



**West Virginia  
2020-2022 Substance Use Response Plan  
Year End Report for the Period of  
January 1, 2020 to January 31, 2020**

**Governor's Council on Substance Abuse Prevention and Treatment**

**March 22, 2021**



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## Introduction

The purpose of this report is to update the Governor’s Council on Substance Abuse Prevention and Treatment (Council), key stakeholders, and communities on progress for the first year (2020) of implementing the West Virginia 2020-2022 Substance Use Response Plan. This report is not meant to be a complete description of the work being performed but serves as a tool and mechanism by which the Council can monitor progress in each of the focus areas. This report serves as a summary of the status of each Key Performance Indicator (KPI) that was implemented in Year 1. This report reflects progress in implementation from January 20, 2020 through December 31, 2020. The report is organized by the following seven strategic areas presented in the West Virginia 2020-2022 Substance Use Response Plan:

- Prevention
- Community Engagement and Supports
- Health Systems
- Treatment, Recovery, and Research
- Courts and Justice-Involved Populations
- Law Enforcement
- Public Education

This document is one means for the Governor’s Council members and the West Virginia Department of Health Human Resources, Office of Drug Control Policy to demonstrate their commitment to accountability, sustainability, and willingness to assure this plan is advanced to systematically address the substance use disorder crisis in West Virginia and achieve the intended outcomes. As noted in the Strategic Plan for 2020 to 2022, true success in implementing this plan will continue to require integrated efforts at every jurisdictional level and across sectors. This will continue as the Year 2 Action Plan is implemented in 2021. This work in West Virginia will not be achieved by any one agency, entity, or jurisdiction alone. As such, the Council continues to offer the Plan as a common framework to other sectors and organizations engaged in addressing West Virginia’s substance use epidemic. The use of a common framework will enhance the likelihood of aligning efforts, leveraging one another’s work, minimizing gaps, and communicating collective progress. Addressing this epidemic in West Virginia requires a “whole of community” effort. This shared commitment is at the center of the relationship between Governor’s Council, state agencies and the community and enables collaboration to make the vision outlined in the Plan a reality. This Year 2 Action Plan is available on the Office of Drug Control Policy website.

## Executive Summary

### Purpose

This 2020 Year End Year Report was prepared to update the Governor’s Council, key stakeholders, and communities on the progress towards implementing the West Virginia 2020-2022 Substance Use Response Plan for Year 1 (2020). In addition, this reporting process facilitates an important dialogue about the ongoing and issues of importance.

### Background

Throughout the first year of implementation, some key performance indicators continued to be impacted by the COVID-19 pandemic in West Virginia. Like nothing seen in public health and healthcare in more than 100 years, the pandemic continues to require commitment and collaboration of nearly all state agencies and key stakeholders of the Plan in order to effectively respond to promote and protect the public’s health. As this Plan was released on January 20, 2020, and was carried out throughout the year, the activities required to meet many of the KPIs were successfully implemented, and even completed in many cases. This is of critical importance as the Office of Drug Control Policy is continually learning how the “epidemic within the pandemic” is being impacted and there is further work needed to stem potential trends revealed by monitoring of data by the Office of Drug Control Policy, state partners, and local communities. Substance use disorders must continue to be a priority.

Progress towards completion for each Key Performance Indicator (KPI) was measured as Completed, On Target, Falling Behind or Far Behind, with an estimated percentage of the work complete documenting progress. This report presents the 2020 End Year Progress for each KPI, with measurement for transparency and to communicate progress, despite the ongoing pandemic. Subsequently, the Plan continues to have a strong focus on the indicators and metrics established through KPIs, which are time-framed and measurable.

Implementation of the Plan for Year 1 (2020) resulted in the following for the 68 KPIs being implemented in the Plan during Year 1:

2020 Year End Progress	
KPIs Completed	38 (56%)
KPIs In Progress	22 (32%)
	8 (12%)
<b>KPIs Completed or In Progress</b>	<b>59 (87%)</b>

Blue = Complete  
 Green = On Target  
 Yellow = Behind  
 Red = Far Behind

## Prevention

### Goal 1: Prevent substance use disorder and enhance resiliency.

		2020 Year End Progress
<b>Strategy 1</b>	<b>Implement evidence-based practices and programs and frameworks that promote prevention, foster resiliency, and address stigma.</b>	
KPI 1	By March 2020, all local prevention lead organizations/coalitions will receive training and technical assistance and conduct community needs assessments to develop implementation plans based on identified gaps.	100%
KPI 2	By March 2020, utilize the West Virginia Department of Education ReClaimWV initiative (in collaboration with prevention lead organizations and school-based mental health) as a foundation to disseminate and promote recommended, evidence-based prevention education materials, resources, training, and technical assistance to all West Virginia schools.	100%
KPI 3	By December 2020, identify and foster development and implementation of effective youth empowerment and leadership programs/models.	100%
KPI 4	By December 2020, begin implementation of evidence-based West Virginia Expanded School Mental Health (ESMH) in all 55 counties using a phased-in process.	100%

### Goal 2: Monitor opioid prescriptions and distribution.

		2020 Year End Progress
<b>Strategy 2</b>	<b>Continue to conduct public health surveillance with the West Virginia Prescription Drug Monitoring Program, the Controlled Substance Automated Prescription Program (CSAPP) data and publicly disseminate timely epidemiological analyses for use in surveillance, early warning, evaluation and prevention.</b>	
KPI 1	Increase uptake of evidence-based prescribing guidelines (i.e., West Virginia Safe & Effective Management of Pain Program) by 10% per year.	50%

### Goal 3: Enhance West Virginia's evidence-based cessation and prevention efforts for tobacco and other nicotine delivery devices/systems through the West Virginia Tobacco Use Reduction State Plan.

		2020 Year End Progress
<b>Strategy 1</b>	<b>Implement evidence-based prevention and cessation programs for tobacco and other nicotine delivery devices/systems in accordance with the existing West Virginia Tobacco Use Reduction State Plan.</b>	
KPI 1	By December 31, 2020, implement the 2017-2020 West Virginia Tobacco Use Reduction State Plan.	100%
KPI 2	By July 1, 2020, create the 2021-2024 updated West Virginia Tobacco Use Reduction State Plan.	100%

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## Community Engagement and Supports

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

		2020 Year End Progress
Strategy 1	<b>Create and sustain a system of assessing recovery housing capacity and quality to make funding recommendations and expand resources statewide.</b>	
KPI 1	By December 31, 2020, conduct a statewide assessment of 100% of current recovery housing across the state to identify geographic areas of greatest need and resources for medication- assisted treatment accessible recovery housing.	100%
Strategy 3	<b>Develop and implement a certification process that will assure quality and consistency of recovery housing and the services provided.</b>	
KPI 1	By December 31, 2020 engage the West Virginia Alliance of Recovery Residences to complete a certification process in 25% of the recovery residences in West Virginia.	80%

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

		2020 Year End Progress
Strategy 1	<b>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 substance use disorders to regain the ability to independently transport.</b>	
KPI 1	By December 31, 2020, establish a Recovery Transportation Task Team to research transportation models across the country, document best practices and working models, and develop a plan that includes recommendations to replicate selected models across West Virginia.	30%

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**Goal 3: Increase employment opportunities for individuals experiencing or in recovery for substance use disorders through supported employment and apprenticeships.**

		2020 Year End Progress
<b>Strategy 3</b>	<b>Assist businesses to employ individuals in recovery.</b>	
KPI 1	By December 31, 2020, develop a toolkit for employers to address barriers/needs for employer education in utilizing those in recovery in the workforce.	100%
<b>Strategy 4</b>	<b>Develop regional recovery-owned and operated businesses.</b>	
KPI 1	Increase regional recovery-owned and operated businesses by 10% annually throughout the duration of the plan.	15%
<b>Strategy 8</b>	<b>Employ individuals in recovery on public works projects such as construction, rehabilitative housing, tearing down dilapidated structures, renovating existing structures, and other areas of the construction trade.</b>	
KPI 1	By December 31, 2020, establish a Recovery to Work Task Team to provide guidance, eliminate barriers, and develop construction-based employment opportunities for individuals in recovery.	100%

**Goal 4: Support the organization of communities to combat the substance use disorder crisis by developing a strategy to pool resources, share ideas and best practices, avoid redundancies, and eliminate gaps.**

		2020 Year End Progress
<b>Strategy 1</b>	<b>Develop a mapping and planning tool to maximize resources and disseminate emerging and evidence-based practices to communities with unmet needs related to developing integrated systems for addiction care.</b>	
KPI 1	By December 31, 2020, develop a mapping and planning tool of emerging and/or evidence-based practices to be shared with communities.	60%
KPI 2	By December 31, 2020, gather information to develop a search and compilation process and share emerging and evidence-based practices with prevention, treatment and recovery providers.	60%
<b>Strategy 2</b>	<b>Connect successful applicants for funding and their communities to other communities.</b>	
KPI 1	By September 30, 2020, develop a platform to document successful emerging or evidence-based programs to connect individuals and communities to working models and/or services.	50%

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## Health Systems

### Goal 1: Reduce fatal and nonfatal overdoses.

		2020 Year End Progress
<b>Strategy 1</b>	<b>Provide broad access to naloxone across the state for those who need it, including first responders, local health departments, Quick Response Teams, and treatment programs (medication-assisted treatment and detox).</b>	
KPI 2	Over the course of the plan, 50% of local health departments will have access to naloxone to distribute by December 31, 2020, 75% by December 31, 2021, and 95% by December 31, 2022.	100%
KPI 3	By July 1, 2020, advance availability of naloxone for distribution to all Quick Response Teams.	100%
<b>Strategy 2</b>	<b>Increase resources and support for expansion of Quick Response Teams in local communities across the state.</b>	
KPI 1	By April 1, 2020, expand Quick Response Teams to 25 of 55 counties.	100%
KPI 2	Support existing Quick Response Teams throughout the duration of the plan.	100%

### Goal 2: Expand points of access to substance use disorder treatment through health care system integration.

		2020 Year End Progress
<b>Strategy 1</b>	<b>Promote improved access to substance use disorder treatment through a coordinated approach with health care system facilities.</b>	
KPI 1	By December 31, 2020, support at least two hospitals in addressing substance use disorder for all patients using a facility-wide model that includes the integration of universal screening, medication-assisted treatment initiation, and coordinated care transition.	90%
KPI 2	By December 31, 2020, support at least 10 hospital emergency departments in developing clinical pathways for medication-assisted treatment and transition to substance use disorder care.	90%
<b>Strategy 2</b>	<b>Develop a response system statewide through permissible data sharing to quickly identify trends and critical overdose incidents to enable rapid community responses.</b>	
KPI 1	By April 1, 2020, develop a public dashboard to display trends and critical incidents that enable local communities to be responsive.	100%

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**Goal 3: Reduce the risk of infectious diseases associated with substance use disorder.**

		2020 Year End progress
<b>Strategy 1</b>	<b>Increase understanding of harm reduction and stigma and increase cross-sector partnerships in the design, implementation, and evaluation of comprehensive, evidence-based harm reduction programs.</b>	
KPI 1	By December 31, 2020, support five communities undertaking new cross-sector planning and implementation of private or public sector harm reduction services through provision of funding, technical assistance, and quality improvement efforts throughout the duration of the plan.	20% Impacted by COVID
KPI 2	Decrease harm from injection drug use in all existing harm reduction programs through the increase of naloxone distribution, linkages to treatment, and best practices for harm reduction programs throughout the duration of the plan.	100%
KPI 3	Reduce health and cost burdens of infectious diseases through cumulative harm reduction strategies, vaccinations, and syringe services throughout the duration of the plan.	100%
KPI 4	By December 31, 2020, develop a set of best practices for all local health departments to implement that help reduce syringe litter to prevent harm to first responders and community residents throughout the duration of the plan.	100%
KPI 6	By December 31, 2020, build the capacity to provide local harm reduction program assessments in 10 programs aimed at supporting quality improvement and providing technical assistance that maximizes program effectiveness and reduces stigma through education.	100%

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## Treatment, Recovery, and Research

**Goal 1: Improve access to effective treatment for substance use disorder in outpatient and residential facilities.**

		2020 Year End Progress
<b>Strategy 1</b>	<b>Increase the number of treatment providers who offer evidence- based practices and programs to save lives for individuals with substance use disorders.</b>	
KPI 1	By March 31, 2020, complete a needs assessment and gap analysis of treatment and recovery service and resources by county.	85%
KPI 2	By July 1, 2020, complete a strategic planning process that will enable telehealth to be used for substance use disorder treatment and recovery services across the state.	100%
KPI 3	By December 31, 2020, expand medication-assisted treatment availability to all counties using direct treatment or telehealth.	85%
KPI 4	By December 31, 2020, implement an annual educational program addressing the identified clinical needs of providers and clinicians.	100%
KPI 5	By September 30, 2020, establish processes in four communities to implement treatment on demand.	0%
KPI 7	By July 1, 2020, improve treatment engagement by 20% beginning at the initial assessment stage and continuing throughout the treatment continuum.	Unable to Measure
KPI 8	By September 30, 2020, fully implement the Atlas Quality Initiative (Shatterproof) in West Virginia.	100%
<b>Strategy 2</b>	<b>Implement a comprehensive model that addresses recovery and strengthens funding for pregnant and parenting women and their families.</b>	
KPI 1	By March 1, 2020, implement home visiting services with the existing Drug Free Moms and Babies programs.	100%
KPI 2	By July 1, 2020, expand Drug Free Moms and Babies affiliated home visiting programs to all DHHR regions in West Virginia.	100%
KPI 3	By July 1, 2020, expand residential and outpatient treatment capacity for pregnant and parenting women in all regions of the state.	100%

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**Goal 2: Increase the health professional workforce to treat people with substance use disorder.**

		2020 Year End Progress
<b>Strategy 3</b>	<b>Provide education about substance use disorder to providers in hospitals, urgent cares, and primary care practices.</b>	
KPI 1	By December 31, 2020, provide education to 1,000 future and current practitioners about substance use disorder, including education to meet medication-assisted treatment waiver requirements.	100%
<b>Strategy 4</b>	<b>Increase the number of clinical providers in the state to meet the needs of people needing treatment for substance use disorder.</b>	
KPI 1	Continue loan repayment programs to help at least 40 clinicians per year.	100%

**Goal 3: Implement recovery support systems throughout West Virginia.**

		2020 Year End Progress
<b>Strategy 1</b>	<b>Define and operationalize a recovery support system model for West Virginia.</b>	
KPI 1	By July 1, 2020, define appropriate recovery support system models.	100%
<b>Strategy 2</b>	<b>Foster the addition of peer recovery supports in health care and substance use disorder treatment settings.</b>	
KPI 1	By September 1, 2020, develop standardized training for peer recovery support specialists.	100%
KPI 2	Implement and support new and existing peer support programs throughout the duration of the Plan.	100%
KPI 3	By July 1, 2020, develop recommendations on how to effectively provide ongoing support for peer recovery support specialists.	95%

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**Goal 4: Conduct relevant research, evaluation, and dissemination of the comparative effectiveness of various approaches to addressing the substance use disorder crisis.**

		2020 Year End Progress
<b>Strategy 1</b>	<b>Work with universities and research institutions to study the effectiveness of various interventions for combatting the substance use disorder crisis across the spectrum from prevention to sustained recovery.</b>	
KPI 1	By September 30, 2020, solicit ideas for research from each of the Council Subcommittees concerning their respective areas of Plan expertise.	Ongoing
KPI 2	By July 1, 2020, analyze existing evaluation efforts to determine future actions and areas that need strengthening.	Not Measurable

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## Court Systems and Justice-Involved Populations

**Goal 1: Provide access to effective treatment for individuals with substance use disorders in the criminal justice system.**

		2020 Year End Progress
<b>Strategy 1</b>	<b>Provide access across the West Virginia criminal justice system to substance use disorder treatment that offers medication-assisted treatment, therapeutic programming, and facilitates transition into the community upon release.</b>	
KPI 3	By July 31, 2020, establish a standardized process that is implemented in all jails and court systems to ensure that all eligible inmates have been offered the opportunity for Medicaid enrollment or have a plan to ensure private insurance coverage prior to release.	100%
KPI 4	By July 31, 2020, establish a standardized process using best evidence that supports successful transitions from detention to community by promoting care coordination for medication-assisted treatment, therapeutic programming, and Medicaid benefits upon release.	66%

## Law Enforcement

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

		2020 Year End Progress
<b>Strategy 4</b>	<b>Ensure that law enforcement agencies have access to naloxone.</b>	
KPI 1	By December 31, 2020 offer training to law enforcement officers on how to respond to an overdose, including administration of naloxone.	75%
KPI 2	By December 31, 2020, work with state agencies and local health departments to ensure law enforcement agencies have adequate naloxone supplies.	100%

### Goal 2: Expand pathways from law enforcement to treatment and recovery.

		2020 Year End Progress
<b>Strategy 1</b>	<b>Engage with community members after overdose and/or with substance use disorder to foster early intervention for treatment and recovery.</b>	
KPI 1	By April 1, 2020, expand Quick Response Teams to 25 of 55 counties.	92%
<b>Strategy 2</b>	<b>Expand pathways to treatment and recovery through innovative diversion models such as Law Enforcement Assisted Diversion, the Police-Assisted Addiction and Recovery Initiative, and the Kentucky State Police Angel Initiative.</b>	
KPI 1	By December 31, 2020, provide annual training for law enforcement entities on innovative models for diversion and identification and de-escalation of individuals suffering with substance use disorders.	50%
KPI 2	By December 31, 2020, provide incentives to law enforcement to adopt successful diversion programs.	100%
KPI 3	Increase Law Enforcement Assisted Diversion (LEAD) programs in local communities by 10% annually.	100%
<b>Strategy 4</b>	<b>Develop strategic partnerships to mitigate minor offenses to reduce legal and logistical barriers to treatment and recovery.</b>	
KPI 1	By December 31, 2020, allow circuit court judges to issue provisional driver's licenses to individuals with a suspended license that are actively enrolled in diversion programs.	10%
KPI 2	By December 31, 2020, allow prosecutors to expunge minor offenses once actively enrolled in substance use disorder treatment.	10%

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

		2020 Year End Progress
<b>Strategy 1</b>	<b>Improve interagency communication between law enforcement, the Board of Pharmacy, and the West Virginia Prescription Drug Monitoring Program.</b>	
KPI 1	By December 31, 2020, facilitate monthly meetings among law enforcement, the Board of Pharmacy, and the West Virginia Prescription Drug Monitoring Program to spotlight suspicious practices.	0%
<b>Strategy 3</b>	<b>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.</b>	
KPI 1	By December 31, 2020, inform all local law enforcement agencies and other first responders that entering overdose data into the Overdose Detection Mapping Application Program within 72 hours of overdose is required by state law.	100%
KPI 2	By December 31, 2020, begin notifying state and local law enforcement of overdose events and apparent drug routes identifiable via the Overdose Detection Mapping Application Program.	100%

## Public Education

**Goal 1. Implement an ongoing coordinated campaign and initiative to educate West Virginians about the nature of substance use disorders and the potential for improving the same, including but not limited to, improved understanding of the disease and the potential for prevention, early intervention, treatment, and recovery supports.**

		2020 Year End Progress
<b>Strategy 1</b>	<b>Implement development of a short-term action plan (12 month) to address stigma reduction by February 1, 2020.</b>	
KPI 1	Establish an Action Team to lead activities by January 30, 2020.	100%
KPI 2	Research successful messaging in anti-stigma campaigns around the country and adapt them to the culture and needs of West Virginia specifically and Appalachia generally by February 28, 2020.	100%
KPI 3	Develop and implement a media/social media campaign that emphasizes the combined principles of treatment and the basic causes of substance use disorder by April 1, 2020.	100%
KPI 4	Implement a statewide stigma reduction training curriculum to be used by the Prevention Lead Organizations and other identified groups to train targeted audiences by April 1, 2020.	0%
KPI 5	Implement at least four training sessions for journalists and media personnel on how to use language to cover issues related to substance use disorder by September 1, 2020.	0%
KPI 6	Educate at least 10,000 people about stigma and substance use disorders by December 31, 2020.	100%

**Goal 2: Create a three-year strategic plan for stigma reduction.**

<b>Strategy 1</b>	<b>Thoroughly conduct evaluation for activities undertaken in the first year for effectiveness, to make any necessary modifications and inform plan development for years two and three of the Plan.</b>	
KPI 1	Develop and implement a written data collection and evaluation plan to enable ongoing assessment of all Goal 1 activities by April 1, 2020.	0%
KPI 2	Conduct data collection and evaluation activities in accordance with above plan from April 1, 2020 to December 31, 2020.	0%
KPI 3	By March 31, 2021, complete a written evaluation report of activities undertaken in 2020.	0%