



West Virginia Office of Drug Control Policy 2023 Priorities and Implementation Plan

Governor's Council on Substance Abuse Prevention and Treatment



**WEST VIRGINIA OFFICE OF
DRUG CONTROL POLICY**
WV Department of Health & Human Resources

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2023 Priority Goals and Strategies for Implementation

PREVENTION

Goal 1: Increase, sustain, and align investments in prevention (including strengthening the prevention workforce and advocating for policy reforms).

Strategy 2: Develop advocacy, workforce training, and credentialing to effect prevention policy change.

- KPI 1: Through December 31, 2023, the prevention lead organizations will convene quarterly to gather and review existing organizations, trainings and education needs, credentialing required for the workforce, and resources needed for an online, statewide Prevention Resource Warehouse.
- KPI 2: Through December 31, 2023, continue to identify one to two prevention mentors per region across the state to connect them to the ongoing virtual prevention collaborative workspace.
- KPI 3: By December 31, 2023, mentors, coalitions, and key stakeholders will have met quarterly with mentees, to provide workforce training and skill development (i.e., grant writing).
- KPI 4: Through December 31, 2023, work with partners to identify a cross-section of two to four prevention champions, including legislators, from each region in the state and introduce at next prevention summit/conference.

Goal 2: Improve data collection, integration, and use at the regional and local levels to track progress and promote shared accountability.

Strategy 1: Improve multi-agency data sharing for the selection and implementation of appropriate evidence-based strategies and programs that address identified community needs.

- KPI 1: By December 15, 2023, the Prevention Steering Team and Goal Workgroup will release a guidance document that includes recommended prevention interventions for universal, selected, and indicated populations.

Goal 3: Align strategic communications, awareness, and education using the following principles: Individual and community acceptability, data-driven, best or promising practices, and culturally relevant and inclusive.

Strategy 1: Develop prevention messaging that targets the social ecological model (individual, interpersonal, organizational, community, public policy) and can be customized for local campaigns, coalitions, and audiences (i.e., youth and law enforcement).

- KPI 1: By December 31, 2023, the Prevention Steering Team and Goal Workgroup will implement targeted messages quarterly to identified selected audiences.

Strategy 2: Create standardized prevention messaging designed to reach populations of focus informed by stakeholder input.

- KPI 1: By December 31, 2023, the Prevention Steering Team and Goal Workgroup will continue to host one to two stakeholder meetings in each region to develop media messages and inform dissemination on platforms.
- KPI 2 Through December 31, 2023, continue to use the SPF Rx model, community input, non-stigmatizing language and data-driven decision making to inform media marketing by creating a checklist tool that will assist stakeholders in meeting requirements of best practices in a standardized manner.

Goal 4: Enhance West Virginia’s evidence-based prevention and intervention efforts for alcohol, tobacco (including nicotine delivery devices/systems) and other substances-

Strategy 1: Implement and support evidence-based strategies in accordance with existing state plans (i.e., Tobacco Use Reduction Plan, etc.).

- KPI 1: Through December 31, 2023, disseminate information on any available current state strategic and/or regional plans through the Help and Hope website.
- KPI 2: Through December 31, 2023, post education/training opportunities on evidence-based prevention/interventions on Help & Hope.

COMMUNITY ENGAGEMENT AND SUPPORTS

HOUSING

Goal 1: Increase capacity of recovery housing in West Virginia.

Strategy 2: Provide long-term, sustainable funding, resources, and training to increase the capacity of recovery residences and the appropriate use of recovery housing in West Virginia.

- KPI 1: By December 31, 2023, increase the number of recovery residences that offer multiple pathways, including all forms of medication-assisted treatment, by an additional 20% and display on a map.
- KPI 2: By December 31, 2023, continue to identify and analyze best practices of successful recovery housing in other states and increase trainings statewide in West Virginia by 25%.
- KPI 4: By January 31, 2023, offer two educational opportunities on housing for community stakeholders and partners across the state, to include but not be limited to WVARR tools/resources and levels of care.
- KPI 5: By December 31, 2023, hold a statewide conference for housing operators, staff, and community stakeholders that offers different tracks, scholarships, hands on learning, and certificates of completion.
- KPI 6: By December 31, 2023, assess the funding needs of recovery residences in West Virginia and identify current funding available for recovery residences.
- KPI 7: By December 31, 2023, develop recommendations to create sustainable funding models for all levels of recovery housing in the state.
- KPI 8: By March 31, 2023, develop a white paper that includes, but is not limited to, how recovery housing is funded in West Virginia, sustainability of funding to support recovery housing, current barriers and challenges, and sustainability of staff.
- KPI 9: By December 31, 2023, identify and make a request and application for it a certain percentage of annual state opioid response grant funding to recovery residences.

TRANSPORTATION

Goal 2: Increase availability of transportation in order to access prevention, early intervention, treatment, and recovery services.

Strategy 1: Explore innovative models of transportation for individuals with substance use disorder. Based on what is learned about these models and feasibility of addressing existing barriers develop innovative strategies that enable individuals with a substance use disorder to regain the ability to independently transport.

- KPI 1: By March 2023, continue to document written plan with best practices and working models.
- KPI 2: By December 2023, replicate successful models such as Routes to Recovery in three counties, MOV Mobility Management in two counties, and ModivCare by three quick response providers.

KPI 3: By September 2023, document the funding needs and recommendations of each expansion and share with the Office of Drug Control Policy and the Council.

EMPLOYMENT

Goal 3: Increase employment opportunities and job retention for individuals in recovery for substance use disorders through supported employment, apprenticeships, and programs such as Jobs & Hope West Virginia.

Strategy 3: Assist businesses to employ individuals in recovery.

KPI 1: By December 31, 2023, host virtual and in-person trainings with 25 employers across the state to facilitate a recovery friendly workplace.

KPI 2: By December 31, 2023, continue to meet monthly to identify and document recovery friendly workplace models (Kentucky, Ohio, and New Hampshire).

KPI 3: By March 31, 2023, establish a recovery friendly workplace work group meeting quarterly to implement a statewide recovery friendly workplace initiative.

KPI 4: By December 31, 2023, establish a statewide employer designation for a recovery friendly workplace model that includes building awareness, employer engagement, and employer partnership.

Strategy 9: Sustain existing programs that assist individuals in recovery from substance use disorder to obtain employment, including Jobs & Hope, Creating Opportunities for Recovery Employment (CORE), and HIRE-WV.

KPI 1: By March 31, 2023, establish a written plan to collaborate with Jobs & HOPE, Creating Opportunities for Recovery Employment, and WV HIRE to sustain workforce programs.

KPI 2: By December 31, 2023, secure funding to ensure the continuation and expansion of existing workforce programs.

TREATMENT, HEALTH SYSTEMS, AND RESEARCH

Goal 1: Reduce fatal and nonfatal overdoses by improving access and integration of early intervention and treatment for substance use disorder in outpatient and residential facilities and in the community.

Strategy 6: Address barriers to treatment by expanding co-location of services, digital therapeutics, mobile service delivery, and telehealth.

- KPI 1: By June 30, 2023, identify promising and best practices where co-location of services are offered in the state, including location and summary of services/approach, and document in an issue brief.
- KPI 2: By August 31, 2023, develop recommendations, and resources needed, for expanding co-location of services, digital therapeutics, mobile service delivery, and telehealth.

Goal 2: Reduce the risk of infectious diseases associated with substance use disorder.

Strategy 2: Increase screening and rapid access to treatment of infectious diseases associated with substance use disorders (i.e., hepatitis C, HIV, hepatitis B, sexually transmitted diseases, endocarditis, abscesses, etc.) at any entry point for substance use disorder treatment.

- KPI 1: Through December 31, 2023, continue to integrate screening for infectious diseases into key entry points for care related to substance use disorder via a standard screening panel and clinical protocols.
- KPI 2: Through December 31, 2023, continue to advance capacity to rapidly expand community testing services for HIV/hepatitis C virus and investigate, track, and manage identified cases.
- KPI 3: Through December 31, 2023, continue to work with community health centers and healthcare providers to increase by 20% the number of sites with capacity to provide HIV and hepatitis C treatment in the primary care setting.
- KPI 4: Through December 31, 2023, continue to increase primary care provider knowledge of and capacity to provide Pre-Exposure Prophylaxis (PrEP) for HIV prevention for high risk individuals.
- KPI 5: Through December 31, 2023, continue to assess Medicaid coverage of hepatitis C treatment to decrease community transmission and provide recommendations if needed.

Goal 3: Increase the health professional workforce to treat people with substance use disorder.

Strategy 1: Increase the number of treatment providers who offer evidence-based practices and programs, and have expertise to treat people who use multiple substances and stimulants, to save lives of individuals with substance use disorders.

- KPI 1: By December 31, 2023, conduct an annual needs assessment and gap analysis of treatment and recovery services, and resources, by county.
- KPI 2: By December 31, 2023, annually update a strategic plan that enables telehealth to be used for substance use disorder treatment and recovery services across the state.

- KPI 3: Through December 31, 2023, continue efforts to expand medication-assisted treatment availability in all counties using direct treatment or telehealth.
- KPI 4: Through December 31, 2023, continue implementation of an annual educational program on substance use disorder that addresses the identified clinical needs of providers and clinicians.
- KPI 5: Through December 31, 2023, continue efforts to establish processes in four communities to implement treatment on demand (i.e., treatment from the emergency department following overdose or anyone presenting with a primary/second opioid use disorder/substance use disorder diagnosis in an acute or other setting). Also see Health Systems for Project Engage efforts.
- KPI 6: Through December 31, 2023, continue to demonstrate active planning towards implementation of at least one model that promotes recovery and integrates substance use disorder treatment with the healthcare delivery system.
- KPI 7: Through December 31, 2023, continue to support pilots focused on improving retention in treatment and recovery through innovative, evidence-based strategies.
- KPI 8: Through December 31, 2023, continue to support full implementation of the Atlas Quality Initiative (Shatterproof) in West Virginia throughout the duration of the plan.

Strategy 4: Provide education about substance use disorder (including stigma) to providers and staff in hospitals, urgent cares, and primary care practices.

- KPI 1: Through December 31, 2023, continue to provide education to 1,000 future and current practitioners about substance use disorder, including education to meet medication-assisted treatment waiver requirements.

COURTS AND JUSTICE-INVOLVED POPULATIONS

Goal 1: Provide criminal justice-involved and civil child abuse and neglect-involved persons access to evaluation and effective treatment for SUD.

Strategy 1: Provide access across the West Virginia criminal justice system to substance use disorder treatment that offers medication-assisted treatment, therapeutic programming, and linkage to community-based treatment services prior to and upon release.

KPI 1: By June 30, 2023, perform a gap analysis to document, measure, and close gaps related to medication-assisted treatment, therapeutic programming, and linkage to community-based treatment services.

KPI 2: By June 30, 2023, document gaps that exist for persons linked to treatment upon release from incarceration and develop processes and procedures to ensure linkage to community treatment prior to and upon release from incarceration.

Strategy 2: Promote alternative sentencing to increase substance use disorder treatment engagement instead of incarceration without treatment.

KPI 1: By June 30, 2023, perform a gap analysis and document where alternative sentencing to treatment is inefficient.

KPI 2: By December 31, 2023, standardize opportunities for alternative sentencing to substance use disorder treatment.

KPI 3: Through December 31, 2023, continue to support the expansion of LEAD and other diversion opportunities that promote treatment instead of incarceration without treatment.

Goal 2: Construct pathways to employment, housing, transportation, health, and behavioral health services for individuals with substance use disorders and criminal records.

Strategy 1: Review gaps and barriers to expunging criminal records for certain offenses directly related to substance use disorder.

KPI 1: By June 30, 2023, identify, address, and overcome barriers that exist to expunge criminal records for certain offenses directly related to substance use disorder.

KPI 2: By June 30, 2023, explore how other states address criminal record expungement for certain offenses directly related to substance use disorder in multiple jurisdictions within the state and related to certain child abuse and neglect offenses.

Strategy 2: Develop support for employers and employees around employment for persons with a criminal justice history.

KPI 1: By March 31, 2023, collaborate with the Community Engagement Subcommittee to address gaps and barriers to employment for persons with a substance use and criminal justice history.

KPI 2: By June 30, 2023, identify opportunities to link employees with a criminal justice history to job readiness services for employment.

KPI 3: Through December 31, 2023, promote awareness of incentives available to employers for hiring someone with a criminal justice background.

LAW ENFORCEMENT

Goal 1: Equip and train law enforcement agencies to respond to overdoses.

Strategy 1: Provide education and training on naloxone, self-care, harm reduction principles, stigma, and models for responding to overdoses to all law enforcement officers.

- KPI 1: By December 31, 2023, provide at least two training events per year (virtual or in person) for law enforcement that includes naloxone administration, self-care, harm reduction, stigma reduction, and models for responding to overdoses.
- KPI 2: Through December 31, 2023, convene a workgroup that will be focused on coordinating/planning trainings and tracking of number trained.

Goal 3: Provide law enforcement with analytical tools, techniques, resources, and policies to improve the enforcement of drug laws.

Strategy 3: Utilize the Overdose Detection Mapping Application Program to identify drug trafficking routes across state lines and encourage local law enforcement to enter overdose data, as required by law.

- KPI 1: Through December 31, 2023, continue to inform all local law enforcement agencies and first responders that entering overdose data into the Overdose Detection Mapping Application Program within 72 hours of overdose is state required and report number of trainings provided.
- KPI 2: Through December 31, 2023, continue notifying state and local law enforcement of overdose events and apparent drug routes identifiable via the Overdose Detection Mapping Application Program.

Goal 4: Strengthen the use and implementation of strategies among law enforcement and first responders to address the incidence and prevalence of children's exposure to violence and trauma.

Strategy 1: Support and expand the Handle with Care program to all first responders in all 55 counties of West Virginia.

- KPI 1: By December 31, 2023, offer training on Handle With Care and Handle With Care protocols to at least 400 law enforcement officers.
- KPI 2: By December 31, 2023, offer training on Handle With Care and Handle With Care protocols to at least 200 personnel who interact with law enforcement to include emergency medical services, 911, social workers, mental health providers, victim advocates, teachers and school staff.
- KPI 3: Through December 31, 2023, maintain law enforcement referrals and use of Handle with Care quarterly to identify opportunities for continued improvements, additional supports needed, etc.

PUBLIC EDUCATION

Goal 1: Develop and compile the educational framework and trainers to address stigma across the state and in target populations.

Strategy 1: Develop a comprehensive public database for stigma reduction training/education/curriculum.

- KPI 1: By May 31, 2023, train 6 prevention lead organizations on the new public education training, as is required by their state statement of work.
- KPI 2: By June 30, 2023, identify five key personnel in organizations that support the target populations identified in the 2021 survey.
- KPI 3: By August 30, 2023, train five individuals in identified organizations on the new public education training.

Goal 2: Develop a sustainable online repository/database of educational trainings.

Strategy 1: Create a series of online modules using the developed curriculum for the general public and specific stakeholders.

- KPI 1: By June 30, 2023, develop a written strategic plan for 3-5 years for state messaging with a group of select key stakeholders, including those with lived experience.

RECOVERY COMMUNITY

Goal 1: Ensure equitable access to the full continuum of care for individuals with substance use disorder who are in recovery, including entry into treatment, transition out of treatment and transition into the workforce with continued support (i.e., detox, inpatient, recovery residence, peer recovery support specialists, and independent living with structured housing).

Strategy 2: Develop strategies that allow patients to be afforded informed consent with emphasis on patient-centered care.

KPI 1: Through December 31, 2023, continue to explore models used by other States that assure individuals entering treatment are informed of all treatment options, as well as the risks versus benefits of various treatment options.

KPI 2: By December 31, 2023, develop a West Virginia model that includes a standard written consent and tools/resources for use by treatment and recovery facilities statewide.

Strategy 3: Support continued expansion and diversification of outreach methods and peer integration using best practices statewide to reach individuals not currently being engaged in care (i.e., Quick Response Teams).

KPI 1: Through December 31, 2023, continue to create a plan and model for a “recovery response team” to conduct outreach to those who have left treatment/recovery programs and referrals that are not related to overdose events.

KPI 3: By December 31, 2023, develop a standardized set of policies and best practices for outreach as a toolkit.

KPI 4: Through December 31, 2023, continue to assess feasibility and sustainability for expansion of peer recovery supports to non-traditional settings (i.e., domestic violence shelters, homeless agencies/shelters, learning centers, libraries, emergency rooms/departments, foster care, home visitation programs, law enforcement stations, schools, rural health centers, child protective services non-profits).

Goal 2: Ensure long-term sustainability and development of the substance use disorder infrastructure in West Virginia, including prevention, early intervention, treatment, and recovery, by effectively utilizing resources and/or diversifying funding sources.

Strategy 2: Identify alternative payment models and funding streams for continuity of services of the continuum of care for substance use disorder.

KPI 1: By December 31, 2023, identify other providers, payers, or states that currently have alternative payment models.

PREGNANT AND PARENTING WOMEN

Goal 1: Promote prevention, treatment, and care coordination for pregnant and parenting women.

Strategy 1: Increase standardized screening to identify pregnant and parenting women with SUD.

- KPI 1: By March 31, 2023, establish baseline of practices completing screening and metrics to increase compliance based on data received.
- KPI 2: By June 30, 2023, document current efforts to embed mandated screening into electronic health records of provider practices.
- KPI 3: By December 31, 2023, develop a protocol and continuing education/information for physicians and nurses on completion of Screening, Brief Intervention, and Referral to Treatment (SBIRT) for pregnant women, including an issue brief on the incidence of infants exposed to alcohol in the last 4-6 weeks of pregnancy.
- KPI 4: By December 31, 2023, promote/provide education of nurses regarding proper documentation of drugs used on birth score form at discharge to inform understanding of the prevalence of these drugs. The tool is in place but not being used effectively.

Strategy 2: Increase capacity to provide treatment and recovery support across West Virginia (for all substances) for pregnant and parenting women, including those who experience a return to use.

- KPI 1: By March 31, 2023, conduct an assessment of stable recovery housing for parenting women and their children, including number and type of housing, number accepting justice-involved women, sober living, and types of treatment accepted, types of MOUD accepted/allowed, immediately postpartum at hospital discharge.
- KPI 2: By December 31, 2023, collaborate with the housing workgroup on understanding data collected from the most recently collected statewide recovery housing survey.
- KPI 3: By December 31, 2023, using assessment data, develop a map to identify gaps and needs across West Virginia to make recommendations for increasing capacity.
- KPI 4: By December 31, 2023, conduct key informant interviews with the residential housing facilities that serve pregnant and parenting women.
- KPI 5: By June 30, 2023, conduct regional, virtual listening sessions statewide and develop a written report to understand what is working well and where there are gaps related to infants and families exposed to methamphetamine and other polysubstance use.