**Result:**

* A healthy, vibrant Transylvania County, free of substance abuse and underage drinking

**Experience:**

* Empty emergency department
* Healthy babies
* Underworked law enforcement officers
* Safety/no crime
* Creative, productive workforce; apprenticeships
* Thriving businesses
* More youth in community
* Youth portrayed as priority/asset in community
* Youth leadership – county commissioner
* Youth setting/working toward goals
* Activities for youth
* Afterschool and teen centers
* Youth interest in activities
* Strong families
* Parents/families at events
* Connectedness across all ages/groups
* Inclusion
* Kids think it’s okay to be themselves
* It’s cool to be sober
* Celebrating family and community (instead of substance-centered celebrations)
* Using alcohol responsibly
* Awareness of alcohol representations to youth

**Indicators:**

* # overdose deaths ●●●●●●●●●●
* # NAS and FASD babies ●●●●●●
* % of students enrolled in higher education ●●●●●
* # kids in foster care (overall and related to SA) ●●●●●
* unemployment rate ●●●●
* # suicides ●●●●
* # alcohol/substance impressions in media/social media ●●●
* # emergency room visits for alcohol/substance use ●●●
* # hospital admissions for alcohol/substance use ●●●
* % of students reporting parental approval of use ●●
* high school graduation rate ●●
* # traffic crashes related to alcohol/substance use ●●
* # sales to minors ●●
* # high school drug test failures ●
* school testing scores ●
* % of high school students who used alcohol in past 30 days ●
* % of students who perceive alcohol/substances to be harmful ●
* # juvenile delinquency cases ●
* # of arrests ●
* # youth enrolled in recreation programs -
* # citations for underage drinking -
* # citations for providing alcohol to minors -
* # of DUIs -
* # of reported binge drinkers -
* % of people reporting any illegal drug use in past 30 days -

● = Communication Power (easy to understand by broad and diverse audience, common sense, compelling)

● = Proxy Power (central importance, plain language understanding, represents other factors that move together)

● = Data Power (quality data on timely basis, credible in our community, comparisons to state/national data)

**Story Behind the Curve: Number of Overdose Deaths**

***HURTING***

* Availability of substances
* Increased prescribing
* Prescription sharing
* Opiate marketing
* Pain treatment protocols: opiates most commonly prescribed for chronic pain but not seeing results
* Reluctance to use alternative treatments
* Focus on treatment vs. prevention
* Lack of trust in providers 🡪 self-treatment
* Coping mechanisms (using substances instead of other coping skills)
* Reliance on medications to solve problems
* Expectations: being free of stress and pain
* Age of community
* Economics
* Unemployment
* Culture of acceptance
* Culture: lack of focus on productivity
* Entitlement attitudes
* Generational exposure
* Willingness to skirt laws
* Experimentation
* Media (substance use visible, glamorized)
* Untreated mental health (fewer than 50 beds currently)
* Lack of knowledge about mental health and substance abuse options: too many choices, not always easy to find/people unsure how to get access

***HELPING***

* CSRS (controlled substances reporting system)
* Provider communication, medication review, advocacy
* Naloxone availability
* EMS and law enforcement efforts
* CARE efforts
* Lockboxes
* Drug take-back events
* Stolen medication reports to law enforcement and providers
* New mental health treatment options coming
* Community leaders talking about problem

**What Works To Do Better?** (\* free or low-cost options)

* Prevention
* Provider support and communication
* Education about handling stress and medication use (DARE in 7th grade?)
* Opiate education in schools (cost, effects)
* Identify and target high-risk populations
* Law enforcement access to CSRS (like Nplex) to identify potential abuse
* Follow up with positive high school drug test results
* Drug disposal
* Availability and knowledge to use lockboxes
* Mandate/enforce provider use of CSRS
* More consistent consequences for abuse
* Standing orders for naloxone in pharmacies
* Education about mental health resources
* Access to substance abuse treatment
* Access to long-term addiction treatment – especially for women with children
* Connections in community: prevention and follow-through vs. intervention and response
* Neighborhood watch programs
* Free recreation
* Better jobs
* Mentoring
* Apprenticeships
* Youth centers
* Parenting skills