsored free naloxone events with kits available locally.</li> <li>○ Access without a prescription from a doctor.</li> </ul> </li> </ul>
Education	<ul style="list-style-type: none"> <li>• Educate clinical practitioners:               <ul style="list-style-type: none"> <li>○ Trauma-informed care as the standard for treatment.</li> <li>○ MOUD to increase comfort with prescribing.</li> <li>○ Coordination of care between all treatment sectors.</li> <li>○ Integration of care for patients with co-occurring conditions.</li> </ul> </li> <li>• Educate individuals with SUD:               <ul style="list-style-type: none"> <li>○ Education and resource information following an overdose.</li> <li>○ Medication interactions and polysubstance use.</li> </ul> </li> <li>• Educate families:               <ul style="list-style-type: none"> <li>○ How to navigate and choose the right treatment centers.</li> <li>○ Harm reduction measures for families leaving the ED.</li> </ul> </li> <li>• Educate schools:               <ul style="list-style-type: none"> <li>○ Implement evidence-based early prevention education.</li> <li>○ Staff trainings to identify and assist students with SUD.</li> <li>○ Trauma-informed curricula for students.</li> </ul> </li> <li>• Educate the community:               <ul style="list-style-type: none"> <li>○ Educate recovery houses on MOUD and encourage the...</li> </ul> </li> </ul>

Provide motels/hotels with overdose and naloxone education.

# Motel Outreach Initiative



# Motel Outreach Initiative Subcommittee


- Monmouth County Division of Behavioral Health
- Monmouth County Prosecutor's Office
- Local Medications for Opioid Use Disorder (MOUD) Provider
  - Naloxone Education
  - Harm Reduction
- Peer Support Agencies
- Prevention Coalition



# Recommendation Planning and Implementation

**COUNTY OF MONMOUTH  
DEPARTMENT OF HUMAN SERVICES  
DIVISION OF BEHAVIORAL HEALTH**

Thomas A. Arnone, *Commissioner Director*  
Susan M. Kiley, *Commissioner Deputy Director*  
Lillian G. Burry  
Nick DiRocco  
Ross Licitra



3000 Kozloski Road  
Freehold, New Jersey 07728  
Tel: (732) 431-6451  
Fax: 732-683-8730

Teri O'Connor  
*County Administrator*  
Geoffrey Perselay  
*Acting Director of Human Services*  
Lynn Seaward, BA, CITTS  
*Director of Behavioral Health*  
Kaitlyn Silagyi, LFC, LCADC  
*Deputy Director of Behavioral Health*

**Monmouth County Motel/Hotel Outreach Initiative**

This outreach initiative aims to provide education and resources to our community hotel/motel owners, managers, and staff serving guests with substance use related challenges. We are committed to providing onsite resources to guests who may need linkage and support to substance use treatment and other community services.

**The Prevention Coalition of Monmouth County (PCMC):** Educational resources and workshops as well as posters and flyers available in English, Spanish, and Portuguese covering the following topics:

- Good Samaritan Law Signage
- Signs of an overdose
- "How to Administer Narcan" online video available through a barcode scan

**JSAS Healthcare:** Provides Naloxone (Narcan) training to motel/hotel staff. Naloxone, also known as Narcan, is an opiate overdose reversal medication administered through a nasal spray.

**Hope One Van:** H(eroin) O(piate) P(revention) E(ducation) A program of the Monmouth County Sheriff's Office, links individuals to substance use disorder treatment and recovery supports. Provides Narcan training and distribution.

**Harm Reduction Services:** Harm reduction includes overdose prevention, naloxone (Narcan), medication assisted treatment, syringe access, condoms, safe sex practices, reducing usage, HIV HCV and STD testing.

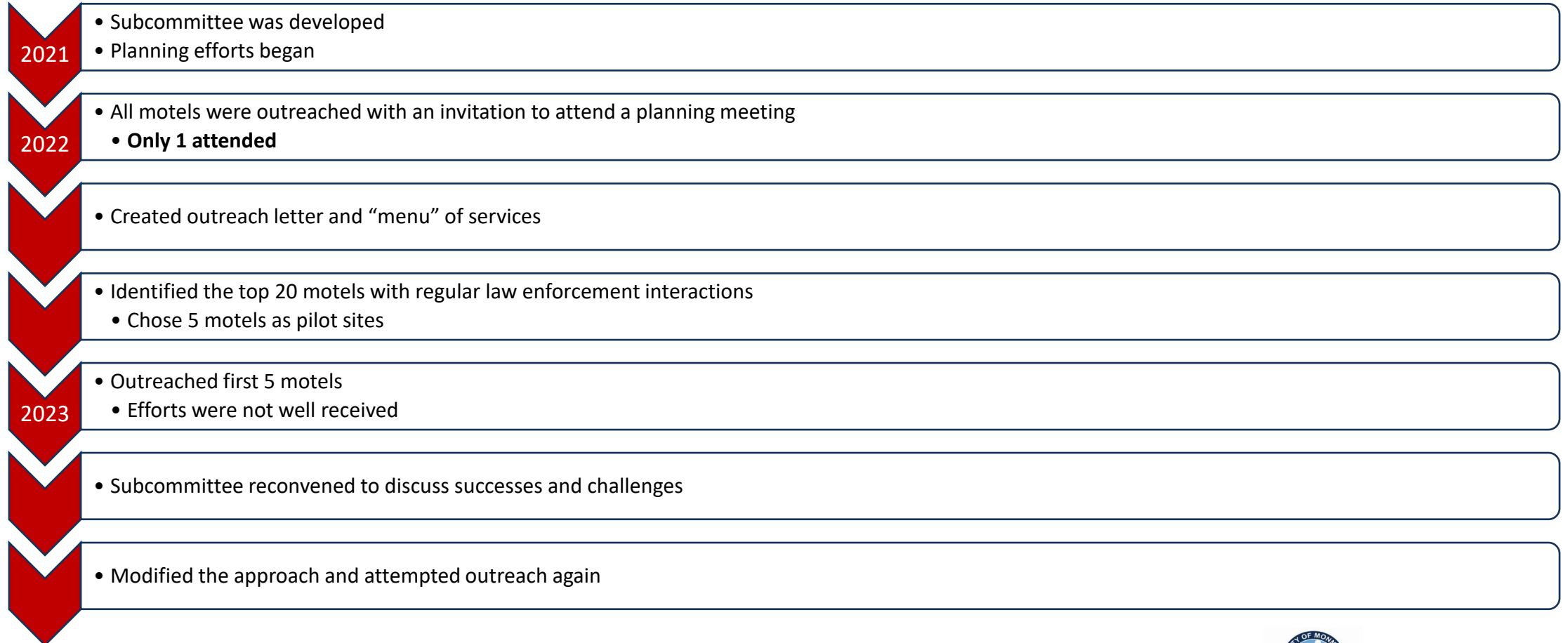
**Peer Recovery Specialists:** Certified Peer Recovery Specialists can have a presence at your location to engage guests who have a substance use disorder, linking them to treatment and related services.

Please contact Monmouth County Division of Behavioral Health at 732-431-6451  
Lynn Seaward Director of Behavioral Health - [Lynn.Seaward@co.monmouth.nj.us](mailto:Lynn.Seaward@co.monmouth.nj.us)  
Kaitlyn Silagyi Deputy Director of Behavioral Health - [Kaitlyn.Silagyi@co.monmouth.nj.us](mailto:Kaitlyn.Silagyi@co.monmouth.nj.us)

- Development of a letter with a “menu” of services
  - QR code for naloxone administration video
  - Good Samaritan law posters
  - Community resource list
  - Hope One outreach van
  - Peer recovery support
  - Naloxone kits
  - Harm reduction supplies



# Initial Outreach Timeline



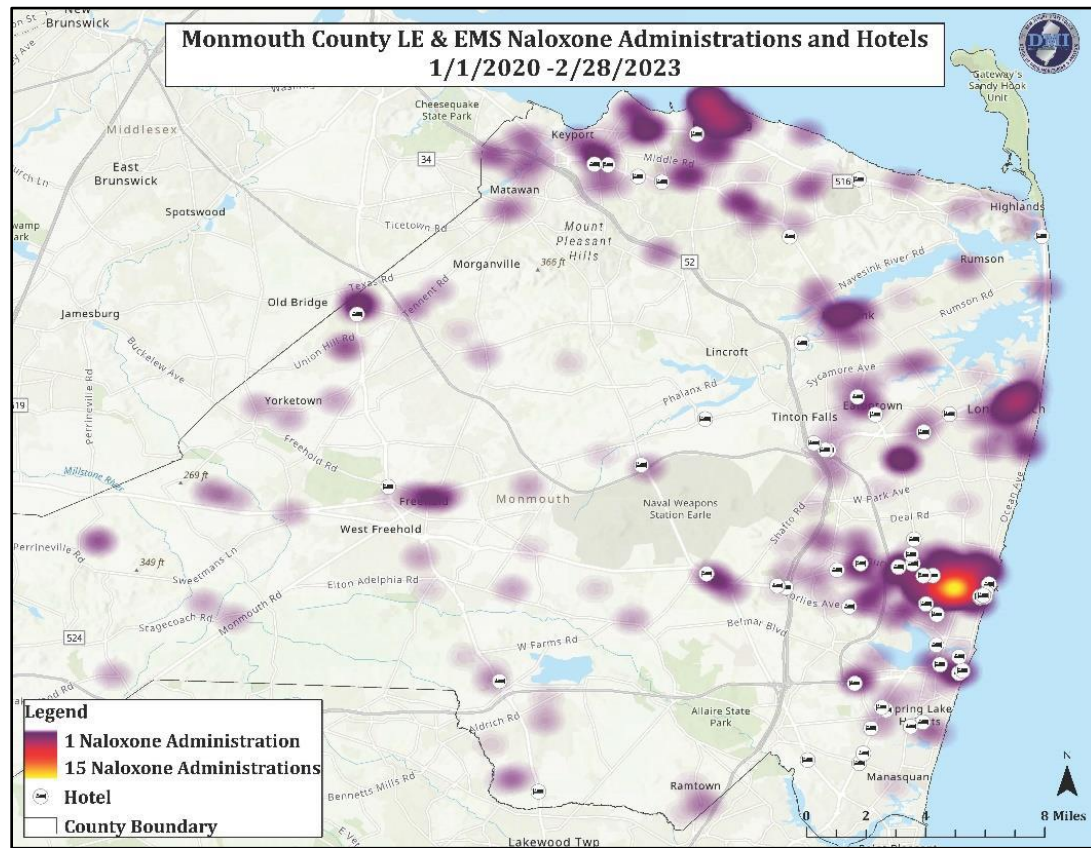
# Barriers to Outreach

Law enforcement  
list was not related  
to naloxone  
administrations

Stigma

Formal approach  
was a deterrent

# Law Enforcement and EMS Naloxone Administrations and Hotels/Motels in Monmouth County



From January 1, 2020, to February 28, 2023

- **149 naloxone administrations** at hotel/motel establishments across Monmouth County
- **37 establishments** reported naloxone administration incidents
- **19 incidents** reported at one establishment
- **Top five establishments accounted for 42%** of all naloxone administrations at hotels/motels in the county



# Community Outreach Subcommittee

## Name Change

- ~~Motel Outreach Initiative~~
- Community Outreach Committee

## Changed Selection Process

- Collaborated with NJ State Police Drug Monitoring Initiative
  - Obtained data for motels with a reported overdose from January 2020 to February 2023
- Collaborated with consumers and persons in recovery
  - Obtained a list of high-risk locations

## Changed Outreach Approach

- Dressed appropriately, but casually
- Present as community members
- Sharing our “Why”
- Expanded to other community locations
- Began disseminating resource bags and other supplies

## Evaluation

- Continually collecting feedback and adjusting

# Additional Resources

- Narcan kits
- Fentanyl test strips
- Xylazine test strips
- Snacks
- Hygiene items
- Cold weather supplies
- Clothing
- Wound care kits
- Community provider information
- Prevention information
  - MOUD, syringe access, safe sex practices, reducing usage, HIV and STI testing



# Community Connections

- “I do this to give back and support other people. I was unhoused once, temporarily stayed in motels, and my life was saved by Narcan twice. I know hope is never lost and I want people to know they are never alone, and they are loved.”
- “As a peer in recovery, I am dedicated to providing support to our community, ensuring that individuals currently struggling with substance use disorder find solace in knowing that they are not facing their struggles alone.”
- “I do this because I know what it’s like to be lost, to feel alone, and to feel there is no hope. I do this so that others in that position find that they’re not alone, are given hope, and are helped to find their way, their purpose and freedom.”
- “I am driven by my personal experience, empathy, desire to help others, advocacy for change, changing the stigma, inspiring others, and most importantly, I feel a sense of responsibility to give back in a community I was not so great to for years. I am filled with compassion for those struggling, and I have made a commitment to making a positive impact on the lives of others in my community.”

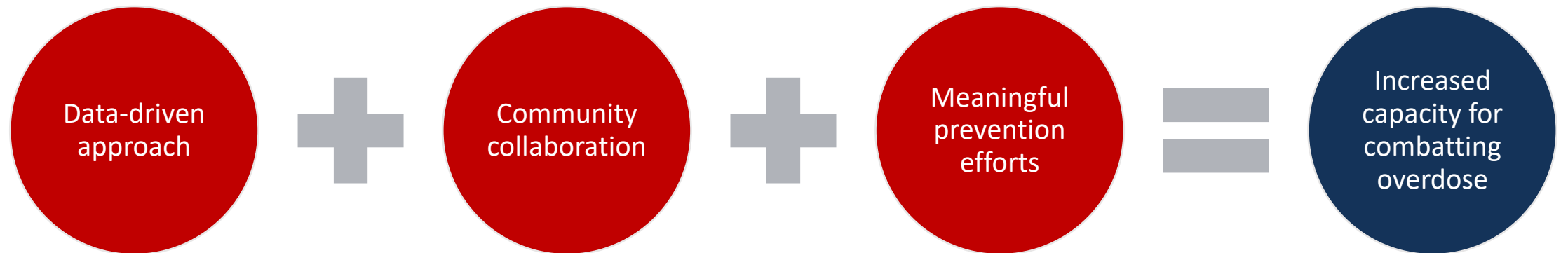


# 2023 Results

- 43 motels across 19 municipalities were outreached and provided resources
  - As of November 2023, all 37 motels with a prior overdose were outreached
- 3 motel staff-specific Narcan trainings held
- 2 motels now supply Narcan in each room
- 3 motels reported using the provided Narcan, and the used kits have been replaced
- Over 240 Narcan kits distributed
- Over 300 resource bags distributed
- Expanded efforts to other high-risk areas
  - Train stations
  - Warming centers
  - Soup kitchens
  - Recovery diversion programs
  - Recovery houses
  - Rest stops



# Conclusion



# Contact

Kaitlyn Silagyi, Deputy Director

Monmouth County Division of Behavioral Health

[Kaitlyn.Silagyi@co.monmouth.nj.us](mailto:Kaitlyn.Silagyi@co.monmouth.nj.us)

Reyna Maybloom, Senior Manager of Data & Analytics

RWJBarnabas Health, Institute for Prevention and Recovery

[Reyna.Maybloom@rwjbh.org](mailto:Reyna.Maybloom@rwjbh.org)





# Hotels, Motels, and Everywhere in Between:

*A community response  
for community overdose*



# Site Information



County: Ocean

City, state: New Jersey

Year started: 2018

Estimated number of overdose: 186 in 2022





# Recommendation



**Outreach to public locations  
within Ocean County  
experiencing overdose**

**When recommendation was identified:**

**2023**

**When recommendation was  
implemented: 2023**



# Timeline



**2018** ● Overdose Fatality Review Begins Case Review

**2020** ● Ocean County Overdose Response Plan

**2022–2023** ● Summer Spike Toolkit Development and Dissemination

**2023–2024** ● Overdose Mitigation Grant

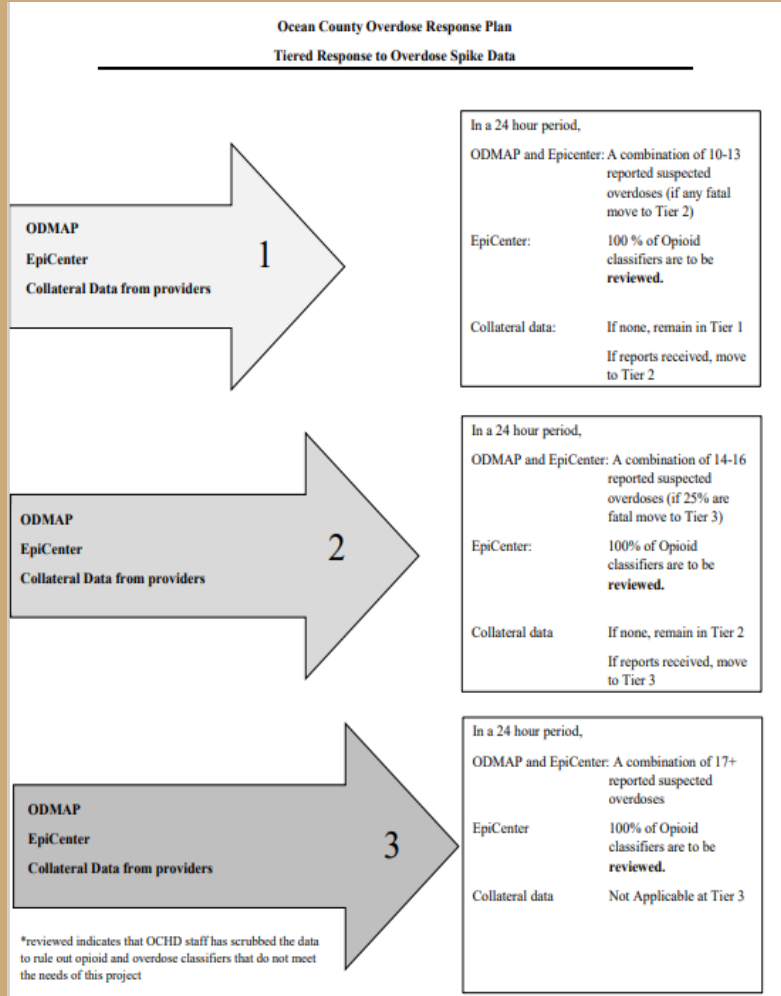
**Ocean County Overdose Response Plan**

**2021-2022**

*A community driven response plan to address overdose spikes in Ocean County, developed and implemented in partnership.*

0

ODMAP Overdose Data	Tier 1	Tier 2	Tier 3	Comment
Total Suspected Overdoses	5-6	7-8	9-10+	
Total Fatal Overdoses	If any, move to T2			
ODMAP Narcan & Geo Data	# of	List town/provider of Narcan (if fatal highlight red)		Comment:
No Narcan Deployment				
Single Dose Narcan Deployment				
Multi-Dose Narcan Deployment				
EpiCenter Data	Tier 1	Tier 2	Tier 3	Comment:
Total Opioid Classifier	5-6	7-8	9-10+	
Collateral from partners	Yes	Pending	No	Comment
Other Information:				
Based on analysis above, the Ocean County Overdose Plan indicates that Ocean County is at: Tier				



DISCLAIMER: CQI currently happening for a 2024 updated version



Ocean County Overdose  
Fatality Review Program 2023  
Annual Report

**“Possible trend:  
In 2021, 92% of reviewed  
cases occurred at home.  
In 2022, only 83%.  
In 2023, 63%.”**

# Summer Spike Strategy Toolkit



## OCEAN COUNTY SUMMER OVERDOSE SPIKE TOOLKIT

A Guide for Reducing Opioid Overdose During the Summer Months

2023

PREPARED BY  
The Ocean County Health Department  
Department of Substance Abuse,  
Addiction and Opioid Dependency  
175 Sunset Ave  
Toms River, NJ 08754  
www.ochd.org | 732-341-9700

### OCHD Ocean County Health Department

#### TAKE ACTION WITH US! GET NARCAN!

Narcan or naloxone is a life-saving nasal spray that can reverse an overdose from opioids—including heroin, fentanyl, and prescription opioid medications, when given in time. Overdose can happen anywhere, be prepared!

SAVE A LIFE, CARRY NARCAN.

FREE

732-341-9700 Ext. 7233  
www.ochd.org

ARCH

CONTACT ARCH NURSE  
Susan Hall RN, BSN, PHNS  
175 Sunset Avenue  
PO Box 2191

#### 6 SIGNS OF OVERDOSE



Not Responding



Slow or Not Breat



Blue Lips and Nails



Cold or Clammy

\*If you are unable to drive, or cannot pick up a Narcan kit and have a Narcan kit mailed to you. For more inform

ACCESS RESOURCES! SCAN TH

#### BARS/RESTAURANTS



Check bar restrooms frequently for overdose or unusual behavior

Display print materials with the signs of overdose in bar restrooms

Equip bartenders and servers with Narcan and proper training on how to administer



Provide bartenders and servers TIPS\* training to promote safe serving

Have resource directories and treatment pamphlets available at bar

Develop an overdose response protocol and ensure staff are trained on it

\*TIPS is a responsible beverage serving program that will help you:

- Become a more attractive job candidate
- Avoid penalties and fines associated with illegal alcohol sales
- Create a safer work environment
- Provide legal protection

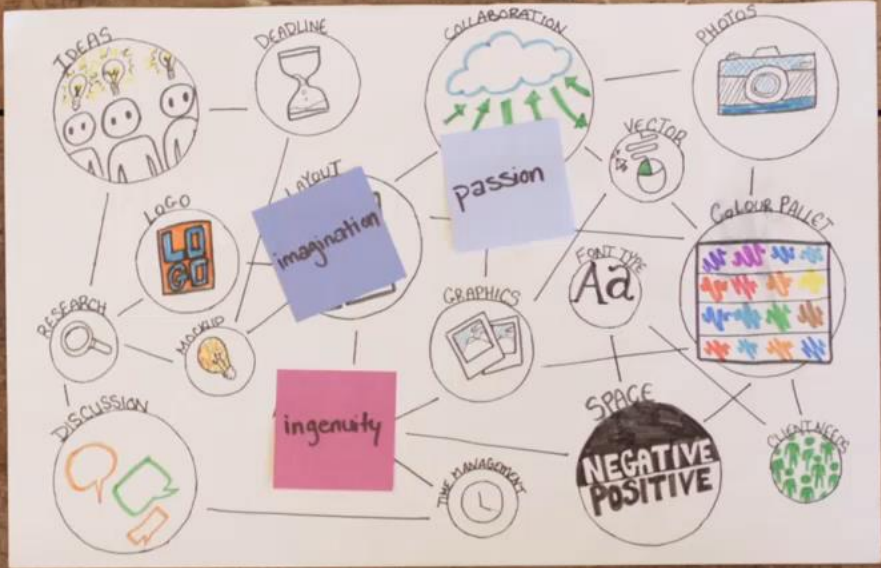


DART Prevention Coalition  
Taking Aim at Substance Use in Ocean County

To schedule a TIPS training, contact  
dart@rwbh.org

The Ocean County Overdose Summer Spike Toolkit was developed and distributed in summer 2023 to 131 locations.

- Bars
- Restaurants
- Hotels
- Air BNB, VRBO
- Boardwalk
- Lifeguard



plan

creativity

communicate

efficiency

con

investment

# Overdose Mitigation Grant



Ocean County  
Health Department



Ocean  
County  
Health  
Department

Mitigation Overdose  
Specialist Provides

- Overdose Education  
And Support
  - Narcan With  
Hands-On Training
- Substance Use Disorder  
And Overdose Resources



Ocean  
County  
Health  
Department



Public Health



# Purpose

- Utilize community partnerships, data-driven collaboration, and boots-on-the-ground outreach to provide substance use and overdose information/education and offer overdose mitigation strategies, including, but not limited to:
  - Workplace Toolkit
  - Narcan Training and Kits
  - CPR
  - Environmental Scans
  - Mental Health



# OVERDOSE REDUCTION TOOLKIT



OCEAN COUNTY HEALTH DEPARTMENT  
DEPARTMENT OF SUBSTANCE ABUSE,  
ADDICTION AND OPIOID DEPENDENCY  
175 SUNSET AVE TOMS RIVER, NJ 08754

PRIMARY OVERDOSE STRATEGIST  
AMANDA SANTINI, MPH, BSN, RN  
732-341-9700 X 7285  
ASANTINI@OCHD.ORG



Public Health

## OVERDOSE REDUCTION TOOLKIT

On average Ocean County experiences five fatal and non-fatal overdoses per day. These overdoses are not limited to a home or residence and often occur in public parking lots, business restrooms, and community spaces. Our Primary Overdose Strategist is monitoring overdose trends and spikes throughout Ocean County to offer swift support to not only the individual- but the community members, employees, and business owners impacted and to reduce future risk.

### SERVICES OFFERED

- Staff Education & Support- Specialist will provide education regarding current drug trends, Narcan administration, CPR lite, and county substance abuse resources.
- Naloxone Training & kits- OCHD can provide a brief, hands on training for staff to identify signs of overdose and administration of Narcan. Each participant will receive a Narcan kit.
- Mitigation strategies to reduce the risk of overdose- OCHD monitors overdose activity throughout the county daily to respond to these areas promptly with increased education, training, and support.
- Environmental Scan and Assessment- Team members will do a visual property scan to collect data.
- Findings & Recommendation Report- Program will transcribe the findings into a detailed report with recommendations regarding overdose prevention measures.
- Mental Health resources for employees impacted- A licensed clinical social worker can be on site to provide support and offer resources to those who may have witnessed an opioid overdose.

### CONTACT OCHD PRIMARY OVERDOSE STRATEGIST

AMANDA SANTINI, MPH, BSN, RN  
732-341-9700 X 7285  
ASANTINI@OCHD.ORG

## OVERDOSE REDUCTION TOOLKIT



## WHAT CAN YOU DO TODAY TO REDUCE OVERDOSE RISK AT YOUR WORKPLACE?

Add Naloxone/  
Narcan to all  
first aid kits

Familiarize staff  
with symptoms  
of overdose &  
where to find  
Narcan

Get Trained!  
We offer  
individual and  
group Narcan  
classes

Make county  
resource list  
available to staff  
& patrons

Check parking  
lots, bathrooms,  
& break areas  
frequently

Know the Signs



**Not Responding**

Doesn't move and can't be woken.



**Slow or Not Breathing**

A breath every 5 seconds is normal.



**Making Sounds**

Choking, gurgling sounds or snoring



**Blue Lips & Nails**



**Cold or Clammy Skin**



**Tiny Pupils**

**What is Naloxone?**

Naloxone (brand name Narcan) is an easy-to-use nasal spray that binds to opioid receptors and can reverse and block the effects of other opioids, such as heroin, morphine, and oxycodone.

Administered when a person is showing signs of an **opioid overdose**, naloxone is a temporary treatment and its effects do not last long. Therefore, it is critical to obtain medical intervention as soon as possible after administering/receiving naloxone.

**Unsure about getting involved?**

The **Overdose Prevention Act** encourages bystanders and witnesses to freely contact emergency workers without fear of repercussion or legal liability. As a result, a person who in good faith attempts to obtain medical help after experiencing a drug overdose has legal immunity from arrest, charges, or prosecution with respect to the controlled substance.

**OCEAN COUNTY HEALTH DEPARTMENT CAN HELP!**

Call (732) 341-9700 ext. 7285 or scan the QR code below and a team member will reach out shortly to discuss what service you are interested in!



**DRUG OVERDOSE DEATHS AT WORK**



The number of **drug overdose deaths at work is rising.**

**Employers:** You can take steps to prevent worker drug overdose

- Identify and remove workplace dangers
  - Protect workers who do physically demanding jobs from getting injured
  - Educate yourself on how you can support a worker with a substance use disorder
  - Educate employees on risks for substance use and overdose prevention
  - Consider implementing a program to make naloxone available in the workplace in the event of an opioid overdose
- Naloxone is a life-saving medication that can reverse the effects of an opioid overdose.*



**Large Employers:**  
Provide training and encourage use of an employee assistance program, health plan, and other resources for treatment of substance use disorders



**Small Employers:**  
Work with your local health department for resources in your community



\* Teeman H, Kozak S, Orsini L, Castello D (2019). Drug overdose deaths at work, 2011-2016. Inj Prev. <https://doi.org/10.1136/injprev-2018-045104>



Environmental Scan

1

Review overdose fatality review data and other complementary data to identify overdose locations within jurisdiction

2

Utilize a subcommittee to review and identify and potential action items for community response

3

Develop a letter or toolkit for visual aid for community partners with contact information

4

Develop a plan for dissemination (letters, phone calls, cold call visits)

5

Begin outreach to identified areas (hot spot geographic, business type)

6

Ensure tracking of outreach, community response, outcomes, and delivered action items

7

Look at the community as a whole, be curious when engaging with businesses

8

Focus Group – Host a focus group for businesses and ask questions, listen to experiences

9

Did I mention to have a mechanism for tracking data?

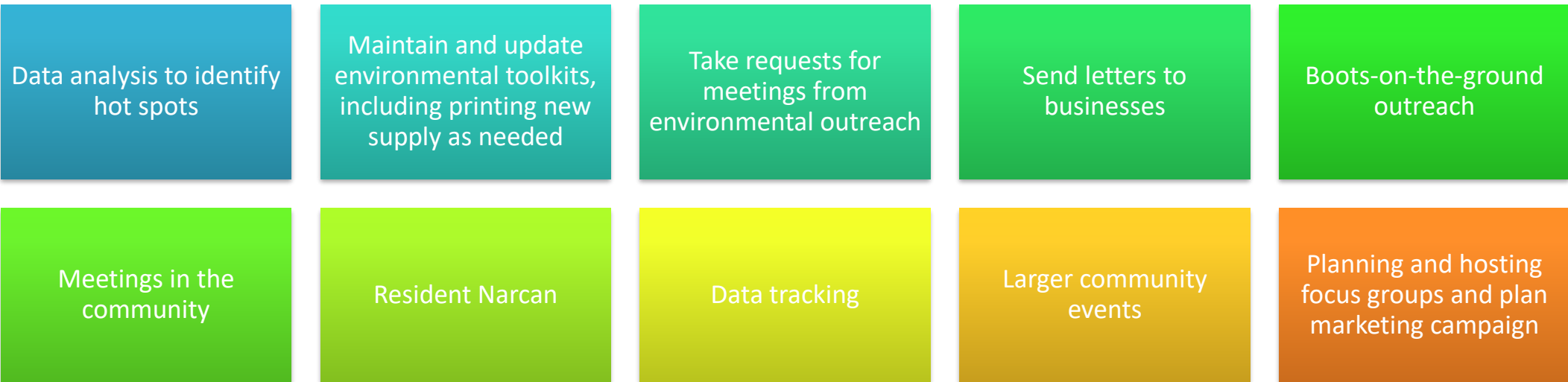
10

Optional: Funding

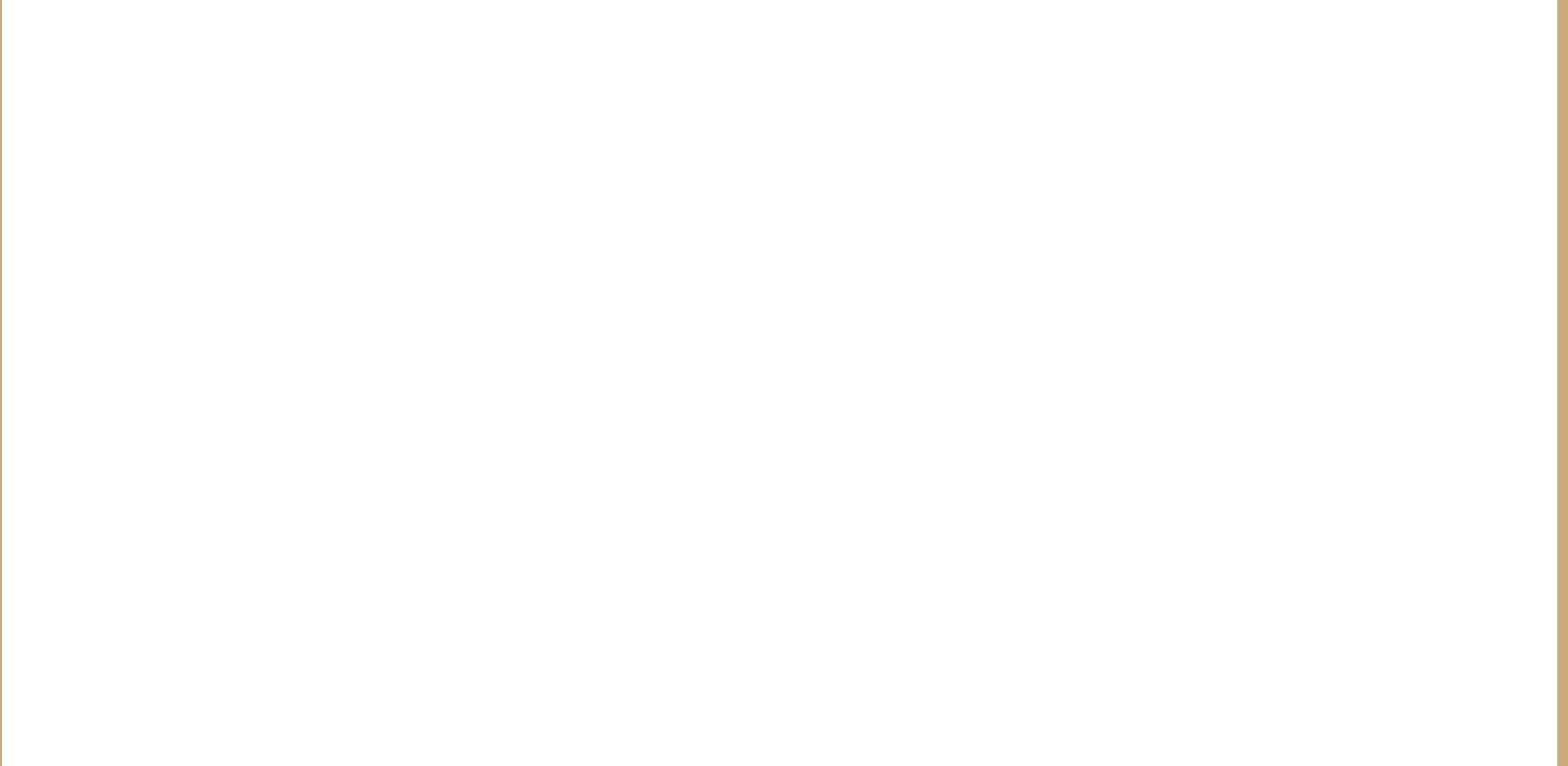


1	<b>Initial Meeting</b> <b>(a pre-assessment will be sent prior to meeting to assist in guiding conversation)</b>	<b><u>Primary overdose strategist</u> in partnership with law enforcement consultant or social worker will engage business. This can either be scheduled via the environmental department interaction, the letter sent regarding this program, or a cold call visit. Purpose is to explain the project and the purpose of reducing overdose in Ocean County and offering additional services.</b>
2	<b>Narcan training/other training</b>	<b>As requested, Narcan kits and training can be scheduled. OCHD can also provide training on general substance use trends. Social worker to be present as needed.</b>
3	<b>Environmental scan and overdose mitigation</b>	<b>An in-depth look at the business with the full-time position and law enforcement consultant that reviews the entire property (indoor and outdoor), conducts interview with management and staff on overdose experience.</b>
4	<b>Conclusion meeting</b> <b>(review of findings and recommendations)</b> <b>(post-assessment and satisfaction)</b>	<b><u>Primary overdose strategist</u> and/or law enforcement consultant concludes with business and reviews the environmental scan if applicable.</b>
5	<b>Follow-up meeting (3 months after conclusion)</b> <b>(post-assessment)</b>	<b>One of the staff members on the project will follow up in person or via phone call.</b>

# Full-time Staff Responsibilities



The OCHD will always work on and collaborate on meeting with residents one-on-one OR participating in community events. The more people we can reach, the more lives we can save.



Goal	Objective	Outcome	Time Frame	Staff
<b>Development and dissemination of the Overdose Mitigation Toolkit</b>	To outreach at least 2,000 restaurants located in Ocean County	<ul style="list-style-type: none"> <li>• Increase knowledge on overdose and substance use for all locations with 10% or 200 calling to schedule additional outreach</li> </ul>	10/1/23 – 12/31/23 Development 1/1/24 –12/31/24 Dissemination	OCHD staff Environmental staff
<b>Outreach businesses within Ocean County located in hot-spot areas</b>	To outreach and engage at least 10 businesses a month	<ul style="list-style-type: none"> <li>• Provide educational information</li> <li>• 50% of businesses engage with this opportunity from beginning to conclusion, including follow-up meeting</li> <li>• 100% of sites accept Narcan training and kit</li> <li>• Increased knowledge gain from pre- to post-survey</li> <li>• 50% reduction in overdoses on-site (if applicable)</li> <li>• 50% reduction in calls to 9-1-1 or police department for substance use-related incident</li> <li>• A 25% decrease in overdoses annually from 2023 to 2024</li> </ul>	1/1/24 – 12/31/24	OCHD staff
<b>Collaborate with police, EMS, and other community partners</b>	To attend meetings with other stakeholders at least 1x a month	<ul style="list-style-type: none"> <li>• Increase knowledge and referral to the <u>primary opioid strategist</u></li> </ul>		OCHD staff



**Thank you!**

**Contact Information:**

**Kimberly Reilly**

**Kreilly@OCHD.ORG**

**732-341-9700, x7536**

**Ocean County Health Department**

**[www.ochd.org](http://www.ochd.org)**

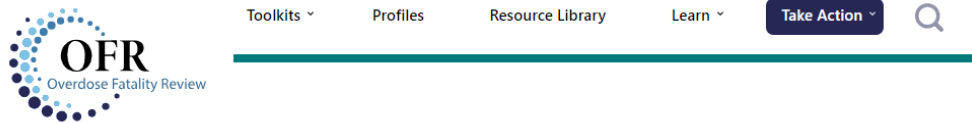


# Additional Support Available!



## OFR Email Exchange

- Great way to network with your peers!



## OFR Message Exchange Sign-Up

The OFR message exchange is a platform for those involved in Overdose Fatality Reviews to engage with one another. Enrollment in this message exchange is by permission only, and the [terms of use](#) apply.

The fields marked with the \* are required.

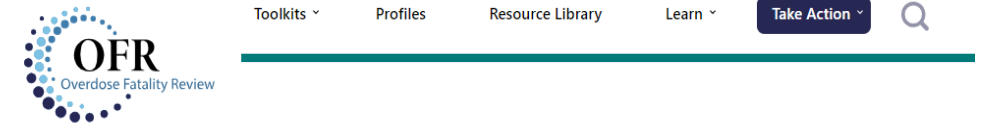
First Name\*

Last Name\*



## Training and Technical Assistance (TTA) Request

- Expertise is available to support your OFR efforts
- We are here to help you troubleshoot day-to-day challenges as they arise



## Training and Technical Assistance Request

Regardless of funding source, anyone can request OFR training and technical assistance. Expertise is available to support the expansion and development of overdose fatality review (teams) through a variety of formats, including but not limited to:

- Host one-on-one calls to troubleshoot day-to-day challenges
- Identify available resources and materials
- Connect TTA requestor to peers in the field
- Present to team or meeting attendees
- Convene professionals to address a need
- Facilitate virtual meetings and workshops



# OFR Mentor Site Opportunities



- The purpose of the Overdose Fatality Review (OFR) Mentor Program is to elevate, communicate, and leverage OFR promising practices while building bridges between nascent teams and those with demonstrated success. The OFR Mentor Program provides a unique opportunity to learn the application and practice of OFR from experienced peers
- Interested sites can apply here

A flyer titled "Overdose Fatality Review Peer Mentor Site Opportunities". The flyer includes a description of the program's purpose, a list of activities in a typical OFR mentee experience, and a call to action to request a virtual site visit. It also features the OFR logo and the BJA's Comprehensive Opioid, Stimulant, and Substance Abuse Program logo.

**Overdose Fatality Review**

## Peer Mentor Site Opportunities

The purpose of the Overdose Fatality Review (OFR) Peer Mentor Program is to elevate, communicate, and leverage OFR best promising practices, while building bridges between nascent teams and those with demonstrated success. The OFR Peer Mentor Program provides a unique opportunity to learn the application and practice of OFR from experienced peers.

### OFR Peer Mentee Application

OFR peer mentor participants are matched to an experienced mentor site program that provides consultation and support through direct communication and a virtual\* OFR site visit, to see first-hand how OFRs work in practice.

A typical OFR mentee experience will include:

- One-hour introductory call at least one week before the OFR virtual site visit
- Two-hour OFR observation
- One-hour post review discussion call at least one week after the OFR virtual site visit
- Facilitated discussions with one or two OFR members as requested by peer mentee
- Feedback to IIR by both mentor and mentee about their experience

(\*Note: In-person virtual site visits are on hold during the COVID-19 response.)

Request a virtual site visit by completing this online form. ([http://s.ilr.com/OFRSite\\_Visit](http://s.ilr.com/OFRSite_Visit))

**OFR**  
Overdose Fatality Review

BJA's  
**Comprehensive**  
Opioid, Stimulant,  
and Substance Abuse  
Program

# Questions?