

Initiative #2

A. Describe initiative:

Opioid Misuse Prevention Project: Three Year Federal Grant Award from the DHH Office on Women's Health. The goal of the project is to develop and implement evidence-based prevention strategies to increase awareness, knowledge, and skills to prevent opioid misuse in the CAHS region. Target population is women age 45+ and girls age 10-17. Strategies include launching a comprehensive media campaign, conducting educational programs in schools and community settings, and distributing consumer and healthcare provider educational materials.

B. Initiative can be categorized as: (check all that apply)

- Prevention – type of Prevention initiative: Education Awareness Outreach
- Treatment
- Other

C. Current status of this initiative:

1. Start Date: August 1, 2017
2. In Progress: Yes No
3. End Date: June 30, 2020

D. Identify the program indicators used to measure the contributions necessary to enable the initiative to be implemented. Indicators may include process and impact. To better understand an indicator, please refer to this link: <https://www.cdc.gov/eval/indicators/index.htm>

- Program Indicator 1: 15% increase in awareness, knowledge and skills related to opioid misuse prevention.
- Program Indicator 2: Number of consumer and provider educational materials distributed.
- Program Indicator 3: Media campaign reach through print, radio/TV and social media.
- Program Indicator 4: Number of participants at educational programs.

E. Target Population of this initiative: (check all that apply)

1. Age: 0-17 18-21 22-45 46 and older
2. Gender: Male Female Other Data not available
3. Geographic Location(s) – Identify the geographic location(s) impacted by your initiative (please check the appropriate type and list the specific region(s) in the text box provided below) :
- Statewide Parish Regional Health Unit Judicial District
- Local Governing Entity (LGE) Region/Human Services District Other geographic region

The Greater Baton Rouge region including the parishes of Ascension, East Baton Rouge, East Feliciana, Iberville, Pointe Coupee, West Baton Rouge, and West Feliciana. Even though the target population is women and girls, the project is expected to reach the general public through media campaign and community events.

F. Identify funding source for this initiative: (check all that apply)

- State general funds Federal grant funds Local/parish funds
- Private/foundation funds Other funds

G. Partnerships: List any other agencies or organizations that you partner with on this prevention or treatment initiative.

- Partnership 1: Ascension Public School System
- Partnership 2: Mirror of Grace Outreach
- Partnership 3: ICARE Program of East Baton Rouge Schools
- Partnership 4: Louisiana State University - LA-SBIRT Project

H. Can you identify any gaps or opportunities for partnerships?

The project has currently expanded partnerships to include the Baton Rouge Parks and Recreation Program, and the Big Buddy Program of East Baton Rouge. The project is partnering with additional organizations to provide opioid misuse prevention educational programs upon request.

If your agency has no other initiatives, go to question 4, page 18