



PARTNERSHIP FOR PUBLIC HEALTH

*Substance Misuse
3- Year Strategic Plan*
July 1, 2019 – June 30, 2022

ABOUT

WHO WE ARE

New Hampshire's Regional Network System for the prevention and reduction of substance misuse is a coordinated system made up of regional substance misuse coordinators and networks of community stakeholders who lead, plan, support, monitor, and carry out prevention efforts in their region's communities. These networks serve their communities' needs in addressing the occurrence of substance misuse and its negative impacts. Regional prevention efforts are informed by and build upon the statewide strategic plan, working primarily toward the goal of reducing the percentage of New Hampshire residents misusing alcohol or other drugs.

There are 13 Regional Public Health Networks (RPHNs) in the state of New Hampshire. The function of the RPHN is to deliver public health services within the region. Each region has a Public Health Advisory Council (PHAC), which represents communities, organizations and sectors interested or involved in public health activities within the region. The role of the PHAC in each region is to assess needs, guide decision-making, and encourage shared resources and investments in positive health outcomes.

The Winnepesaukee's PHAC is the Winnepesaukee Public Health Council (WPHC). The Partnership for Public Health serves the Winnepesaukee Region of New Hampshire, which is comprised of the Merrimack County towns of Danbury, Hill, Franklin, Northfield, and Belknap County to include Tilton, Sanbornton, New Hampton, Center Harbor, Meredith, Laconia, Belmont, Gilford, Gilmanton, Barnstead and Alton. The mission of the Partnership for Public Health is to improve the health and well-being of the region through inter-organizational collaboration and community and public health improvement activities. New Hampshire's Regional Public Health Networks (RPHNs) provide the infrastructure for a regional substance misuse prevention network.

In the Winnepesaukee Region, this network includes a workgroup of the WPHC referred to as the Partners in Community Wellness (PiCWell) Regional Leadership Team. The role of the team is to conduct three core prevention functions: 1) Alignment of regional prevention efforts with the goals of the state plan for addressing substance misuse, 2) Building, maintaining and sustaining a regional network of professionals and community members who are concerned about preventing substance misuse and suicide in the region, and 3) Leveraging resources and providing technical assistance to promote best practices within six core sectors (Safety and Law Enforcement, Health & Medical, Education, Government, Business, and Community and Family Supports) in the community.

CONTACT INFORMATION

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*LEADERSHIP
TEAM
MEMBERS*

The PiCWell Team consists of:

- Brian Keys - Laconia Fire Department
- Carissa Elphick, MA, CRS-A/D - ServiceLink
- Daisy Pierce, Ph.D. - Navigating Recovery of the Lakes Region
- David Ferruolo, LICSW, MLADC, Ed.D - Health First Family Care Center
- Dawn Shimberg - Tilton Youth Assistance Program
- Eric Adams - Laconia Police Department
- Jennifer Jackes - Lakes Region Mental Health Center
- Joy Moody, CRSW - Greater Tilton Area Family Resource Center
- Kandyce Tucker - Franklin Mayor's Drug Taskforce
- Kelley Gaspa, MS, CPS - Partnership for Public Health
- Kerri Lowe, CPS - Lakes Region Community Services
- Kimbly Wade - Partnership for Public Health
- Lisa Ransom, M.Ed. - Inter-Lakes High School
- Michelle Lennon, MA, CRSW - Northfield-Tilton Congregational Church
- Sara Dupont, LICSW - Speare Memorial Hospital (Chair)
- Shauna Foster - New Beginnings without Violence
- Brody Testa - Student Gilford Middle School
- Andrew Gately - Student Gilford Middle School

RPHN PURPOSE STATEMENT

<i>VISION</i>	Communities understand that substance use disorders and suicide are public health concerns requiring a community-based approach of consistent and widespread prevention, early identification and connection to treatment and recovery support services to promote a culture of health and wellness.
<i>MISSION</i>	The Regional Leadership Team, Partners in Community Wellness (PicWell), exists to support the Winnepesaukee Public Health Council (WPHC), the Partnership for Public Health (PPH), local coalitions, health care providers and others who are working to reduce the impact of substance misuse, suicide and other behavioral health concerns on individuals and families in the Winnepesaukee Region of New Hampshire.
<i>CORE FUNCTIONS</i>	PicWell will work towards its mission by: Ensuring representation and participation of stakeholders who have expertise, experience or interest in promoting the team’s vision and mission, including other individuals who represent organizations that support this mission.

Winnepesaukee Public Health Network

SNAPSHOT OF CURRENT ALCOHOL AND OTHER DRUG MISUSE IN YOUR REGION

Substance misuse is one of the most prevalent and problematic public health issues that poses a wide range of safety and health risks, affecting physical, social, and emotional wellbeing. Alcohol remains the most predominant substance misused in the United States and New Hampshire. Underage drinking, binge drinking, and regular heavy drinking are some forms of alcohol misuse that pose the highest risk.

Based on Regional Youth Risk Behavior Survey (YRBS) Data, the most recent Winnepesaukee Public Health Region (WPHR) Community Needs Assessment Data (2018) and input collected during a community-based strategic planning process (2019), the Partners in Community Wellness (PiCWell) Regional Leadership Team will focus on health promotion and preventing substance misuse across the lifespan, with a focus on youth and young adults. Prevention efforts will target emerging trends, as well as: Alcohol, Vaping/Nicotine, Marijuana, and Opioids (Prescription Drugs; Heroin).

TRENDS IN YOUNG ADULT USE:

Newly released Monitoring the Future (MTF) survey data on drug use in college-age adults ages 19-22 shows an increase in marijuana use in the past five years, including vaping with marijuana, as well as a significant increase in nicotine vaping. Most notably, more than 13 percent of young adults not in college report daily, or near daily, marijuana use; alcohol use is more common among college students; some opioid use is declining in both groups; and the most sizeable difference is the higher rate of cigarette smoking in the non-college group. Daily, or near daily, marijuana use among non-college young adults has continued to rise, reaching its highest level (13.2 percent). As a result, daily, or near daily, marijuana use is now nearly three times as high among non-college young adults as among college students.

For the first time, questions about vaping marijuana were added to the survey in 2017. Past month use appears to be higher among non-college young adults than among college students (7.8 percent vs. 5.2 percent).

With respect to past month use, alcohol use in college students is higher than in non-college peers (62 percent vs. 56.4 percent). Additionally, mixing alcohol with energy drinks appears to be higher among college students than the non-college group (31.5 percent vs. 26.7 percent) in the past year.

The largest difference between annual, past month and daily use rates for college vs. non-college groups is for smoking cigarettes. Daily smoking for non-college peers is higher than college students (14.4 percent vs. 2 percent). Past month use of vaping nicotine is higher for non-college young adults compared to college students (7.9 percent vs. 6 percent).

Past year misuse of Vicodin® in both college and non-college peers dropped dramatically since 2009 (8.4 percent in 2009 to 1.1 percent in 2017 and 11.2 percent to 1.8 percent, respectively).

Synthetic drug use over the last year is lower in college students than in non-college peers. Synthetic cannabinoids (K2/spice) use is 0.5 percent vs. 2.4 percent and synthetic cathinones (bath salts) is 0.2 percent vs. 1.5 percent, respectively.

When responding to young adult substance misuse in our region, it is important to consider the key findings in the 2015 NH Young Adult Data Report. Young adults in NH broadly recognized that drinking had become normalized and there was a lack of understanding about the consequences associated with binge drinking. Here in the WPHR, 36.2 percent of young adults perceived low to no risk associated with binge drinking and 25.3 percent report binge drinking. Additionally, 26.9 percent of young adults in the region reported past 30-day use of marijuana, and 3 percent reported using prescription drugs without a doctor’s prescription.

TRENDS IN HIGH SCHOOL YOUTH USE:

In comparing the last three YRBS Data cycles of high schools in our region from 2013 to 2017, we notice a decrease in self-reported use of alcohol, tobacco (cigarettes), and prescription drug misuse among our high school aged youth. Although past 30-day marijuana use increased in 2015, there was a decrease in 2017. See table below.

Winnepesaukee Youth Risk Behavior Survey (YRBS)			
Percent of high school aged students who used substances in the past 30-days			
SUBSTANCE	2013	2015	2017
Alcohol	34.6%	34.5%	30.2%
Tobacco (Cigarettes)	17.6%	14.2%	10.1%
Marijuana	23.1%	25.0%	22.5%
Nonmedical use of Prescription Drugs	8.1%	7.4%	6.0%
Heroin (Lifetime Use)	3.5%	2.1%	1.9%

While we are pleased to see decreases in self-reported past 30-day use of the substances above, additional YRBS indicators and other data collected from our region demonstrate the need for a response to emerging trends, such as e-cigarettes/vaping, as well ongoing and consistent prevention efforts focused on all substances and overall health promotion.

YOUTH NICOTINE USE:

According to the CDC, tobacco use is the leading cause of preventable disease, disability, and death in the United States. E-cigarette use or “vaping” has quickly become popular among youth and young adults. Almost a quarter (24 percent) of all high school aged students in New Hampshire reported recently using electronic vapor products (the U.S. average is 13 percent). Usage increases with increasing

high-school grade level and by 12th grade, about 30 percent of high-school seniors in New Hampshire report using electronic vapor devices. Regional YRBS Data (2017) indicated that 41.7 percent of high school aged youth in the region reported having used an electronic vapor product and 22.2 percent of high school aged youth in the region reported past 30-day use. As of August 2019, 193 potential cases of severe lung illness associated with vaping have been reported from 22 states, primarily among adolescents and young adults. It is important to note that all cases reported “vaping” of tetrahydrocannabinol (THC)-containing products.

YOUTH MARIJUANA USE:

Although we saw a decrease in past 30-day marijuana use from 2015 to 2017 among high school-aged youth, more than half of the students that took the survey perceive of no or only slight risk of harm associated with marijuana use. Decriminalization of marijuana, legalized therapeutic cannabis, and legalization in surrounds states, as well as passive parent/caregiver attitudes towards marijuana use are all risk factors that can lead to a low perception of harm.

BEHAVIORAL HEALTH: SUBSTANCE MISUSE AND SUICIDE RISK:

Suicide is a serious and preventable public health problem in the United States. According to SAMHSA, collaboration among prevention professionals across behavioral health fields has the potential to reduce suicide rates. While multiple factors influence suicidal behaviors, substance use—especially alcohol use—is a significant factor that is linked to a substantial number of suicides and suicide attempts. Individuals with substance use disorders (SUDs) are particularly susceptible to suicide and suicide attempts. Indeed, suicide is a leading cause of death among people who misuse alcohol and drugs (SAMHSA, 2008; HHS, 2012; Wilcox, Conner, & Caine, 2004; Pompili et al., 2010). Substance misuse significantly increases the risk of suicide. Winnepesaukee YRBS Data from 2017 indicated that 20% of students seriously considered attempting suicide and 7.8% actually attempted suicide in the past 12 months.

The Winnepesaukee Public Health Region is comprised of a highly collaborative network of experts, professionals and community partners that are ready to respond to the ever-changing needs of our communities. Prevention is a critical component in this response.

GOAL 1: TO REDUCE THE MISUSE OF ALCOHOL AND OTHER SUBSTANCES ACROSS THE LIFESPAN THROUGH THE IMPLEMENTATION OF EFFECTIVE PROGRAMS, PRACTICES, AND POLICIES IN THE WINNIPESAUKEE PUBLIC HEALTH REGION

<p>Objective 1: Decrease the number of schools that utilize out-of-school suspension</p>	<p>Objective 2: Decrease access to alcohol and other substances</p>
<p>Baseline: 2019: All districts in WPHR implement OSS (districts selected based on readiness) Year 1: Franklin Year 2: Belmont Year 3: Gilford</p>	<p>Baseline: 2017 YRBS: 65% of students reported it was sort of/very easy to access substances Year 1: Decrease of 1% (2019) Year 2: NO YRBS DATA COLLECTED Year 3: Decrease of 1% (2021)</p>
<p>Objective 3: Increase parent/caregiver and child communication about alcohol and other substance misuse</p>	<p>Objective 4: Provide networking opportunities and technical assistance to community groups and agencies</p>
<p>Baseline: 2017 YRBS: 51.4% of students reported they had talked with at least one parent Year 1: Increase of: 3% (2019) Year 2: NO YRBS DATA COLLECTED Year 3: Increase to: 3% (2021)</p>	<p>Baseline: 2019: 7 Regional Networking Events Year 1: Maintain 7 events Year 2: Maintain 7 events Year 3: Maintain 7 events</p>

GOAL 2: INCREASE COMMUNITY CAPACITY TO PREVENT AND ADDRESS SUICIDE IN THE WINNIPESAUKEE PUBLIC HEALTH REGION

<p>Objective 1: Decrease the percentage of high school aged students that report attempting suicide in the past 12 months</p>	<p>Objective 2: Increase the number of suicide prevention/postvention education trainings</p>
<p>Baseline: Winnepesaukee YRBS 2017: 7.8% Year 1: Decrease by: 0.2% (2019) Year 2: NO YRBS DATA COLLECTED Year 3: Decrease by: 0.2% (2021)</p>	<p>Baseline: SFY 2019: 6 Suicide Prevention Trainings Year 1: Maintain 6 trainings Year 2: Maintain 6 trainings Year 3: Maintain 6 trainings</p>

STRATEGIES

CSAP STRATEGY	ACTIVITIES	SECTORS	GOALS/OBJECTIVES ADDRESSED BY THIS STRATEGY	RISK/PROTECTIVE FACTOR TARGETED
INFORMATION DISSEMINATION	"Ask Kelley" Monthly Newspaper Column, Weekly Website/Social Media Outreach, Community Partner Events, Doorway Services Promotion, Regional Resource Guide Quarterly Updates, YRBS Data Sharing, Legislative Breakfast	Local Coalitions, Education, Health & Medical, Safety & Law Enforcement, Business, Government, Community & Family Supports	TO REDUCE THE MISUSE OF ALCOHOL AND OTHER SUBSTANCES ACROSS THE LIFESPAN THROUGH THE IMPLEMENTATION OF EFFECTIVE PROGRAMS, PRACTICES, AND POLICIES IN THE WINNIPESAUKEE PUBLIC HEALTH REGION	Perception of harm, ease of access, lack of knowledge or awareness, lack of exposure to effective prevention messages
EDUCATION	Ongoing TA/Support to SAPs, Connect Suicide Prevention Trainings, AFSP More Than Sad Trainings, Breathe NH & NNEPCC Vape/ENDS Presentations, Youth Driven PSAs on the dangers of substance misuse and effective coping strategies, NRLR Teen Support Groups for Children Impacted by Substance Misuse	Local Coalitions, Education, Health & Medical, Safety & Law Enforcement, Business, Government, Community & Family Supports	TO REDUCE THE MISUSE OF ALCOHOL AND OTHER SUBSTANCES ACROSS THE LIFESPAN THROUGH THE IMPLEMENTATION OF EFFECTIVE PROGRAMS, PRACTICES, AND POLICIES IN THE WINNIPESAUKEE PUBLIC HEALTH REGION INCREASE COMMUNITY CAPACITY TO PREVENT AND ADDRESS SUICIDE IN THE WINNIPESAUKEE PUBLIC HEALTH REGION	Lack of knowledge or awareness, lack of parent/caregiver & child communication about the dangers of substance misuse, community norms favorable towards use

COMMUNITY-BASED PROCESS	Local Coalition Development Ongoing TA/support with Implementation of the SPF, Offices of Student Wellness-Community Management Team Participation, Winnepesaukee Educators Collaborative, Winnepesaukee Coalitions Collaborative, PiCWell Meetings/Summit , WPHC (PHAC), Franklin School District Vape Workgroup, NH Vape Workgroup, Laconia ACERT, International Survivors of Suicide Loss Day, Life of an Athlete Leadership Committee Participation, NH Prevention Certification Board Participation, Governor's Recovery Friendly Workplace	Local Coalitions, Education, Health & Medical, Safety & Law Enforcement , Business, Government, Community & Family Supports	TO REDUCE THE MISUSE OF ALCOHOL AND OTHER SUBSTANCES ACROSS THE LIFESPAN THROUGH THE IMPLEMENTATION OF EFFECTIVE PROGRAMS, PRACTICES, AND POLICIES IN THE WINNIPESAUKEE PUBLIC HEALTH REGION	Perception of harm, ease of access, lack of knowledge or awareness, lack of exposure to effective prevention messages, community connectedness
ALTERNATIVE ACTIVITIES	Winnepesaukee Quest for the Net Basketball Tourney, Chem- Free After	Local Coalitions, Education, Health & Medical,	TO REDUCE THE MISUSE OF ALCOHOL AND OTHER SUBSTANCES ACROSS THE LIFESPAN THROUGH THE IMPLEMENTATION	Access to alcohol and other drugs, community norms favorable towards use, exposure to

	Prom Celebrations, Recovery Events	Safety & Law Enforcement , Community & Family Supports	OF EFFECTIVE PROGRAMS, PRACTICES, AND POLICIES IN THE WINNIPESAUKEE PUBLIC HEALTH REGION	prevention messages, community connectedness
ENVIRONMENTAL	City Ordinances for Tobacco 21, City-Wide Kratom Bans, Youth Developed PSAs on Mental Health, Merchant education for sales of tobacco products to minors	Local Coalitions, Education, Health & Medical, Safety & Law Enforcement , Business, Government, Community & Family Supports	TO REDUCE THE MISUSE OF ALCOHOL AND OTHER SUBSTANCES ACROSS THE LIFESPAN THROUGH THE IMPLEMENTATION OF EFFECTIVE PROGRAMS, PRACTICES, AND POLICIES IN THE WINNIPESAUKEE PUBLIC HEALTH REGION INCREASE COMMUNITY CAPACITY TO PREVENT AND ADDRESS SUICIDE IN THE WINNIPESAUKEE PUBLIC HEALTH REGION	Access to alcohol, tobacco, and other drugs, community norms favorable towards use, policy enforcement