

CDC Change TOOL: Healthy Communities Program (2008-2012)

The CHANGE tool was designed to help community teams develop a community action plan. The tool helps define and prioritize possible areas of improvement. Having this information as a guide, community team members can then create sustainable, community-based improvements that address the **root causes of chronic diseases and related risk factors**.

Purpose of the CHANGE Tool

- Identify community strengths and areas for improvement.
- Identify and understand the status of community health needs.
- Define improvement areas as a guide to creating a healthier environment (e.g., increased physical activity, improved nutrition, reduced tobacco use and exposure, and chronic disease issues).
- Assist with prioritizing needs and appropriate allocation of available resources.

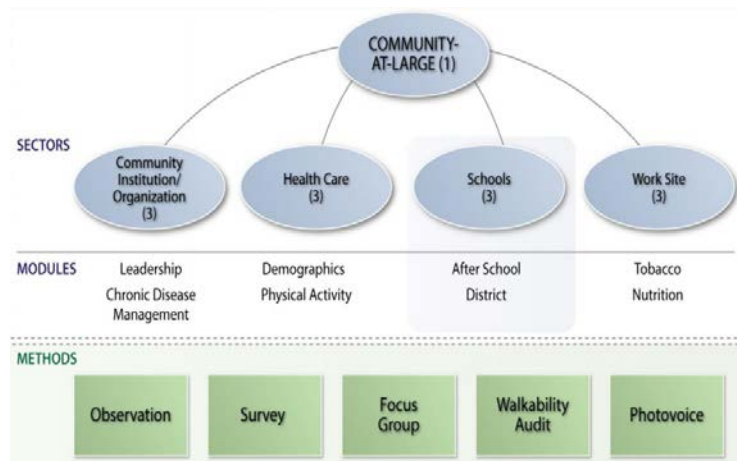
CHANGE Tool Benefits

- Allows local stakeholders to work together in a collaborative process.
- Offers examples of policy, systems, and environmental change strategies.
- Provides feedback for change and healthy living.

Five Sectors of the CHANGE Tool

For each sector, the tool includes specific questions to be answered in the areas of demographics, physical activity, nutrition, tobacco, chronic disease management, and leadership.

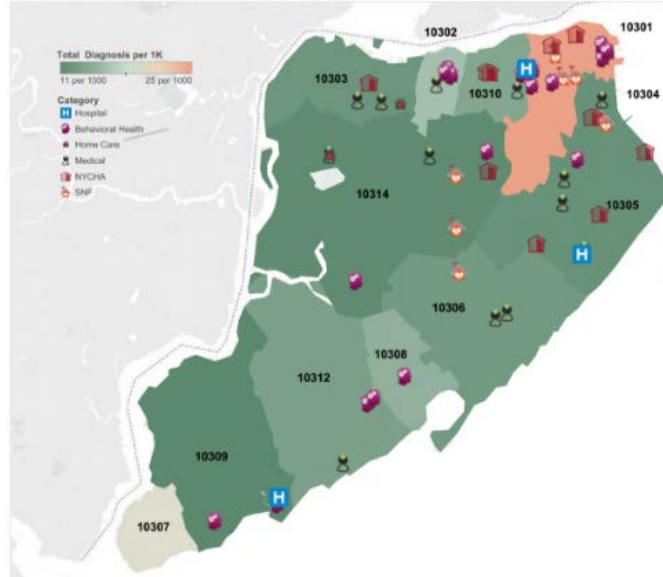
- **Community-At-Large Sector** includes community-wide efforts that impact the social environments, such as improving food access, walkability or bikeability, tobacco use and exposure, or personal safety and government offices.
- **Community Institution/Organization Sector** includes entities within the community that provide human services, such as childcare settings, faith-based organizations, senior centers, boys and girls clubs, YMCAs, and colleges or universities.
- **Health Care Sector** includes places where people go to receive preventive care or treatment, or emergency health care services, such as hospitals, private doctors' offices, and community clinics.
- **School Sector** includes all primary and secondary learning institutions (e.g., elementary, middle, and high schools, whether private, public, or parochial).
- **Work Site Sector** includes places of employment, such as private offices, restaurants, retail stores.



Medicaid Diagnosis Rates for all Ages, 2015

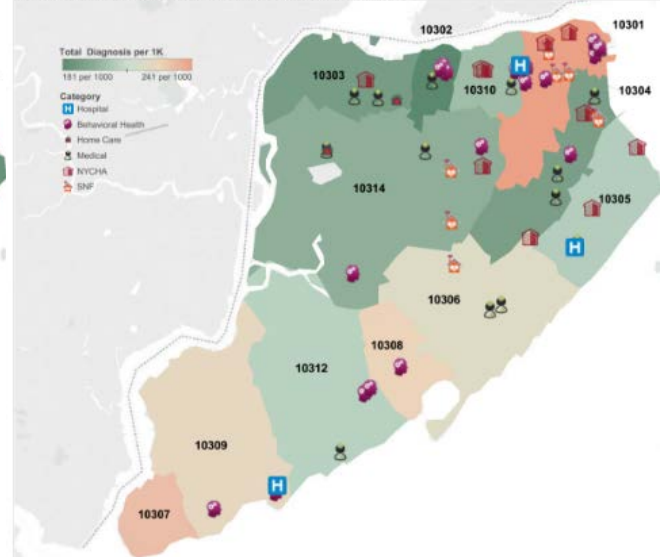
ALCOHOL

Medicaid Diagnosis Rates for Alcohol in 2015 for all Ages

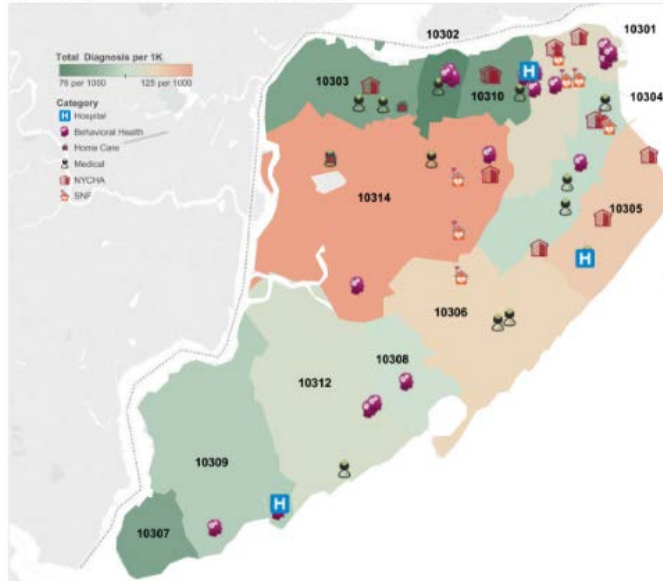


BEHAVIORAL HEALTH

Medicaid Diagnosis Rates for Behavioural Health in 2015 for all Ages



Medicaid Diagnosis Rates for Diabetes in 2015 for all Ages



**Healthcare Data Disparities -
St. George and Stapleton
(10301, 10304, 10305)**

DIABETES



Engaging Students in the Core Curriculum through a Healthy Neighborhoods Project

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ABSTRACT:

Non-science Majors from the Scientific Inquiry Core partnered with Intro Sociology to address Addiction issues in Staten Island and its effect on the Health of Neighborhoods. Groups of students investigated issues associated with abuse with emphasis on tobacco, alcohol, and prescription, recreational or opiate medications and drugs. Additional groups researched childhood vaccine deniers and the effect of food deserts on Health.

The two classes pursued interdisciplinary projects from the perspectives of science and sociology, each class working independently, but collectively sharing their projects at the end of the semester together in a community presentation and open dialogue between the classes. The projects addressing the problems of substance abuse, especially among young adults, resulted in short public service announcement (PSA) videos accompanied by empirical and factual PowerPoint presentations, with overlying audio. The student projects focused on drug and alcohol abuse as a personal trouble and a public issue with social consequences, which ultimately affects the health of the neighborhood. Reference was made to the global and national scope of these problems as well.

In conjunction with the goal of building healthy neighborhoods through civic engagement and education, there is a strong local emphasis on drug and alcohol problems. The artifacts created through this activity were contributed to the Staten Island Partnership for Community Wellness/ Tackling Youth Substance Abuse (TYSA) and Reality Check (Tobacco Free Staten Island) to potentially be used in their public service/ educational campaigns for which SJU students received credit for **academic service-learning (AS-L)**.

RATIONALE & METHODS:

The CDC Change Tool regarding Community Health was found to lack sufficient relevance for college students, and did not generate feelings of **Empathy** for the subject (i.e. they did not like it; community partners refused to cooperate; and students thought it was a waste of time.)

Thus, in order to generate more Active Learning and Student Empathy, instead of collecting data on a static and somewhat outdated health survey, students were asked to research Addiction issues in their Community and then create a 3 minute educational Public Service Announcement or PowerPoint presentation with an integrated voiceover.

The **GOAL** was for students to construct and take responsibility for their own Knowledge through a student-driven, interdisciplinary collective learning approach.

Students were required to research a health-related topic, prioritize the research information, select a discreet audience to address in their PSA, as well as to design a storyboard and transcript for the PSA. Students from both the Science and Sociology Cores reflected on their own projects through **Reflective Essays** and **co-presented** their findings with each other in the Classroom as well as on **Research Day** for the entire campus community.

RESEARCH METHODS:

Scientific Method: projects conducted within the context of course material studying the "scientific method"

Digital Research: locating internet data sources on Health, Addiction, & Substance abuse

Sociological Imagination: finding the connection between personal troubles and public issues

Interdisciplinarity: searching for the links between Sociology, Science/ Biology and Civic Engagement

Systems Thinking: creating the "big picture" of substance abuse extending from the individual to the family, community, social institutions, government and larger society and vice versa

Tech Learning: learning how to put together a PowerPoint slideshow with audio, &/or other video apps

Group Dynamic: projects were conducted with students working in teams of 4-5 students



Heroin overdose deaths more than tripled between 2010 and 2014

Heroin was involved in 10,574 American deaths in 2014 compared to 1,878 in 2004

The economic impact of drug and alcohol misuse and addiction amounts to \$442 billion each year — topping diabetes at \$245 billion.



Every \$1 invested in viable treatment options for substance use disorders saves \$4 in health care costs and \$7 in criminal justice costs

BACKGROUND & SCOPE OF THE PROBLEM Someone in the USA dies every 19 minutes from an opioid or heroin overdose (OD). The economic impact of drug and alcohol misuse and addiction and cost to public health is over \$442 BILLION, which exceeds that of chronic diseases like Diabetes. It is estimated that every \$1 dollar invested in treatment could prevent \$4 in healthcare related costs and \$7 in criminal justice costs.

Nationwide the drugs of choice vary. In NYC, Staten Island has the highest rate of OD per capita, which has steadily risen over that last 5-10 years, due to increased **HEROIN** and other opioid use, along with **FENTANYL**

I-Stop – Does/ Did it Help? NYC Doctors prescribed 2.77 Million opioid pills citywide in 2016, a modest decrease from the 3.15 million prescribed in 2013, according to I-Stop. The I-Stop bill created an online database that doctors and pharmacists must use to check a patient's prescription history and it requires all prescriptions to be filed electronically, except those dispensed at an Emergency Department.

A Death on Staten Island Highlights Heroin's Place in 'Mainstream Society'

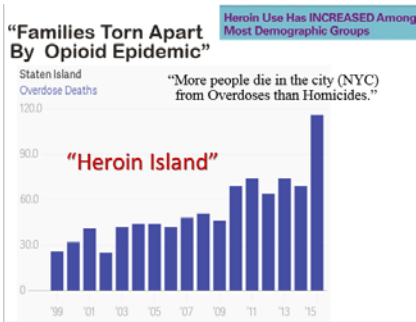
Heroin, Fentanyl Distribution Ring Busted on Staten Island

9 ARRESTED IN CONNECTION WITH HEROIN AND OXYCODONE RING ON STATEN ISLAND

How Did Heroin Overdoses Get So Common in New York City?

Police: Heroin Ring Sold Drugs On School Grounds On Staten Island

RESULTS: STUDENT ARTIFACTS Students produced 3 minute Public Service Announcements and PowerPoint presentations on a wide span of Health related topics including Vaccine Deniers, E-cigarette marketing to Youth, Food Deserts, Alcohol and other Substance Abuse. A selection will be shown at the session.

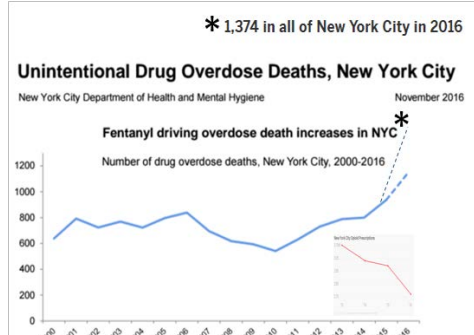
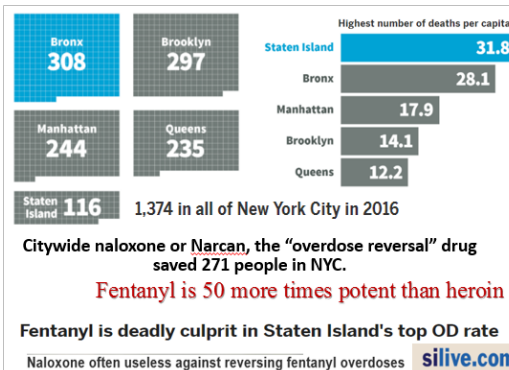


KEY POINTS

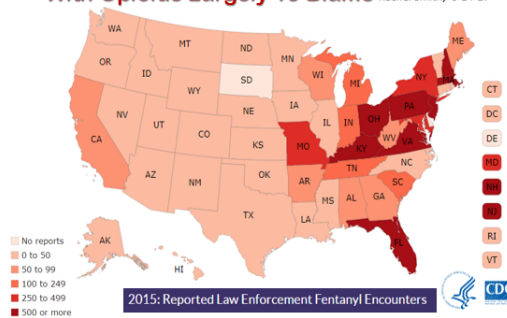
- Overdose Deaths have increased over the last 5 years, and 46% in the last year 1058 to 1374, despite over 271 "saves" by 1st Responders using Naloxone (and unknown numbers by friends & family).
- Driven by Fentanyl, the overdose deaths in NYC was 1374
- Fentanyl, a powerful opioid, is commonly mixed with heroin, but it may also be mixed with cocaine and pills, like Xanax. Often users are unaware that fentanyl has been added, or that the drug "dose" has changed leading to an overdose.
- Fentanyl is 50X more potent than Heroin.

Heroin

- ❖ In Staten Island, the majority of the drugs are transported in bulk from other boroughs of NY or New Jersey. If someone is in search of a substance, they are never too far from accessing it.
- ❖ The popular drug of choice was once pills which included **OxyContin, Percocet, and Vicodin**.
- ❖ As regulations started to become stricter, the prices started to increase. Where someone would be buying pills for \$25, they could purchase the same amount of heroin for only \$10.



Overdose Deaths Up 46 Percent Citywide With Opioids Largely To Blame Rachel Smith, 6-14-17

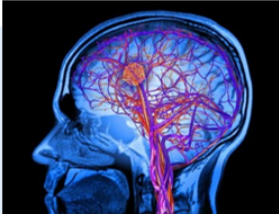


Location	Percent Change from 2014-2015 category	Statistically significant	2014 Number	2014 Rate	2015 Number	2015 Rate
Ohio	Increase 19.8	Yes	1,208	11.1	1,444	13.3
New York	Increase 28.6	Yes	825	4.2	1,058	5.4
Illinois	Increase 19.6	Yes	711	5.6	844	6.7
Massachusetts	Increase 33.3	Yes	469	7.2	634	9.6
Maryland	Increase 26.9	Yes	313	5.2	405	6.6
North Carolina	Increase 46.4	Yes	266	2.8	393	4.1
Connecticut	Increase 27	Yes	299	8.9	390	11.3
Virginia	Increase 38.7	Yes	253	3.1	353	4.3
Missouri	stable -8.6	No	334	5.8	303	5.3
Washington	stable -2.4	No	289	4.1	303	4.2

SOURCE: CDC/NCHS, National Vital Statistics System, Mortality. CDC WONDER, Atlanta, GA; US Department of Health and Human Services, CDC, 2016. https://wonder.cdc.gov/

STUDENT FEEDBACK/ REFLECTIONS: PowerPoints/Slideshows

People commonly fall into addiction because they begin using drugs to mask particular emotions that they are going through. The abuse makes them feel good and forget about the problem at hand. Eventually they think they can't live without drugs. Prescription drugs, street drugs, and alcohol are more available now than ever.



"I believe the solution to decreasing Tobacco usage throughout the United States and Staten Island is making people more aware of the dangers of tobacco not only to yourself but to the environment and everybody around you."

"I never really thought about the destructive consequences of smoking or even how my smoking might be affecting other people. This project has been an awakening to the truth which I don't find in advertising which glamorizes cigarette smoking. Research on the topic led me to what is really going on."

"This is a project that every college student should participate in.

There is so much smoking and drinking on college campuses. It is a real problem. I plan to share this information with my friends. We should have substance abuse workshops on campus. Maybe St. John's University could become a totally smoke-free campus."

"I had no idea of how cigarettes and alcohol affect a person destroying their health. I do not want to develop diabetes or cancer or so many other diseases connected with these everyday substances. I learned a lot in this class from day but this is the most important lesson."

"When you do research on a topic like this, it leaves an impression on you. You cannot run away from the facts and they are very scary. I have come to realize that it is best to be proactive and never start smoking or drinking rather than being reactive once lung cancer or full-blown alcoholism set in. It is too late then."

"This assignment hit home for me since my parents are alcoholics. It is a terrible disease that is ruining my life. As we said in class, there is a systems effect whereby the whole family is affected. I do not want this to happen to my family. I do not drink although it is a temptation and there is peer pressure. Do fellow students realize the long term effects of drinking and that social drinking can lead to a very serious problem down the road?"

"The facts about substance abuse are scary. I know students who miss class because they have a hangover or have to leave class to smoke a cigarette. But like we said in our discussion, what does it take to get people to stop with cigarettes and drinking and can they be reached before it is too late? I don't smoke and I do not intend to start, especially after participating in this project. I think that it has left an impression for life. I appreciate knowing this information and it is something we should talk about in the college community even have discussion groups in the dorms. Can we have some outside speakers from community groups come to talk to the students about the dangers of cigarettes and alcohol?"

"Drugs are easily available in the community. Somehow we need to cut off the supply. And maybe raise the cost of cigarettes and alcohol. It is a matter of supply, demand, and cost. Students could use their cigarette and booze money for paying their tuition."

"There is pollution everywhere as we talked about those hazardous waste sites on Staten Island. Why do we want to further pollute our bodies with cigarettes and drug chemicals? It doesn't make sense unless you are addicted."

RESULTS: Tobacco as a Public Issue

POTENTIAL AREAS FOR INTERVENTION

TOBACCO

Problem-solving: Community change and Recovery programs

Reality-Check Tobacco Free Staten Island is a teen based anti-tobacco program.

Students given opportunities to volunteer with Community groups Promote a healthy tobacco free norm by preventing & reducing tobacco

Start your Journey to Quit Smoking using "START"

- S Set a Quit date
- T Tell Family, Friends & Co-workers that you plan to quit. Tell them you need their encouragement and support. Look for a buddy to stop smoking with.
- A Anticipate and plan for the challenges that you will face. Most people who begin smoking again will do it within the first 3 months.
- R Remove cigarettes and tobacco products from your home, car and work. Throw away all cigarettes, lighters, ashtrays and matches.
- T Talk to your doctor about getting help to quit. Your doctor could suggest a prescription to help with withdrawal, or use nicotine gum, patches or lozenges.

Intervention Strategies:

- Reduce youth exposure to harmful tobacco marketing in retail settings
- Limit exposure to secondhand smoke
- Reduce “fun” and “hyped” smoking imagery in the media
- Mobilize community members and organizations to strength tobacco-related policies
- **Recovery Programs** to address the personal trouble of addiction, such as START program

PRESCRIPTION and OPIOID DRUGS

- Greater access to Naloxone and workshops on Naloxone administration.
- Volunteer opportunities with addiction related community partners.
- Maintain I-Stop to help reduce pill access in the first place for non-addicts.
- Pharmacy take-back for unused family medications to reduce temptation.
- Recovery programs, instead of incarceration for first time, or non-habitual addict offenders
- Stronger penalties for Dealers that knowingly sell to children or purposely add Fentanyl to increase potency, which leads to increased Overdose rates

Causes for drug problem on Staten Island

- convenience of drugs
- easy to get
- sold on street
- prescription drugs can lead to heroin use
- the drugs are stronger, making it easier to become addicted

- Tobacco is a public issue. More than 15% of people who live in the United States are smokers, this is a massive population of people.
- More than 17% of smokers are between the ages of 25-44 years old. Most cigarette smokers begin smoking when they are teenager and never stop.
- Cigarette smoking is the cause of death for more than 480,000 people in America each year. That's more than 1,300 lives taken each and every day.

Risks from Smoking



NALOXONE

- Nearly all overdose deaths involve multiple drugs; **83% of 2016 deaths** involved opioids.
- Some HEROIN Opioid-involved deaths are preventable with Naloxone, but which is less likely with Fentanyl laced substances
- All New Yorkers can receive training to use and carry Naloxone, which is free from over-dose prevention programs and for sale from some pharmacies.

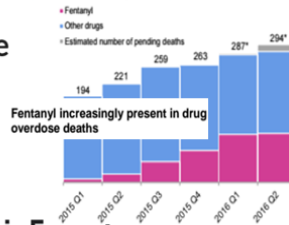
Overdose death leads to homicide charge for NYC fentanyl dealer

Drug Dealer Sentenced To 20 Years For Murder After Customer's Fatal Overdose

The conviction is part of a growing trend of prosecutors seeking severe penalties for street-level opioid dealers.

Deputies: Overdose death leads to murder charge for drug dealer

Detectives say it's 1st murder arrest connected to selling drugs in county



Heroin dealer accused in 5 overdose deaths found guilty of murder

Heroin use is part of a larger substance abuse problem.

Nearly all people who used heroin also used at least 1 other drug.

Most used at least **3** other drugs.

People who are addicted to...



SOURCE: National Survey on Drug Use and Health (NSDUH), 2011-2013

Responding to the Heroin Epidemic



PREVENT
People From Starting Heroin

Reduce prescription opioid painkiller abuse. Improve opioid painkiller prescribing practices and identify high-risk individuals early.



REDUCE
Heroin Addiction

Ensure access to Medication-Assisted Treatment (MAT). Treat people addicted to heroin or prescription opioid painkillers with MAT which combines the use of medications (methadone, buprenorphine, or naltrexone) with counseling and behavioral therapies.



REVERSE
Heroin Overdose

Expand the use of naloxone. Use naloxone, a life-saving drug that can reverse the effects of an opioid overdose when administered in time.

SOURCE: CDC/NIH, July 2015

But ... There is Hope

The Tobacco Free Staten Island is made up of adults and youth who are determined to create a healthy Staten Island, where being tobacco-free is the norm

The project and 4 initiatives are aiming to prevent and reduce tobacco use, reduce youth exposure to harmful tobacco marketing and to limit exposure to secondhand smoke



INSIGHTS INTO OPIOID ADDICTION

Need more information on Heroin /Fentanyl's *Biological* effect on the body available for young adults –from peer mentors

- addiction is a chronic relapsing disease
- one of the most addictive drugs
- a heroin/opioid overdose can kill you
- your tolerance to a drug changes over time, especially after rehab, making less drug, more lethal
- change in physical structure and physiology of the brain
- creates long-term imbalances in neuronal and hormonal systems

Sociological: *What causes people to do drugs?*

- peer pressure feelings of emptiness
- experimenting self-medicating
- Curiosity hanging out with the wrong crowd

Impact of drug use on society

Costs: resulting from –disease –crime –violence –child abuse –domestic violence –homelessness –gangs –lost wages –accidents

Systems effect: negative consequences of drug abuse affect families, friends, various business and government resources

Societal impacts also include loss of family, crime, overcrowded institutions, public welfare, public impairment and effects on the environment.

DISCUSSION POINTS-- LEARNING OBJECTIVES MET

- Many students were surprised and unaware of the dangers of Fentanyl-laced pills and Heroin, and that Naloxone was not effective in reversing Fentanyl Overdoses.
- Although most students agreed that Addiction was the top health issue facing their age group, many chose to focus on smoking and cigarettes, or other areas of health, instead of opioid addiction.
- As a result of these projects being Student-driven, students created their own Framework for Knowledge, which will hopefully result in long-lasting, internalized Learning.
- Many students felt that the co-presentation of the courses together and the opportunity to present at Research Day added **VALUE** to their research projects.

FUTURE Plans: Learning Community of Pre-service teachers in Fall 2017
 Workshop on Naloxone administration, plus new civic engagement film selections.
 Volunteer Opportunities for students with Addiction related Community Partners.
 Positive approach to spreading Hope via the Kindness Project Rock Painting sessions

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